

## **Web Analytics for Higher Education Institution Websites in India: Need of the Hour**

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### ***Abstract***

*Role of website has never been as crucial for higher education as it is now. Higher Education Institution's (HEI) website is not restricted to providing information only. Therefore, the early static websites are being replaced with dynamic or interactive websites, which support stakeholder's participation. Website of higher education institutions can be divided into four broad stages: Information, Interaction, Transaction and Integration.*

*With rise in online interaction and keeping all the stages of websites in mind it is not only important to have a good interactive website but also very crucial that at each level the response of the students and other stakeholder is measured and analysed. Therefore, Web analytics for HEI website is very critical. This paper will be identifying the key performance indicators for HEI in India and suggest few web analytic tools that will help in analysing the performance of the website and help in better understanding the visitor's behaviour and help in improving the online presence of HEI in India.*

**Keywords:** Maturity models, Information, Interaction, Transaction, Integration, Web Analytics, Key performance indicators

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