

Web reporting

There is a wide choice of analysing and reporting tools for websites. They all gather large amounts of statistical data and then process this to different degrees. Such systems are very useful for professional marketing and general valuations, and it is no longer possible to imagine working without them.



Unfortunately, it is often almost impossible to relate the data of the web statistics to the numerous small changes made to the content of a website. Usually the reason for this is that the content management system, used to manage the website, and the reporting system, used to analyse the website, are two autonomous systems. Only rudimentary data are exchanged and the user has to work with two different applications, though both applications are intended to support the connected process of 'creation amp; success control'. The solution for this problem is called **InterRed RhoLive** .