

Bachelor thesis „Performance metrics of on-line marketing projects: Application of Google Analytics“ is focussed on the web site measurement with the tools of web analytics. The beginning of this thesis briefly describes the importance of research for marketing communication. It describes performance measurement of marketing communication and media measurement in non-internet marketing in contrast to the possibilities of measurement in internet environment. The crucial part of the thesis is focussed on the tools of web analytics, description of its function and its basic terms. Then it describes the possibilities of measurement and the utilisation of the research results for improvements of on-line marketing activities and websites maintaining. The thesis presents web analytics as an inseparable part of efficient on-line marketing and websites management. It in detail describes Google Analytics, which is one of the web analytics solutions, and its usage. In the end of the thesis there is insight to the metrics of websites of Felicity Hotels during January and February 2010 and their importance from the marketing point of view.