Open Source Web Analytics Framework

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The **Open Web Analytics** (OWA) is an **open source web analytics framework**. It provides a generic set of PHP and HTTP APIs that application developers can use to integrate web analytics into any application. The OWA framework also comes with built-in support for popular web applications such as Wordpress and MediaWiki. As a generic web analytics framework, OWA can be extended to track and analyze any web application. To download the latest releases of OWA, click here.

Tracking/Reporting Features

- Track Page views, visits, and unique visitors over time
- Track unique, new, repeat visitors over time

- Multiple Web Site Support – track any number of web sites and view statistics in aggregate or by site
- Click-streams – view the actual click-stream of each visitor
- Click Tracking – Track where exactly on a web page users are clicking and view clicks by browser type
- Click Heat Maps – view a heat map of where users are clicking on your web pages
- Google Maps – map your visitors on Google Maps
- Google Earth (KML) – view your visitors in Google Earth via a KML file export
- RSS/ATOM subscription tracking – track unique feed readers, reader types, and feed requests
- Visitor Aging – understand the age of your repeat visitors.
- Canned and Custom Time Periods – generate reports using pre-defined reporting periods or custom date ranges
- Refering Page Analysis – View the title, anchor text, and surrounding text of inbound links from refering web pages
- View visits by user agent
- Track entry and exit pages
- Track pages by custom page types

WordPress Specific Analytics Features

- Track visitors by WordPress user name or e-mail address they use in comments.
- Track all Wordpress Page Types (Posts, Pages, Authors, Archives, Categories, etc.)
- Track the number of comments made by visit
- Reporting accessable via Admin Dashboard
- Track subscribers to RSS/Atom feeds

Online URL:
https://www.articlediary.com/article/open-source-web-analytics-framework-273.html