

Introduction to Website Analytics

June 2011



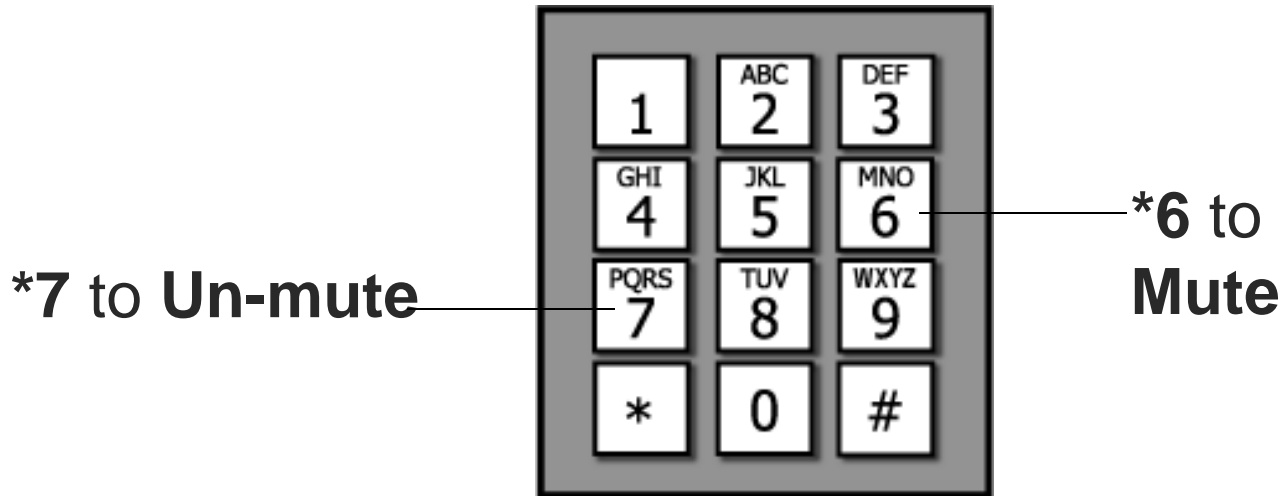
Logistics

Ask questions! Otherwise we're speaking to a black hole!

The image shows a screenshot of a ReadyTalk chat interface. At the top, there are three buttons: "Hide Chat", "Raise Hand", and "Full Screen". The "ReadyTalk" logo is in the top right corner. On the left side, there is a text box with the following instructions: "Use the **Raise Hand** button" (with an arrow pointing to the "Raise Hand" button) and "Enter questions into the **Chat with Presenter** box" (with an arrow pointing to the "Chat with Presenter" input field). The main content area on the right contains the text "Make the slideshow or demo bigger" with an arrow pointing to the "Full Screen" button. At the bottom right, the "idealware" logo is visible. The bottom of the interface features a horizontal bar with several colored segments: red, orange, green, blue, and grey.

Logistics

I'll doing some wholesale muting and unmuting, but you can do it yourself as well.



Logistics

After the session, we'll send out:

- The slides
- Any links we've discussed
- A full audio/ visual recording

Introduction to Website Analytics

June 2011



Introductions



Laura Quinn
Executive Director

What do you hope
to get out of this
session?

What We'll Cover

- What are Web Analytics?
- Some Statistics – and Some Demos!
- Setting Up Google Analytics
- Beyond the Free Packages
- Three Ways to Look
- Connecting Statistics to Goals

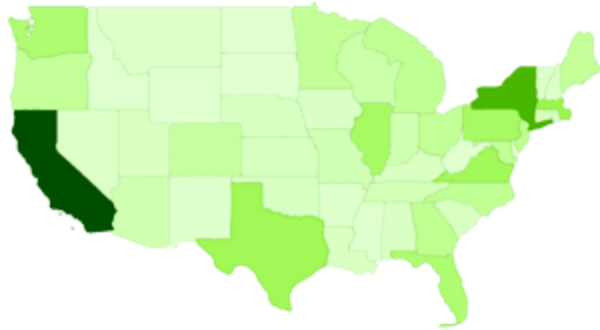
What are Web Analytics?



What are Web Statistics?

Numbers, charts, and graphs that help you understand...

Who's visiting your website...



where they came from...

Source/Medium	Visits ↓
google / organic	6,692
(direct) / (none)	2,607
techsoup.org / referral	605
del.icio.us / referral	110
pt.wikipedia.org / referral	108

and what they're doing there.

URL	Pageviews ↓
/articles/fqt_event_registration.php	238
/	230
/articles/nonprofit_intranets.php	191
/articles/msoffice_vs_openoffice.php	120

What are Web Analytics?

Using web statistics to find out the answers to your questions, so you can take action to meet your goals



Some Statistics (and Demos!)

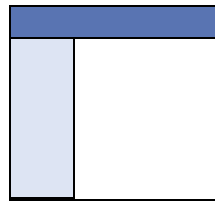


The Basic Volume Statistics



Visitors

The number of actual people who have viewed anything on the site



Page Views

The number of times pages were, well, viewed, by any visitor



Visits

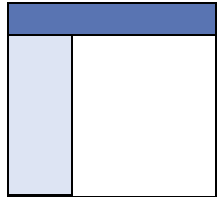
The number of trips made to the site



Hits

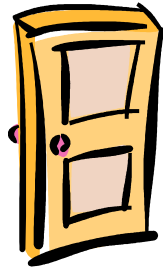
The number of items pulled from the server (images, code, the kitchen sink). Useless except to measure server load.

The Basic Content Statistics



Page Views

Again! The count of times a page was viewed, by any visitor



Entry/ Exit Pages

The pages from which visitors entered or left the site



Bounce Rate

The % of visitors who only view a single page

The Basic Visitor Statistics



Time on Site

How long visitors spent on each visit



Visitor Info

Where are they located?
What software/
hardware are they
using? New vs returning

Traffic Information



Referrers

The websites that directed visitors to you



Search Engine Keywords

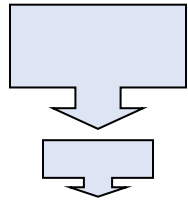
The words visitors are using to find your site

More Advanced Statistics



Click Analysis

A view of how many are clicking on what on each page



Goal Conversion

How many people made a series of steps to your desired goals (i.e. signup, donation?)

Discussion: Which Stats Look Useful?

Just off the top of your head, are there statistics or sets of statistics that seem particularly useful for you?



Thoughts?



Setting Up Google Analytics



Does Google Analytics Underreport?

Google Analytics:

- Doesn't track those who have turned off cookies
- Filters out robots better
- Has more accurate visit counts

	Unique visitors
Traffic viewed *	19631

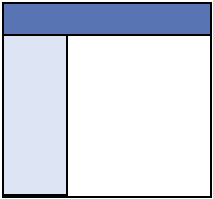
AWStats, Sep 2008



Google Analytics, Sep 2008

But mostly, all tools calculate stats differently.

So Compare Against Yourself



Compare different pages



Compare different referrers



Compare over time

Setting Up Google Analytics



Setting Up Google Analytics

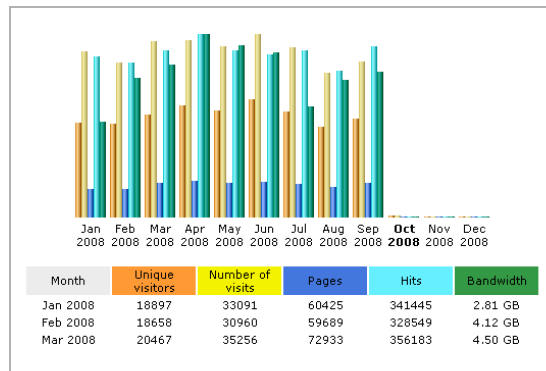
Someone with HTML knowledge will need to do a little bit of work before you can use Analytics



Beyond Google Analytics



Free Tools



AWStats

Free, simple, and you might already have it. Webalyzer and Analog are other similar packages.



Google Analytics

Free, prettier, much more powerful. Requires some setup, learning curve, and discipline. Do you mind if Google is watching you?

Why Move Beyond Free?

Enterprise level analytics packages typically offer:

- Top tier support and configuration help
- Support for pages that aren't viewable by the public
- Support for complex content (dynamic, flash, etc)
- Sophisticated, customized dashboard reporting
- Deep integration ability with other tools (search, ecommerce, email marketing)
- Ability for analytics staff to do statistical and mining analyses



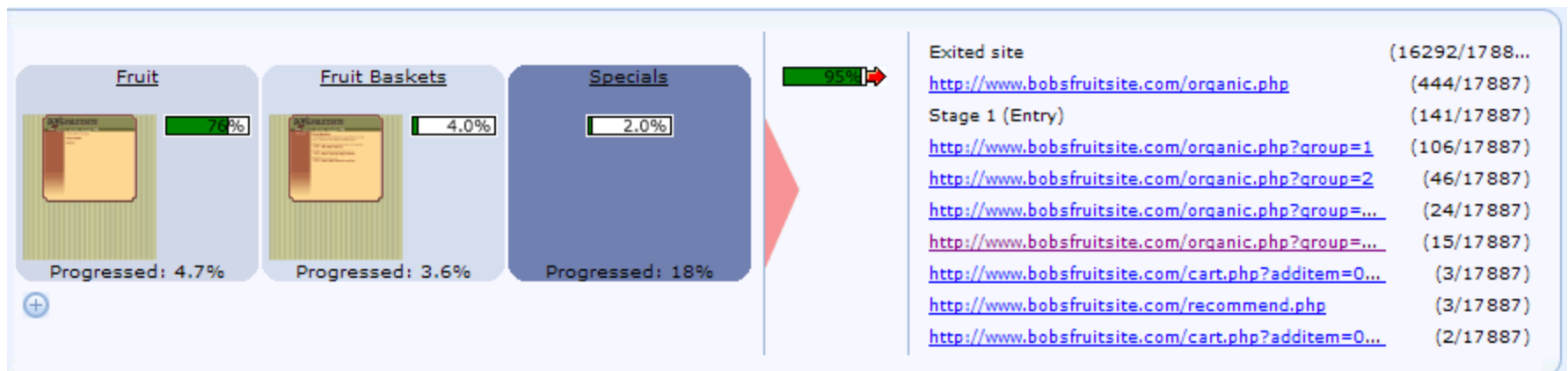
ClickTracks

ClickTracks Optimizer

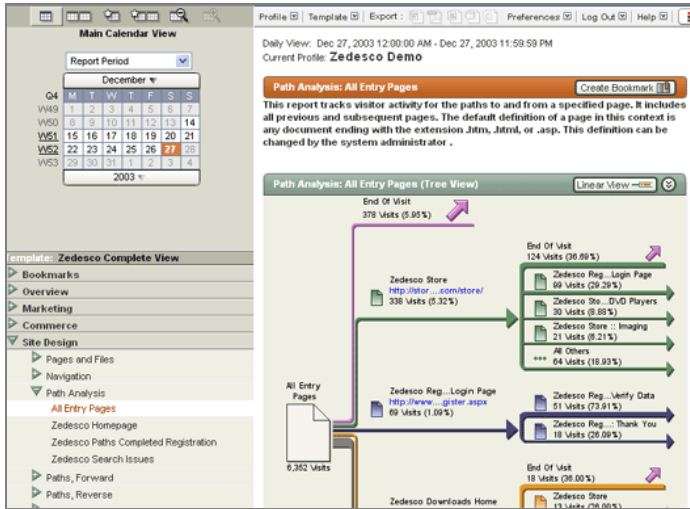
\$995 Installed or \$79/month hosted. Offers non-geeky, useful views with nice segmentation reports, and customer service.

ClickTracks Pro

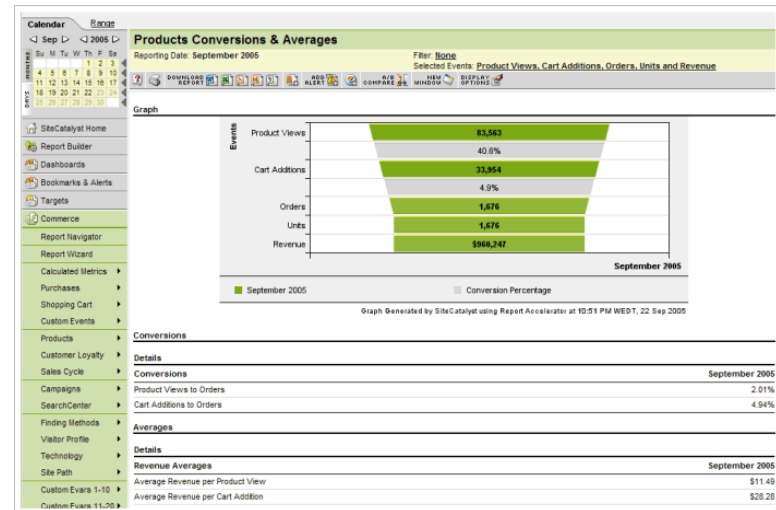
\$9344 Installed or \$239/month hosted. All of the above plus powerful abilities to group pages and visitors, view page funnels, split tests, and more.



And Beyond...



WebTrends



Omniture SiteCatalyst

Both come at many price points, but expect \$400/month+ for functionality beyond Google Analytics

Three Ways to Look



Analytics as Therapy



Look at all those visits!

They love me!
They really love me!

Analytics as Exploration



Huh, look at that!

Wonder where they came from? Where did they go on the site?

Where Did They Come From?

All traffic sources sent a total of 1,048 visits



38.07% [Direct Traffic](#)



29.20% [Referring Sites](#)



32.73% [Search Engines](#)

Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))	399	38.07%
google (organic)	330	31.49%
comanescu.hotnews.ro (referral)	58	5.53%
techsoup.org (referral)	47	4.48%

Where Did They Go?

Content Performance			
Pageviews	Unique Pageviews	Time on Page	Bounce Rate
1,842 % of Site Total: 100.00%	1,574 % of Site Total: 100.00%	00:02:18 Site Avg: 00:02:18 (0.00%)	70.80% Site Avg: 70.80%
URL	Pageviews	Unique Pageviews	
1. /articles/fgt_event_registration.php	238		
2. /	230		
3. /articles/nonprofit_intranets.php	191		
4. /articles/msoffice_vs_openoffice.php	120		
5. /articles/joomla_drupal_plone.php	103		
6. /articles/fgt_email_newsletter_tools.php	85		
7. /articles/	79		
8. /blog/2007/09/ask-idealware-civcrm-and-civimember.ht	39		
9. /blog/2007/09/do-you-need-to-register-in-each-state.ht	36		

Analytics for Action



What can we provide that will drive a lot of people to our site?



An Analytics for Action Methodology

- Define your question
- Explore
- Hypothesize
- Take Action
- Measure



Example Action Questions...

- What types of online resources are the most useful to my constituents – if I'm going to invest in more resources, what should I spend it on?
- What website features/ pages/ etc are most likely to inspire visitors to donate?
- Are we getting a return on our investment for specific online advertising buys?
- Are people able to find a particular piece of important content?



An Example

Let's say I want to investigate the question

“How can I encourage more people to view the Donation report?”

[Donate Now: Selecting an Online Donation Tool](#)

November 2005

Idealware reviewed twenty-seven lower-priced online software tools that accept donations from an existing website. What we found was good news: many affordable tools are also powerful, friendly, and flexible. We offer recommendations for high-quality tools, as well as a method to choose the right tool for you. [View the report \(free registration required\) >](#)

Explore

How many people are viewing the report now?



Page views

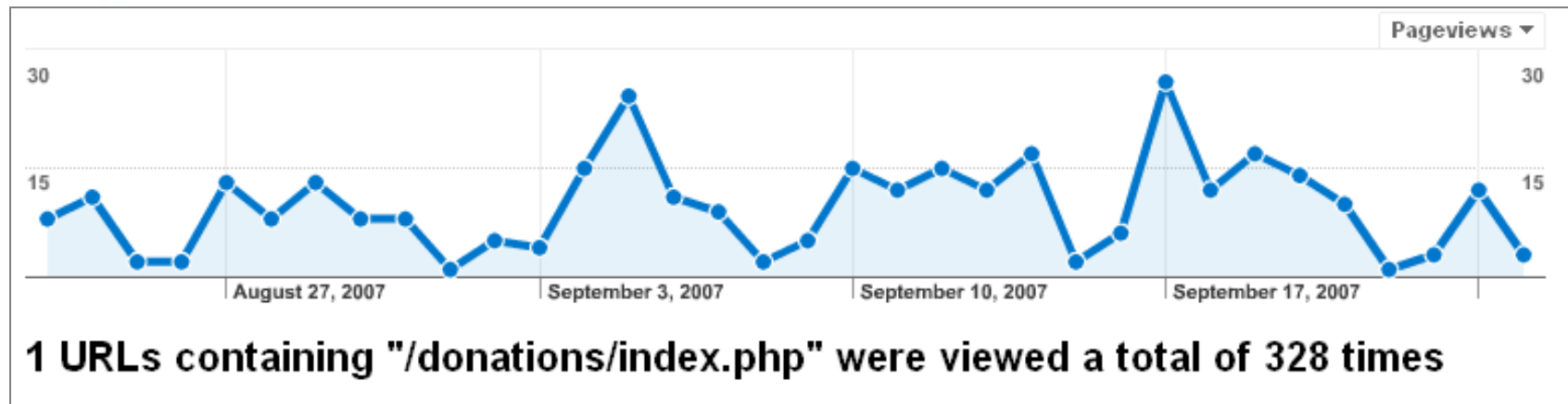
Content Performance				
Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% of Site Total
22,220 % of Site Total: 100.00%	18,760 % of Site Total: 100.00%	00:01:59 Site Avg: 00:01:59 (0.00%)	75.54% Site Avg: 75.54% (0.00%)	5 Site Avg: (0.00%)
URL	Pageviews	Unique Pageviews		
1. /	2,851	11.12%		
2. /articles/foomla_drupal_plone_	1,880	9.23%		
3. /articles/fgt_email_newsletter	1,545	7.80%		
4. /articles/msoffice_vs_openof	1,110	5.63%		
5. /articles/	1,010	3.69%		
6. /online_seminars/	593	2.27%		
7. /articles/bulk_email_software	537	2.54%		
8. /articles/relationship_centric_c	507	2.48%		
9. /articles/fgt_low_cost_dbs.ph	494	2.33%		
10. /articles/fgt_event_registrati	455	2.20%		
11. /donations/	407	1.91%		
12. /articles/nonprofit_intranets.pl	405	1.98%		
13. /blog/	356	1.50%		
14. /articles/fgt cms simple sites	353	1.68%		
15. /articles/fgt_online RSVP.php	325	1.62%		

Explore

Are there times when a lot of people looked at the report?



Page views over time

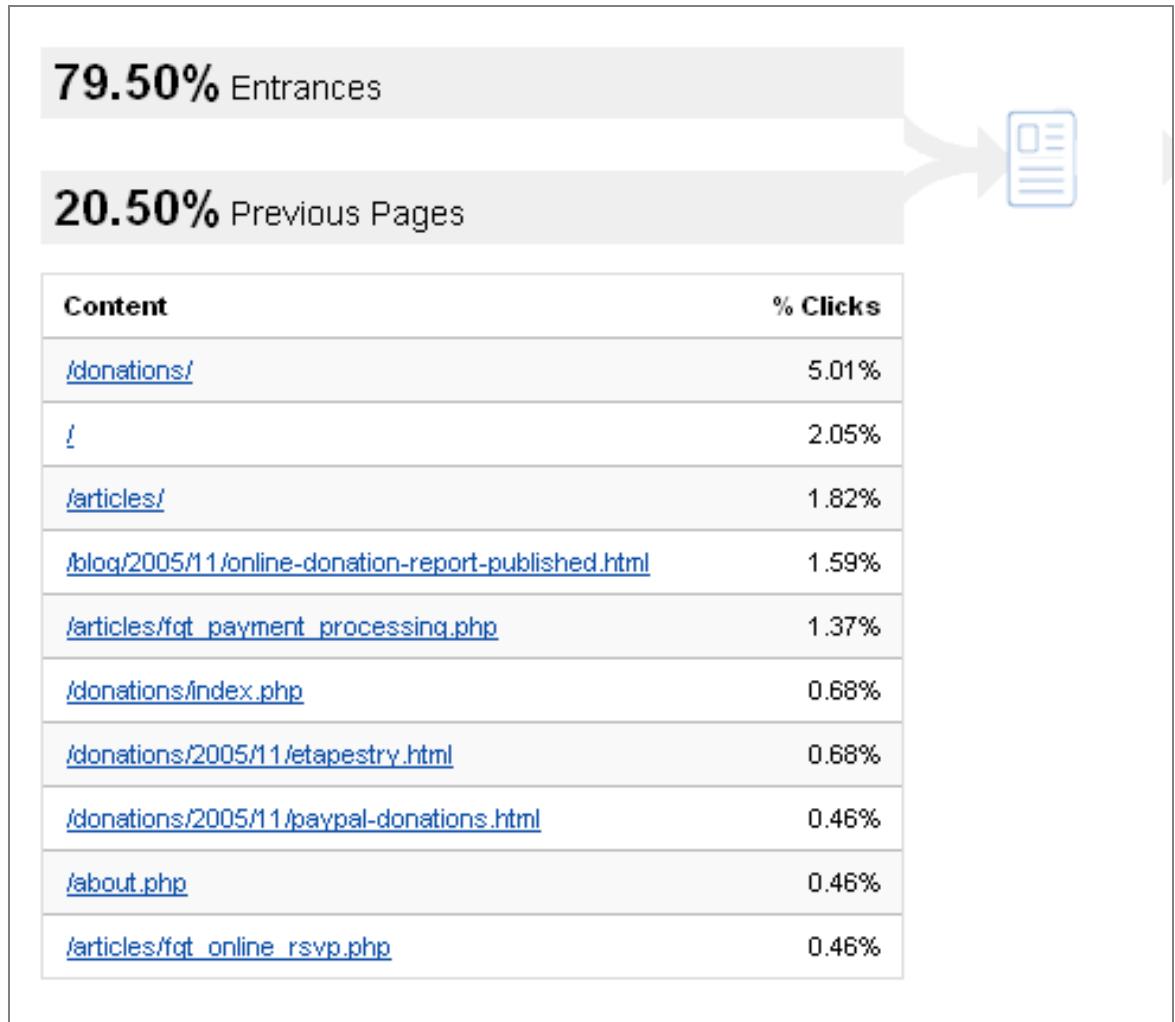


Explore

What links to the report are used the most?



Navigation routes



And more....

1. What external referrers are sending people to the report?
2. What types of people (New, View, by geography, etc) are most likely to view it?

Hypothesize and Take Action(s)

- “I think that moving the link up the home page will encourage more people to view the report”
- “Maybe adding an image to the blurb, to make it more of a feature, will help”
- “Perhaps posting a blurb to a big discussion list will peak people’s interest”

Choose an action (or possibly two), and follow through

Measure Your Success

Understand how you'll measure whether it worked or not

- “In a week, I'll take the number of page visits to the Donation Report index page with this new setup, and compare it with last week's”

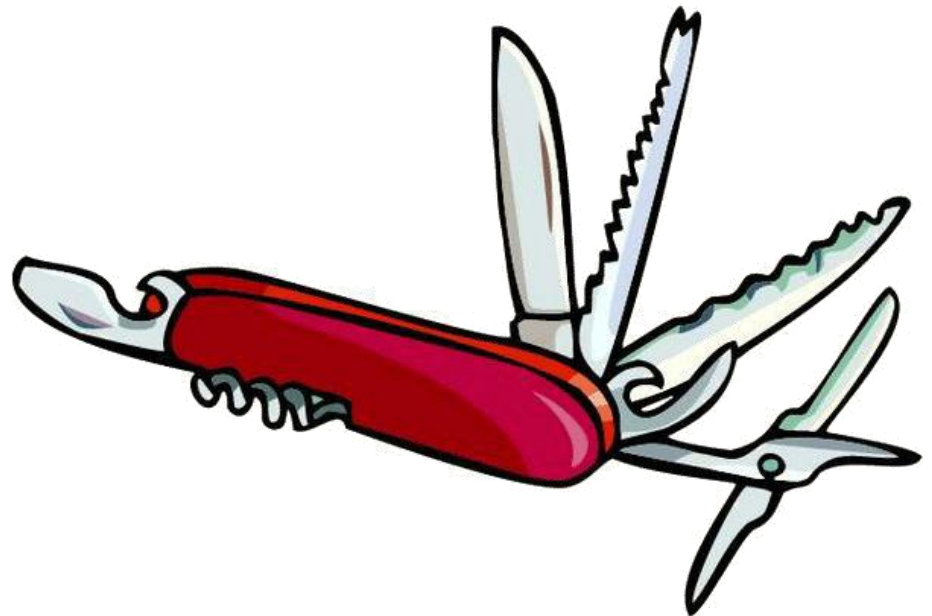


Rinse and repeat!

Analytics Aren't the Only Tool in the Box

Keep in my that there's multiple ways to investigate any business question

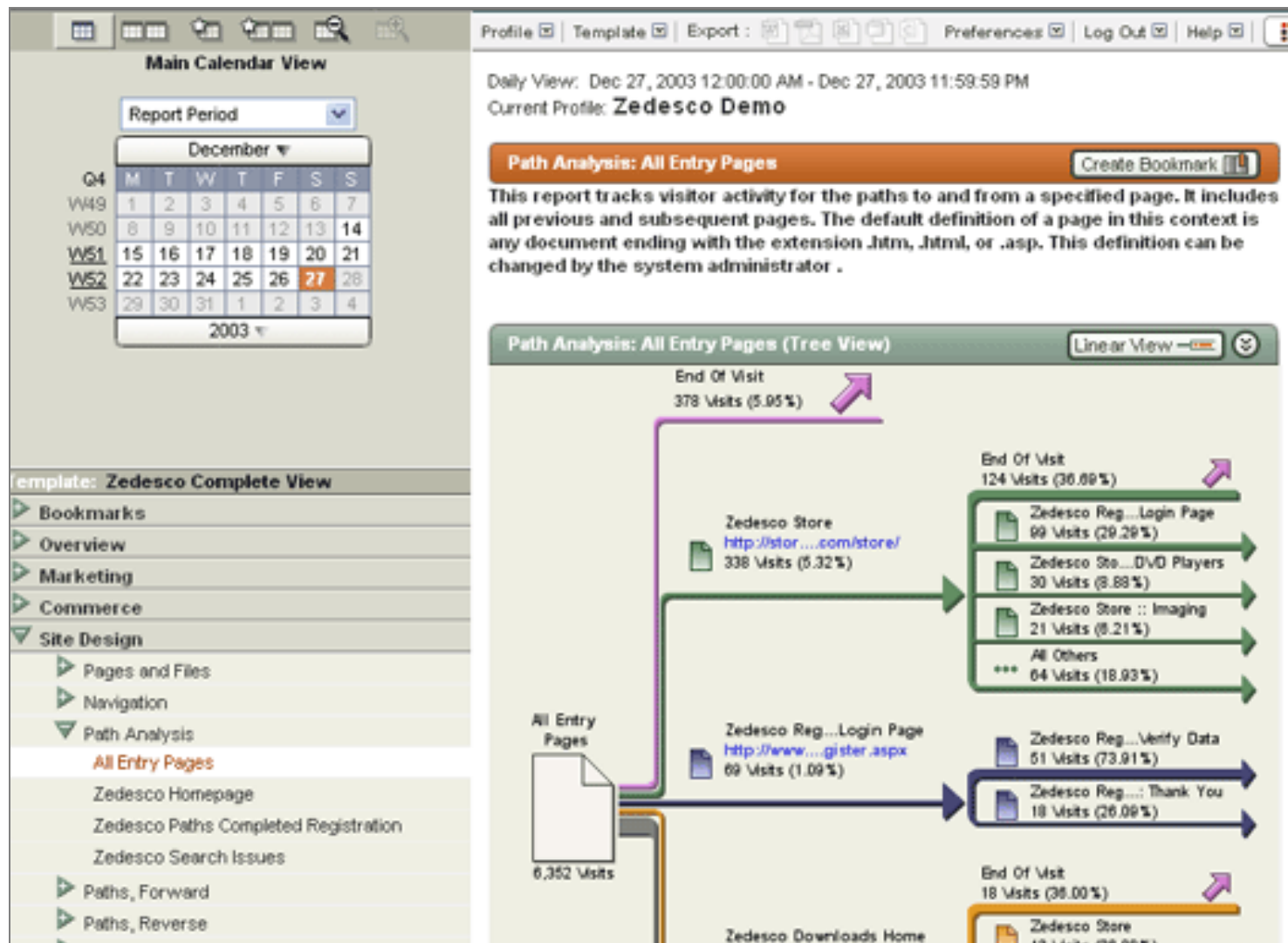
- Surveys
- Interviews/ focus groups
- User testing
- And more!



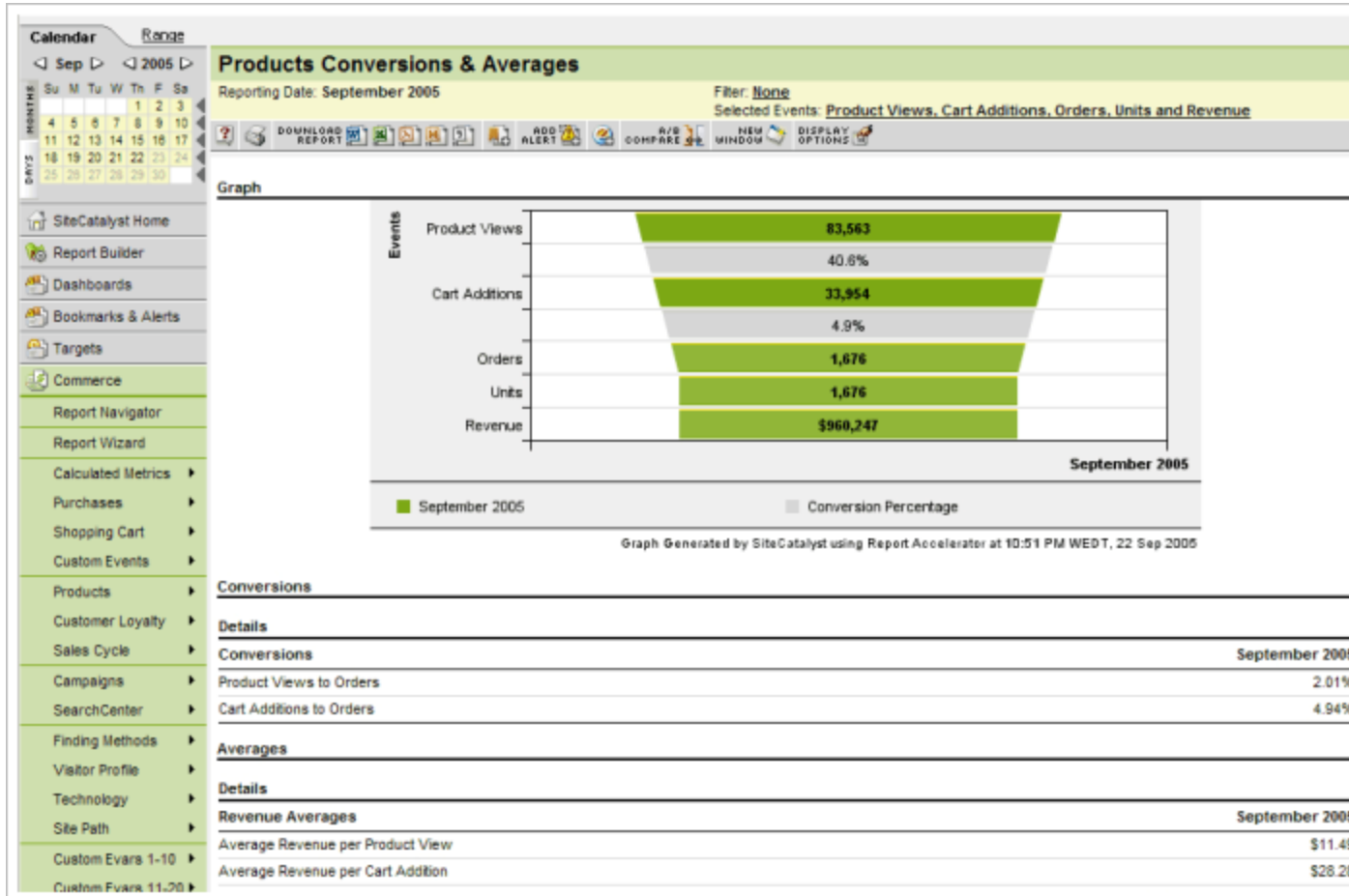
Questions?



WebTrends



Omniure SiteCatalyst



SiteCatalyst starts at about \$1000/month