



Web Analytics Analyst

Job Opportunity

To apply for this position please email: webanalyticsanalyst@businessol.com

610 West Ash Street – Suite 1701 – San Diego, CA. 92101
8/12/2008

Job Opportunity: **Web Analytics Analyst**

Start Date: ASAP

Job Location: Downtown San Diego, CA

Openings: 1

Days/Hours: Full-Time

Complete Benefits Package: Vacation, Medical, Stock, Bonus, Profit Sharing, 401k and more

BusinessOnLine is seeking a highly motivated, energetic, innovative, and talented Web Analytics Analyst to work closely with our team of experts to deliver sophisticated Online Marketing solutions for Fortune 1000 such as Sony PlayStation, Hasbro, Cisco, Caterpillar, Siemens, and Chevron...

Become a member of a team where your vision and ideas are valued and you are not just another warm body in a cold cubicle.

Job Description: Web Analytics Analyst

This is a mid-level position in the field of website analytics for someone who has a minimum of two years of experience in configuring website analytics platforms, developing custom reports and providing analysis on website statistics.

The Web Analytics Analyst will work closely with the BusinessOnLine Web analytics team, other BusinessOnLine production teams and our clients to deliver sophisticated analytics solutions. These services may include configuring current analytics platforms, implementing new platforms, developing custom reports and key performance indicator (KPI) dashboards, and providing detailed analysis. The Web Analytics Analyst is expected to come into the position with some form of experience working with previous analytics platforms and providing analysis of reports. Additionally, the Web Analytics Analyst must continue learning and keep up to date with new and developing platforms and strategies within the space. The candidate will be expected to rise to these and other challenges that might surface and thrive on change, innovation, critical thinking, humor, results, and success. At BusinessOnLine, our people drive our process, our process drives our solutions, our solutions drive client satisfaction, and client satisfaction drives us.

Web Analytics Analyst Responsibilities:

- Analyzing website analytics on various platforms, including but not limited to Google Analytics, Omniture (SiteCatalyst and SiteCatalyst HBX), FireClick, WebTrends, etc.
- Configuration of website analytics platforms
- Diagnosing tracking problems on website analytics platforms
- Researching and defining reports specific for each client, their goals, and their campaigns
- Creating custom reports and KPI dashboards

- Analyzing traffic reports and providing actionable insight
- Management of the schedule of recurring reports
- Refining internal reporting processes, including but not limited to tracking internal marketing efforts, monthly search engine optimization evaluations, etc.

Requirements:

- **Must be extremely analytical, detail oriented, and team oriented.**
- Minimum of two (2) years experience configuring website analytics platforms, developing custom reports and providing analysis on website statistics
- Computer skills, including proficiency with Microsoft Office (especially Excel)
- Excellent attention to detail and the ability to effectively multi-task to meet client's business objectives
- Unparalleled organization skills and attention to detail
- Proven ability to work in a consultative role with clients
- Problem Solving – ability to quickly solve problems in a fast paced environment
- Communication Skills – ability to communicate with clients in all formats: verbal, presentation, email, written documents
- Ability to provide direction to the implementation team through leadership and example

Recommended:

- Analytical skills – ability to piece together ad hoc analysis of client websites, web analytics, etc.
- Search – general understanding of search engine marketing and measurement of its efforts
- Usability – general understanding of website usability best practices and measurement of its efforts
- Social Media, Web 2.0, and Website Strategy - general understanding of these industry trends and strategies and methods for measuring their success

Business Profile:

Founded in 1997, BusinessOnLine is the leader in delivering Internet solutions that achieve greater market presence and an improved customer experience. Over the last decade, BusinessOnLine has built a team of experts whose unique combination of consulting and implementation solutions have delivered results for more than 600 websites including world-class brands such as Chevron, Cisco, Pitney Bowes, NEC, HSBC, Bahamas.com, Disney, Hasbro and many more.

Additionally, the BusinessOnLine team hosts a world class marketing summit:

www.OnlineMarketingSummit.com : The Online Marketing Summit is an invitation

only, "vendor less" educational forum for Marketers. Set in beautiful San Diego, Marketers from leading companies gather every year to share best practices and learn from expert online practitioners. Unlike most tradeshow and conferences, OMS is built around content that drives action and delivers insight that we as Marketers can actually use and build into our marketing plans.

With headquarters in Downtown San Diego (Little Italy), CA, BusinessOnLine also has a development/NOC office in Reston, VA. Our sales, development and implementation teams are 25 strong.

BusinessOnLine is uniquely positioned. We have established financial stability, a strong sales channel and are profitable yet agile with a relatively flat organization structure allowing voices to be heard and strategy dictated by innovative forward-thinking visionaries.

Company Atmosphere:

We enjoy our work, our clients, the solutions we implement, and most importantly the people we work with. We are encouraged and empowered to make decisions that drive the strategy and our future of the company. We do not work for the man or punch the clock. We are driven, experienced professionals who shun ego and harness individual expertise to construct solutions as one. We thrive on results. We all own a piece of the pie and share in its rewards... bonuses, stock grants and a year where 100% of profits are distributed to employees is not unheard of.

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Please include:

1. Attached resume
2. Number of years as a Web Analytics Analyst
3. Number of years in the Internet Marketing and Development Industry
4. Current Employer
5. Salary Requirement
6. Potential Start Date
7. Current Location

EQUAL EMPLOYMENT OPPORTUNITY:

BusinessOnLine is committed to equal employment opportunity. We will not discriminate against employees or applicants for employment or any legally-recognized basis including, but not limited to; veteran status, race, color, religion, sex, national origins, age and physical or mental disability.

In addition, race, religious creeds, color, national origin, ancestry, physical disability, mental disability, medical condition, including genetic characteristics, marital status, sex, pregnancy, childbirth or related medical conditions, actual or perceived gender, sexual orientation and other protected classes in California.