



Google Analytics und Alternativen (German Edition)

Manuel Kunkel

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Studienarbeit aus dem Jahr 2011 im Fachbereich Informatik - Wirtschaftsinformatik, Note: 1,3, FOM Hochschule für Oekonomie & Management gemeinnützige GmbH, Frankfurt früher Fachhochschule, Veranstaltung: Content Management Systeme, Sprache: Deutsch, Abstract: Um ihr Online-Angebot noch besser zu gestalten und zu optimieren, nehmen Webseiten-Betreiber die Webanalyse zur Hilfe. Mit ihr lässt sich mitunter das Nutzerverhalten und –aufkommen sammeln, messen und analysieren. Aber auch bis hin zum Erfassen von Einkäufen in Shops sind Mittel gegeben. Für die Webanalyse bedarf es spezieller Programme, wie Google Analytics oder Yahoo Web Analytics. Die kostenlose Lösung von Google ist umfangreich, professionell und weit verbreitet. Doch Datenschutzbeauftragte schlagen Alarm, denn bei Google Analytics werden Besucherdaten auf den Servern von Google gespeichert, und das ohne Wissen des Webseiten-Besuchers.

An dieser Stelle ist es notwendig sich über Alternativen Gedanken zu machen, um den Datenschutz einzuhalten. Einige Projekte setzen an diesem Punkt an und haben auf sich aufmerksam gemacht. Ein Beispiel hierfür ist das frei zugängliche Piwik, das sich zum Ziel gesetzt hat im Umfang eine Alternative für Google Analytics zu sein.

Die folgende Ausarbeitung stellt Google Analytics vor und greift die Problematik des Datenschutzes auf. Des Weiteren wird die Lösung Piwik beschrieben und mit Google Analytics verglichen, sowie auf dessen Datenschutzlösung eingegangen.

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