

# Content Measurement & Analytics

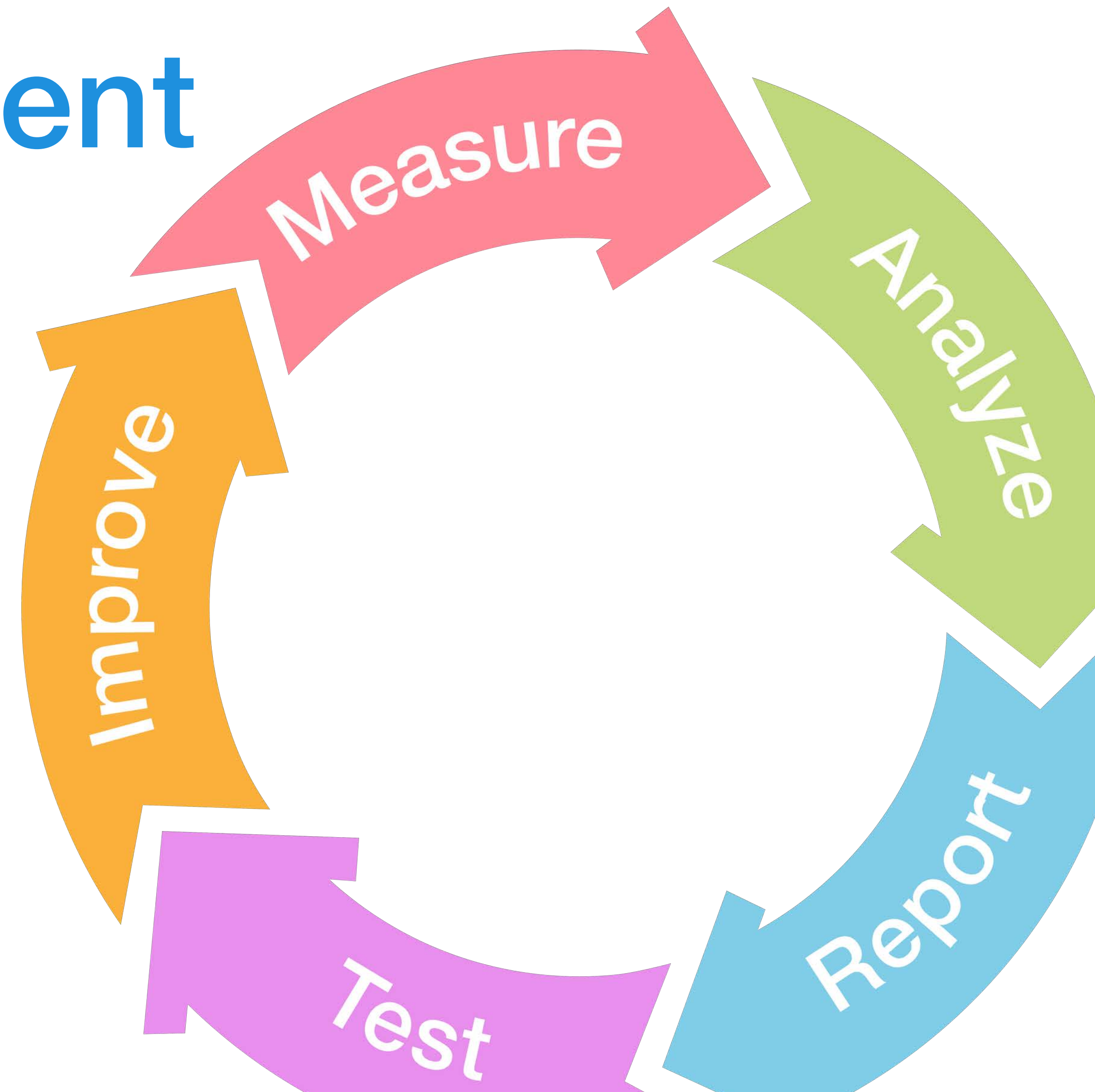
Making Positive  
Change on the Web

edUi 2017

#edUiConf

Rick Allen

@epublishmedia



# Content Measurement & Analytics

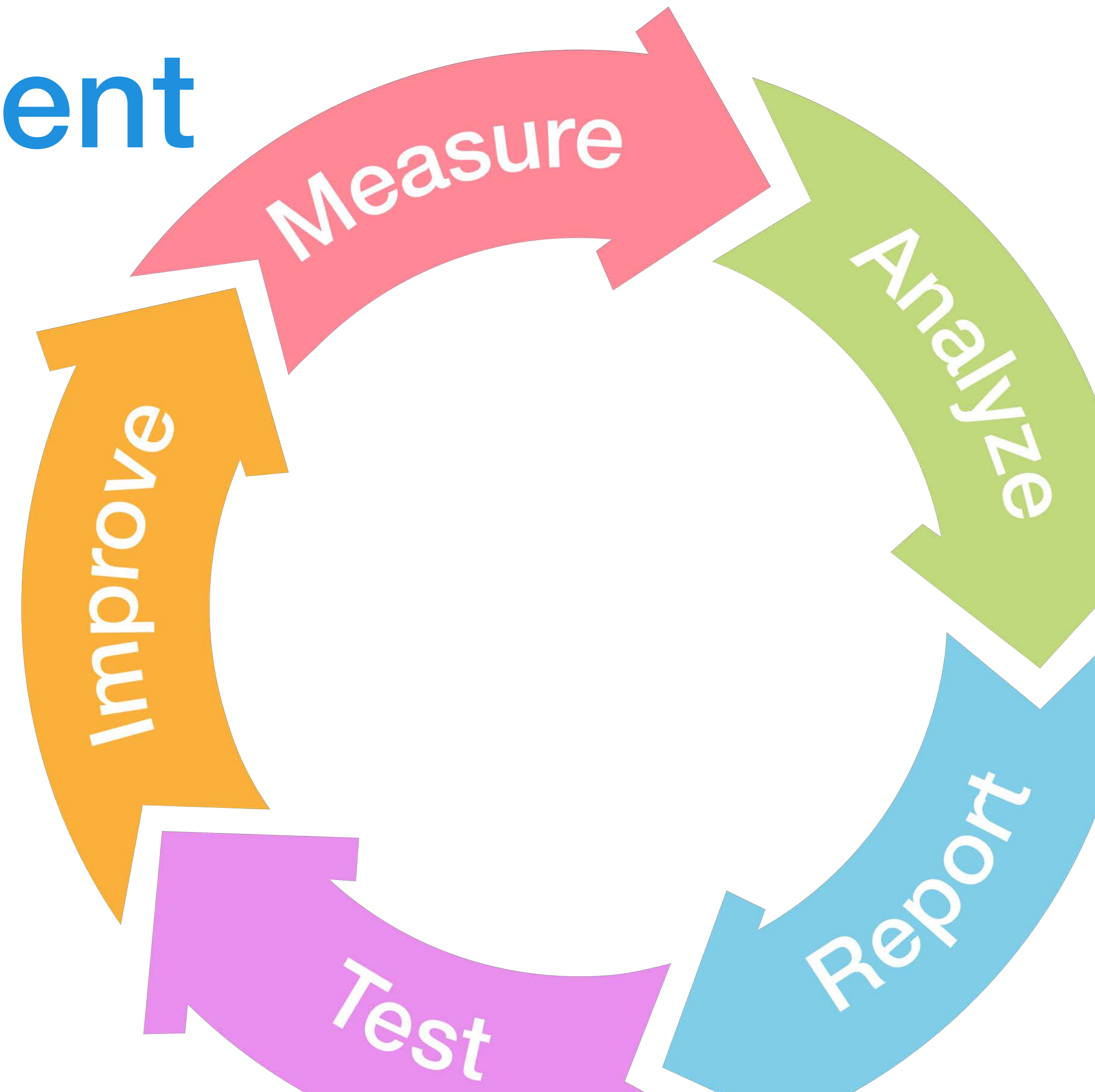
Making Positive  
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edUi 2017

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Rick Allen

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Hi, I'm Rick.

So, what's your story?

# How do you measure it?



- Analytics
- Usability studies
- Surveys
- A/B testing
- Competitive analysis
- Card sorting
- Eye-tracking heat maps
- User interviews

# How do you measure it?



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Google Analytics



webtrends®



Adobe  
Analytics



Google Analytics

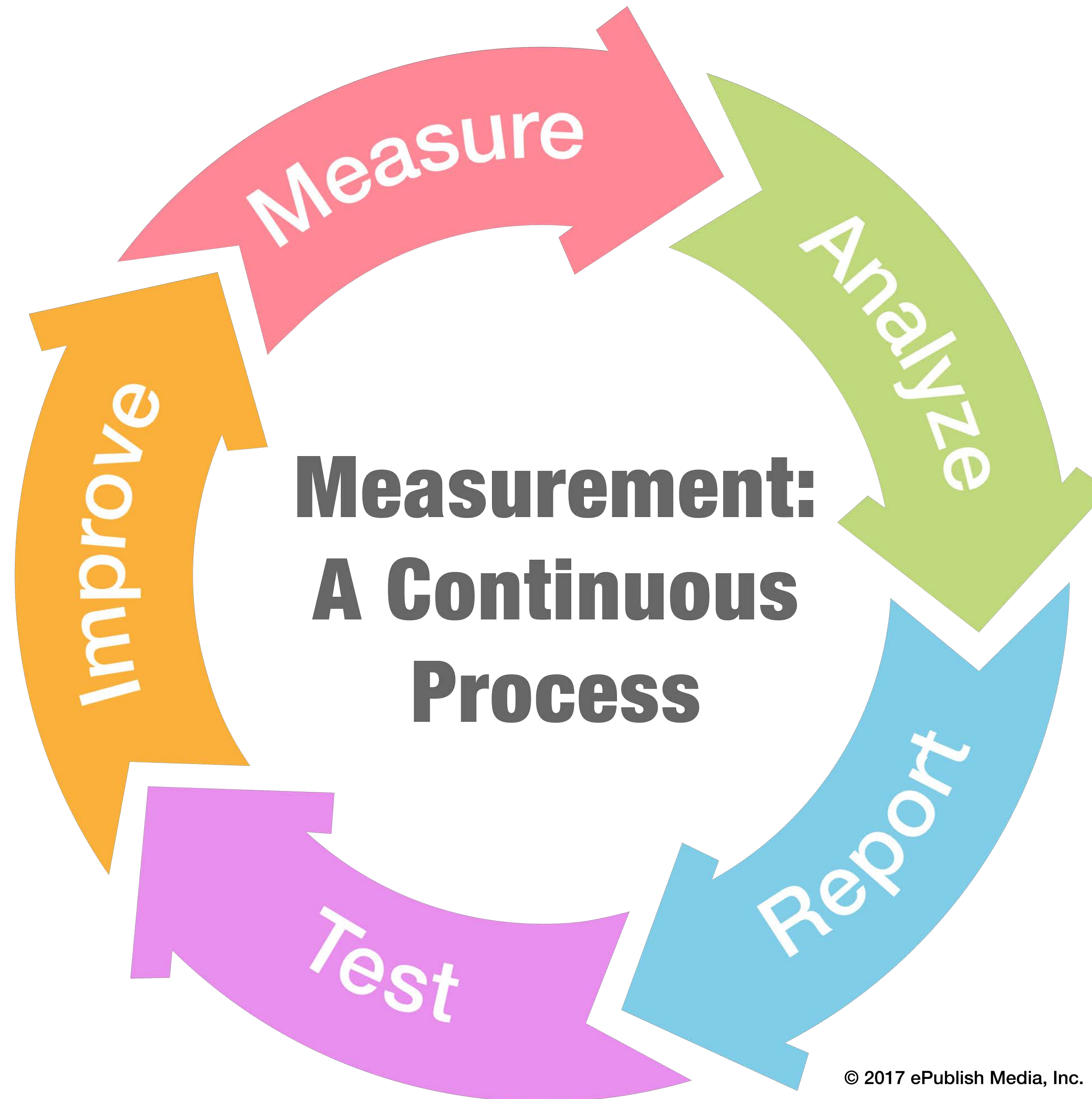


webtrends®



Adobe  
Analytics









How do we learn from our mistakes?



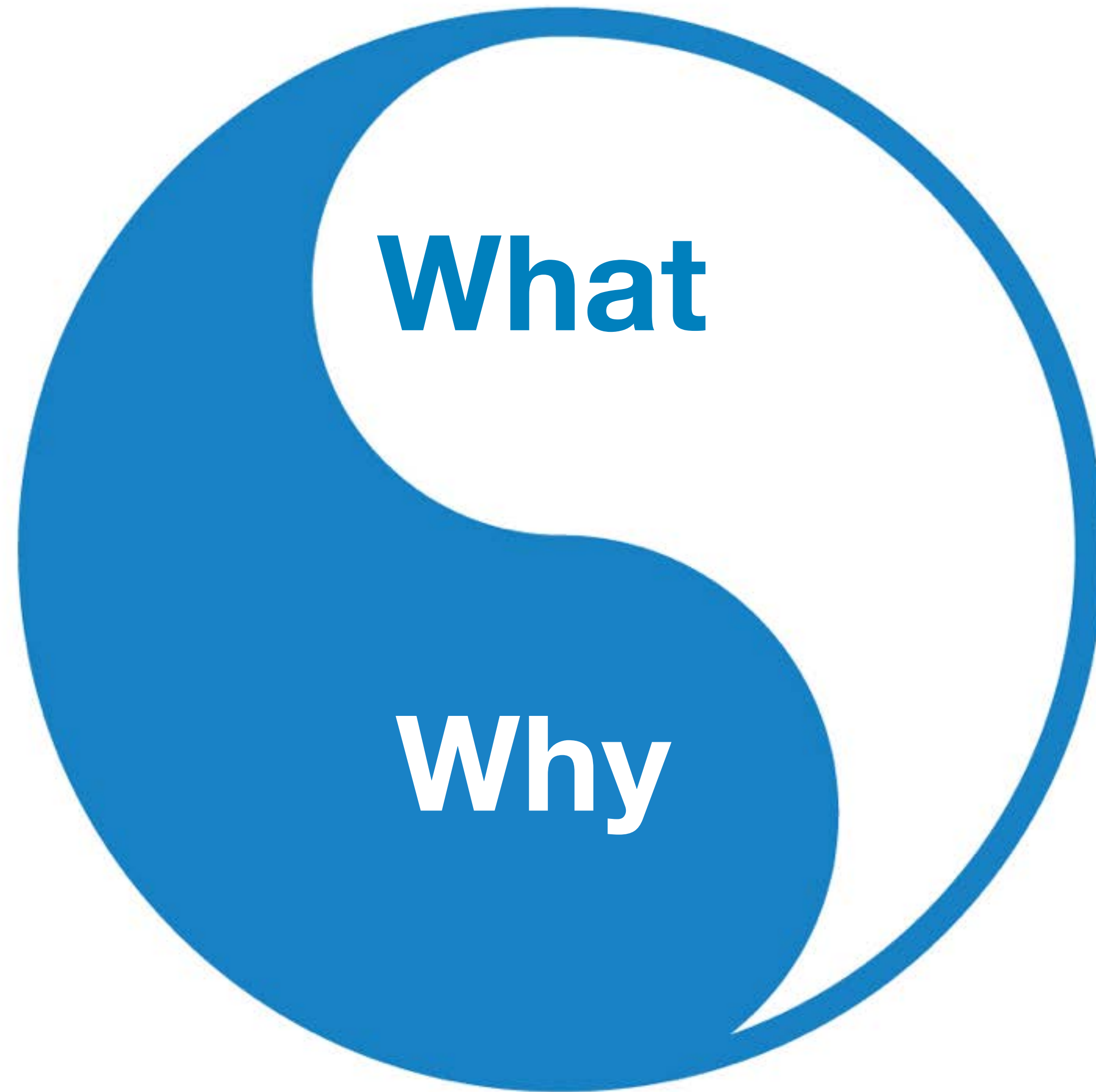


Digital analytics is the analysis of qualitative and quantitative data from your business and the competition to drive a continual improvement of the online experience that your customers and potential customers have which translates to your desired outcomes (both online and offline).

**Avinash Kaushik**

*Author, Web Analytics 2.0*







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Evaluate content  
performance and make  
changes to improve.

# What analytics can do

- **Quantitatively evaluate web content quality**
- Comparative analysis: measure website trends
- Challenge and validate assumptions
- Demonstrate how your website meets established business goals and users' needs
- Enable content owners to measure the success of their own content





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# What analytics can't do

- Provide a complete content measurement solution
- Provide accurate data
- Adequately answer *Why?*





## Top-down analytics

Goals



Insights

**Answer your questions**

## Bottom-up analytics

Discovery



Search

**Insights through discovery**

Overview

Mar 1, 2017 - Mar 31, 2017

EmailExportAdd to DashboardShortcut

This report is based on 100% of sessions. [Learn more](#)Greater precision

All Users100.00% Pageviews

+ Add Segment



Pageviews

82,277

Unique Pageviews

63,481

Avg. Time on Page

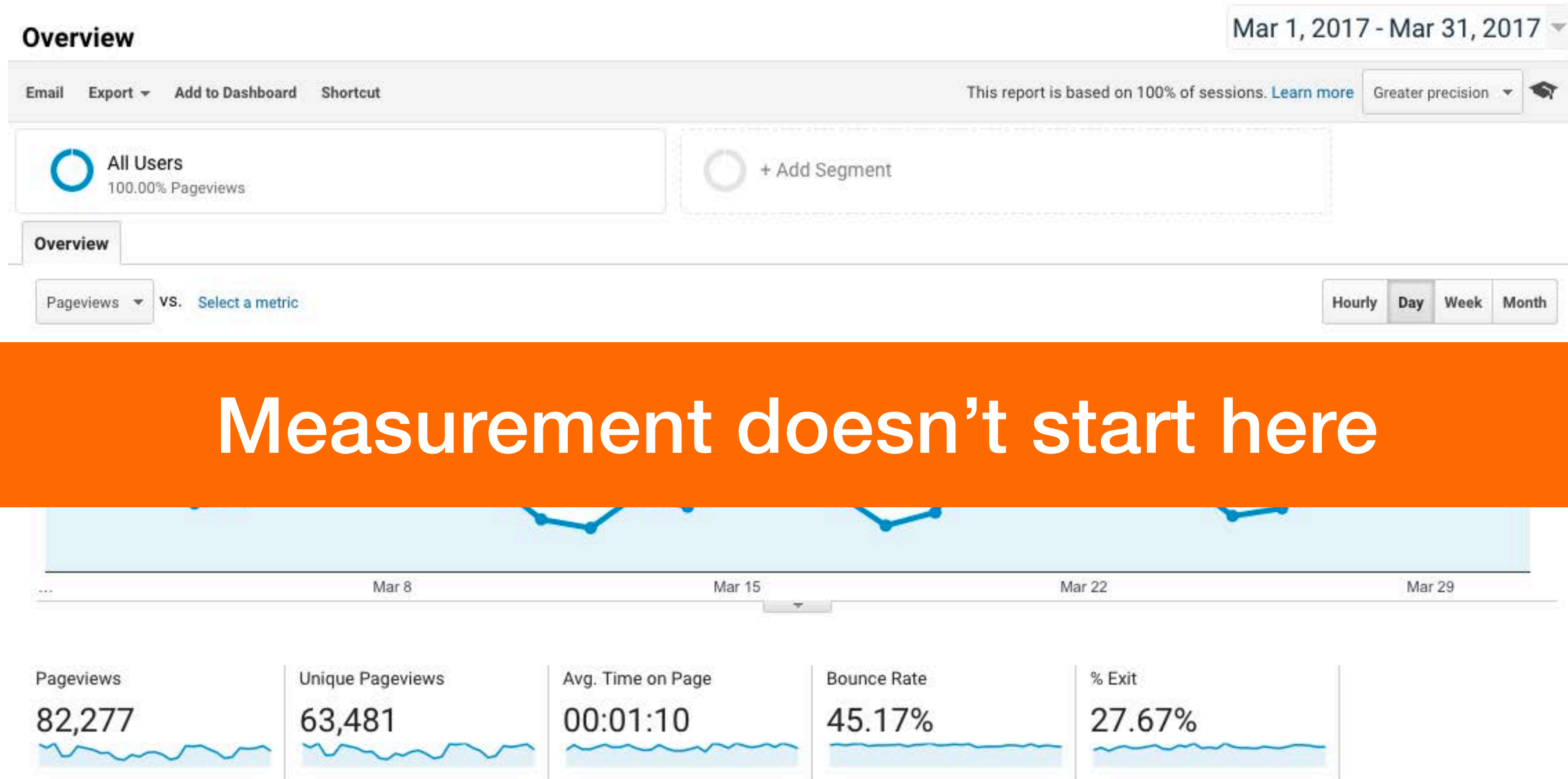
00:01:10

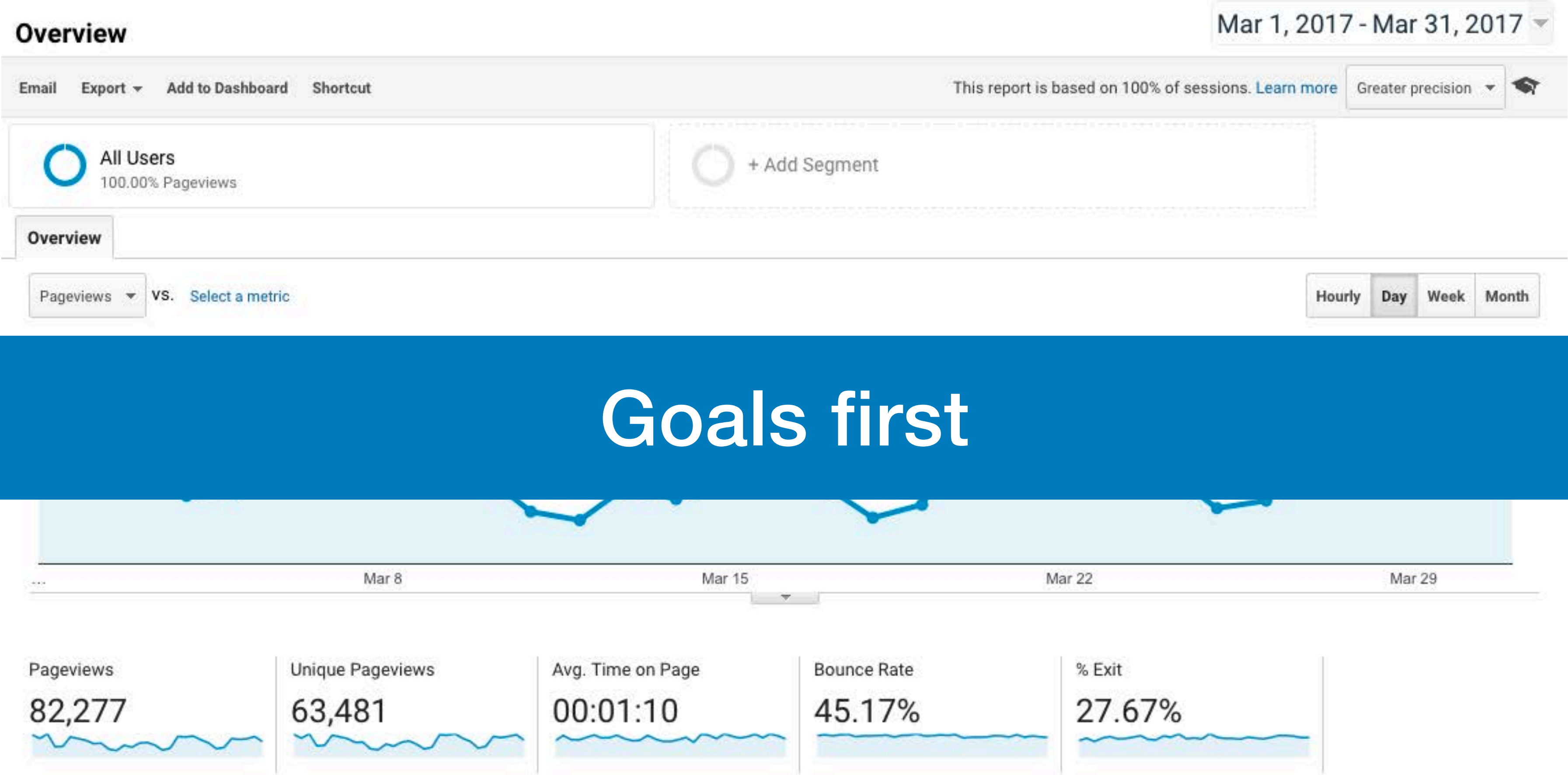
Bounce Rate

45.17%

% Exit

27.67%







# A path to content measurement

1. Translate strategic business objectives into measurable content goals.
2. Define success metrics (KPIs) and measurement requirements.
3. Create and implement measurement plan.
4. Continually assess and report on success metrics with user-friendly insights and actionable next steps.
5. Improve and test content and reassess measurement plan.



No clear purpose means  
no clear value — and  
no way to measure  
success.

# Let's talk objectives & goals...



# Business objectives

- Enhance reputation & visibility
- Increase revenue
- Engage users
- Optimize operational efficiency
- Improve the user experience
- Strengthen communications & feedback systems

# Content goals

- Read a press release
- Call your admissions team
- Download a white paper
- Sign-up for your blog
- Submit application
- Explore student services
- Buy event tickets

A content goal that can't  
be measured isn't a goal.

## Broad content goals

- Admissions Inquiry
- Engage Users



## Narrow content goals

- Online inquiry form submission
- Attend admissions event
- Drive blog comments

It's hard to find answers  
when you don't understand  
the questions.



# Planning for content goals with stakeholders





# Get the conversation started

**ASK:** What is the primary function of your role and department?

**ASK:** What services do you provide? Which of these services is most important?

**ASK:** Who are all the different audiences you communicate with or provide services for?

# Understand the details

**ASK:** What does the admissions process look like?  
How do prospective students move from being an inquiring student to an enrolled student?

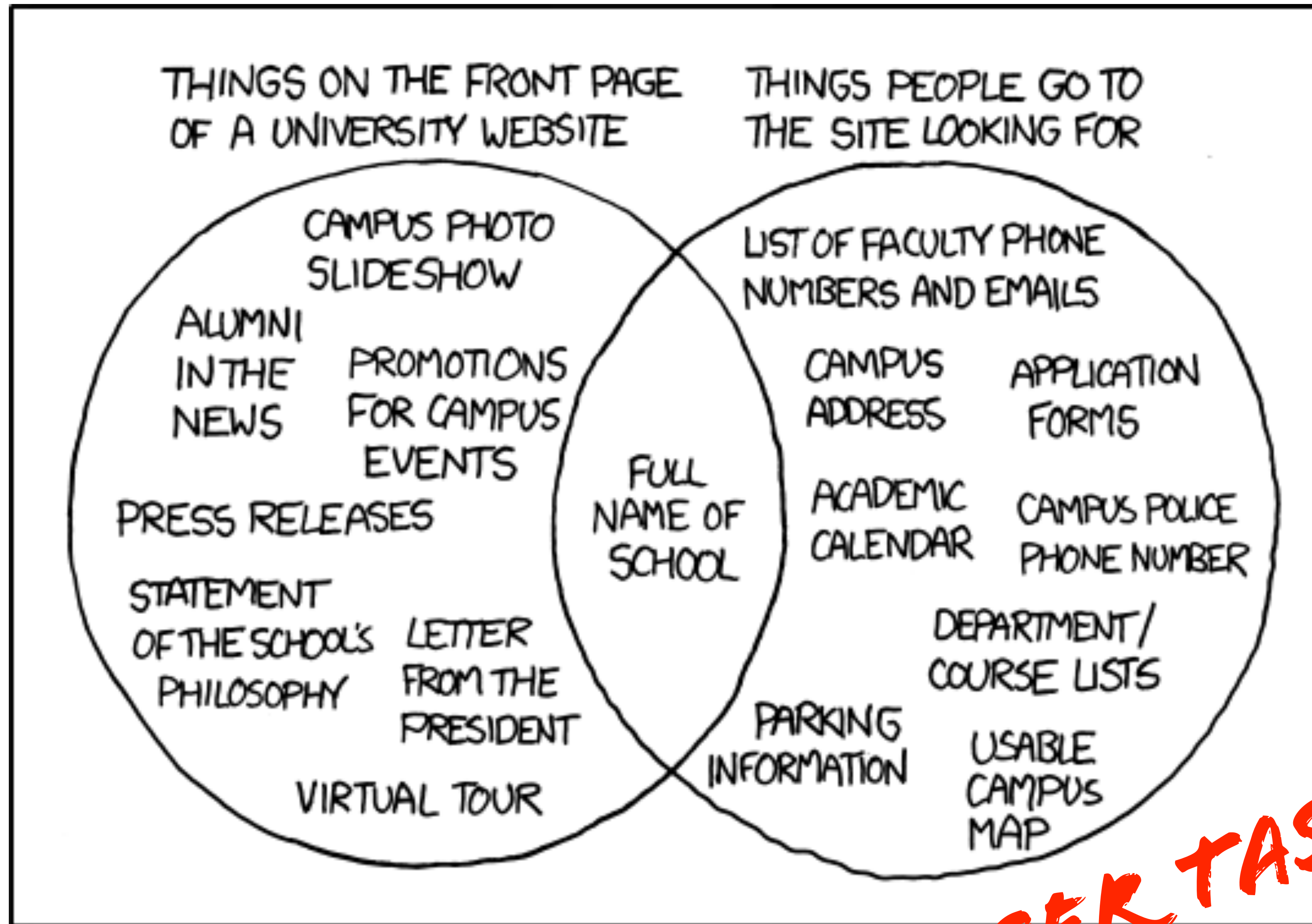
**ASK:** What does each step look like? What is the role of the admissions website in facilitating the admissions process?

Users' needs also  
inform content goals.



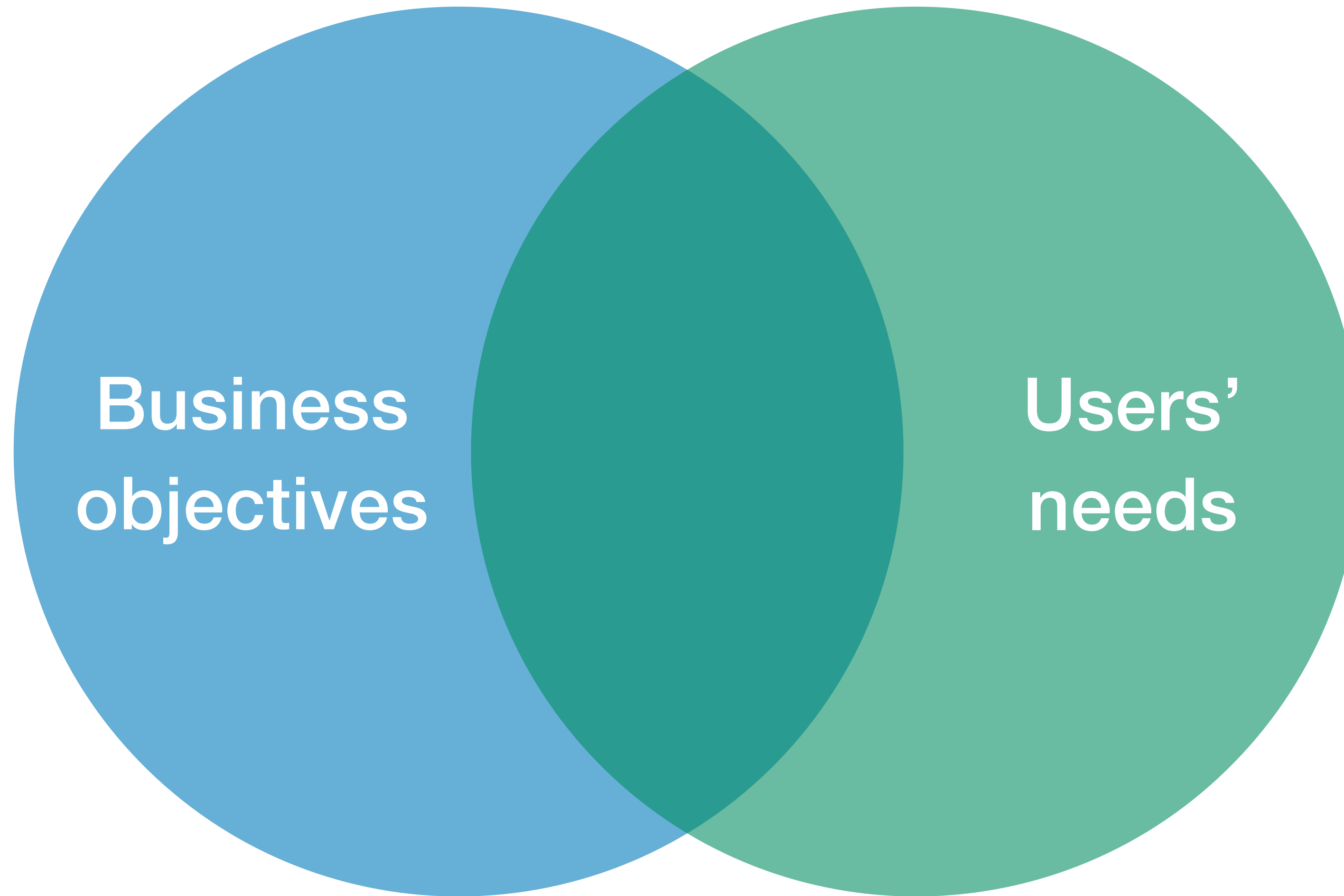






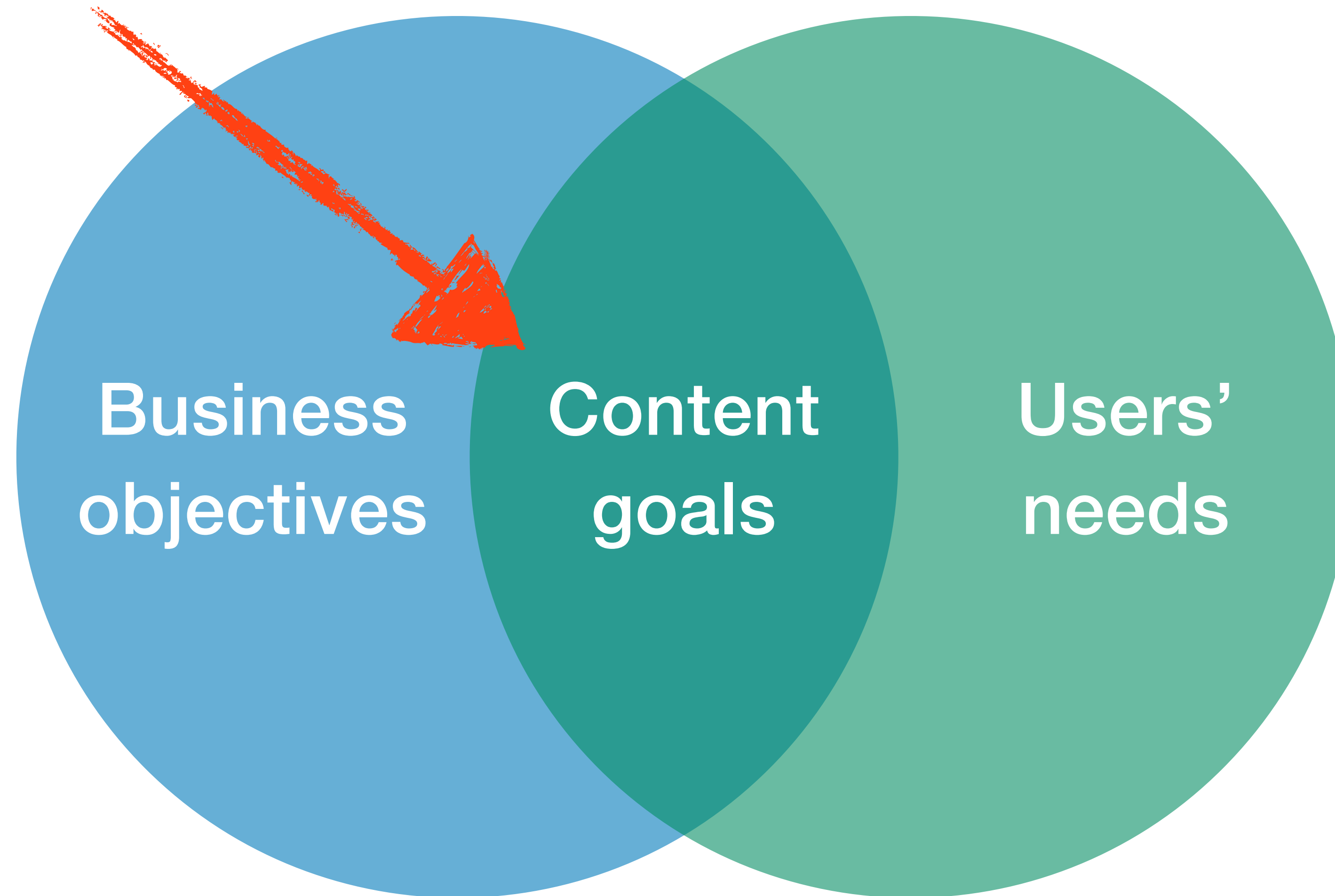
Source: <http://xkcd.com/773/>

USER TASKS





*WHAT WE PLAN FOR ...AND MEASURE.*





# BRINGING CHARLOTTESVILLE TOGETHER

[READ MORE](#)





Search 

# OFFICE OF UNDERGRADUATE ADMISSION

ADMISSION

DISCOVER UVA

AFFORDABILITY

OUTREACH

I AM A...





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## UNDERGRADUATE STUDIES

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## Undergraduate Program

### Undergraduate Programs in Biology

Welcome to the study of Biology! Our undergraduate degree programs will help you develop both an enduring and knowledgeable appreciation for the science of living systems and a deep conceptual and technical understanding of contemporary biology. The undergraduate curriculum in Biology, consisting of core coverage of genetics, molecular biology, cell biology, ecology and evolution, together with a diverse offering of specialized/advanced elective courses, will prepare you for a variety of careers in the biological sciences, including teaching, healthcare and research.



Come and explore biology with us: In the classroom, in the laboratory, in the field!

We're delighted to have you!

**Claire Cronmiller**, Director of Undergraduate Programs



| Department of Biology, U.Va.

+

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### Faculty

### Graduate Students

### Research Staff

### Staff

#### Faculty Listing

Paul Adler  
William R. Kenan, Jr. Professor of Biology

Janis Antonovics  
Research Professor of Biology

Ron Bauerle  
Emeritus Professor of Biology

Alan Bergland  
Assistant Professor of Biology

George Bloom  
Professor of Biology, Cell Biology, and  
Neuroscience, Chair of Biology

Edmund D. Brodie III  
B.F.D. Runk Professor in Botany

Emily (Emme) Bruns  
Research Assistant Professor of Biology

Jianhua 'JC' Cang  
Paul T. Jones Jefferson Scholars  
Foundation Professor of Neuroscience

Barry Condron  
Professor of Biology

Robert Cox

## Paul Adler

William R. Kenan, Jr. Professor of Biology  
420 PLSB  
✉ [pna@virginia.edu](mailto:pna@virginia.edu)  
☎ (434) 982-5475  
Lab: (434) 982-5476  
[Laboratory Website](#)

## Education

- B.A., Carnegie Mellon University, 1969
- M.A., Boston University, 1971
- Ph.D., Massachusetts Institute of Technology, 1975
- Postdoctoral Research, University of California, Irvine, 1975-77

## Research Interests

Research in the Adler lab is focused on aspects of cell and tissue polarity. For many years we have studied planar polarity using the wing of *Drosophila* as a model system. This tissue polarity is manifested by each cell in the wing forming a distally pointing hair. Early work from the lab established that a genetic regulatory pathway (the frizzled pathway) controlled this by restricting the activation of the cytoskeleton to grow the hair to the most distal part of the cell. Work from a number of laboratories has shown that the proteins encoded by frizzled pathway genes accumulate in protein complexes located on either the proximal or distal sides of wing cells. In recent years our research has primarily been focused on downstream members of the pathway, such as *friz*, *inturned* and multiple wing hairs and how these proteins interact and function to locally activate the cytoskeleton.

Insect cuticle is a multilayered structure whose physical properties vary more than any other biological material. We have recently begun to examine the genetic basis for the formation of insect cuticle. Our initial results have suggested that the outmost envelope layer, which is deposited first instructs the deposition of later layers.

## Representative Publications







Well, hello! The work Let's chat

# Content Measurement and Analytics (edUi 2017)



<http://epublishmedia.com/edui2017/>





Well, hello! The work Let's chat

## Workshop Slides:

- [Content Measurement and Analytics \(PDF\)](#)
- [Content Measurement Framework \(PDF\)](#)
- [Dimensions and Metrics \(PDF\)](#)

## Worksheets:

- [Content Measurement Worksheet \(PDF\)](#)
- [Measurement Plan Report Worksheet \(PDF\)](#)

<http://epublishmedia.com/edui2017/>

# Content Measurement Worksheet

Page or content type: \_\_\_\_\_

1. Business Objective		
2. Content Goal		
3. Success Metrics	4. Segments	5. Targets



# Content Measurement Framework

1	Business objectives	
2	Content goals	
3	Success metrics	
4	Audience segments	
5	Targets	

# Content Measurement Framework

1	Business objectives	<p>What is the purpose of your organization?</p>
2	Content goals	
3	Success metrics	
4	Audience segments	
5	Targets	



# Content Measurement Worksheet

Page or content type: \_\_\_\_\_

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# A bit of role-playing

1. Trade worksheets with someone sitting next to you.
2. Take turns asking each other questions to better understand the other person's single business objective.
3. Define one content goal for the other person's business objective.
4. Return worksheet back to the owner.



# Content Measurement Framework

1	Business objectives	<p>What actions do you want people to take?</p>
2	Content goals	
3	Success metrics	
4	Audience segments	
5	Targets	

# Not all actions take place on your website

**BUT THEY  
STILL COUNT**

- Attend a workshop
- Take a promotional flyer
- Call your office
- Email with questions
- Submit a paper application



# Content Measurement Worksheet

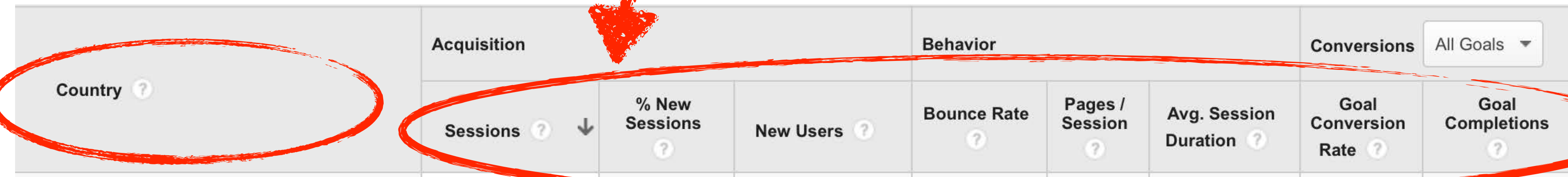
Page or content type: \_\_\_\_\_

1. Business Objective		
2. Content Goal		
3. Success Metrics	4. Segments	5. Targets

# Content Measurement Framework

1	Business objectives	<p>What relevant metrics can be used to measure your content goals over time?</p>
2	Content goals	
3	Success metrics	
4	Audience segments	
5	Targets	



**DIMENSION****METRICS**


Country ?	Acquisition			Behavior			Conversions <small>All Goals ▾</small>	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	331,207 <small>% of Total: 100.00% (331,207)</small>	46.99% <small>Avg for View: 46.99% (0.00%)</small>	155,619 <small>% of Total: 100.00% (155,619)</small>	46.39% <small>Avg for View: 46.39% (0.00%)</small>	3.03 <small>Avg for View: 3.03 (0.00%)</small>	00:02:46 <small>Avg for View: 00:02:46 (0.00%)</small>	0.53% <small>Avg for View: 0.53% (0.00%)</small>	1,766 <small>% of Total: 100.00% (1,766)</small>
1.  United States	279,978 (84.53%)	42.59%	119,240 (76.62%)	44.15%	3.05	00:02:46	0.44%	1,238 (70.10%)
2.  India	7,290 (2.20%)	67.79%	4,942 (3.18%)	55.75%	3.31	00:03:20	2.14%	156 (8.83%)
3.  China	4,791 (1.45%)	45.15%	2,163 (1.39%)	30.01%	5.56	00:06:35	2.65%	127 (7.19%)
4.  United Kingdom	3,436 (1.04%)	80.79%	2,776 (1.78%)	70.95%	1.99	00:01:18	0.29%	10 (0.57%)
5.  Canada	2,048 (0.62%)	83.89%	1,718 (1.10%)	69.63%	2.31	00:01:14	0.59%	12 (0.68%)
6.  Australia	1,749 (0.53%)	81.93%	1,433 (0.92%)	74.73%	1.81	00:01:05	0.11%	2 (0.11%)
7.  Kenya	1,297 (0.39%)	86.20%	1,118 (0.72%)	61.30%	1.99	00:01:56	0.31%	4 (0.23%)

<http://epublishmedia.com/edui2017/>

User Dimensions	
User Type	New (first-time) or returning user
Browser	The browsers used by visitors to your website
Device Category	The type of device: Desktop, Tablet, or Mobile



## Session Dimensions

<b>Source</b>	The sources which referred traffic (e.g., “Google”)
<b>Medium</b>	The mediums which referred traffic (e.g., “organic search”)
<b>Keyword</b>	Keywords used by users to reach your site

## Interaction Dimensions

<b>Page</b>	The pages visited
<b>Landing Page</b>	The pages through which visitors entered your site
<b>Search Term</b>	The search terms used by visitors to search your site



## Acquisition metrics

<b>Sessions</b>	Total number of visits to your website.
<b>% New sessions</b>	An estimate of the percentage of first time visits.
<b>New users</b>	The number of first-time users during the selected date range.

## Behavior metrics

<b>Bounce rate</b>	The percentage of single-page visits
<b>Pages / session</b>	The average number of pages viewed during a session
<b>Avg. session duration</b>	The average length of a session
<b>Exit rate</b>	Indicates how often users leave your website from a page or set of pages



## Conversion metrics

<b>Conversion rate</b>	The sum of all individual goal conversion rates
<b>Goal completions</b>	The total number of conversions
<b>Goal value</b>	The total value produced by goal conversions on your site
<b>Abandonment rate</b>	The rate at which goals were abandoned

# Content Measurement Framework

1	Business objectives	<p>What audience segments will provide meaningful insights on content goals?</p>
2	Content goals	
3	Success metrics	
4	Audience segments	
5	Targets	



Metrics	Segments
Sessions (Visits)	User type
Bounce rate	Page type
Pageviews	Device type
Pages / session	Geography
Conversion rate	External traffic only
Exit rate	Social media traffic only

HOW WOULD THESE  
SEGMENTS CHANGE  
THE DATA?

# Content Measurement Framework

1	Business objectives	<p>What does success look like?</p>
2	Content goals	
3	Success metrics	
4	Audience segments	
5	Targets	



# Numbers rarely speak for themselves

- 2,000 pageviews
- 20% new visitors
- 80% bounce rate
- 45% conversion rate



Without context, your  
data is meaningless.



Metrics → Segments → Targets		
Pageviews	Email newsletter	1,500 pageviews (weekly)
New visitors	Social media	40% new visitors (monthly)
Bounce rate	Press releases	75% bounce rate (monthly)
Conversion rate	Spring marketing campaign	20% conversion rate (monthly)

# Content Measurement Worksheet

Page or content type: \_\_\_\_\_

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2. Content Goal		
3. Success Metrics	4. Segments	5. Targets



ACME University						
Web Analytics Goals: Homepage						
http://www.acme.edu/						
Business objective	Website goal	Analytics goal (KPI)	Segmentation 1	Mo. Target	Funnel	Dashboard template
Enhance ACME brand	Read featured articles	Destination: http://www.acme.edu/explore/x	Visits without conversions	1,500	Yes	https://www.google.com/analytics/web/template...
		Average Time on Page	Visits without conversions	03:00		
		Event: Click carousel link	Visits without conversions	1		
	Read news articles	Destination: http://www.acme.edu/news/x	Visits without conversions	1,000	Yes	
		Average Time on Page	Visits without conversions	01:30		
		Event: Click news link	Visits without conversions	1		
	View events	Destination: http://calendar.acme.edu/x	Visits without conversions	5,000	Yes	
		Average Time on Page	Visits without conversions	01:00		
		Event: Click events link	Visits without conversions	1		
Generate leads	Submit inquiry form (Admissions)	Destination: [inquiry form confirmation page]	Visits without conversions	100	Yes	https://www.google.com/analytics/web/template...
		Event: Click inquiry form submit link	Visits without conversions	100		
	Submit inquiry form (What Can I Study?)	Destination: [inquiry form confirmation page]	Visits without conversions	25	Yes	
		Event: Click inquiry form submit link	Visits without conversions	25		
	Submit donation form	Destination: [donate form confirmation page]	Visits without conversions	15	Yes	
		Event: Click "Donate Now" form submit link	Visits without conversions	15		
	View "Visits and tours"	Destination: http://www.acme.edu/explore/5243.php	Visits without conversions	?	Yes	
		Destination: http://www2.acme.edu/admission/undergradua	Visits without conversions	?	Yes	
		Event: Click "Visits and Tours" (navigation drop-down)	Visits without conversions	?		
		Event: Click "Tours" (footer)	Visits without conversions	?		
Increase engagement	Read featured articles	Destination: http://www.acme.edu/explore/x	Visits without conversions	1,500	Yes	https://www.google.com/analytics/web/template...
		Average Time on Page	Visits without conversions	03:00		
		Event: Click carousel link	Visits without conversions	?		
	Read news articles	Destination: http://www.acme.edu/news/x	Visits without conversions	1,000	Yes	
		Average Time on Page	Visits without conversions	01:30		
		Event: Click news link	Visits without conversions	1		
	View events	Destination: http://calendar.acme.edu/x	Visits without conversions	5000	Yes	
		Average Time on Page	Visits without conversions	01:00		
		Event: Click events link	Visits without conversions	?		
	Visit social media	Event: Click Twitter link	Visits without conversions	5% GR		
		Event: Click Facebook link	Visits without conversions	5% GR		
		Event: Click Flickr link	Visits without conversions	5% GR		
		Event: Click YouTube link	Visits without conversions	5% GR		
		Event: Click Instagram link	Visits without conversions	5% GR		
		Event: Click Tumblr link	Visits without conversions	5% GR		
		Event: Click iTunesU link	Visits without conversions	5% GR		



ACME Software							
			Advanced				
Business objective	Website goal	Analytics goal (KPI)	Segment 1: All customers	Segment 2: Repeat customers	Segment 3: No case submitted	Segment 4: Employees	Segment 5: Product
Increase revenue	Submit a lead	Event: Click "OK" (Details page — Contact Sales form)		Yes			
		Event: Click "OK" (Ordering App)		Yes			
	Drive sales leads	Destination: www.ACME.com (or www.ACME.com/x)	Yes				Yes
	Download AL for non-discretionary accounts	Destination: "Authorization Letter (PDF)"		Yes			
	Download DL for managed accounts	Destination: "Download Letter (PDF)"		Yes			
	Request Data Source	Event: Click "Submit" on order form					
	Request Data Source: No Cancellation	Event: Click "Cancel Pending" on order form		Yes			
Decrease operational support costs	View portfolio data usage	Destination: Data Usage page (/usage/)		Yes			
	Export the matrix to Excel	Event: Click "Export" (/portfoliodata/)		Yes			
	View "Status Info" for a data source	Event: Hover status icon (/portfoliodata/)		Yes			
	Deflect support case	Event: Click "Cancel" on "New Case" page.	Yes				Yes
	Reduce Support calls for standard procedure	Pages per session: all pages except /support/	Yes		Yes		Yes
	Access help on Community from Product page	Destination: Product help page					Yes
	Mark as Answered	Event: Click "Mark as Answered"	Yes			Yes	
Build customer engagement	Like idea discussion or post	Event: Click "Like" on discussion or idea post	Yes			Yes	
	Rate Training	Event: Click rating icons on training article	Yes			Yes	
	Feedback	Event: Click "Feedback" (all pages)	Yes			Yes	
	Share	Event: Click "Share" (all pages)	Yes			Yes	
	Customer Survey	Destination: [survey URL]	Yes				



# Adding tracking code...

*(THE OLD WAY)*

```
<a href="/academics/student-handbook.pdf"  
onclick="javascript:_gaq.push(['_trackPageview',  
'/downloads/pdf/student-handbook.pdf']);">Student Handbook (PDF)</a>
```

# An easier way...

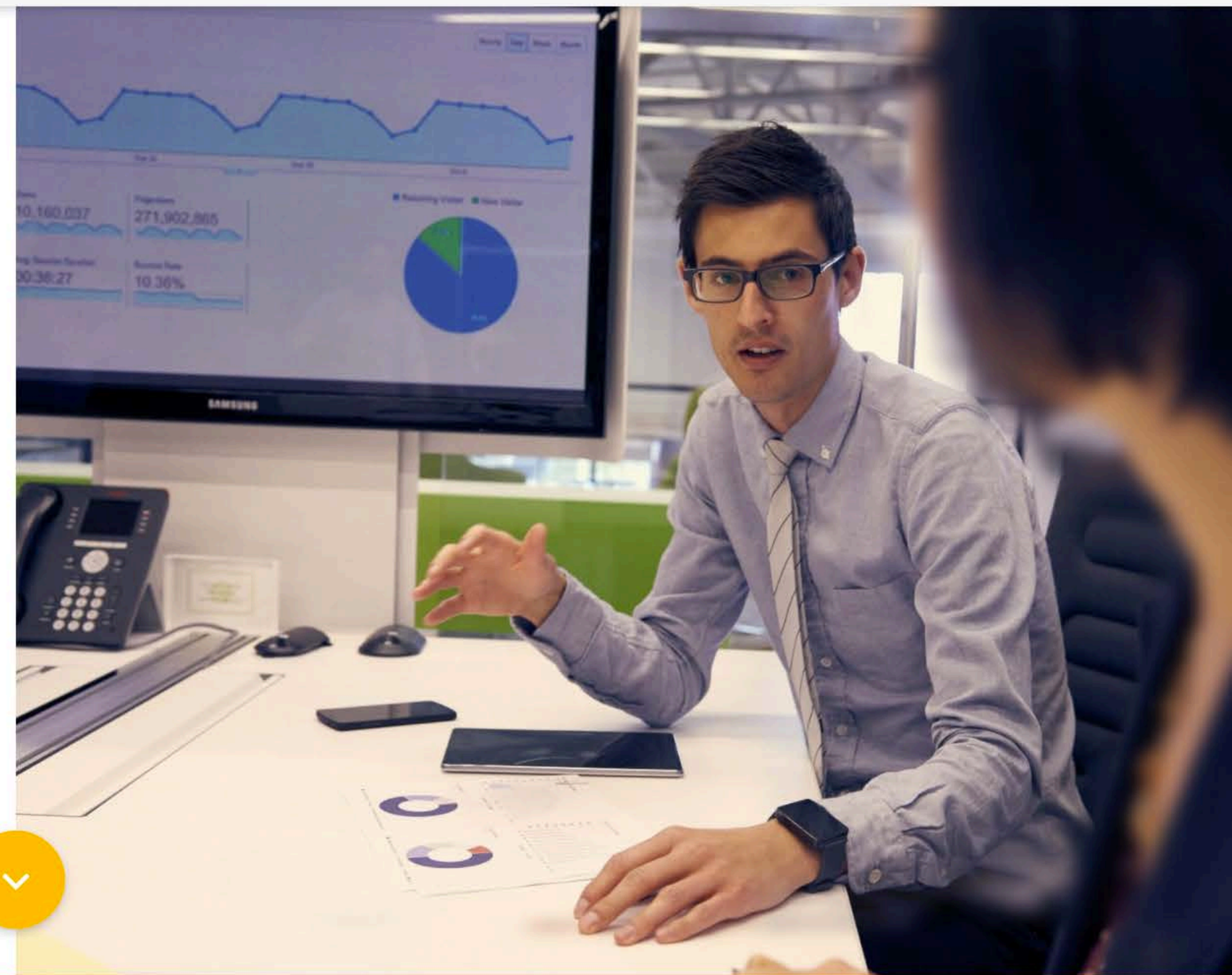




# Tags at your service.

Marketers want tag management that's simple, reliable, and integrates easily with existing systems. That's what Google Tag Manager delivers. You'll launch programs faster, so you can make swifter decisions.


SIGN UP FOR FREE








developers.google.com/tag-manager/quickstart

Quick Start Guide | Google Tag Manager for Web Tracking | Google Developers

 Google Tag Manager > Web Tracking

 Search

 All Products




GUIDES

REFERENCE

Quick Start Guide

Developer Guide

Enhanced Ecommerce (UA) 

Troubleshooting

To implement Google Tag Manager on your website:

- Copy the following JavaScript and paste it as close to the opening `<head>` tag as possible on every page of your website, replacing `GTM-XXXX` with your container ID:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
  j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-XXXX');
<!-- End Google Tag Manager -->
```
- Copy the following snippet and paste it immediately after the opening `<body>` tag on every page of your website, replacing `GTM-XXXX` with your container ID:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-XXXX"
  height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

Many tag management operations can be achieved by just doing the basic code installation, but if you'd like to have finer grain control over tag events or data, you may want to use some customization using our asynchronous methods.

★

**Note:** The Google Tag Manager snippet must be placed directly in the page that you intend on tracking. Placing it in a hidden iframe or deploying it within another tag management system will prevent certain tags from accurately



**Configure analytics goals**

Source / Medium ?	Acquisition			Behavior			Conversions	All Goals ▾
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	331,207 % of Total: 100.00% (331,207)	46.99% Avg for View: 46.99% (0.00%)	155,619 % of Total: 100.00% (155,619)	46.39% Avg for View: 46.39% (0.00%)	3.03 Avg for View: 3.03 (0.00%)	00:02:46 Avg for View: 00:02:46 (0.00%)	0.53% Avg for View: 0.53% (0.00%)	1,766 % of Total: 100.00% (1,766)
1. <a href="#">google / organic</a>	170,220 (51.39%)	44.10%	75,061 (48.23%)	53.00%	3.03	00:02:46	0.59%	1,007 (57.02%)
2. <a href="#">(direct) / (none)</a>	63,517 (19.18%)	61.29%	38,928 (25.01%)	23.23%	2.53	00:02:23	0.48%	307 (17.38%)
3. <a href="#">google / cpc</a>	25,471 (7.69%)	85.53%	21,785 (14.00%)	96.58%	1.06	00:00:06	0.06%	16 (0.91%)
4. <a href="#">/ referral</a>	13,855 (4.18%)	12.91%	1,789 (1.15%)	17.42%	5.71	00:05:46	0.58%	80 (4.53%)
5. <a href="#">bing / organic</a>	12,232 (3.69%)	35.37%	4,326 (2.78%)	37.91%	3.14	00:02:50	0.54%	66 (3.74%)
6. <a href="#">yahoo / organic</a>	4,168 (1.26%)	49.21%	2,051 (1.32%)	41.96%	4.86	00:03:09	0.34%	14 (0.79%)
7. <a href="#">/ referral</a>	4,041 (1.22%)	14.06%	568 (0.36%)	22.89%	4.66	00:04:30	0.30%	12 (0.68%)



	Conversions      Conversion rate	
search	15	3%
display	10	1.5%
email	6	1.3%
social	4	0.8%

# Types of analytics goals

Destination <i>USER ACTION</i>	Goal completed when visitor views defined URL
Event <i>USER ACTION</i>	Goal completed when visitor takes a predefined action
Time on site <i>USER ENGAGEMENT</i>	Goal completed when visitor spends X amount of time on site
Pages / visit <i>USER ENGAGEMENT</i>	Goal completed when visitor views X number of pages on site



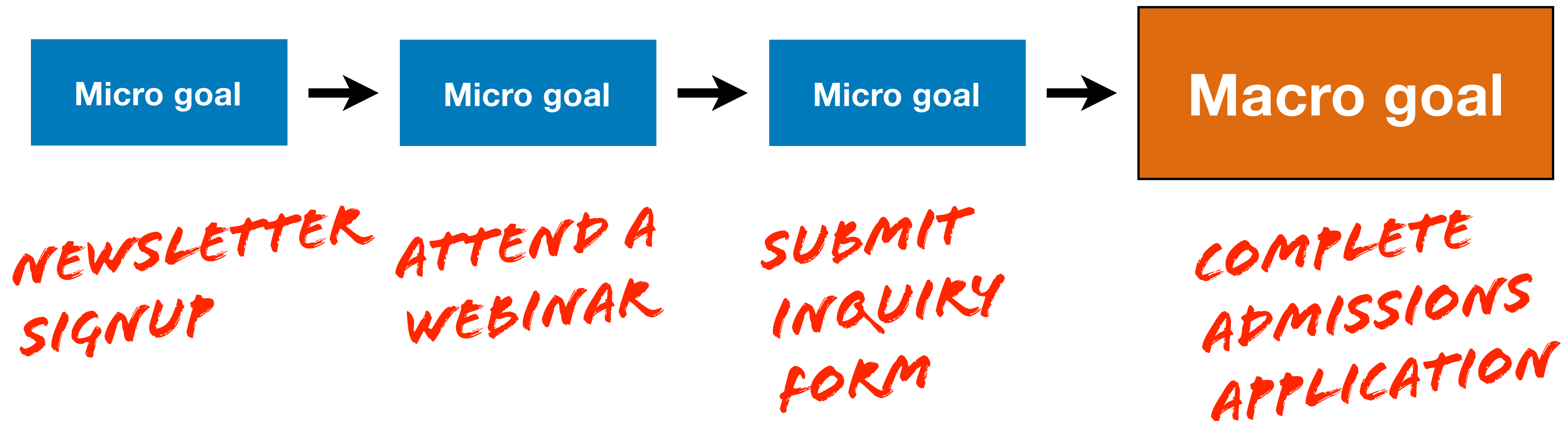
Any online action can be  
tracked as an analytics goal.

# Sample analytics goals

<b>Destination</b>	View newsletter sign-up form confirmation page
<b>Event</b>	Watch promotional video
<b>Time on site</b>	Spend more than 2 minutes on your website during a session
<b>Pages / visit</b>	View 3+ product pages on your website during a session










# Micro and macro conversions













# Using advanced segments



Source / Medium ?	Acquisition			Behavior			Conversions	All Goals ▾
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	331,207 % of Total: 100.00% (331,207)	46.99% Avg for View: 46.99% (0.00%)	155,619 % of Total: 100.00% (155,619)	46.39% Avg for View: 46.39% (0.00%)	3.03 Avg for View: 3.03 (0.00%)	00:02:46 Avg for View: 00:02:46 (0.00%)	0.53% Avg for View: 0.53% (0.00%)	1,766 % of Total: 100.00% (1,766)
1. google / organic	170,220 (51.39%)	44.10%	75,061 (48.23%)	53.00%	3.03	00:02:46	0.59%	1,007 (57.02%)
2. (direct) / (none)	63,517 (19.18%)	61.29%	38,928 (25.01%)	23.23%	2.53	00:02:23	0.48%	307 (17.38%)
3. google / cpc	25,471 (7.69%)	85.53%	21,785 (14.00%)	96.58%	1.06	00:00:06	0.06%	16 (0.91%)
4. / referral	13,855 (4.18%)	12.91%	1,789 (1.15%)	17.42%	5.71	00:05:46	0.58%	80 (4.53%)
5. bing / organic	12,232 (3.69%)	35.37%	4,326 (2.78%)	37.91%	3.14	00:02:50	0.54%	66 (3.74%)
6. yahoo / organic	4,168 (1.26%)	49.21%	2,051 (1.32%)	41.96%	4.86	00:03:09	0.34%	14 (0.79%)
7. / referral	4,041 (1.22%)	14.06%	568 (0.36%)	22.89%	4.66	00:04:30	0.30%	12 (0.68%)

Country ?	Acquisition			Behavior			Conversions <div>All Goals ▾</div>	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	331,207 % of Total: 100.00% (331,207)	46.99% Avg for View: 46.99% (0.00%)	155,619 % of Total: 100.00% (155,619)	46.39% Avg for View: 46.39% (0.00%)	3.03 Avg for View: 3.03 (0.00%)	00:02:46 Avg for View: 00:02:46 (0.00%)	0.53% Avg for View: 0.53% (0.00%)	1,766 % of Total: 100.00% (1,766)
1.  United States	279,978 (84.53%)	42.59%	119,240 (76.62%)	44.15%	3.05	00:02:46	0.44%	1,238 (70.10%)
2.  India	7,290 (2.20%)	67.79%	4,942 (3.18%)	55.75%	3.31	00:03:20	2.14%	156 (8.83%)
3.  China	4,791 (1.45%)	45.15%	2,163 (1.39%)	30.01%	5.56	00:06:35	2.65%	127 (7.19%)
4.  United Kingdom	3,436 (1.04%)	80.79%	2,776 (1.78%)	70.95%	1.99	00:01:18	0.29%	10 (0.57%)
5.  Canada	2,048 (0.62%)	83.89%	1,718 (1.10%)	69.63%	2.31	00:01:14	0.59%	12 (0.68%)
6.  Australia	1,749 (0.53%)	81.93%	1,433 (0.92%)	74.73%	1.81	00:01:05	0.11%	2 (0.11%)
7.  Kenya	1,297 (0.39%)	86.20%	1,118 (0.72%)	61.30%	1.99	00:01:56	0.31%	4 (0.23%)



Landing Page ?	Acquisition			Behavior			Conversions	All Goals ▾
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	331,207 % of Total: 100.00% (331,207)	46.99% Avg for View: 46.99% (0.00%)	155,619 % of Total: 100.00% (155,619)	46.39% Avg for View: 46.39% (0.00%)	3.03 Avg for View: 3.03 (0.00%)	00:02:46 Avg for View: 00:02:46 (0.00%)	0.53% Avg for View: 0.53% (0.00%)	1,766 % of Total: 100.00% (1,766)
1.	 92,802 (28.02%)	38.63%	35,853 (23.04%)	5.51%	3.81	00:03:50	0.57%	533 (30.18%)
2.	 10,593 (3.20%)	83.97%	8,895 (5.72%)	96.43%	1.05	00:00:05	0.00%	0 (0.00%)
3.	 7,785 (2.35%)	88.45%	6,886 (4.42%)	97.59%	1.03	00:00:05	0.00%	0 (0.00%)
4.	 7,460 (2.25%)	91.31%	6,812 (4.38%)	48.83%	2.44	00:02:28	0.01%	1 (0.06%)
5.	 7,122 (2.15%)	86.23%	6,141 (3.95%)	97.25%	1.03	00:00:04	0.00%	0 (0.00%)
6.	 6,255 (1.89%)	15.88%	993 (0.64%)	76.37%	1.64	00:02:13	0.06%	4 (0.23%)
7.	 4,016 (1.21%)	8.91%	358 (0.23%)	70.24%	1.81	00:02:26	0.00%	0 (0.00%)
8.	 3,746 (1.13%)	39.78%	1,490 (0.96%)	53.31%	2.99	00:02:32	0.00%	0 (0.00%)
9.	 3,649 (1.10%)	27.60%	1,007 (0.65%)	62.67%	1.93	00:01:29	0.03%	1 (0.06%)
10.	 2,781 (0.84%)	91.80%	2,553 (1.64%)	95.04%	1.06	00:00:20	0.00%	0 (0.00%)

All Users

Choose segment from list

+ NEW SEGMENT

Import from gallery

Share segments

View

Search segments

VIEW SEGMENTS

All

System

Custom

Shared

Starred

Selected

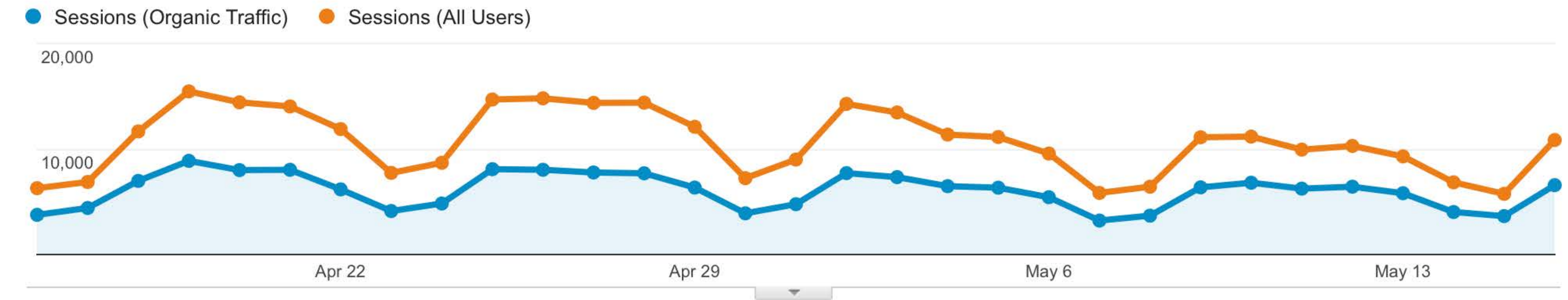
Segment Name	Created	Modified	
<input type="checkbox"/> ☆ Mobile and Tablet Traffic			Actions ▾
<input type="checkbox"/> ☆ Mobile Traffic			Actions ▾
<input type="checkbox"/> ☆ Multi-session Users			Actions ▾
<input type="checkbox"/> ☆ New Users			Actions ▾
<input type="checkbox"/> ☆ Non-bounce Sessions			Actions ▾
<input type="checkbox"/> ☆ Non-Converters			Actions ▾
<input type="checkbox"/> ☆ Organic Traffic			Actions ▾
<input type="checkbox"/> <div>Organic Traffic Medium: "organic"</div>			Actions ▾
<input type="checkbox"/> ...			...

Apply

Cancel



Landing Page ?		Acquisition			Behavior			Conversions	All Goals ▾
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
Organic Traffic		187,587 % of Total: 56.64% (331,207)	43.64% Avg for View: 46.95% (-7.05%)	81,867 % of Total: 52.64% (155,509)	51.36% Avg for View: 46.28% (10.98%)	3.14 Avg for View: 3.04 (3.35%)	00:02:50 Avg for View: 00:02:46 (2.50%)	0.61% Avg for View: 0.54% (13.41%)	1,144 % of Total: 64.23% (1,781)
1.	📄	35,660 (19.01%)	32.98%	11,759 (14.36%)	10.68%	5.13	00:04:25	1.19%	425 (37.15%)
2.	📄	6,151 (3.28%)	91.37%	5,620 (6.86%)	47.72%	2.47	00:02:31	0.00%	0 (0.00%)
3.	📄	5,225 (2.79%)	15.08%	788 (0.96%)	77.72%	1.55	00:02:18	0.02%	1 (0.09%)
4.	📄	3,450 (1.84%)	8.87%	306 (0.37%)	70.84%	1.66	00:02:05	0.00%	0 (0.00%)
5.	📄	3,383 (1.80%)	38.19%	1,292 (1.58%)	53.56%	3.02	00:02:28	0.00%	0 (0.00%)
6.	📄	3,333 (1.78%)	26.43%	881 (1.08%)	62.17%	1.90	00:01:31	0.03%	1 (0.09%)
7.	📄	2,465 (1.31%)	91.20%	2,248 (2.75%)	94.89%	1.06	00:00:20	0.00%	0 (0.00%)
8.	📄	2,080 (1.11%)	14.86%	309 (0.38%)	84.76%	1.42	00:01:35	0.05%	1 (0.09%)
9.	📄	1,684 (0.90%)	78.86%	1,328 (1.62%)	91.15%	1.18	00:00:28	0.00%	0 (0.00%)
10.	📄	1,591 (0.85%)	96.73%	1,539 (1.88%)	92.58%	1.10	00:00:32	0.00%	0 (0.00%)



Primary Dimension: **Landing Page** Content Grouping: none Other

Plot Rows		Secondary dimension ▾		Sort Type: Default ▾		<input type="text"/>			advanced						
<input type="checkbox"/>	Landing Page ?	Acquisition			Behavior			Conversions		All Goals ▾					
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?						
	Organic Traffic	187,587 % of Total: 56.64% (331,207)	43.64% Avg for View: 46.95% (-7.05%)	81,867 % of Total: 52.64% (155,509)	51.36% Avg for View: 46.28% (10.98%)	3.14 Avg for View: 3.04 (3.35%)	00:02:50 Avg for View: 00:02:46 (2.50%)	0.61% Avg for View: 0.54% (13.41%)	1,144 % of Total: 64.23% (1,781)						
	All Users	330,230 % of Total: 99.71% (331,207)	46.92% Avg for View: 46.95% (-0.08%)	154,930 % of Total: 99.63% (155,509)	46.27% Avg for View: 46.28% (-0.01%)	3.05 Avg for View: 3.04 (0.29%)	00:02:46 Avg for View: 00:02:46 (0.30%)	0.53% Avg for View: 0.54% (-1.84%)	1,743 % of Total: 97.87% (1,781)						



Organic Traffic		187,587 % of Total: 56.64% (331,207)	43.64% Avg for View: 46.95% (-7.05%)	81,867 % of Total: 52.64% (155,509)	51.36% Avg for View: 46.28% (10.98%)	3.14 Avg for View: 3.04 (3.35%)	00:02:50 Avg for View: 00:02:46 (2.50%)	0.61% Avg for View: 0.54% (13.41%)	1,144 % of Total: 64.23% (1,781)
All Users		330,230 % of Total: 99.71% (331,207)	46.92% Avg for View: 46.95% (-0.08%)	154,930 % of Total: 99.63% (155,509)	46.27% Avg for View: 46.28% (-0.01%)	3.05 Avg for View: 3.04 (0.29%)	00:02:46 Avg for View: 00:02:46 (0.30%)	0.53% Avg for View: 0.54% (-1.84%)	1,743 % of Total: 97.87% (1,781)
1.	/index.html								
Organic Traffic		35,660 (19.01%)	32.98%	11,759 (14.36%)	10.68%	5.13	00:04:25	1.19%	425 (37.15%)
All Users		92,938 (28.14%)	38.41%	35,694 (23.04%)	5.36%	3.82	00:03:48	0.60%	553 (31.73%)
2.									
Organic Traffic		6,151 (3.28%)	91.37%	5,620 (6.86%)	47.72%	2.47	00:02:31	0.00%	0 (0.00%)
All Users		7,342 (2.22%)	91.60%	6,725 (4.34%)	48.05%	2.46	00:02:32	0.00%	0 (0.00%)
3.									
Organic Traffic		5,225 (2.79%)	15.08%	788 (0.96%)	77.72%	1.55	00:02:18	0.02%	1 (0.09%)
All Users		6,272 (1.90%)	15.74%	987 (0.64%)	76.26%	1.62	00:02:13	0.02%	1 (0.06%)
4.									
Organic Traffic		3,450 (1.84%)	8.87%	306 (0.37%)	70.84%	1.66	00:02:05	0.00%	0 (0.00%)
All Users		4,057 (1.23%)	8.63%	350 (0.23%)	69.29%	1.85	00:02:37	0.00%	0 (0.00%)

# Default segments

- All visits
- New visitors
- Returning visitors
- Paid search traffic
- Non-paid search traffic
- Search traffic
- Direct traffic
- Referral traffic
- Visits with conversions
- Mobile traffic
- Non-bounce visits



# Sample custom segments

- Visits without conversions
- Unengaged users
- Highly engaged users
- Social media visits
- Non social media visits


analytics.google.com/analytics/academy/

Google Analytics Academy


rallen@epublishmedia.com

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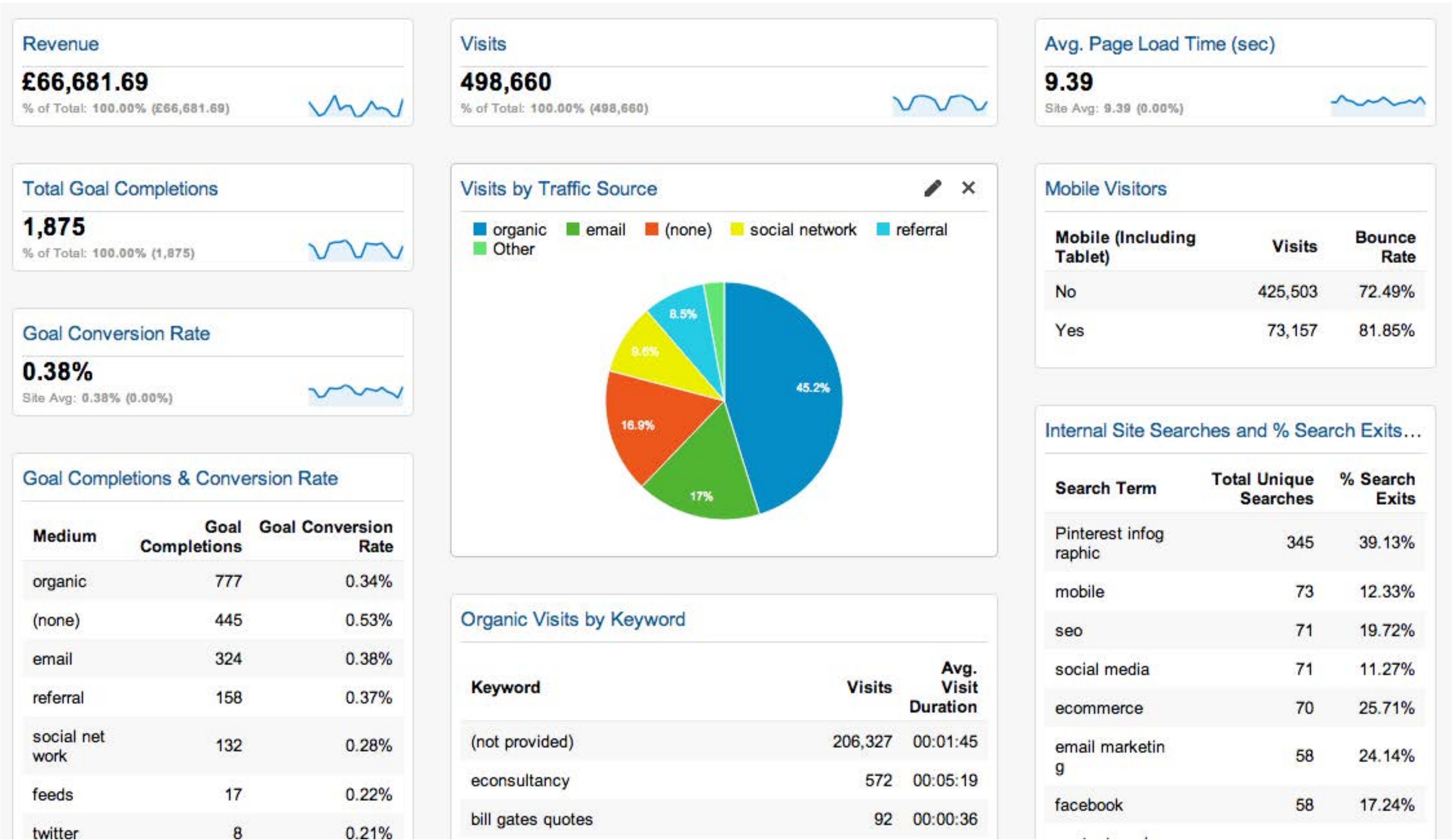
[analytics.google.com/analytics/academy/](https://analytics.google.com/analytics/academy/)

Data to Decisions

Fundamentals



# Reporting





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Gallery


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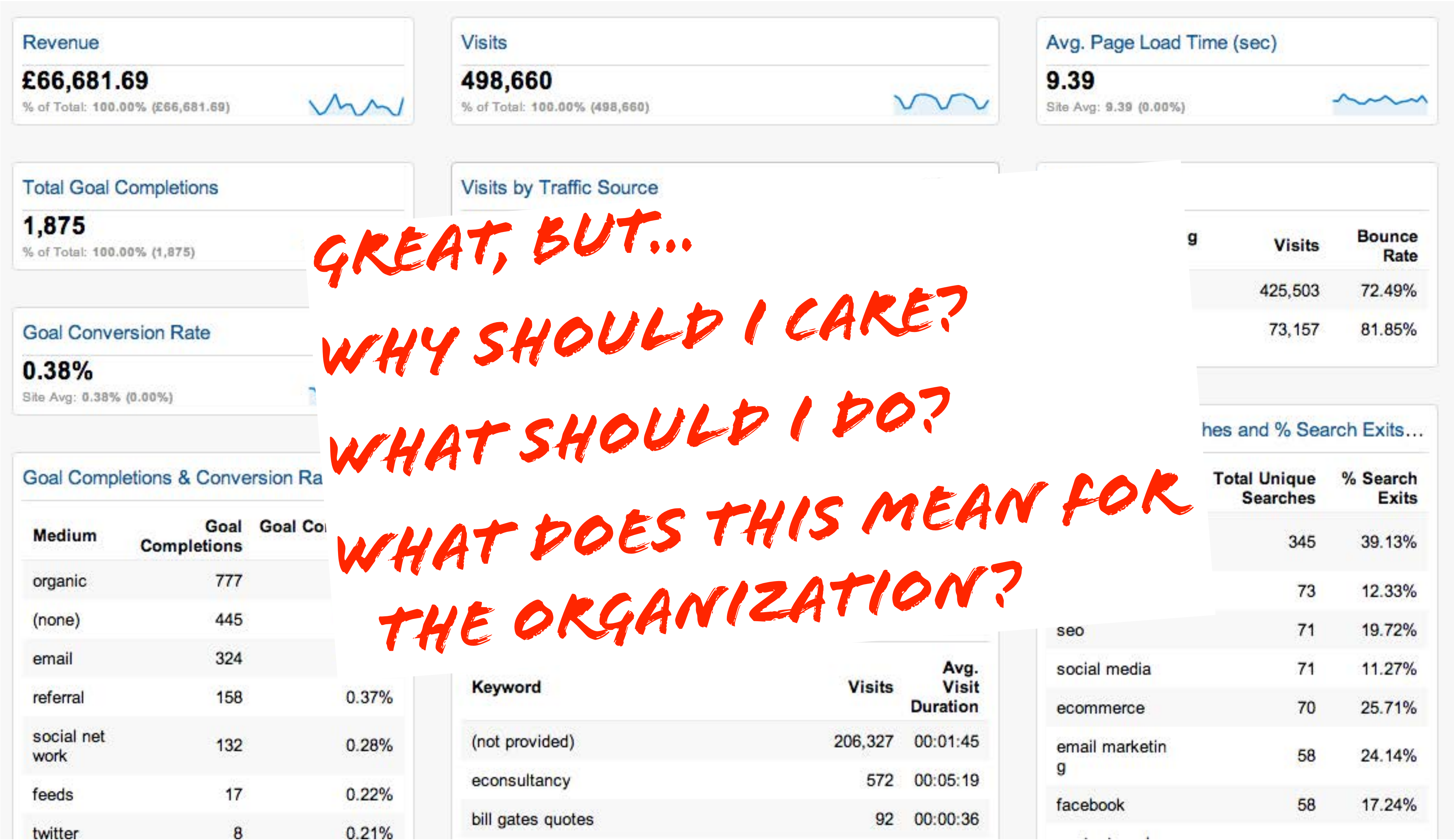
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analytics.google.com/analytics/gallery/

More







# Reporting *STORYTELLING*



Being data driven is for bots.  
Be data informed!

**Gianluca Fiorelli**

*SEO & Inbound Strategist, Moz*



# ANALYTICS

## What's your story?

- Who is your audience? What do they care about?
- What's working, what's not? (What does this data mean?)
- How will this impact the organization?
- What are the story themes? (What are the trends?)
- What are the gaps in our story? (What don't we know?)
- What actions should be taken?

# Analytics storytelling tips

1. Know your audience
2. Focus on a few meaningful themes that relate analytics insights to business objectives
3. Use data with purpose and cut irrelevant information
4. Use the most effective medium (presentation, PDF, video, email)
5. Use images to help illustrate and simplify your findings



“

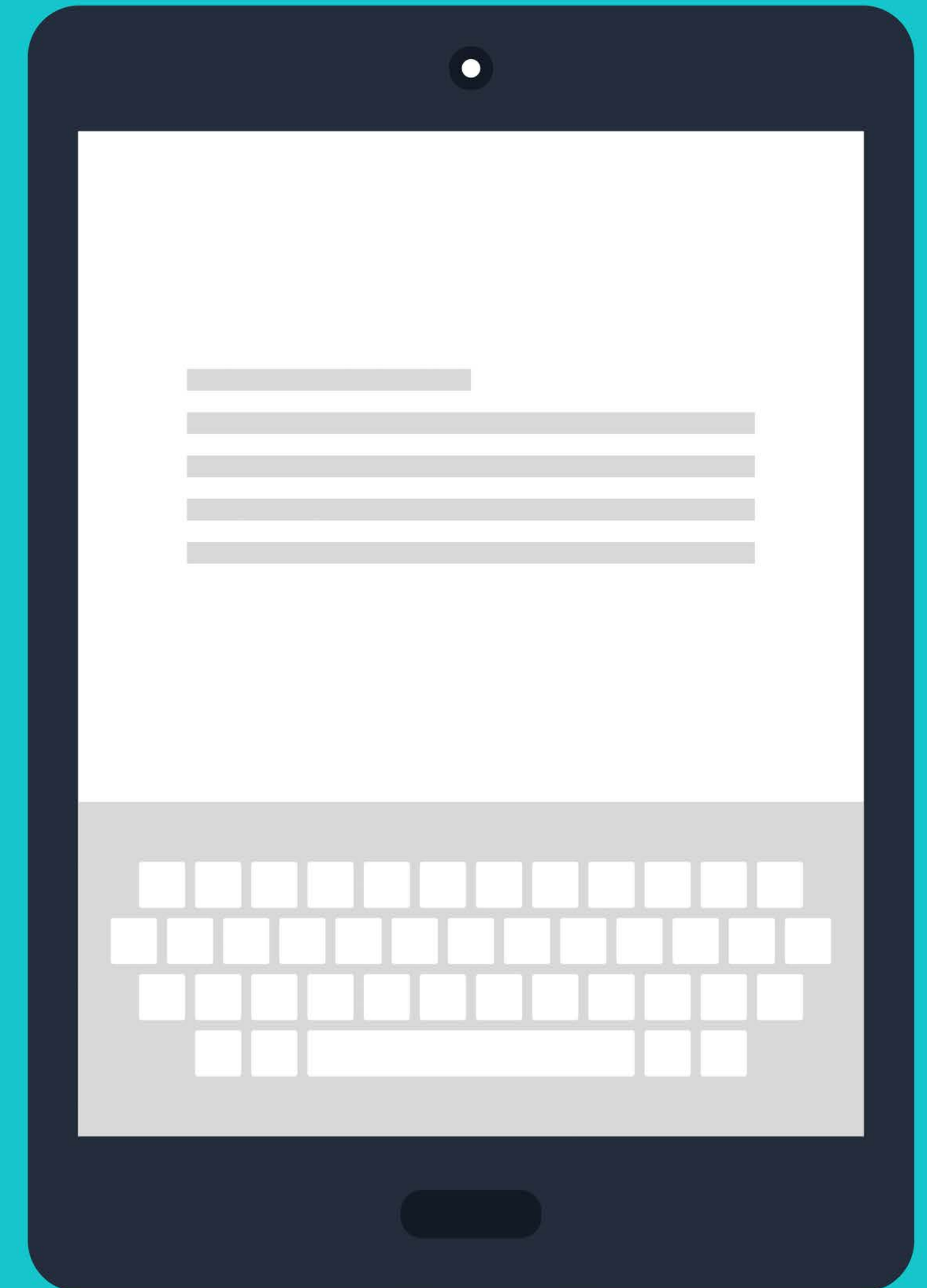
If you can't explain it simply, you don't understand it well enough.

**Albert Einstein**

*Smart guy*

# Analytics story outline

1. Here's where we were...
2. Then we changed x...
3. Here's what happened...
4. Here's what we should do next...





# Measurement Plan Report

edUi Conference 2017

Stakeholder / department: \_\_\_\_\_

## Business Objectives & Content Goals

What does the stakeholder or department want to accomplish?

## Report Summary

Structure

Your turn!

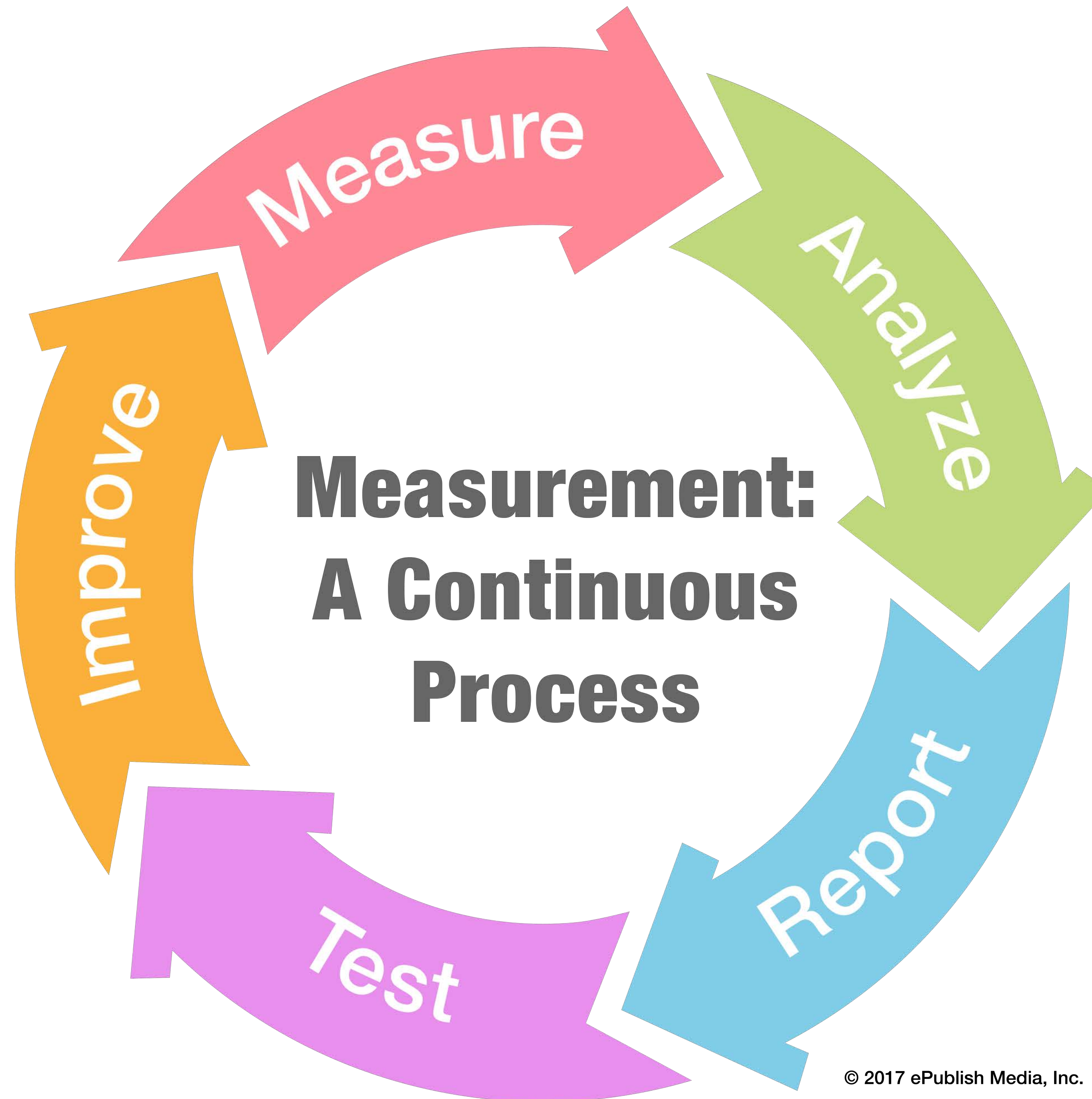
Answer:

1. Why should I care?
2. How does this impact the organization?

## Findings & Recommendations

What metrics and segments are needed to report measurement findings and relate data to content goals?

How should data be presented to clarify meaning and guide next steps?





So, what else?

THANKS!

**Rick Allen**

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