



MOVE PEOPLE

Essential Website Analytics: Picking the Metrics that Matter

Presented by
Andrew Magnuson, Senior Strategy Consultant

December 2010



Today's Agenda

- **What it is:** What are the specific metrics we're looking for?
- **How to use:** What should we do with these metrics?
- **Example:** What does using these metrics look like?
- **What to do next:** What are the next steps we can take using this information?

Today's Objectives

At the end of today's session, you should feel empowered to:

1. Approach web metrics more effectively
2. Know your top 'go-to' web metrics you should care about, and why
3. Understand how these metrics can be used in service of larger strategic goals *that focus on results.*

The Premise

- Most web analytics platforms offer a tremendous volume of reports and tools,
 - but very little guidance
 - plus, difficult to interpret without context
- Many organizations don't have dedicated "web metrics people"
 - Need to get the most out of the tools with limited time investment, therefore
 - focusing on a handful of the most-useful metrics is better than getting a PhD in Google Analytics

Assumptions

- Assuming that everyone has some sort of analytics system on their site.

- Our primary focus is going to be Google Analytics, but these ideas and metrics should remain the same regardless of your toolset.

What Makes a Great Web Metric?

- Should answer a specific question, and be actionable.

- Four key attributes*:
 - Uncomplex
 - Relevant
 - Timely
 - Instantly Useful

* Source: Occam's Razor by Avinash Kaushik

©2009 Convio, Inc. | Page 6

Ask the Right Questions

- How many people are viewing our content (and engagement opportunities)?
- Are people finding:
 - what they are looking for?
 - what we want them to find?
- Once they find the content, how many are taking action?

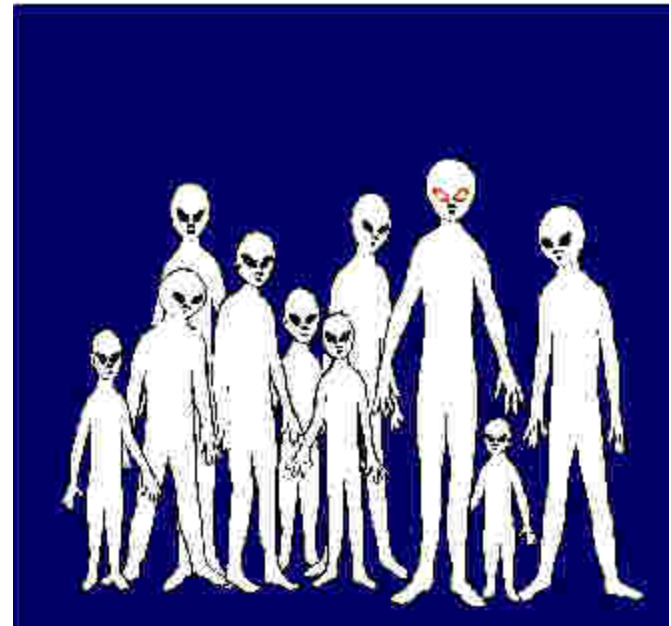
Visits and Visitors

- Visits are sessions
- Sessions start when a user creates their connection with a site.
- In Google Analytics (and most systems) this ends either when the user leaves the site, the browser is closed, or after 30 minutes of inactivity.



Types of Visitors

- **Absolute Unique Visitors:**
Individuals who went to your site within the allotted timeframe
- **New Visitors:**
Visitors who made their first visit to your site within the allotted timeframe
- **Returning Visitors:**
Visitors who have been to your site more than once in the allotted time frame



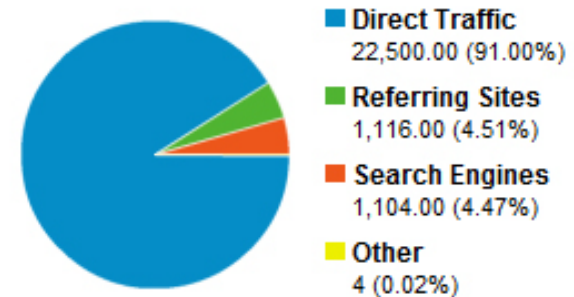
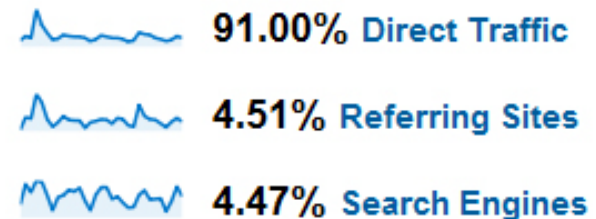
Traffic Sources: What's Driving Visits?

- **Direct Traffic:** Users know who you are and sought you out specifically

- Email campaigns
- Bookmarked pages
- Address bar

- **Referring Sites:** Users coming directly from another site, which pointed them to you specifically

- **Search Engines:** “Found” traffic. Users who visit the site as a result of a search engine query



Referrals

- Cross-linking
 - Occurs frequently in the blogosphere
 - Has to be natural – and reciprocal
- Partnering
 - Sponsorships
 - Partner Programs

Referring sites sent 11,451 visits via 953 sources

Site Usage		Goal Conversion	Ecommerce
Visits	Pages/Visit	Avg. Time on Site	
11,451	3.40	00:04:03	
% of Site Total: 29.72%	Site Avg: 3.16 (7.67%)	Site Avg: 00:04:47 (-15.10%)	
Dimension: Source		Visits ↓	Pages/Visit
1.	perkins.org	3,702	2.42
2.	support.perkins.org	2,232	6.10
3.	webmail.perkins.org	514	1.82
4.	indeed.com	460	2.13
5.	perkins.pvt.k12.ma.us	252	2.39
6.	en.wikipedia.org	218	4.23
7.	aph.org	193	4.26
	–		

Search Engines



- Keywords
 - What keywords are bringing people to your site?
 - What keywords do you *want* to define your site?
- Search Engines and Homepage Traffic
 - The more you drive traffic via search engines, the less likely your homepage will be your top landing page.

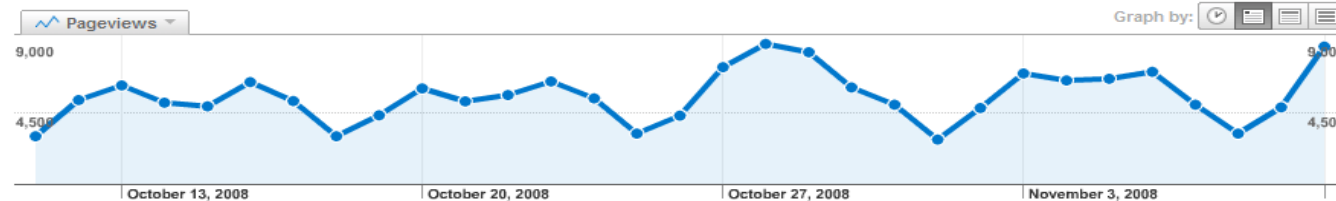
Pageviews

- Total number of times a page is viewed
- Should be looked at in correlation with time spent on the page.
- Pageviews is the information we were *actually* looking for with the old “hits” statistic.

Overview »

Pageviews for all visitors

Oct 11, 2008 - Nov 10, 2008



172,634 Pageviews

Saturday, October 11, 2008	1.75% (3,019)
Sunday, October 12, 2008	3.08% (5,321)
Monday, October 13, 2008	3.61% (6,240)

Landing Pages

- First page of a visit
- Two Types:
 - Reference
 - meets the informational needs of the user and the objectives of the publisher
 - Transactional
 - Goal is to persuade a visitor to complete a transaction such as filling out a form or interacting with advertisement

Efficiency is measured by its conversion rate

- Five Goals*
 - Get a visitor to click
 - Get a visitor to buy
 - Get a visitor to give permission for you to follow up
 - Get a visitor to tell a friend
 - Get a visitor to learn something

TEXAS ASSOCIATION OF REALTORS®

Welcome to TexasRealtors.com

Sign in with your e-mail address and password from the previous version of TexasRealtors.com. [Need help?](#)

E-mail address Password

See which e-mail address you have on file Forgot password?

Sign in

Keep me signed in for 30 days unless I sign out. [What's this?](#)

New members must create an account to enter site.

Not a Texas REALTOR®?

Visit [TexasRealEstate.com](#) for information about buying and selling real estate in Texas

[Find a Texas REALTOR®](#)

[Learn about the Texas Association of REALTORS®](#)

Find out what a Texas REALTOR® is, the benefits of joining, and how to become one

[For the media](#)

[Contact the Texas Association of REALTORS®](#)

[Want to be a speaker at our annual Convention?](#)

[Visit the Texas Association of REALTORS® Trade Expo](#)

NETFLIX Member Sign In

Start Your 1 Month Free Trial How It Works Browse Selection 1 Month Free Trial Info

Watch as many movies as you want!
For only \$7.99 a month.

- ✓ Streaming instantly over the Internet to your PC, Mac & TV
- ✓ Only \$2 more a month to get unlimited DVDs by mail
- ✓ Cancel anytime

Questions? 1-866-636-3076
24 hours a day

Start Your 1 Month Free Trial
[Free trial offer details.](#)

Email

Confirm Email

Password 4-10 characters

Confirm Password

Continue

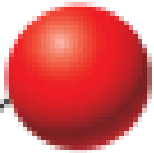
1 MONTH FREE TRIAL

Secure Server
We value your privacy. Netflix will not sell or rent your email address to third parties.

*Goden, Seth. "Vocabulary: "Landing Page"." http://sethgodin.typepad.com/seths_blog/2006/04/vocabulary_land.html

Bounce Rate

- Represents the percentage of single-page visits
- Very prevalent in Google Analytics



"It is really hard to get a bounce rate under 20%, anything over 35% is cause for concern, 50% (above) is worrying."

-Avinash Kaushik, Occam's Razor

Today's Agenda

- **What it is:** What are the specific metrics we're looking for?
- **How to use:** What should we do with these metrics?
- **Example:** What does using these metrics look like?
- **What to do next:** What are the next steps we can take using this information?

Get in the right frame of mind

- Don't track analytics – track Business Objectives
- Lead with: “*What do I want to understand?*”
- How effectively are we:
 - Growing the housefile?
 - Soliciting gifts?
 - Inspiring action?

Conversion: How effective is our site?

- Use conversion tracking for key engagement points on the site:
 - 1st time registration
 - Donations and/or Membership renewals
 - Advocacy opportunities
 - Advanced tracking can also include testing the effectiveness of promo banners, AdWords, or page layout

- How do we use this data? To understand...
 - which inception points need to be improved
 - the effectiveness of campaigns, other online/offline collateral
 - what opportunities motivate our constituents to action

How effectively are we growing the Housefile?

- Key Performance Indicator (KPI): **Email Registration Rate**
- Metrics required:
 - Unique Visitors (within a given time period)
 - # of email addresses acquired (within same time period)

$$\frac{\text{Abs. Unique Visitors}}{\text{\# of email addresses acquired}} = \text{Email Registration Rate}$$

Quick Benchmark

You should be converting between 1-4% of Unique Visitors to registered users per month.

How effective is our call to action?

- Question: How effectively are we converting visitors to donors? Is our call to action resonating with our constituents?
- **KPI: Direct-to-donation Conversion Rate**
- Metrics required:
 - Unique Visitors
 - # of gifts made

$$\frac{\text{Unique Visitors}}{\text{\# of transactions (donations)}} = \text{Donation Conversion Rate}$$

Quick Benchmark

- Aim to convert to donation around 1% of total Unique Visitors per months
- Average donation page conversion rate is around 20%

Are people finding what they're looking for?

- **Bounce Rate** is one of your best indicators of user-perceived relevance
- **Top Entry** pages → take advantage of where the eyeballs are
- **Top Exit** pages
 - Is this consistent with what you would expect?
 - Are too many people jumping ship mid-stream?

Why are people even here, anyway?

- What are people most interested in finding on our site?
Why do they visit?
- Top internal search keywords
- Keyword bounce rates
- Does our navigation/architecture cater to user behavior patterns?

To-Do List

- Make your top 3 (consistently) searched terms directly available from homepage
- Invest in AdWords that have the lowest keyword bounce rate

How are people finding our site?

- Top referring sites
 - Maximize landing pages from specific sites
- Top search engines
 - Invest in search engines that provide greatest traffic
- Top external search terms
 - Is this a gap between perception and reality?
 - What terms can your org “own”



Where are all the eyeballs?

- What content is getting the most eyeballs (and therefore where we should be placing our most compelling engagement opportunities)?
- Top pages viewed
- Top entrance pages

Today's Agenda

- **What it is:** What are the specific metrics we're looking for?
- **How to use:** What should we do with these metrics?
- **Example:** What does using these metrics look like?
- **What to do next:** What are the next steps we can take using this information?

Example: Conversion and Goal tracking

Step 1: Define starting point

Step 2: Track progress using URL source codes

Step 3: Capture Source code on final "goal" page

Item Name	Price	Item Type	Order By
SEARCH:	<input type="text"/>	<input type="text"/>	<input type="text"/>
Browse Store			
Arts & Culture	Civic Engagement	Documentary & History	
Drama	Events & Tickets	Finance	
Health & Safety	KCET Logo	Kids & Family	
Leisure & Travel	Local & California	Self-Improvement	

Item Name	Price	Item Type	Order By
Billy Joel: The Stranger - CD/DVD, BONUS CD SET			
Celine Dion: Live in Las Vegas - CD, CD/DVD, 2 CD SET			
RAIN: The Beatles Experience EVENT - 1 PAIR OF TICKETS			
Pavarotti: A Life in Seven Arias - DVD, 2 CD SET			
Multi-Logo KCET TOTE BAG			

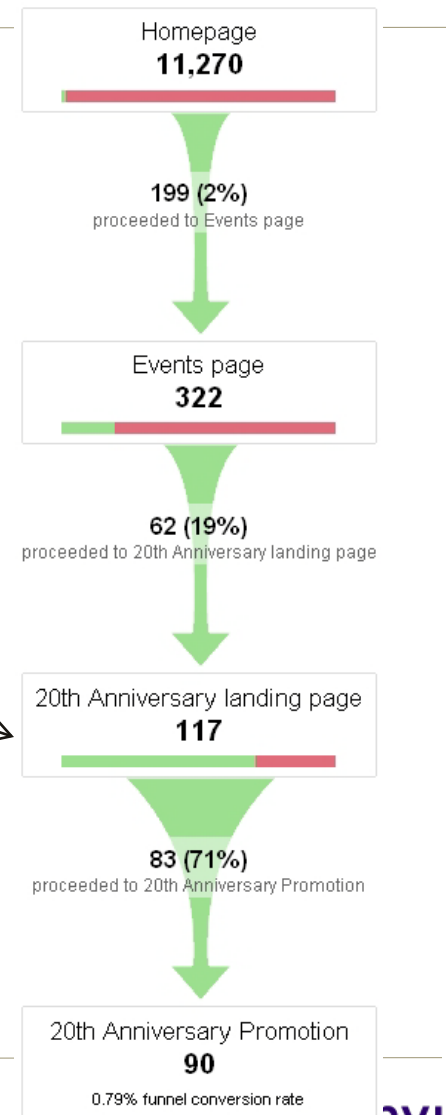
Donation Information	
Donation Form:	Pledge Drive Donation Campaign
Donation Level:	Founder's Club
Value of Goods and Services:	\$46.00
Value of Premium:	\$16.00
Shipping Charge for the premium selected:	0
Tracking Code:	1069-4286-7036-2003-01-23-83

[Click here to logout and return to the Support KCET main page.](#)

26

Example: Leading The Way 20th Anniversary Event

- Regional Event
- Promoted through:
 - Homepage
 - Radio
 - Direct Mail
- Call to Action: RSVP for Event (non-transactional)
- Conversion improves dramatically through funnel
- Overall conversion rate of **.79%**



Google Analytics with Convio

- Convio products such as Common Ground and Convio Online Marketing can be integrated with Google Analytics
- Salesforce.com which powers Common Ground can be used in tandem with Force.com to develop your website and track Google Analytics with little coding
- Provides you ease and convenience for tracking marketing effectiveness

Convio Online Marketing makes it easy!

1. Sign-up for a Google Analytics account
2. Enter your Account Number in COM
3. Enable the Tracking Code

GOOGLE_ANALYTICS_ACCOUNT:

Enter the value of your Google Analytics account number.

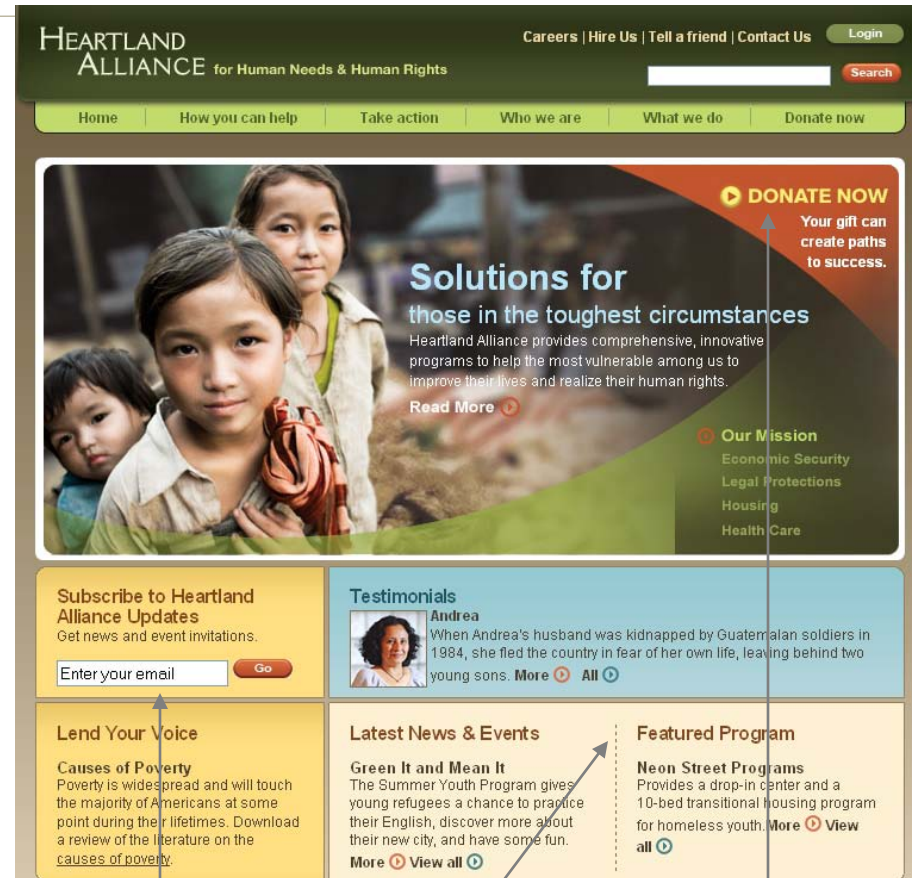
GOOGLE_ANALYTICS_ENABLED:

Set to TRUE to insert Google Analytics tracking code into page wrappers automatically.

Sounds neat! Where do I begin?

- Establish benchmarks your site's basic inception points
 - How easily can these be found from the HOMEPAGE?
- Visit primary inception stats regularly
 - Are we trending in the right direction? Are there other outside factors affecting our conversion rates?

Inception point	Conversion Benchmarks
Registration/Subscription	1-4%
Donation/eCommerce	~1%
Advocacy	???



Registration | Advocacy | Fundraising

I have my numbers...what do they tell me?

- Understand which inception points need to be improved → Action: tweak as needed
 - Is anything performing below industry standards? If so, why?
 - Do you have a compelling call to action?
 - Articulating “what’s in it for them?”
- Understand the effectiveness of campaigns, other online/offline collateral:
 - Content testing can help make decisions when making outbound communication choices
 - Was the campaign worth the effort? Are there unexpected sources of conversions we should pay more attention to?
- Understand what opportunities motivate our constituents to action → Action: tailor asks to your users
 - What does this tell you about your constituent base?
 - What “voice” is most effective when speaking to your users?

Take specific action

What the metrics tells you	What you can do about it
Registration Rate is declining over time	<ul style="list-style-type: none">• Introduce registration incentives• Streamline reg process• Articulate value proposition
Donation conversion rate is low	<ul style="list-style-type: none">• More clearly articulate impact or need• Streamline donation process

Take specific action

What the metrics tells you	What you can do about it
Bounce rate is above 50%	<ul style="list-style-type: none">• Match content with page-level keywords and low-bounce keywords• Look at top internal search terms to understand what people are looking for
Site traffic is decreasing over time	<ul style="list-style-type: none">• Focus on SEO for top-referring search engines, low-bounce keywords
“Take Action” page visits and conversion is low	<ul style="list-style-type: none">• Evaluate top entrance/exit pages• Improve placement of opportunity, increase # of inbound links• Update offer/verbiage/imagery

Things to remember

- Put all metrics in context
 - No single number is useful in a vacuum
 - Understand rates over time, and compared to benchmarks
- Find the go-to metrics that work best for your organization
 - Different orgs with different missions and goals require different metrics:

Tips for success

- Walk before you run → establish baseline metrics and methodology first
- Create a consistent means of tracking performance
- Define the strategic value of a conversion metric before you go through the trouble of tracking → what could you learn that would have the biggest impact?
- Be fearless: test everything, then test a wee bit more.

Useful Links

- Resources:

Google Analytics Blog: <http://analytics.blogspot.com/>

Web Analytics Association: <http://www.webanalyticsassociation.org/>

Blogs:

Eric Peterson <http://tech.groups.yahoo.com/group/webanalytics/>

Avinash Kaushik <http://www.kaushik.net/avinash/>

Questions?
