In my previous article, I have talked about some of the benefits of web analytics to advertisers, in this article, I want to look at some of the limitations of web analytics to web users. Follow me as we are going to look at that together in this article.

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Now the limitations...

#1 Time-consuming process

One of the major limitations of these processes is that it will take time to gather the team of experts that will work on analytics. At times, you might not have the experts you need within your team. You might need to outsource some of the services**.**

Also, it might be difficult to get the best web analytics tools that you really need in order to have an excellent result. The major issue is that a single web analytics software might not be able to give you all that you need. You might need to combine one or two tools together.

In addition, if you want to do a proper analysis of the proper data that you have from web analytics, you need to understand that the analysis of such data always takes time. You may not really have that luxury of time before you can take business decisions.

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#2 Inaccurate visit counts

Also, most of the time some elements or results in the web analytics dashboard are not reliable. For example, if I visit a particular website now and I decided to visit such a website after thirty minutes, it will be counted as another visit.

Also, errors might come when the analytics is trying to record the geographical location of the audience. There are some visitors that are using proxy servers or Virtual Private Networks. This might cause confusion as far as the exact location of your audience is concerned. This will make it difficult to know the exact location of your audience.

#3 Late capturing of data

At times, there are some page visits that are not captured. It is possible at times that the user may navigate to other pages by clicking on other pages, data may not be captured on those pages.

Also, most times, or let me say all the times, web analytics will only let you know that a problem exists, it will never be able to pinpoint the origin of the problem.

#4 Inadequate data

In addition, when data are captured by web analytics, the information provided by web analytics are never enough for you to make sound decisions.

At times, web analytics might not clearly show you why users are visiting your website in the first place. You will never know what a particular user is trying to establish on your website. You will not know what the user is trying to establish so you can factor that into consideration when you are making decisions on your website. It will also be difficult for you to know the exact age of your audience as well.

Action Point
PS: I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you could drop your comment. Thanks in anticipation.

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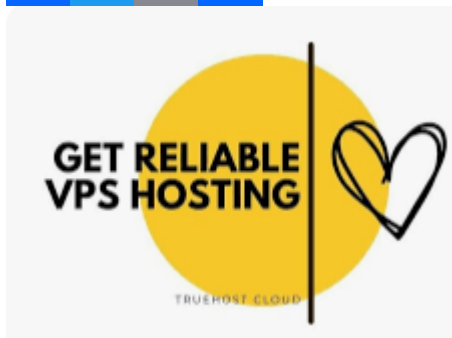**Instagram**: @**crmnigeriablog**
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