SITE IMPROVE ANALYTICS DEEP DIVE

Why use analytics?

ANSWER QUESTIONS

Using analytics can answer questions about visitors to your site:

- What are people looking at on my site?
- How are people getting to my site?
- What do people click on from the homepage?

Although this information is interesting, putting it to use is the real challenge.

IMPROVE YOUR SITE

Analytics become powerful when we use them to evaluate our sites and help make decisions about improving the site.

Navigating Site Improve Analytics

VOCABULARY

Visits: A visit is the period of time a visitor is on the website within a specific browser. The visit ends when the browser is shut down or closed, or the visitor has been inactive for longer than 30 minutes.

Page Views: How many times the page is accessed during the selected period. A valid visitor seeing the page results in one page view. A single visit can result in multiple page views. The difference between visits and page views reflects how often people come back to this page.

Unique visitors: The total number of unique visitors during the selected period.

% Bounce Rate: The bounce rate is calculated from single-page visits (visits where users have only seen one page) divided by the number of entries on that page.

SPECIFY GROUP AND TIME RANGE

Use the dropdowns in the gray header to choose the group and the time range you are viewing.

ANALYTICS SECTIONS

Visitors: Who is coming to your site?
Content: Where are they going?
Traffic Sources: How are they getting there?
  - Direct Traffic: A bookmark, link from a non-browser application or typing in the URL.
  - Search Engine: Clicking on a link from a search engine.
  - External Referrers: Clicking on a link from a non-wisconsin.edu website.
  - Internal Referrers: Clicking on a link from another wisconsin.edu page.
Behavior: What are they doing?

Translating analytics into a better site

WHAT ARE VISITORS LOOKING FOR? HOW CAN WE MAKE THAT EASIER TO FIND?

We can use page views, user journeys, exit pages and internal searches to help figure out why people come to our site. Once we know why people are visiting our site, we can make that content easier to find and use. For example, if many visitors are looking for certain content, make sure it is highlighted on your homepage.

IDENTIFY UNUSED PAGES

Analytics allow us to see what users are most interested in - if we see that no one is visiting certain pages, we can figure think about if they are too hard to find of if they don’t provide any useful information.