

## A Comprehensive Analysis of Web Analytics Tools Based on the Marketing 7C Model

**Dr. András Szeberényi**

Associate Professor, Institute of Communications and Marketing, Budapest Metropolitan University, Budapest, Hungary

### **Abstract:**

This research examines and compares the Google Analytics platform with the Yandex.Metrica web analytics service using the 7C analysis method. The primary aim of the study is to assess the effectiveness and user-friendliness of the Yandex.Metrica software in comparison with the widely used and trusted Google Analytics platform in Hungary, as well as to provide recommendations for improving both services. In the research, I analyzed the significance, content structure, and key design elements of Google Analytics and Yandex.Metrica websites using the 7C model, which is designed for analyzing engaging websites. Based on the analysis, it was found that Yandex.Metrica provides reports similar to those of Google Analytics and includes additional tools for qualitative measurement methods. Although the service offers advanced customer support, language settings may pose challenges for many Hungarian businesses. Both web analytics platforms are user-friendly and customizable. For Google Analytics, suggestions for improvement include reviewing and restructuring the admin interface, as well as integrating heatmap analysis and other qualitative methods into the system. The study's findings may be beneficial for small and medium-sized enterprises in selecting the web analytics software that best aligns with their business profile. For businesses with a website or online store, incorporating web analytics tools into decision-making processes can help improve business outcomes and reduce costs.

### **Keywords:**

Online marketing, web analytics, marketing tools, 7C model.