# Standard vs Critical Metrics

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| Section | Definition | High-level Metrics | Data Sources (Tools / Networks) |
|---|---|---|---|
| Experience Reach | • Volume of Exposures<br>• Active Participation | • Impressions<br>• Clicks<br>• Views | • Ad Platforms<br>• Insights<br>• Facebook<br>• Twitter<br>• YouTube<br>• LinkedIn<br>• Google+ |
| Light Engagement | • Simple Participation<br>• Low-effort Interactions | • Fan Conversions<br>• Liking, Favoriting, +1<br>• Viewing Content<br>• Simple Participation | • Publishing Tools<br>• Vitrue<br>• Spredfir<br>• Hootsuite<br>• CMS Tools<br>• Vitrue<br>• 20+ Modules |
| Heavy Engagement | • Deep Interactions<br>• More Active<br>• Unique Participation | • Commenting<br>• Gameplay Metrics<br>• Content Submissions | • Custom Agency Reports<br>• 3rd Party App Developers |
| Advocacy | • Actively Extending Reach into Advocate's Networks | • Sharing<br>• Retweeting | |



Figure 3-31. Standard vs Critical Metrics SWA011.0

## Notes:

**Standard Vs Critical Metrics**

A metric is defined as a quantitative measurement of statistics describing events on a website. Web Analytics is highly involved with web metrics.







# Standard Metrics

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- The Standard metrics are measurable and they are classified into various types of standard Web analytics metrics:
  - Count represents a total, the basic unit of measure which is a single whole number
  - Ratios can represent a quantitative metric like Conversion rate or a qualitative metric
  - KPIs can represent either a count or a ratio, and is used by all web sites
  - Dimension is a general source of data used to define segments or counts. Metrics are measured across the dimensions in three types:
    - Aggregate is the total site traffic for a defined period of time
    - Segmented is the subset of the site traffic for a defined period of time



Figure 3-32. Standard Metrics SWA011.0

## Notes:

The Standard metrics are measurable and they are classified into various types of standard Web analytics metrics:

- Count represents a total, the basic unit of measure, which is a single whole number. For example, the total number of visits on a web site = 10,585 or the number of page views is 17,760.
- Ratios can represent a quantitative metric like Conversion rate or a qualitative metric. It is a count divided by another count, which is numerator / denominator. It represents a decimal number. For example, the number of page views per visit.
- KPIs can represent either a count or a ratio, and is used by all web sites. But it is aligned along the business strategy which can vary from web site to website.

Dimension is a general source of data used to define segments or counts. It represents a dimension of data or an attribute of visitor behavior or the site dynamics. For example, referring URLs and events such as campaigns and attributes, like days since last visit. Metrics are measured across the dimensions in three types:

Aggregate is the total site traffic for a defined period of time.

Segmented is the subset of the site traffic for a defined period of time. It can be used to gain analytical insight: For example, by campaigns like e-mail or banner and by visitor type like new or repeated or referrer.

Individual is the activity of a single website visitor for a defined period of time.

# Standard Metrics

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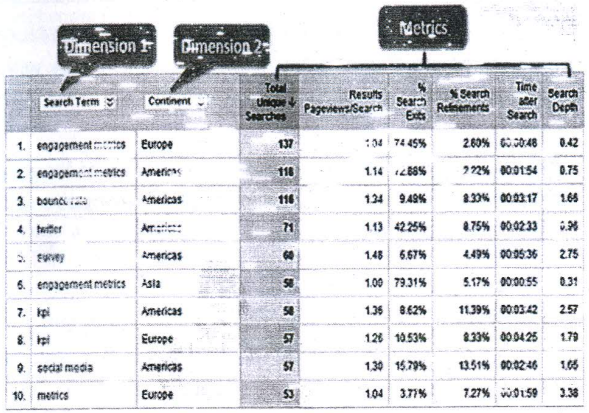


| | Search Term | Continent | Total Unique Searches | Results Pageviews/Search | % Search Exits | % Search Refinements | Time after Search | Search Depth |
|---|---|---|---|---|---|---|---|---|
| 1. | engagement metrics | Europe | 137 | 1.04 | 74.45% | 2.60% | 00:00:48 | 0.42 |
| 2. | engagement metrics | Americas | 116 | 1.14 | 72.88% | 2.22% | 00:01:54 | 0.75 |
| 3. | bounce rate | Americas | 116 | 1.24 | 9.48% | 8.33% | 00:03:17 | 1.66 |
| 4. | twitter | Americas | 71 | 1.13 | 42.25% | 8.75% | 00:02:33 | 0.96 |
| 5. | survey | Americas | 68 | 1.48 | 6.67% | 4.49% | 00:05:36 | 2.75 |
| 6. | engagement metrics | Asia | 58 | 1.00 | 79.31% | 5.17% | 00:00:55 | 0.31 |
| 7. | kpi | Americas | 58 | 1.36 | 8.62% | 11.39% | 00:03:42 | 2.57 |
| 8. | kpi | Europe | 57 | 1.26 | 10.53% | 8.33% | 00:04:25 | 1.79 |
| 9. | social media | Americas | 57 | 1.30 | 15.79% | 13.51% | 00:02:46 | 1.65 |
| 10. | metrics | Europe | 53 | 1.04 | 3.77% | 7.27% | 00:01:59 | 3.38 |



Figure 3-33. Standard Metrics SWA011.0

## Notes:

All the measures and metrics relate to an action by visitors who are users. This is implied by the reference to unique visitor in most of the definitions. The non-human "visitors" include spiders and website crawlers that download content from a website. They are identified in the HTTP request that allows the website to provide a different version of the content to help the search engines and content aggregators.

But if they cannot be identified they should not be confused with human traffic. Each web analytic provider has various techniques for identifying and filtering this traffic. This is done for analysis of data, which are represented as metrics or for creating reports represented as KPIs.

Another important metric to be considered is page views. Page views are used to represent a measure of success. Some tools call them as visitors. Visits have been the currency used to measure macro success. They mean a user visiting the site and consuming some content.

The other important terms to be considered are the Conversion Rate metric or the Revenue Trends metrics. The Depth of Visit is one of the essential metrics for a content based website. Hits are refined to page views and then to visits. The terms to be considered as page, page views, visits/sessions, unique visitors, new or repeat visitor.







# Critical Web Metrics

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- Visits and Visitors
  - A visit represents a page view on the website
  - Unique Visitors represents the count of individual users who visited the web site regardless of the number of times they visited.



Figure 3-34. Critical Web Metrics SWA011.0

## Notes:

**Critical Web Metrics**

**Visits and Visitors**

A visit represents a page view on the website. The visit would continue until the person finishes the activity on the website. For example, visiting a page on www.abc.com, one instance of a visit is added. Sometimes closing the browser window does not end the current visit or when reopened a new visit is registered. A visit starts when visiting the website, and ends after an inactivity or idle time which is commonly referred to as a session. Each visit is important because there is a chance to convert a visitor to a customer.

Unique Visitors are a superset of visits and represents multiple opportunities to convert a customer. It is one of the most strategic web metrics. Businesses dealing with their brands or products are interested in knowing how many unique visitors came to their site on any given day. Each unique visitor is not always a unique person. It represents the count of individual users who visited the web site regardless of the number of times they visited. For example, if user A visits a web site once and user B visits the same web site five times, it will have two unique visitors and six total visits. Daily, weekly or monthly and absolute unique visitors are various terms used by the Web analytics tools.

# Visits and Visitors

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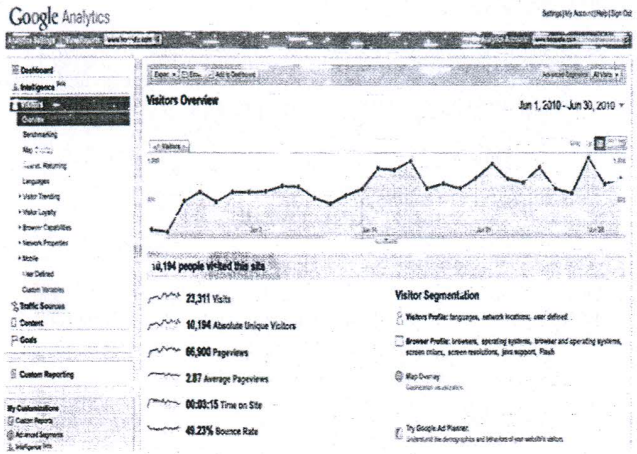




Figure 3-35. Visits and Visitors SWA011.0

## Notes:

When tracking the unique visitors, it can be expanded to look at the repeat visitors. If the number of repeat visitors is growing, this means that customers are visiting the web site once and then are interested in the brands or products to come back again.

The metrics Time on page represents the time spent on each page and Time on Site represents the time spent during that session on the website. A metric single page view session illustrates a visit to the web -site with a single page view and then leaving the web site.







# Critical Web Metrics

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- Bounce Rate is the percentage of single page sessions in web which the user leaves the site from the welcome page without interacting with the page
  - Bounce rate for a specific page= the number of times that page was a single page view visit / the number of times that page was an entry



Figure 3-36. Critical Web Metrics SWA011.0

## Notes:

**Bounce Rate**

The term bounce means someone visiting the web site and then immediately clicking the back button or closing their browser tab. Bounce Rate is the percentage of single page sessions in web which the user leaves the site from the welcome page without interacting with the page.

Measuring the Bounce Rate implies measuring the percentage of sessions where the user's time spent on the website was less than a specific number of seconds. It can be expressed as the percentage of website visitors who see just one page on your site or who stay on the site for a small amount of time (usually five seconds or less)

- Bounce rate for a specific page= the number of times that page was a single page view visit / the number of times that page was an entry
- Bounce rate for a group of pages= the number of times pages were a single page view visit / the number of times pages were entry pages
- Website Bounce rate = the percentage of total visits that were single page view visits.

The Bounce Rate can be measured for the website's top referrers. They are the referring sites that sends not just the traffic but rather sites that send traffic that does not bounce. This bounce rate measure can also be applied for the search keywords.

It is also suggested not to measure the bounce rate for a blog in aggregate, but rather segment your data and measure bounce rate for the new visitors. Another exception for the bounce rate metric is web sites like Yellow Pages. They maintain the details of various contacts and they exist to bounce the visitor, or get the user out to another site of their advertiser. So the bounce rate is just one click, such that it measures those people who come to the site.

To measure the bounce rate for traffic sources in the web analytics tool, simply go to the Referring URLs / Sites report.

So to summarize measuring the Bounce Rate of the web site, it can be done at two levels.

- Measuring the Bounce Rate in aggregate at an entire web site level
- Measuring the Bounce Rate of the top landing pages report

**Reasons for a High Bounce Rate**

The reasons behind leaving the page can be because of site design or usability issues. Alternatively, users can also leave the site after viewing a single page if the information is found on that page, or no interest in going to other pages.

Sometimes if there is only one page on the website, analytics tools cannot register the multiple page views unless users reload that page. So single-page sites usually tend to have high bounce rates. But if there is a high bounce rate from a multiple page web site, then it must be checked to ensure whether tracking code has been added to all the pages.

If all the web pages contain the tracking code but still a high bounce rate is observed, then redesigning the welcome or the index pages, optimizing those pages so that they correlate better with the search terms that would bring users to the web site can be done with the ads with keywords. It helps to better reflect the page content.

Reducing the bounce rate is vital and requires specific, custom changes to the web site and setup. Considering the bounce rate for specific traffic sources and also by using other dimensions, like campaign, the bounce rate can be evaluated and also be more actionable than the general bounce rate.







## Critical Web Metrics

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- Exit Rate is the percentage of visitors to a web site who navigate to a different site from a specific page, after having visited any other pages on the site

$$\frac{\text{Number of exits}}{\text{Total Page Views}} = \% \text{ Exits}$$



Figure 3-37. Critical Web Metrics SWA011.0

### Notes:

**Exit Rate**

Exit Rate is used to measure how many people left the website from a certain page. It is the percentage of visitors to a web site who navigate to a different site from a specific page, after possibly having visited any other pages on the site. The visitors have just exited on that specific page. For all the page views to the page, Exit Rate is the percentage that was the last in the session. Exit Rate shows the percentage of people who entered anywhere on the web site but having exited from a particular page. On the other hand, Bounce Rate shows the percentage of people who entered on a particular page, and simply exited from the site on the same page.

Page Exit Ratio is a metric, which is defined as the number of exits from a web page divided by the total number of page views of that particular web page. It should not be confused with bounce rate, which is an indicator of single-page-view visits on the web site.

Page exit ratio applies to all the visits regardless of length. Some tools may calculate page exit ratio using visits in the denominator instead of page views. Page view count is a more appropriate denominator because a visitor may travel through the same page multiple times in a visit.

For a simple understanding assume that a web site has pages A through C and it has only one session per day that exists, with the following page view order as follows:

- Monday: Page A > Page B > Page C
- Tuesday: Page B > Page A > Page C
- Wednesday: Page A > exit

The Content report generated for the page A would show 3 page views which is visited 3 times. The bounce rate is 50% and not 33%. This is because as on Tuesday the page view granted to Page A is not considered in its Bounce Rate calculation. It was just considered to be navigation from page B to page C.

Another scenario for the exit rate metric for a series of single-session days are as follows:

- Monday: Page B > Page A > Page C
- Tuesday: Page B > Exit
- Wednesday: Page A > Page C > Page B
- Thursday: Page C > Exit
- Friday: Page B > Page C > Page A

The percentage of exit rate calculations is defined as follows:

Number of exits / Total page Views = % Exits

- Page A: 33%
- Page B: 50%
- Page C: 50%

There is a structured navigation on the web site when someone has to go from page 1 to page 2 to Page 3, and so on. When visitors move along these pages, it is meant to be a success factor. For example, in an online shopping cart the user goes from the page called Add to Cart to start with and goes till Checkout page to Complete Credit Card Information, and so on.

The Exit Rate, on any page, indicates a "bad" exit, called Abandonment Rate, which is used to distinguish what is actually happening in terms of customer experience. Abandonment Rate is used to measure submitting leads, signing up for an email newsletter, or completing any closed multipage process.







## Critical Web Metrics

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- Conversion Rate is defined as the outcomes divided by the total number of unique visitors or visits. It is usually expressed as a percentage
- Conversions help in segmenting visits or visitors and attributing marketing activity and actions to these segments



Figure 3-38. Critical Web Metrics SWA011.0

### Notes:

**Conversion Rate**

Conversion Rate is defined as the outcomes divided by the total number of unique visitors or visits. It is usually expressed as a percentage. The choice of choosing whether to divide by unique visitors or visits will influence which referrers, campaigns, keywords, and sources are valued most.

The underlying power of increasing the conversion rate is targeting the right kind of traffic. The term Conversion in general means a visitor completing a target action. It is a method of segmenting behavior as visitors interact on web. A conversion can be viewed and counted as any other event. The event represents a transition in the visitor state that can indicate:

- Potential for future behavior such as clicking on an advertisement, or registering for more information called step or micro conversions
- Completion of a goal milestone event such as completing a purchase on-line called target or goal conversions

Conversions help in segmenting visits or visitors and attributing marketing activity and actions to these segments. They provide the marketer an additional tool for segmenting visitors other than demographics. It enables understanding the visitor and their on and off line behavior with respect to various marketing

activities. The best conversions indicate that a visitor has successfully completed an objective of the site or business.

Unique Visitors take into account the unique browsers visiting the site, and visits consider only a session of that unique visitor. Each unique visitor might visit the site multiple times. Visits can be used for sites where the same visitor will make multiple purchases during a short duration of time.

Based on the experience gathered from ecommerce and non-ecommerce web sites, most customer behavior is across multiple visits. So it is recommended that unique visitors can be used in the denominator. But different web analytics tools use any one of these two. For example, tools like Google Analytics and Omniture would use Visits by default.

The conversion rate can be improved in the following ways:

- Allowing users to sign into mails and social sites using a single click sign on. Getting the users to sign up for using a tool can be done with the help of social login options and it also attracts the users.
- Allowing the customers to check out using the social profile would reduce the abandonment rate
- Allowing the customers to share their purchase with social networks. It helps in improving the trust in audience and also enables the conversion rate of the product, brand or service to be improved.

Displaying a blog or an article with the social shares like the number of likes, tweets or comments gives their audience a strong social proof that the content is useful and also others have liked it. This is called as Conversion Optimization.







## Critical Web Metrics

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- **Engagement** is the user's response to an interaction that gains, maintains and encourages their attention when they are –motivated
- Engagement is the number of times someone visits the web site, and also the frequency of Visits, helps to understand the degree of Engagement



Figure 3-39. Critical Web Metrics SWA011.0

### *Notes:*

**Engagement**

The term engaging is defined as drawing a favorable attention or interest towards something. It is the user's response to an interaction that gains, maintains and encourages their attention when they are motivated. For example, in the context of social media it can be creating website experiences that draw favorable attention or interest. The challenge in the context of measurement is that favorable attention or interest which is hard to measure. Websites have to be designed such that they engage customers.

Engagement is the number of times someone visits the web site, and also the frequency of Visits, which helps to understand the degree of Engagement. For example, Visitors visit Oracle.com to search their terms 15 times in a day. The challenge lies in identifying whether those 15 visits were good or bad.

User Engagement is defined as the quality of user experience focusing on the positive aspects of interaction. The Quantitative data in web analytics is limited to measure the degree of Engagement.

- Degree – It is the degree of positive or negative Engagement ranging from low to high involvement.
- Kind Customers - They can be positively or negatively engaged with a company or product. The content is usually a mixture of emotional states and rational beliefs, such as in the case of positive engagement.