

Pre-Need Form Analytics

March 2023

Background

Metrics in Google Analytics for the Pre-Need Application on VA.gov were reviewed in February to collect data on user behavior in the form.

Google Analytics is used by VA.gov as the reporting platform to track interactions across the site.

Additionally, DOMO is used to track KPIs based on aggregate data from Google Analytics, Medallia, Contact Centers, and other data platforms, but no data is currently being gathered for Pre-Need in DOMO.

Submissions | January 1, 2020–December 31, 2022

Three-Year Average Submission Success Rate:

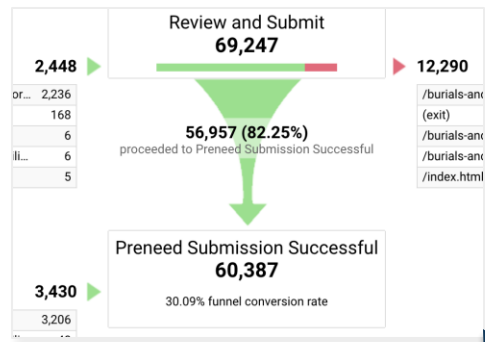
30.09%

Pages with lowest conversion rates:

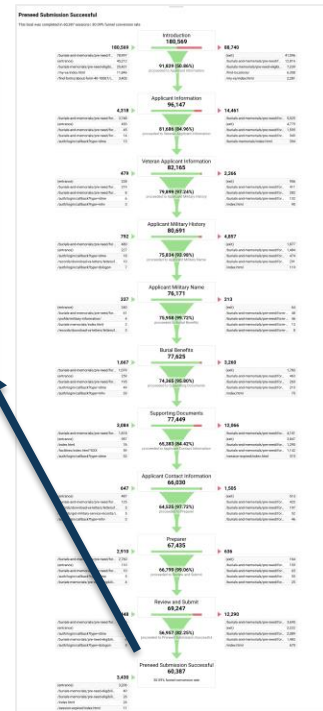
1. Introduction: **50.86%**
2. Review and Submit: **82.25%**
3. Supporting Documents: **84.42%**

Observations:

- Biggest jump-off in users is between Introduction and Applicant Information sections.
- Most form sections retain high conversion rates.
- Successful submission rates per year have remained stable, from **31.59%** (2020) to **28.62%** (2021) to **29.89%** (2022).
- Compared to other VA.gov benefits forms, the Pre-Need success rate falls in the middle (not very low, but not very high either).



Goal Funnel



Pageviews | January 1–31, 2023

Top number of pageviews in form:

1. Introduction: **11,637**
2. Applicant Information: **6,189**
3. Supporting Documents: **3,983**

Observations:

- The pre-need form Introduction has the most pageviews since it is usually the first stop in the application process.
- Pageviews drop from the form Introduction to the Applicant Information page as users may decide to apply at a later time.
- Burials and Memorials content in general ranks **#28** out of all other VA.gov content for a total of **375,834** pageviews for January 2023, with **75,834** views specifically for Pre-Need.

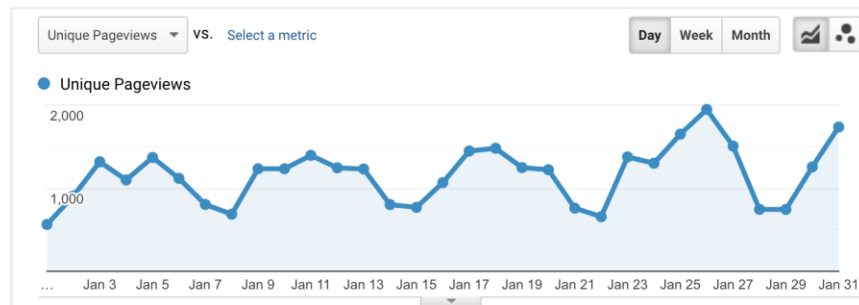
The screenshot shows the VA.gov website interface for the 'Apply for pre-need eligibility determination' form. The header includes the VA logo, 'U.S. Department of Veterans Affairs', and navigation links for Search, Contact us, and Sign in. Below the header, the breadcrumb trail reads: Home > Burials and Memorials > Pre need Eligibility Determination. The main heading is 'Apply for pre-need eligibility determination'. Below this, it states 'Equal to VA Form 40-10007 (Application for Pre-Need Determination of Eligibility for Burial in a VA National Cemetery)'. A prominent message box with a blue border and a light blue background contains the following text: '1 Save time—and save your work in progress—by signing in before starting your application'. It lists benefits: 'When you're signed in to your VA.gov account: • We can prefill part of your application based on your account details. • You can save your application in progress, and come back later to finish filling it out. You'll have 60 days from the date you start or update your application to submit it. After 60 days, we'll delete the application and you'll need to start over.' A note states: 'Note: If you sign in after you've started your application, you won't be able to save the information you've already filled in.' There are two buttons: 'Sign in to start your application' (blue) and 'Start your application without signing in' (purple). Below this, a section titled 'Follow the steps below to apply for a pre-need eligibility determination' shows step 1: 'Prepare'. It includes instructions: 'When you apply, be sure to have these on hand:' and a list of required information: '• The name of the VA national cemetery where you'd prefer to be buried. (Find a VA national cemetery.) • Service history or the service history of the service member or Veteran who's sponsoring your application. This includes your or your sponsor's: • Social Security number (and Military Service Number if it's different than the Social Security number) • VA claim number (if you know it) • Date and place of birth • Date of death (if the service member or Veteran has died) • Military status and history'.

Form Introduction

Unique Pageviews | January 1–31, 2023

Top unique pageviews:

1. Introduction: **8,583**
2. Applicant Information: **2,945**
3. Supporting Documents: **2,523**



Unique pageviews showing drop on weekends

Observations:

- Unique pageviews will naturally be lower than pageviews due to not capturing duplicate views.
- Views are usually lower on weekends due to a drop in usage.

Average Time on Page | January 1–31, 2023

Top average times on page:

1. Supporting Documents: **00:03:35**
2. Form Saved: **00:02:50**
3. Confirmation: **00:02:41**
4. Applicant Military History: **00:02:29**

Observations:

- **Supporting Documents:** Users may need more time to gather documents to upload and ensure they have the right document format.
- **Form Saved:** Signed in users encounter content informing them their form has been saved after they choose to finish it later.
- **Confirmation:** Users might spend time reading through this page, writing down their confirmation number, and checking for next steps.
- **Applicant Military History:** Veterans and service members may need more time to identify their specific military details, such as dates served.

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Bounce Rate | January 1–31, 2023

Top bounce rates:

1. Introduction: **15.61%**
2. Sponsor Military History: **12.50%**
3. Veteran Applicant Information: **10.53%**

Observations:

- **Introduction:** Users may not yet be ready to begin the application.
- **Sponsor's Military History:** Applicants may need to gather their sponsor's military details before continuing.
- **Veteran Applicant Information:** Since this section falls at the beginning of the application, the user may choose to postpone continuing to apply.

Sponsor's service periods
Please provide all your sponsor's service periods. If you need to add another service period, please click the Add Another Service Period button.

Sponsor's branch of service (*Required)

Sponsor's service start date
Month Day Year

Sponsor's service end date
Month Day Year

Sponsor's discharge character of service

Sponsor's highest rank attained

[Add another Service Period](#)

[← Back](#) [Continue →](#)

Sponsor's Military History

Exit Percentage | January 1–31, 2023

Top exit percentage rates:

1. Confirmation: **25.16%**
2. Form Saved: **23.18%**
3. Introduction: **22.34%**

Observations:

- **Confirmation:** Users have completed their pre-need application and received a confirmation number, so these pages will naturally have a higher exit rate.
- **Form Saved:** Users are choosing to finish the application later by saving their progress.
- **Introduction:** Introduction pages for forms generally have higher exit rates as people may only be curious and not yet ready to apply.

Your claim has been submitted.

We'll let you know by mail or phone if we need more information.

Please print this page for your records.

Burial Pre-Need Claim
(Form 40-10007)

for test user

Confirmation number
Zf4QWfW7zcld0aqHb6VG

Date submitted
Jan. 30, 2023

Confirmation

Source | January 1–31, 2023

Top sources of traffic:

1. Google: **20,943 (41.99%)**
2. Direct on-site: **13,603 (27.28%)**
3. Bing: **5,384 (10.80%)**

Observations:

- **Google and Bing:** Most traffic for pre-need is coming through organic searches in search engines such as Google and Bing.
- **Direct traffic**, which usually occurs when someone types or pastes in a URL to visit a site directly, makes up a significant source of traffic for the Pre-Need application.

Page path level 3 ?	Source ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Bounce Rate ?	% Exit ?
		49,871 % of Total: 0.06% (82,812,348)	35,934 % of Total: 0.06% (62,430,267)	00:01:21 Avg for View: 00:01:10 (15.11%)	1.58% Avg for View: 1.09% (44.06%)	7.15% Avg for View: 19.38% (-63.11%)
1. /form-10007-apply-for-eligibility/	google	20,943 (41.99%)	15,025 (41.81%)	00:01:20	1.68%	6.80%
2. /form-10007-apply-for-eligibility/	(direct)	13,603 (27.28%)	9,683 (26.95%)	00:01:25	1.63%	8.45%
3. /form-10007-apply-for-eligibility/	bing	5,384 (10.80%)	3,957 (11.01%)	00:01:25	1.35%	5.89%
4. /form-10007-apply-for-eligibility/	yahoo	1,882 (3.77%)	1,342 (3.73%)	00:01:25	2.44%	6.64%
5. /form-10007-apply-for-eligibility/	VANotify	909 (1.82%)	655 (1.82%)	00:00:42	6.25%	4.18%
6. /form-10007-apply-for-eligibility/	secure.login.gov	893 (1.79%)	612 (1.70%)	00:01:09	11.11%	4.03%
7. /form-10007-apply-for-eligibility/	lnks.gd	836 (1.68%)	659 (1.83%)	00:01:08	0.00%	7.66%
8. /form-10007-apply-for-eligibility/	usa.gov	792 (1.59%)	511 (1.42%)	00:01:23	0.00%	6.82%
9. /form-10007-apply-for-eligibility/	military.com	735 (1.47%)	558 (1.55%)	00:01:16	0.00%	5.44%
10. /form-10007-apply-for-eligibility/	duckduckgo	701 (1.41%)	550 (1.53%)	00:01:37	0.00%	6.99%

Top sources of traffic

User Type | January 1–31, 2023

Top user types based on pageviews:

1. Returning Visitor: **31,844 (63.85%)**
2. New Visitor: **18,006 (36.11%)**

Page path level 3		User Type	Pageviews	Pageviews
			49,871 % of Total: 0.06% (82,812,348)	49,871 % of Total: 0.06% (82,812,348)
1.	/form-10007-apply-for-eligibility/	Returning Visitor	31,844	63.85%
2.	/form-10007-apply-for-eligibility/	New Visitor	18,006	36.11%

Top user types

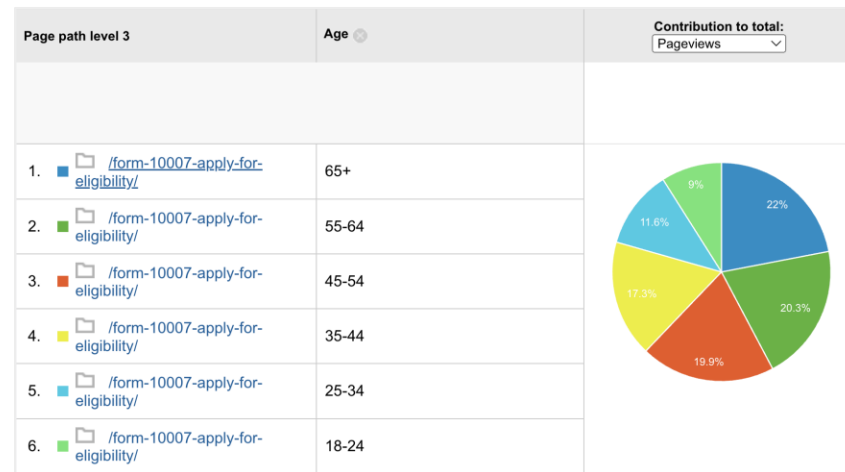
Observations:

- Having a higher rate of returning visitors than new visitors implies those users must come back and complete the form.
- Returning visitors must start off where they left off in the application process if they were signed in when applying as the application can save progress.

Age | January 1–31, 2023

Age breakdown of users based on # of pageviews:

1. 65+: **2,607 (21.99%)**
2. 55-64: **2,403 (20.26%)**
3. 45-54: **2,360 (19.90%)**
4. 35-44: **2,046 (17.25%)**
5. 25-34: **1,377 (11.61%)**
6. 18-24: **1,065 (8.98%)**



Age breakdown of users

Observation:

1. Upper age brackets contain the largest overall number of users, with the largest percentages ranging in ages from 35 to 65+.

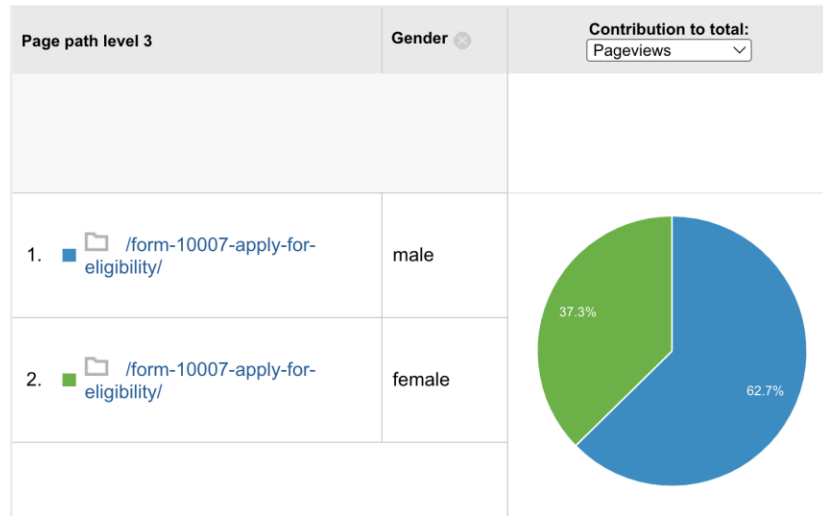
Gender | January 1–31, 2023

Gender breakdown based on # of pageviews:

1. Males: **7,702 (62.66%)**
2. Females: **4,590 (37.34%)**

Observation:

- This may simply be a reflection of higher male to female populations in the military.



Gender breakdown of users

Device Category | January 1–31, 2023

Top device types used based on # of pageviews:

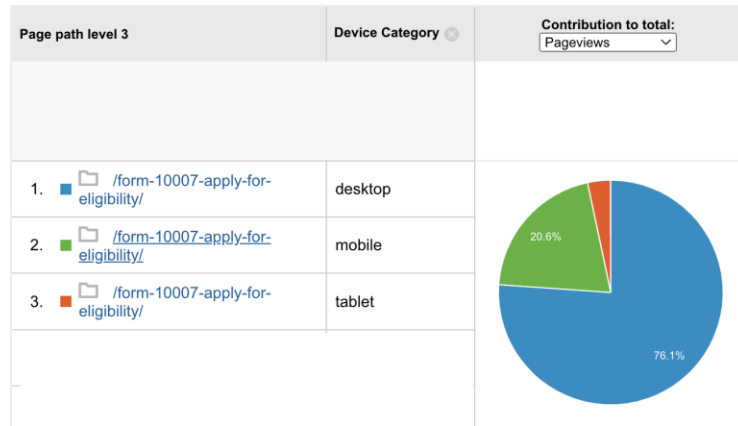
1. Desktop: **37,995 (76.11%)**
2. Mobile: **10,256 (20.57%)**
3. Tablet: **1,639 (3.29%)**

Observations:

Having a much higher number of users coming through the Pre-Need application on desktop devices could indicate:

- Mobile experience is insufficient and discouraging applicants.
- Applicants in upper age brackets, who are more likely to apply for Pre-Need, may feel more comfortable using desktop devices than mobile.

Note: Although desktop users make up the highest percentage, the VA.gov Platform team, per official guidance, recommends pursuing a responsive, mobile-first approach, although higher screen sizes will be assessed to ensure consistency in usability.



Top device categories

Next Steps

1

Identify additional metrics of interest

2

Schedule KPI Setting Workshop with Platform team to identify KPIs to track

3

Submit Analytics Request to Platform team



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Thank you. Any questions?