

Title (en)

METHOD FOR THE ANALYSIS OF USER BEHAVIOR IN A COMPUTER NETWORK IN ORDER TO OPTIMIZE WEB PRESENCE

Title (de)

VERFAHREN ZUR ANALYSE DES BENUTZERVERHALTENS IN COMPUTERNETZEN ZUR OPTIMIERUNG DER WEB-PRÄSENZ

Title (fr)

PROCEDE D'ANALYSE DU COMPORTEMENT UTILISATEUR DANS DES RESEAUX INFORMATIQUES POUR L'OPTIMISATION DE LA PRESENCE WEB

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Application

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Abstract (en)

[origin: WO0127760A2] The invention relates to a method for the analysis of user behavior in computer networks in order to optimize web presence. Said method can in particular be used to obtain qualified and future-orientated data on user behavior on the internet and intranet in order to influence one's own internet presence as a means for planning production and turnover. Said method provides a feedback circuit comprising an actual status analysis, designation of target functions, constant observation of user behavior, actual/desired comparison, performance of a trend calculation in addition to content and structure optimization of said web presence.

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