

GIES MARCOM WEB ANALYTICS

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PHASE 3 REPORT

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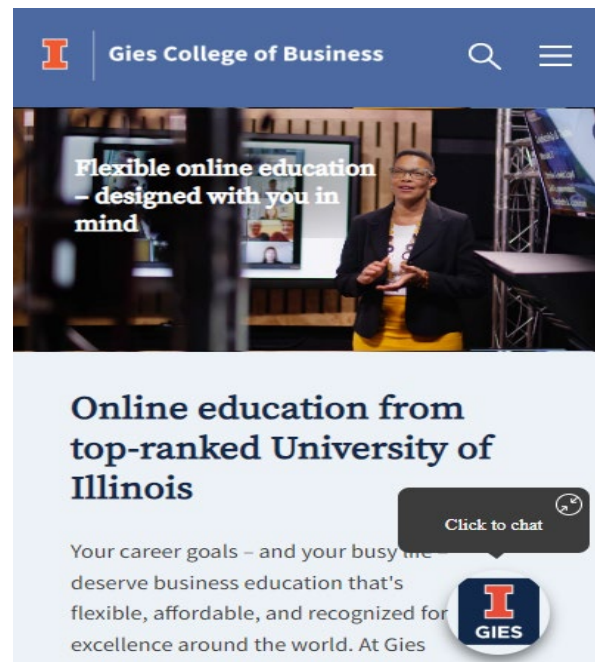
A. Project Description:

Overview: Gies College of Business at the University of Illinois operates two essential public-facing websites: [giesbusiness](#) and [giesonline](#). These platforms play a critical role in attracting prospective students, engaging current students, and disseminating information about the college's programs and initiatives. However, Gies Marcom currently lacks a comprehensive understanding of user behavior across these websites, which hinders their ability to optimize the user experience and improve conversion rates.



More than business.
Business on purpose.

GIES BUSINESS



GIES ONLINE

Challenges:

- **Lack of User Behavior Insights:** Without a thorough analysis of user interactions, it's difficult to understand how visitors navigate the websites and what drives their engagement.
- **Inadequate Segmentation and Traffic Analysis:** The absence of proper user segmentation and traffic pattern analysis prevents Gies Marcom from tailoring their marketing strategies effectively.
- **Google Analytics Configuration Needs:** Current configurations may not be capturing all necessary data or reporting on key metrics, limiting actionable insights.
- **Marketing Spend Data Integration:** There is a need to analyze marketing spend data to evaluate its effectiveness and understand its impact on user engagement and conversions.

B. Project Objectives:

The primary goal of this project is to develop a comprehensive analytics strategy that will enhance the understanding of user behavior and traffic patterns on the giesbusiness and giesonline websites. This will be achieved through three key areas of focus:

Web Traffic Analysis:

- Analyze traffic sources and user behavior to identify where visitors are coming from and which pages they engage with the most.
- Pinpoint key conversion points and assess user paths to improve navigation and overall site experience.

Google Analytics Configuration:

- Configure and optimize Google Analytics to ensure accurate tracking of key metrics and user actions.
- Set up goals, events, and custom reports that align with the college's objectives to facilitate data-driven decision-making.

User Segmentation and Marketing Spend Analysis:

- Develop user segmentation models to categorize visitors based on demographics, behaviors, and engagement levels.
- Integrate and analyze marketing spend data to assess its effectiveness and make informed recommendations for future campaigns.

C. Project Outcomes:

By addressing these objectives, Gies Marcom will gain valuable insights into user behavior, enabling them to:

- Optimize the user experience on their websites.
- Improve conversion rates by tailoring content and marketing strategies to specific user segments.
- Make data-informed decisions that enhance overall marketing effectiveness.

D. Project Requirements:

Understanding Business Objectives and Project Overview

- Collaborate with stakeholders to clearly define and understand the overarching business objectives.
- Document the project overview, including key deliverables, timelines, and expected outcomes.

Existing Setup Evaluation

- Study the existing analytics setup (if any) to assess what tools and configurations are currently in place.
- Evaluate the effectiveness of the current setup in meeting business needs and objectives.

Analytics Accounts	Properties & Apps
College of Business 1813347	Gies Website--2019 Redesign - GA4 267649156 ✓ ★
Gies Online Hub 252351226	Gies Online Hub 347261488 ★

Gather Required Documentation

- **Data Layer and Data Dictionary:**
 - Check if a data layer has been implemented and assess its structure for capturing necessary data points.
 - If available, gather the data dictionary to understand the definitions and relationships of data elements.
- **Data Requirements and Standard Reference Documents:**
 - Collect any existing data requirements documents and Standard Reference Documents (SRDs) that outline necessary data collection practices.

Goal Identification

- Identify specific goals based on the defined business objectives, ensuring they are measurable and actionable.
- Engage stakeholders to ensure that identified goals align with broader organizational strategies.

Key Performance Indicators (KPI's) Identification

- Determine relevant Key Performance Indicators (KPI's) that will help measure the success of the identified goals.
- Ensure that KPI's are specific, measurable, attainable and relevant.

Dimensions and Metrics Alignment

- Identify the dimensions (attributes of data) and metrics (quantifiable data) that are applicable to the goals and objectives.
- Ensure that these dimensions and metrics align with the identified KPI's to facilitate effective reporting and analysis.

E. Project Implementation:

Analytics Setup and Configuration

- Understand Google Analytics account setup, tracking codes, pages and data collection methods.
- Ensure proper access permissions to configure and manage analytics accounts effectively.

Account Structure:

- Understand the hierarchy of accounts, properties, and views within Google Analytics.
- Set up goals and filters to refine data collection and enhance tracking accuracy.

Data Attributes and Page Identification

- Identify data attributes, dimensions, and metrics available.
- Ensure proper implementation of tracking codes/ data on all webpages to accurately capture page views.

User Behavior and Traffic Pattern Analysis

- **Traffic Source Analysis:**
 - Evaluate different traffic sources (organic, direct, referral, social) driving visitors to both websites.
 - Use User Flow reports to visualize user navigation paths and identify common entry and exit points.
- **Behavior Analysis:**
 - Conduct heatmap and session recording analyses to gain deeper insights into user interactions.
 - Review conversion funnels to pinpoint where users drop off during their journey (if applicable).

Performance Metrics Configuration

- Set up custom reports focusing on key performance metrics such as session duration, bounce rate, and conversion rates.
- Create dashboards for real-time data visualization and easy access to summaries.
- Clearly define KPI's based on business objectives (e.g., conversion rates, average session duration) and monitor them regularly.

Traffic Statistics and Trends Analysis

- Analyze metrics such as unique visitors, page views, and sessions to gauge overall traffic health.
- Identify trends and patterns in traffic data over various time periods (weekly, monthly) for strategic insights.

Automation and Alerts

- Set up custom alerts to notify stakeholders of significant changes in traffic patterns or KPI's.
- Automate report generation for weekly and monthly summaries to ensure timely insights.

Moving Forward and Continuous Improvement

- Regularly review findings, implement changes based on data insights, and monitor the impact on user behavior and site performance.
- Stay updated with changes in Google Analytics features and best practices to maintain optimal usage.

F. Ideas :

- Page Funnel Level and Section Tracking
- Advanced UTM and Hierarchy Tracking
- Drop-off Point Analysis
- Defined URL Tracking
- Comprehensive Click Tracking
- Business vs. Online Domain Differentiation

G. Phase 3 Deliverables:

- [Gies Business Marketing Dashboard](#)
- [Gies Online Marketing Dashboard](#)

H. Phase 3 Team Learnings:

- We developed stronger skills in URL tracking through GA4 events and data querying, which helped us identify and fix gaps in tracking, resulting in more accurate and reliable data.
- By evaluating tracking structures and proposing improvements, we learned how to make strategic recommendations that align with organizational goals and drive better marketing insights.
- We improved our ability to translate complex analytics into simple, easy-to-understand reports, ensuring that both technical and non-technical stakeholders can use the data effectively.
- We created detailed plans to enhance web tracking, which allowed us to gather better data and provide insights that support smarter decision-making across the team.
- We became proficient in using Google Analytics and Looker Studio to create customized dashboards and reports, helping us analyze data more effectively and generate actionable insights for the team.