

## Logfile analysis

+ you do everything by yourself  
=> full control

- you do everything by yourself  
=> more work

+ instant access  
+ more fine-grained time analysis  
+ potentially more fine-grained user analysis

## GA-like services

+ they do the job for you  
=> less work, “fire and forget solution”

- they do the job for you  
=> black box

+ filtering of bots  
+ handling of AJAX requests, cookies, sessions  
etc.

+

mouse tracking software  
= a must for a dictionary website