

**Media Contact:**

Peter Nilsson

Tel: 858.880.5466

Email: [peter@performpr.com](mailto:peter@performpr.com)**Tracking, Understanding And Improving The Health Of Your Website:  
VisiStat Launches Pulse<sup>™</sup> –The New Way to Measure Site Effectiveness**

*New tool enhances leading solution even further through ultra-simple process, deeper analytics and suggestions for quick fixes.*

**San Jose, CA – April 19, 2011** – VisiStat, the leading provider of simplified Internet-based solutions for web analytics, campaign tracking, and lead generation, today announced the launch of Pulse, a unique new functionality to the company’s already robust solution. Pulse is designed to help marketing professionals analyze the effectiveness of their online initiatives from a holistic point of view using a simple ‘score’ that rates their website in a way that is reminiscent of a credit score.

“Pulse is absolutely the simplest way to monitor and track the health and effectiveness of your website,” said Jim Bennette, CEO for VisiStat. “Pulse doesn’t just give you a score, it pin-points areas of opportunity so that you can make improvements to increase your score, and therefore increase the overall effectiveness of your online presence and bottom line. It’s like having a strategic consultant monitoring your website 24/7.”

A Pulse score is generated by a powerful algorithm that seeks out and measures a wide variety of key performance indicators that have a critical impact on the effectiveness of a website:

- **FUNDAMENTALS** (website configuration best practices)
- **FINDABILITY** (search and inbound marketing trends/performance)
- **ENGAGEMENT** (visitor behavior and trends)

Unlike other solutions that grade websites based on a single snapshot in time, Pulse analyzes multiple data points and generates a score based on a minimum of 2 weeks worth of data, and provides a continuously updated score on a daily basis.

Pulse is now a standard tool in VisiStat's industry-leading web analytics platform, and is free to all VisiStat customers.

Bennette continues, "Today's difficult business environment has driven small to medium businesses to look at critical operations from a holistic perspective. We are excited to announce the availability of Pulse to our SMB clients and companies who understand the financial and operational value of effectively monitoring and managing their website to optimize their sales and marketing efforts."

#### **About VisiStat**

VisiStat's web analytics/customer intelligence platform that captures complex analytical data in real-time, and simplifies it specifically for SMB/SME organizations, enabling well-informed business decisions that increase sales opportunities and maximize online marketing effectiveness. For more information, please visit [www.visistat.com](http://www.visistat.com), call 408.458.9981 or e-mail [info@visistat.com](mailto:info@visistat.com).