

Web Analytics Final

6306 Social Media & Web Analytics
Summer 2016

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Page for Analysis

URL:

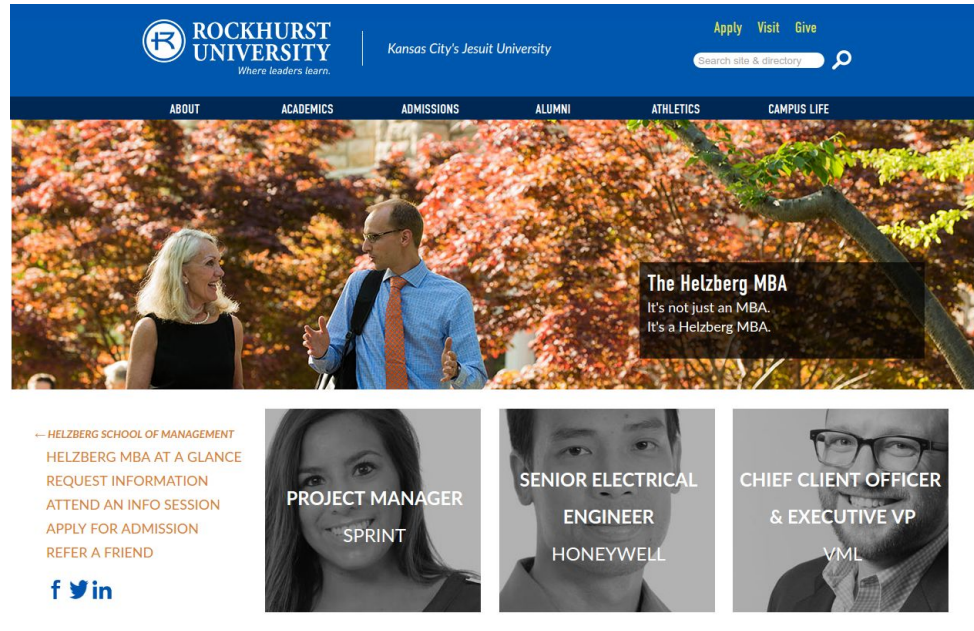
- ww2.rockhurst.edu/helzberg/mba

Purpose:

- Advertising
- High level information
- Segway to detail links

Audience:

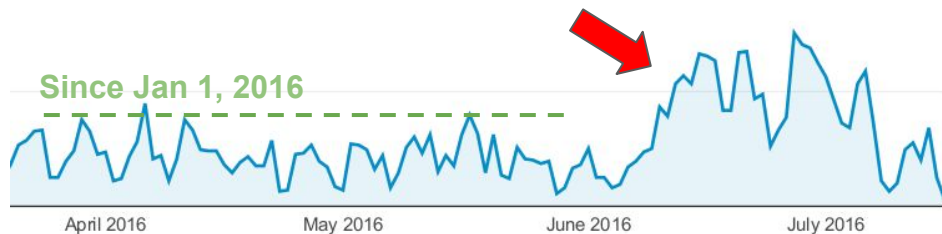
- Potential students
- Other academics
- Employers



source: <http://ww2.rockhurst.edu/helzberg/mba>

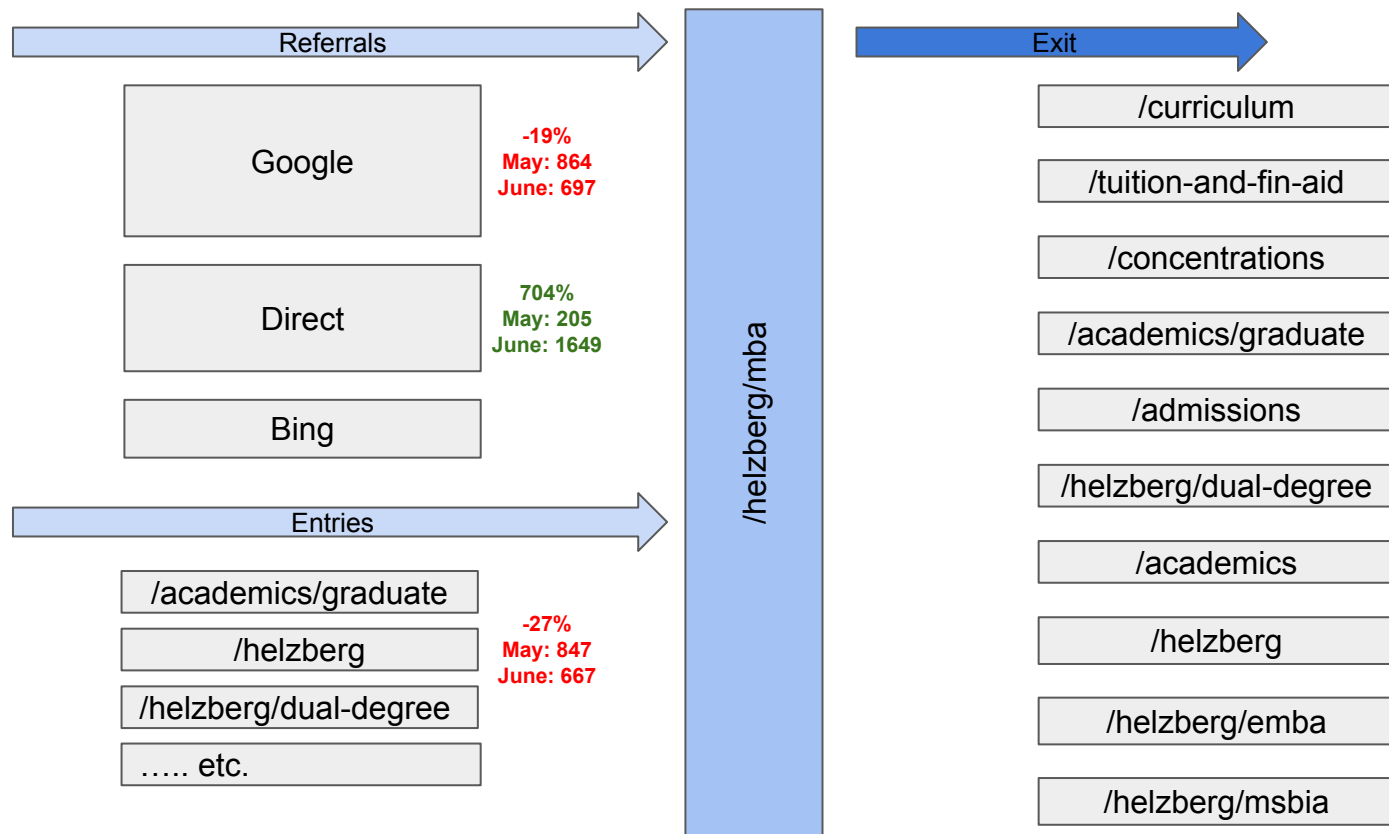
Investigate

- Pageview increase in early June 2016
- From overall analysis of traffic:
 - What's in the bump!
 - Audience
- Performance
- Recommendations

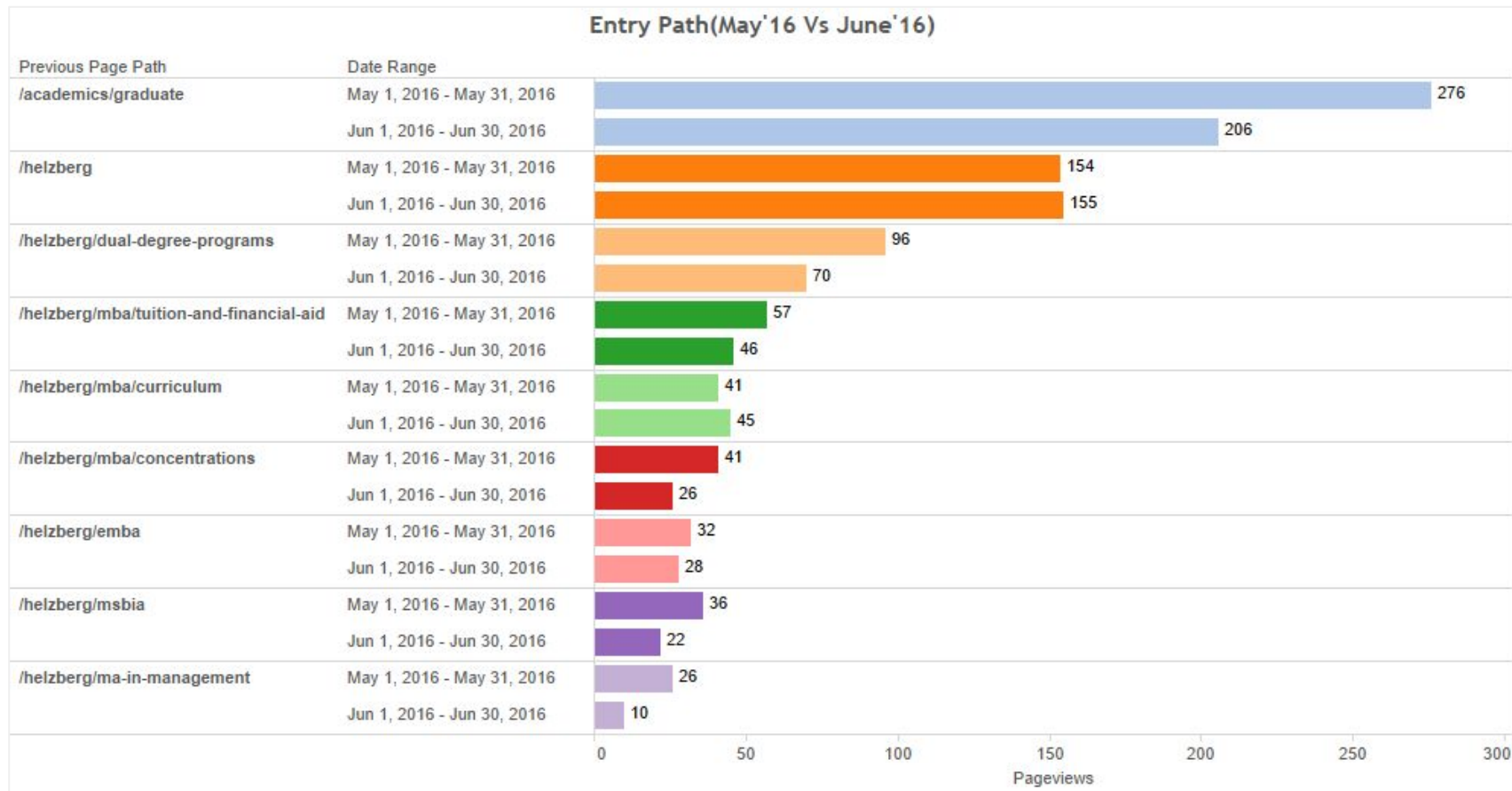


Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
9,735 % of Total: 1.05% (929,280)	6,979 % of Total: 0.98% (710,757)	00:02:19 Avg for View: 00:02:07 (9.08%)	3,938 % of Total: 0.95% (415,598)	66.48% Avg for View: 62.01% (7.21%)	48.93% Avg for View: 44.72% (9.40%)
9,735(100.00%)	6,979(100.00%)	00:02:19	3,938(100.00%)	66.48%	48.93%

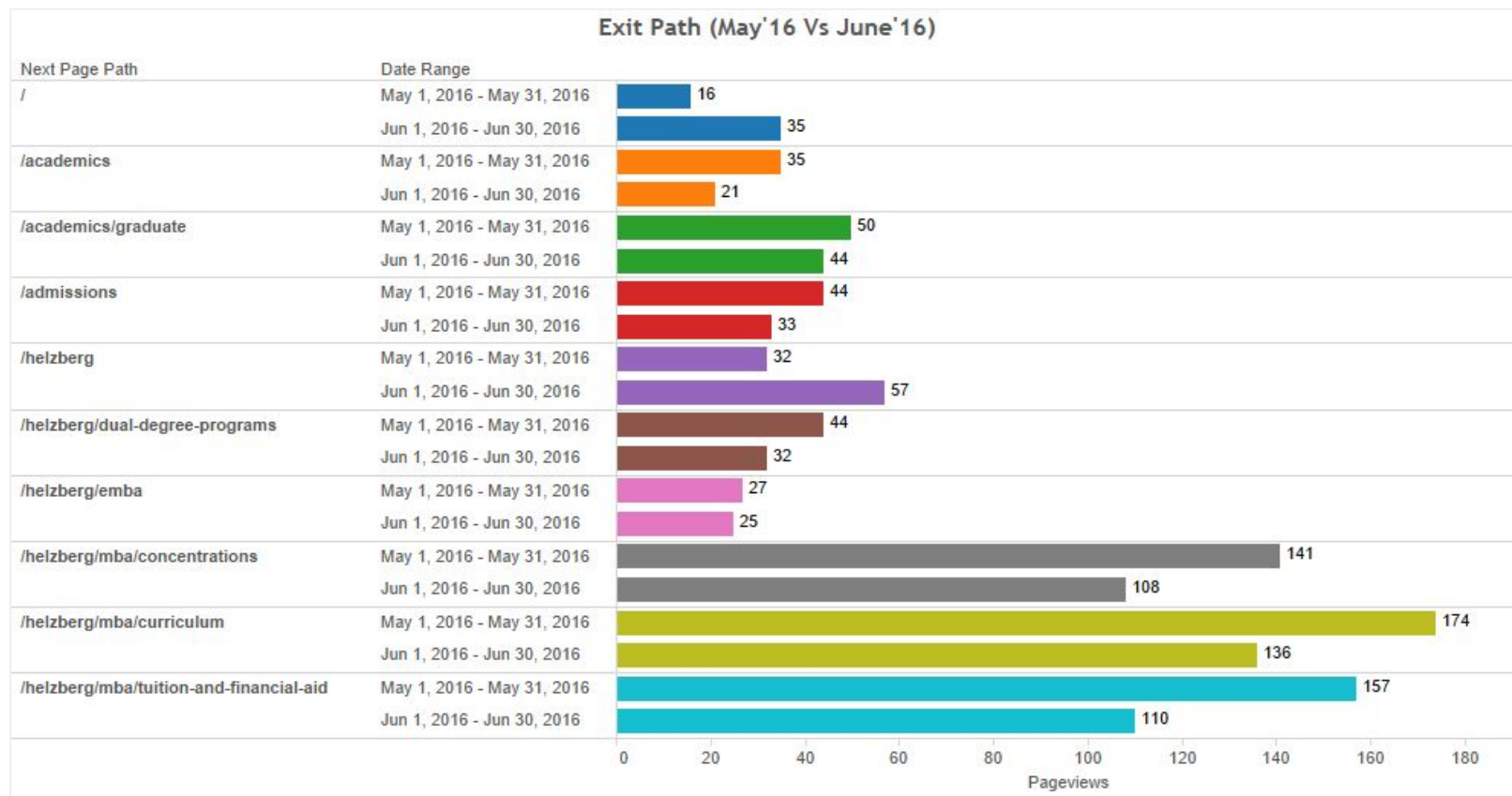
Overview of Traffic Flows



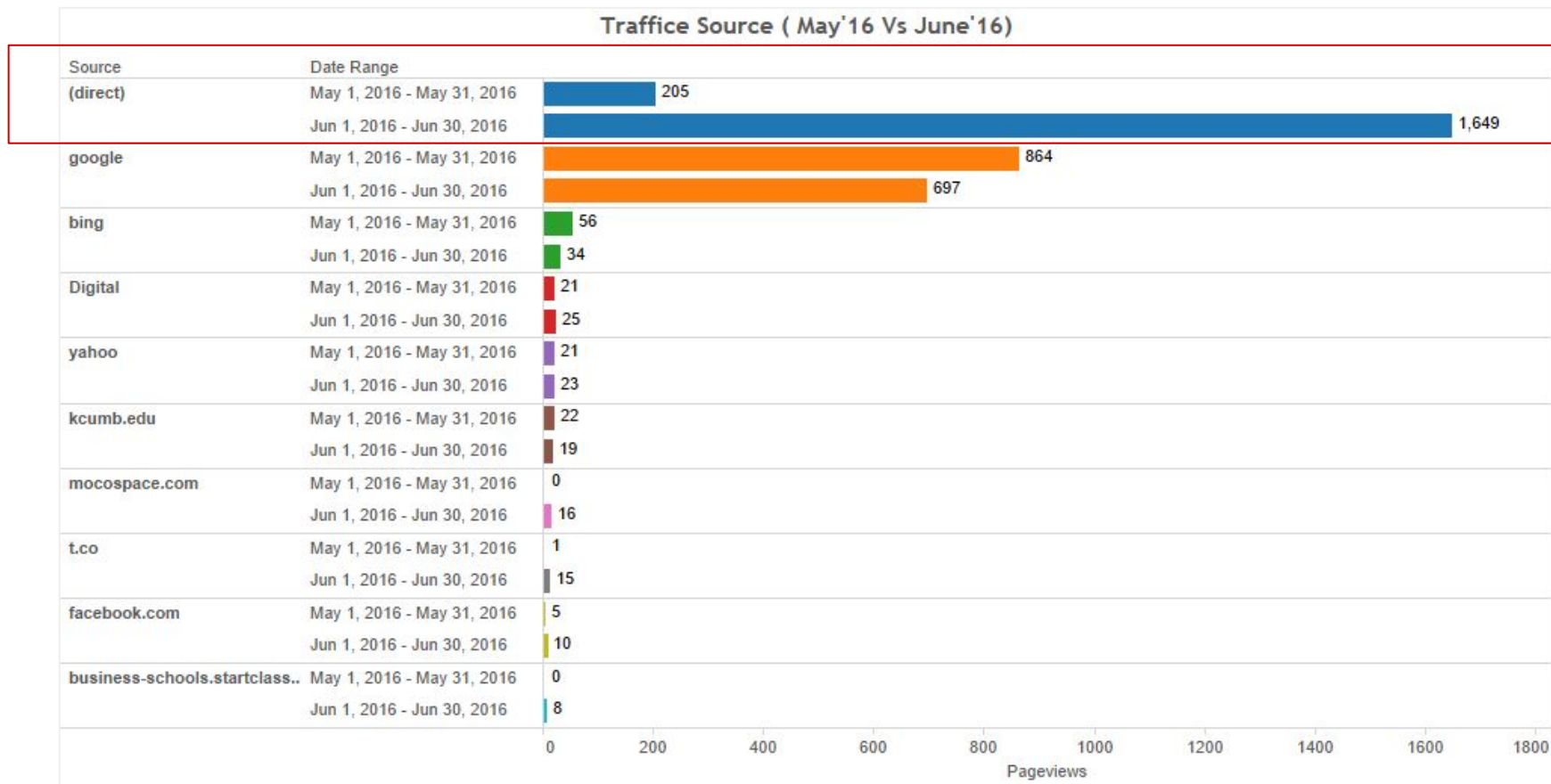
Entries - Similar entries between May and June



Exits - Nothing particularly interesting



Direct Traffic - Significant increase noted

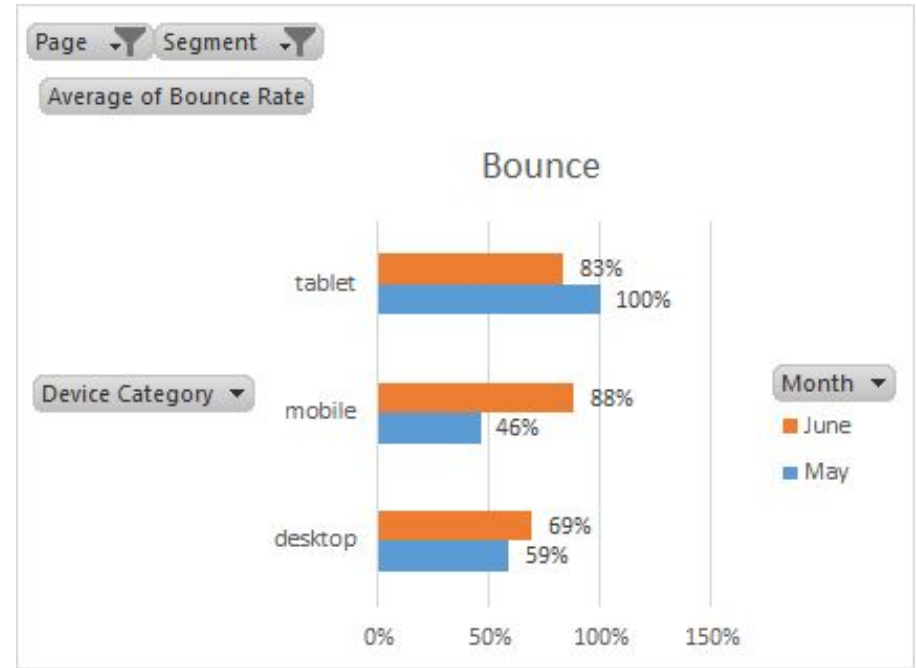
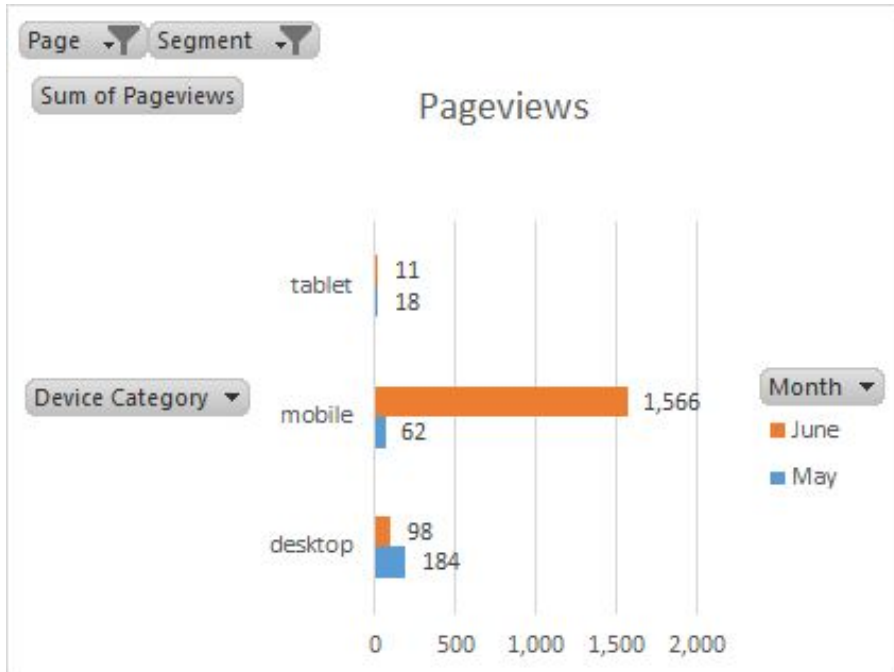


Direct Traffic? (a.k.a “Unknown” traffic)

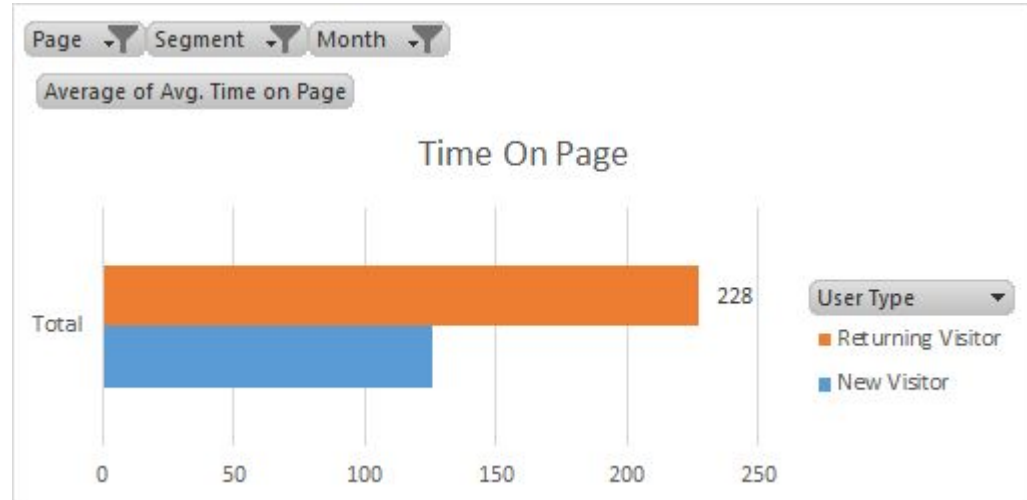
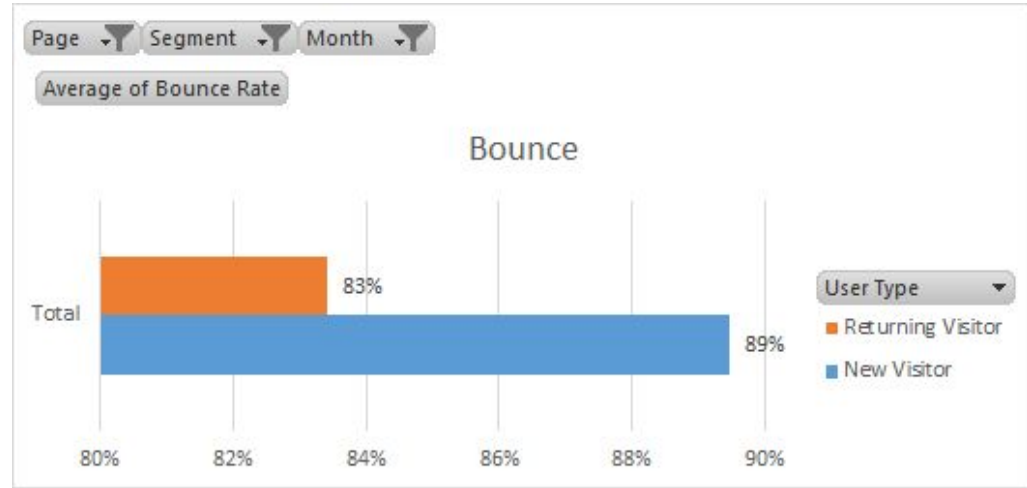
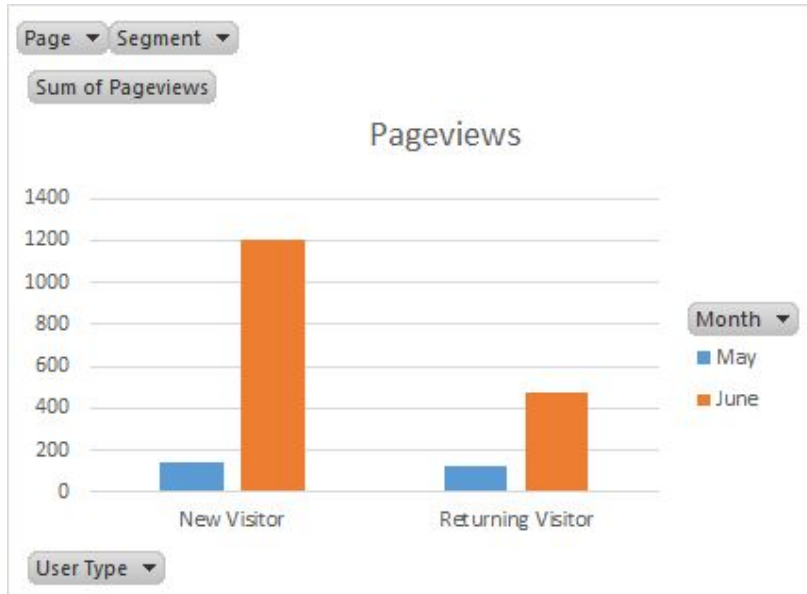
Direct Traffic unless *previous campaign data exists for cookie*:

1. User types in a URL
2. User clicks on a bookmark
3. User clicks on a link in an e-mail from Outlook or similar desktop software
4. User clicks on a link in Skype or other desktop messengers
5. User clicks on a link in a PDF, DocX, ODF, XLSX or a different type of document.
6. User clicks on a link in a mobile app
7. User clicks on a link from a secured site (https) to your non-secured site (http)
8. User clicks through a URL-shortener or in a different scenario where certain JS is being used (rare)
9. User clicks on a link in any desktop software in general...

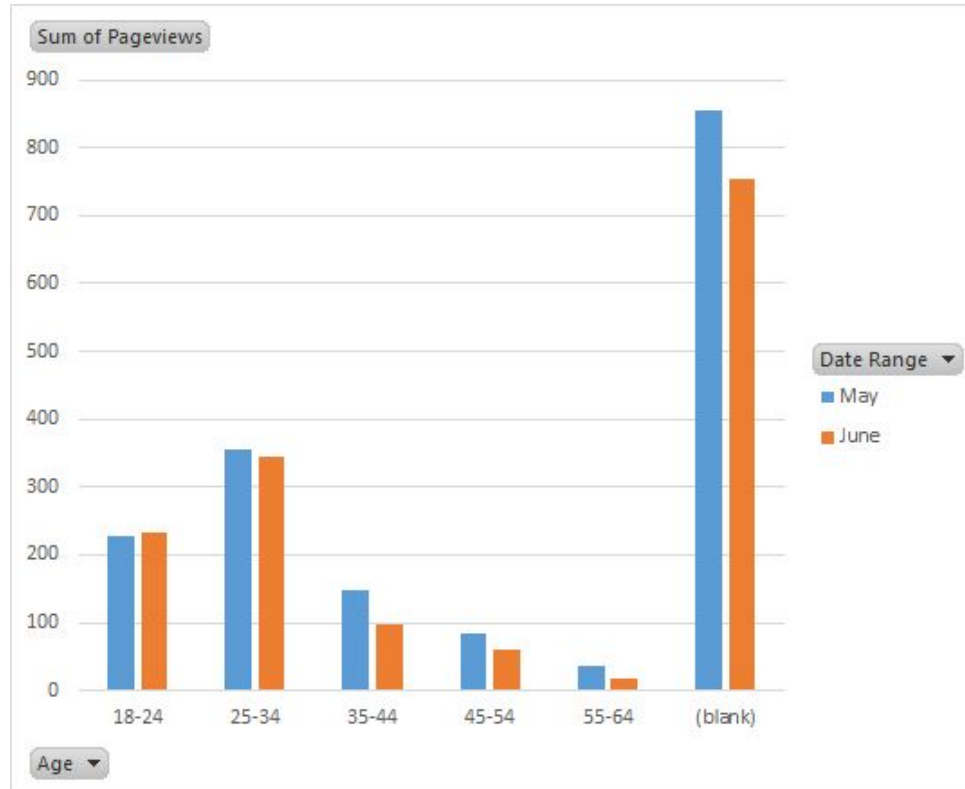
Direct Traffic and Device



Direct & User Type



Age Demographics



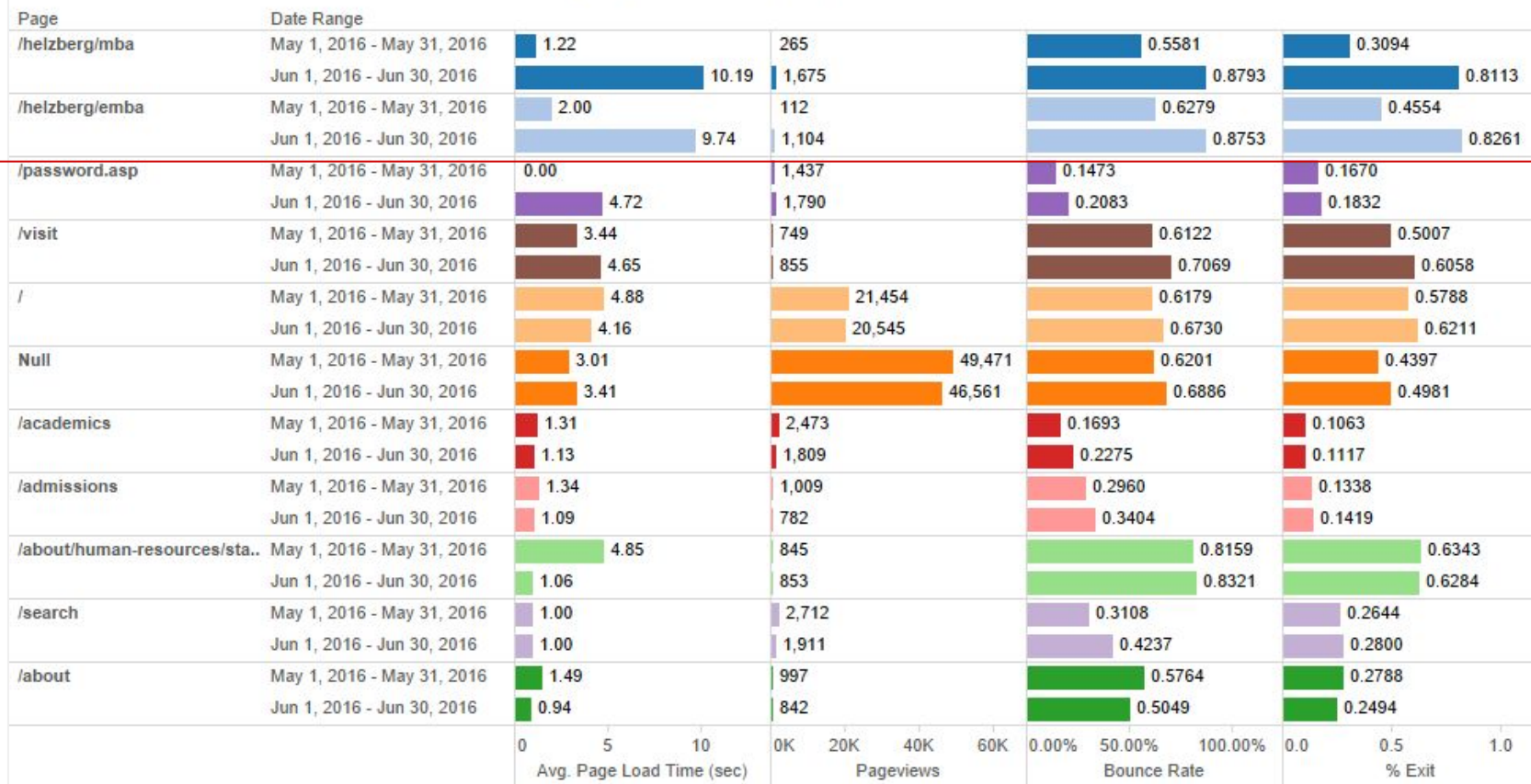
Time Spent, Bounce Rate & % Exit by Week days & by Page depth

		Pageviews		Unique Pageviews		Avg. Time on Page		Entrances		Bounce Rate		% Exit	
Day of Week Name	Segment	May'16	Jun'16	May'16	Jun'16	May'16	Jun'16	May'16	Jun'16	May'16	Jun'16	May'16	Jun'16
Tuesday	HzMBA_Direct	56	292	41	256	127.6	163.8	8	226	50%	89%	30%	79%
Monday	HzMBA_Direct	61	270	43	237	91.5	110.7	7	225	43%	84%	26%	80%
Thursday	HzMBA_Direct	34	268	25	225	130.3	139.5	6	208	50%	89%	44%	77%
Wednesday	HzMBA_Direct	28	259	21	234	41.0	167.2	10	220	80%	90%	46%	83%
Sunday	HzMBA_Direct	18	206	15	180	43.1	246.3	3	174	33%	89%	33%	83%
Friday	HzMBA_Direct	47	193	27	179	35.7	292.1	6	174	67%	87%	21%	85%
Saturday	HzMBA_Direct	21	187	14	161	43.0	132.6	3	157	33%	87%	24%	82%

		Pageviews		Unique Pageviews		Avg. Time on Page		Entrances		Bounce Rate		% Exit	
Page	Page Depth	May'16	Jun'16	May'16	Jun'16	May'16	Jun'16	May'16	Jun'16	May'16	Jun'16	May'16	Jun'16
/helzberg/mba	1	24	1217	24	1217	0.0	0.0	24	1217	100%	100%	100%	100%
/helzberg/mba	2	8	210	7	123	61.3	273.7	3	115	0%	0%	63%	45%
/helzberg/mba	3	25	57	20	31	61.9	165.9	5	24	0%	0%	48%	35%
/helzberg/mba	4	33	37	27	19	141.2	133.6	3	13	0%	0%	45%	30%
/helzberg/mba	5	22	29	19	18	39.1	201.9	3	3	0%	0%	32%	21%
/helzberg/mba	6	16	30	12	17	71.9	90.5	1	6	0%	0%	31%	13%
/helzberg/mba	7	23	9	14	6	59.6	36.7	1	1	0%	0%	22%	0%
/helzberg/mba	8	14	14	10	8	143.6	128.3	0	0	0%	0%	0%	14%

Load time for Direct Traffic

Avg Page Load Time (May'16 to June'16)



Recommendations

Improve Google Analytics information (i.e. reduce “Direct Traffic” numbers)

- Ensure campaign information is available to GA whenever possible
- Review GA embedded scripts for errors

Performance

- Optimize page for better load times
 - images
 - java script
 - redirects
 - etc

Thank you.