

Get a Web Analyst

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If you are not already looking for a Web analyst, you may be looking soon. Web analytics has been around for a while. The Web channel is at the point, however, where Marketing is beginning to realize just how important Web analytics is to their future. We're talking jobs and bonuses important. This article will talk about what to look for in a Web Analyst.

What does a Web Analyst do?

Web analysis is a business process, more specifically, a continual improvement process. Using performance data, the Web analyst will help your team understand how well your Web investment/campaign is doing and how you might be able to do better. They will:

- Define the requirements of systems producing the base customer data.
- Oversee data quality.
- Create key success metrics based on business goals.
- Design and manage testing from A/B/n to focus-group testing.
- Provide the analysis revealing the customer intelligence and the ROI of your efforts.
- Provide reporting to various levels of management and line staff.
- Propose strategy, actionable solutions or suggestions for improvement.
- Oversee the process of the improvement lifecycle of test/analyze/take action.

If you want to know which half of your Marketing budget is wasted, they are the people to ask.

What to look for in a Web analyst

Search for someone who:

- **Is an analyst by nature.** That is, you need an organized thinker, fascinated by how and why things work, curious about how people behave, and an avid questioner.
- **Is an eco-thinker.** Web analysts need to be able to conceptualize and keep in their heads the workings of complex systems so they understand that the little thing over here is related to a big effect over there.
- **Has strong business experience.** Web analysts need real-world experience in understanding segmentation, acquisition, sales, conversion, lead generation, ROI, etc. They should have a strong grasp of both business and marketing concepts.
- **Has significant experience in the Web industry.** They need to understand how business is done on the Web and how customers use the channel. They need to know

the consequences of the customer-centric nature of the Web and the concepts coming from the fields of usability and customer satisfaction.

- **Has very strong communication skills.** Web analysts need to be able to communicate up and down the org chart, from the CEO to the marketing coordinator, and across all lines of business and departments. They must be as effective in speaking to IT and finance as they are in working with marketing and graphics. In addition, analysts need to be able to manage conflicting objectives and viewpoints.
- **Has strong presentation skills.** They need the ability to provide the right amount of information and interpretation, all of which should be appropriate to the organizational levels and personalities they're dealing with. One of an analyst's primary skills is the ability to help people understand the information and its impact on the business.
- **Understands statistical concepts,** although the person does not necessarily have to be a statistician. The analyst just needs to be able to evaluate relevance and significance as well as to communicate with those doing statistical modeling.
- **Has technical skills.** Web analysts need to know the details of how Web sites are built and managed. They need to be able to write and use xhtml, Java Script, and SQL so they can collect the data. They need an understanding of data administration so they can maintain and manage the variables your association needs to track. They need to be able to learn how to use complex analysis applications. They need project management skills.

And finally, they need to be really smart and really creative.

Finding a Web Analyst

Obviously, this is a rather unusual and high-functioning skill-set. Oh, will you want industry specific experience too? And that is even before you begin thinking about their depth of experience in analytics.

There are two ways to get a Web analyst:

- **On Staff.** The pool of applicants is already shallow and it's going to get much worse as the demand grows. If you want to hire an experienced Web analyst, be prepared to pay more than 100k plus incentives, perhaps much more.

If you have the in-house capability and the time, you may be able train up the right lower level staff. The options for sending them out to training are limited to one set of online courses at [UBC](#) in British Columbia.

Put your job opening on [Monster.com](#) or the [Direct Marketing Association Job Bank](#), but don't expect a flood of qualified applicants. You may have a better chance at the [Web](#)

[Analytics Association job board](#). You can also ask your Web analytics software vendors if they know of anybody. Yet another alternative is to go to the [E-metrics Summit](#) (a conference held twice a year) and pass out your business card with a note on the back saying you are looking to hire. If you meet an analyst, don't be bashful; ask him or her about any friends who might be interested.

- **As a consultant.** This is a logical alternative if you can't afford your own full-time analyst. There are a number of good analytics consultancies. Again, try the [Web Analytics Association](#) or the [Direct Marketing Association](#).

Hopefully, this will help you understand the skill set needed for this important position. The metrics the analyst provides are used to make critical business decisions. They are the metrics used to measure success. This is why analysts are in demand and why you may soon be looking for one of your own.

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