

Data Insights and Test Opportunities – Brookings



Outline

- Analysis Overview
- Data Analysis and Ideation
- Site Analysis and Ideation
- Next Steps



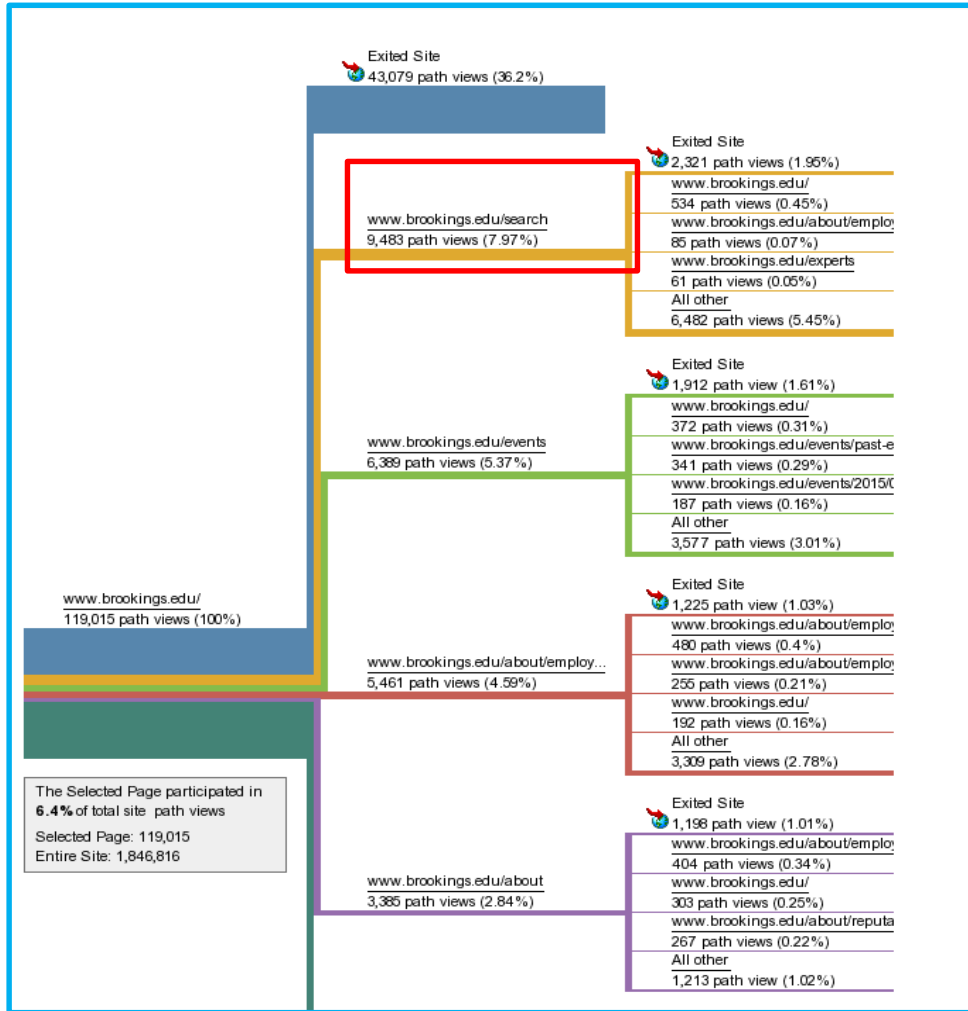
Adobe Target

Bē
Joey Camacho

Analysis Overview

- **Data Source:** Adobe Analytics – Brookings (prod)
- **Timeframe:** August 2015 – September 2015
- **Reporting Categories:**
 - Page View
 - Time of Site
 - Onsite Searches
 - Next Page Flow
- **Site Sections :**
 - Home Page Analysis
 - Blog , Research and Listing Page Analysis
 - Mobile Site
 - Article Page Analysis
 - Book Checkout Flow
- **Segments:**
 - Geography
 - Devices- Mobile and Desktop

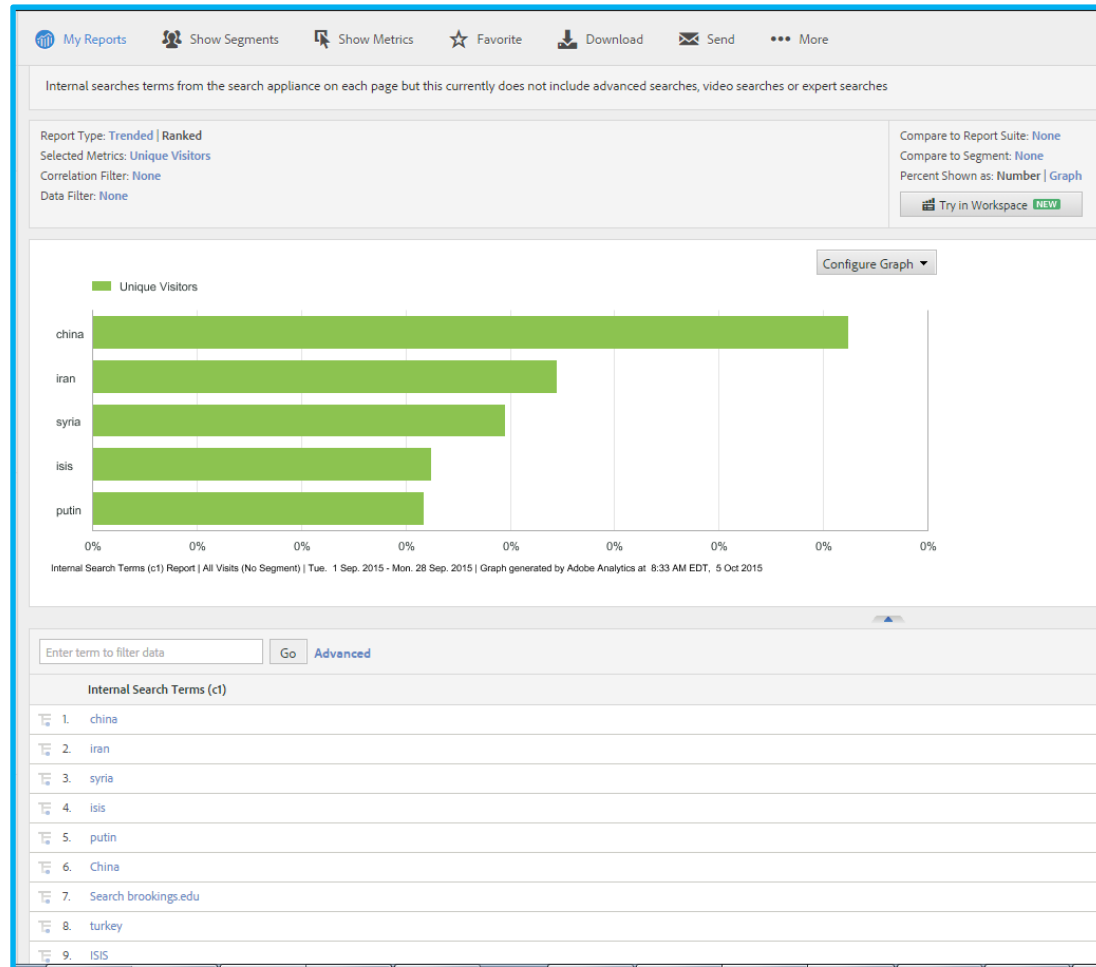
Home Page- Next Page Flow Analysis



Data Analysis

- Next Page Analysis of Home Page indicates that
 - 36.2 % visitors exit the site from home page
 - 8 % visitors perform search from home page
 - Remaining visitors traverse other sections of which Blogs and About page contributes most towards next page traversed from home page
- Analysis of September and August data shows the same trend for next page flow

Internal Search Analysis



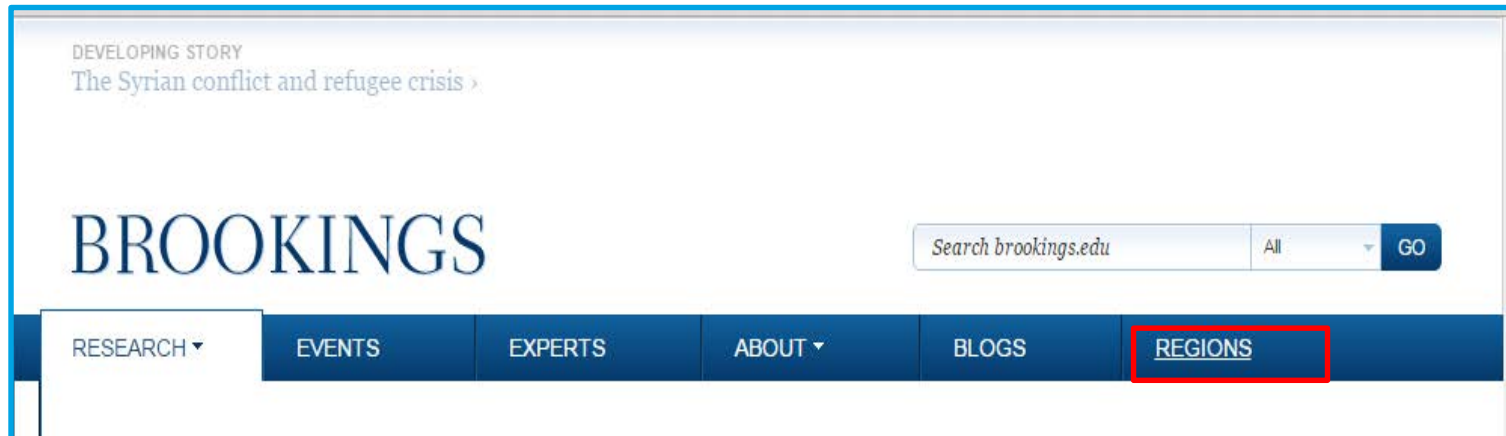
Data Analysis

- As the most frequent action from Home is internal search , identify terms and topics most searched from home page .
- The internal search term trended report, trended across months showed similar terms as top search terms.
- Top search term reports indicates high volume of searches based on Geographical location
 - These can be visitors from a particular geography searching for related article or visitors interested in article on these countries .

Home Page- Top Navigation



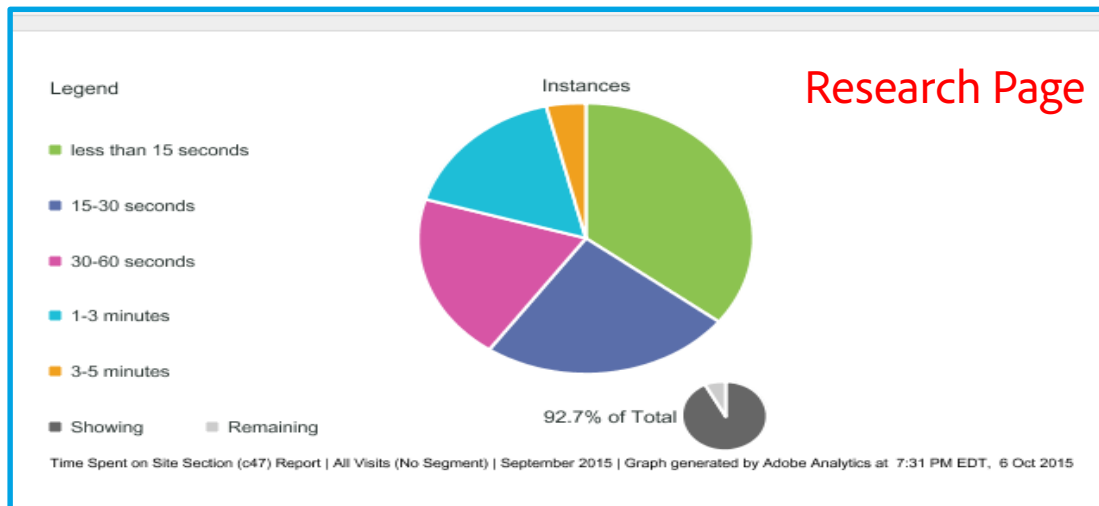
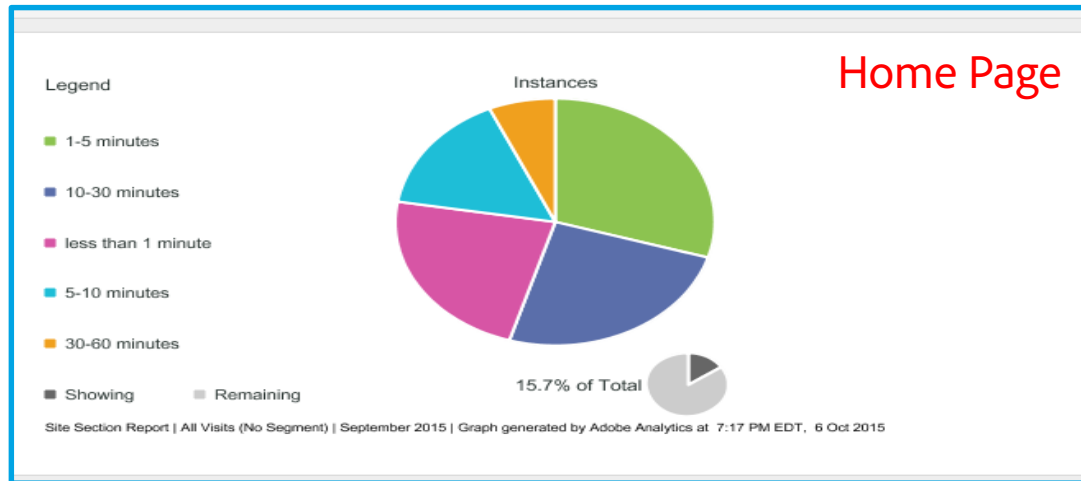
Vs



Test Opportunities

- Geographies are subsection within Research section
- Test by providing a direct link to Geographic location from the main navigation bar as visitors are frequently searching geographic location
- Rearrange and personalize geographic link based on location of visitors .
- For E.g. For Visitor from US, the main Link can be provided as US and Other Countries can be given as subsequent link

Time Spent on Site Section



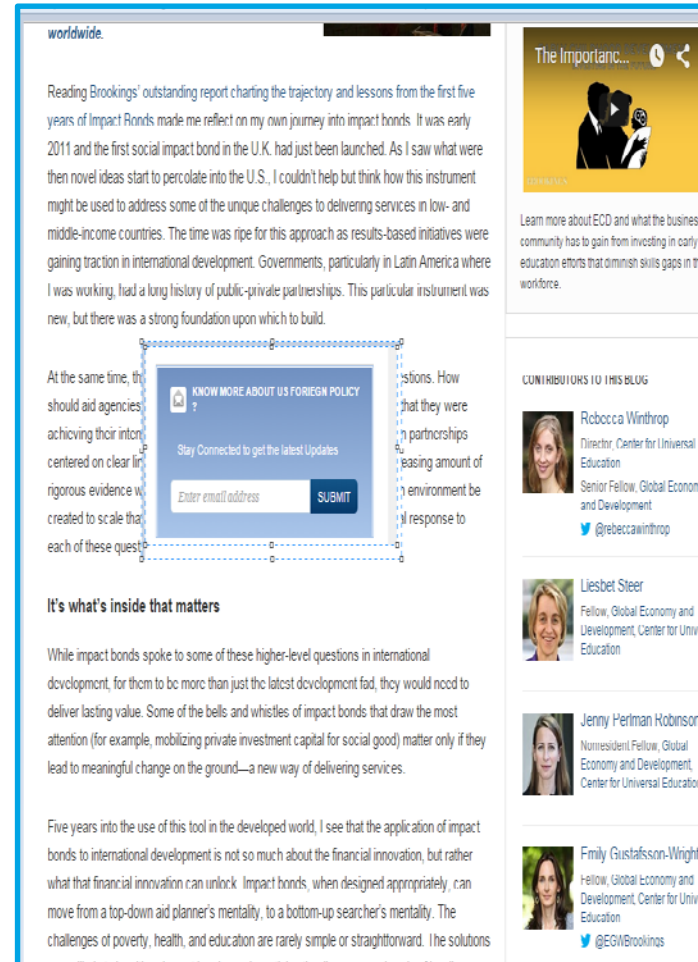
Data Analysis

- Average time Spent on Home page is less than 60 second for more than 50% of visitors
- Average time spent on Blog and Research page is higher
- There is lot of real estate being used on the home page for Signup and Subscription with multiple subscription and sign up from across home page.
- As time spent is mostly less than 1 minute , probability of visitor signing for up or subscribing for Get Brooking Update from home page is less

Subscription /Sharing on Blog , Research Essay Page



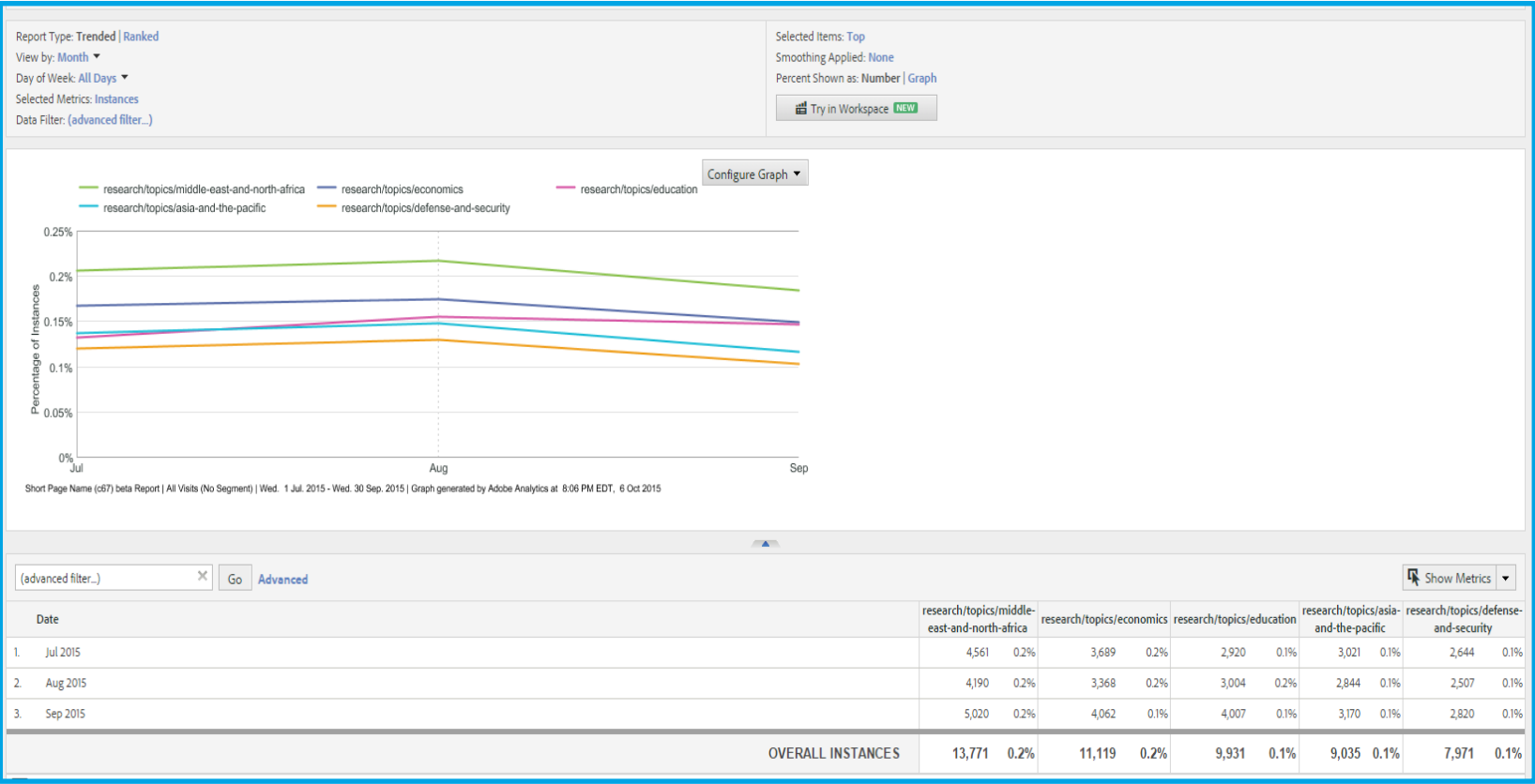
Vs



Test Opportunities

- Test a Modal window , instead of the static subscription on Blog /Research Page
- For EG if the visitors is on the page for more than "x" minutes , then load a modal window for visitor to subscribe
- In Mobile , the newsletter signup is way down the page , and hence does not attract visitor attention. A modal window will urge visitors to engage and subscribe
- To reduce friction on the page, test a version of subscription form with only Email field and keep the additional checkboxes on the form collapsible .
- Expand the checkbox only once the user starts filling in the email address
- Test Alternate CTA instead of "SUBMIT"

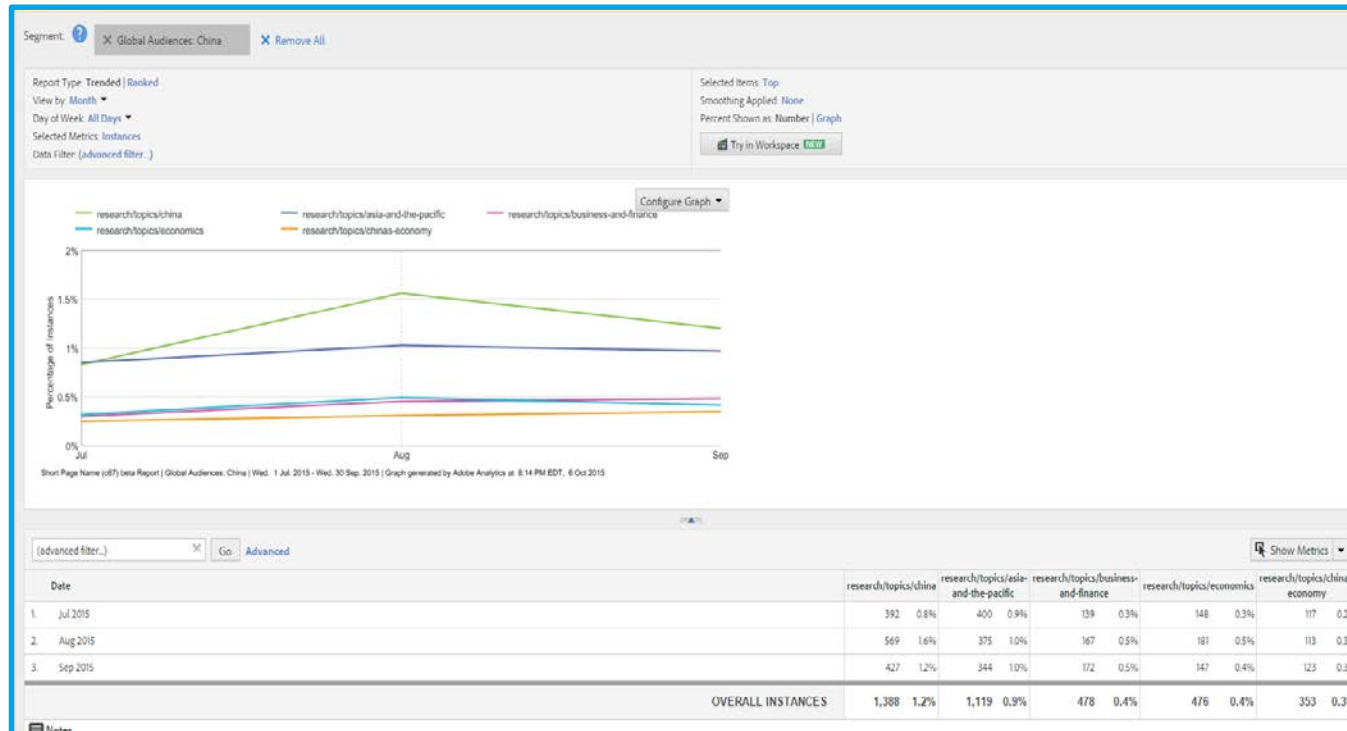
Global Navigation Engagement Analysis



Data Analysis

- Identify top viewed topics under Research and Blog section, trended across multiple months
- Compare the top trended topics for each geographic location to identify trend

Global Navigation Analysis



Data Analysis

- On Comparing the top trending topics of a particular location (China) with global result and other geographies , it is seen that top trending topics and top research topics are different for each geographies

Personalization Opportunity

- Identify trending topics per geographic location and personalize trending topics and order of topics based on the geographic location

Global Navigation Test Opportunities

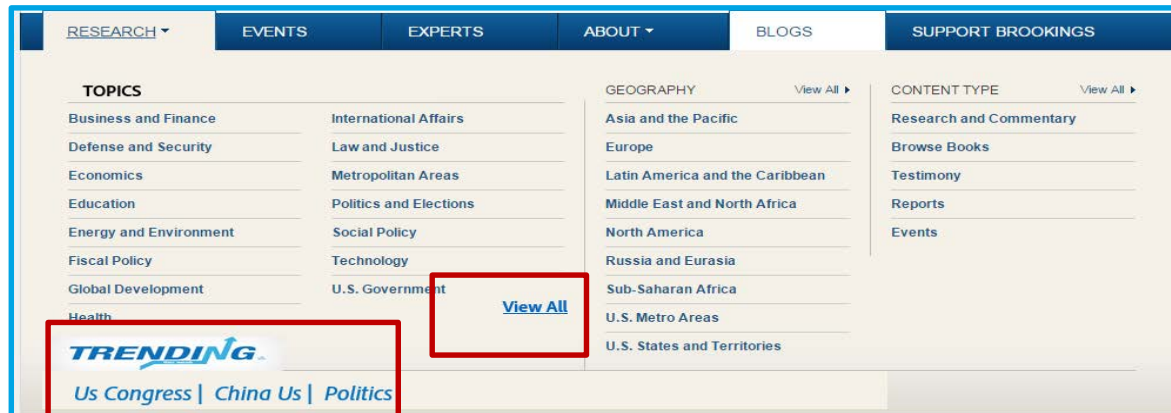


Test Opportunities

- Rearrange topics under Research based on most viewed or prominence.
- Provide a preview with images of top viewed research topics
- Personalize Trending topics per geographic location
- Review the categories under top navigation and identify scope for reducing the categories or combining categories together .



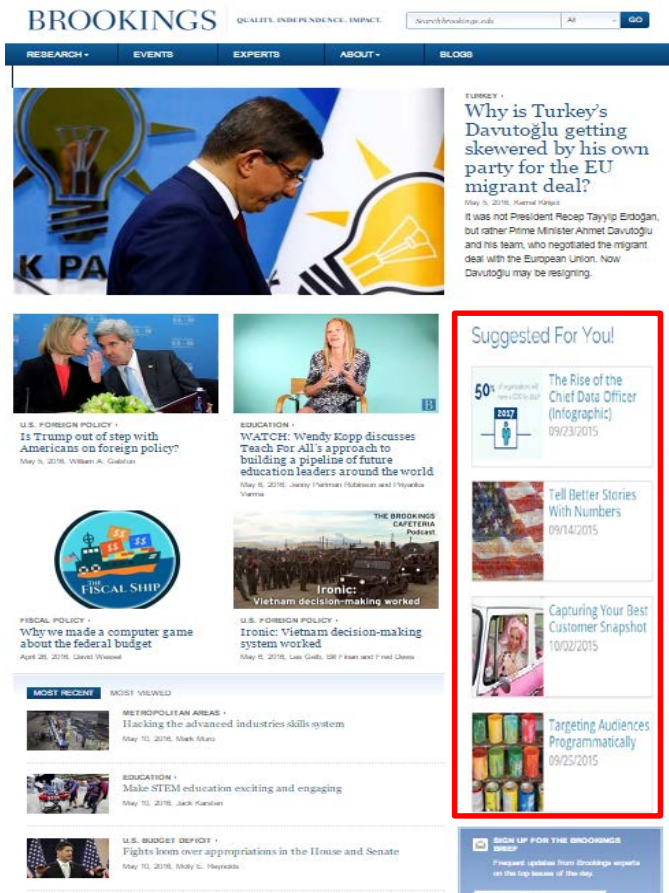
Global Navigation Test Opportunities



Test Opportunities

- Trending topics are placed at the end of navigation and almost gets missed
- Test alternate placement for Trending topics - Test placing it as a vertical list next to topics .
- Highlight section heading such as 'Content Type' , 'Geography' etc.
- Highlight the text "View All"
- Subcategories can be provided for 'Events' and 'Experts' link on the top navigation -most recent Events can be listed under the Event section
- Provide preview and listing of top blogs and experts under the navigation

Personalized Content And Suggestion on Home Page



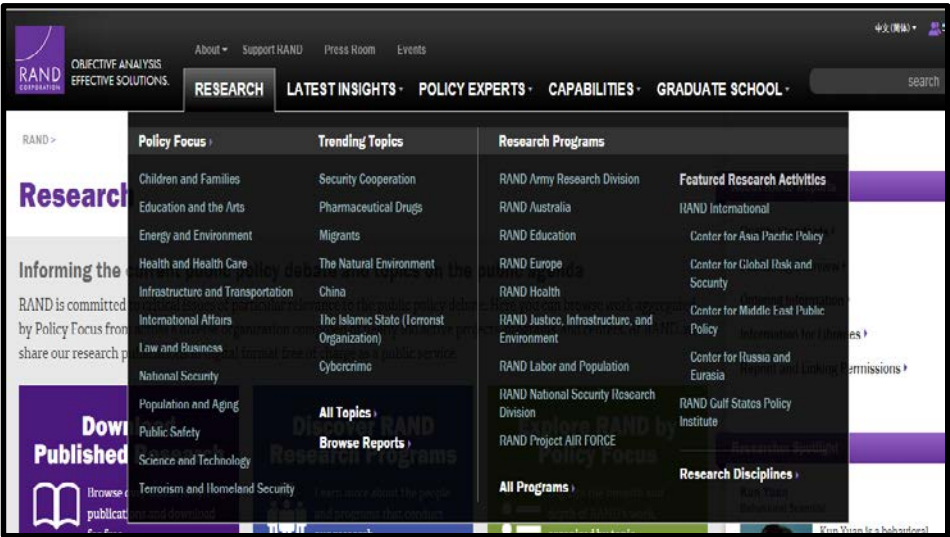
Site Analysis

- No Personalized suggestion or content on Home Page

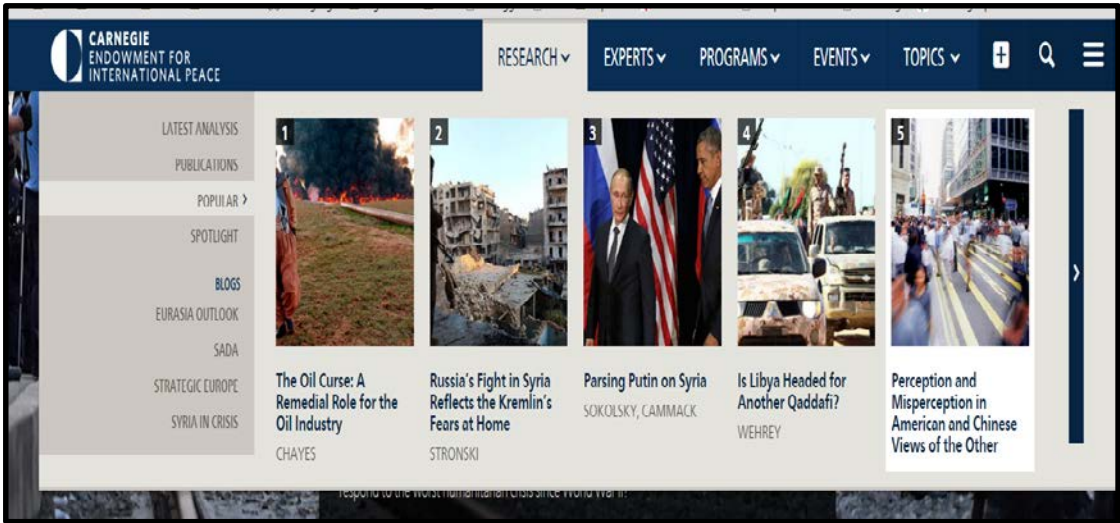
Test Opportunities

- Provide Link to trending topics based on Geographic location or trending topics based on user's category affinity from the home page .
- Create user profile to identify the category of page that visitor visits more frequently .
- Provide link from home page for topics in the top visited category

Examples from Competitor Site

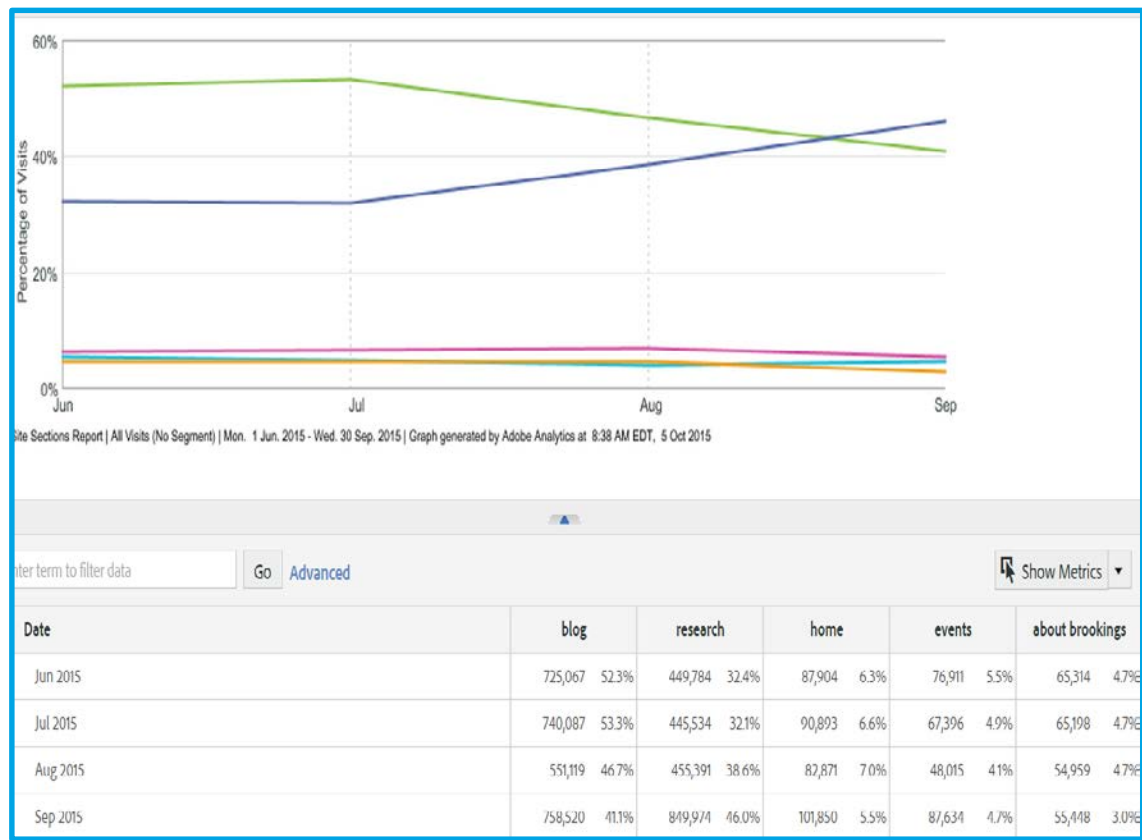


Trending topics are highlighted in the top navigation



Images are provided for top topics .
Subcategories are provided for events and blogs and top items under these sections are listed in main navigation

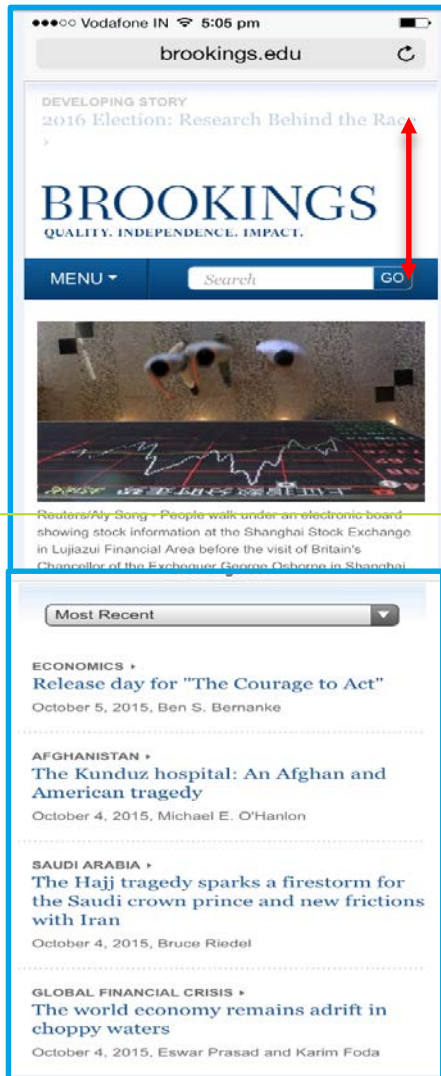
Site Section Analysis



Data Analysis

- Blog and Research are the top visited categories and site sections
- These are the top visited categories in both mobile and desktop segment
- Across geographies, the top visited categories remain the same.

Mobile Page Analysis



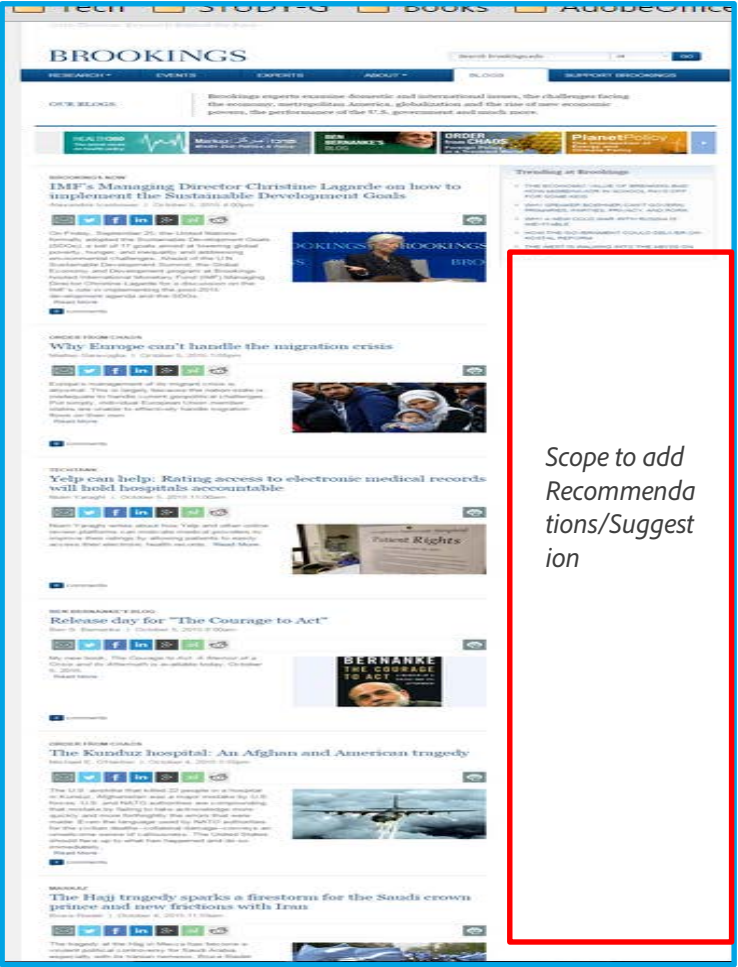
Fold

Site Analysis & Test Opportunities

- Real estate on top of the page is unused in Mobile view
- When visitor opens the page on mobile, they just see the blank space, heading and image for the first news on the screen
 - Pull the page up by reducing the empty space on the top of the page on mobile view so that, at least few topics are visible above the fold
- Research and Blog are top viewed sections per Analytics site section report. These are hidden way under the subsections of 'Menu' dropdown
 - In the Mobile view, introduce direct link to Research and Blog section and provide third menu option to "Other/More" categories
- Test by providing two separate tab for Most Viewed and Most Recent instead of clubbing both in a dropdown

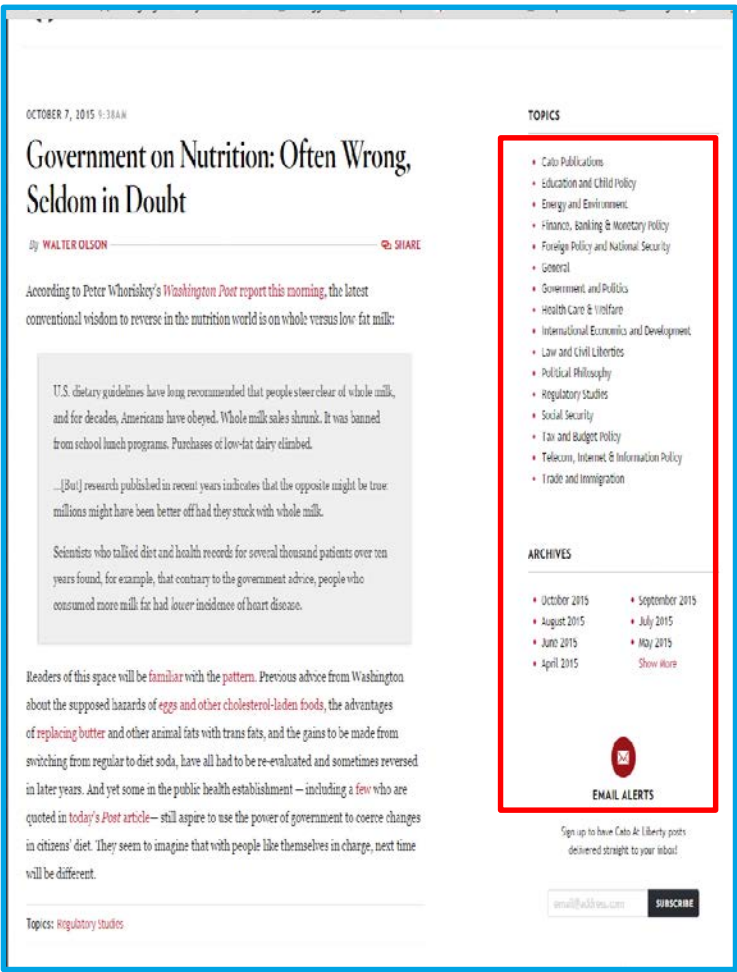
Blog/ Research Listing Page

Brookings



Scope to add
Recommendations/
Suggestions

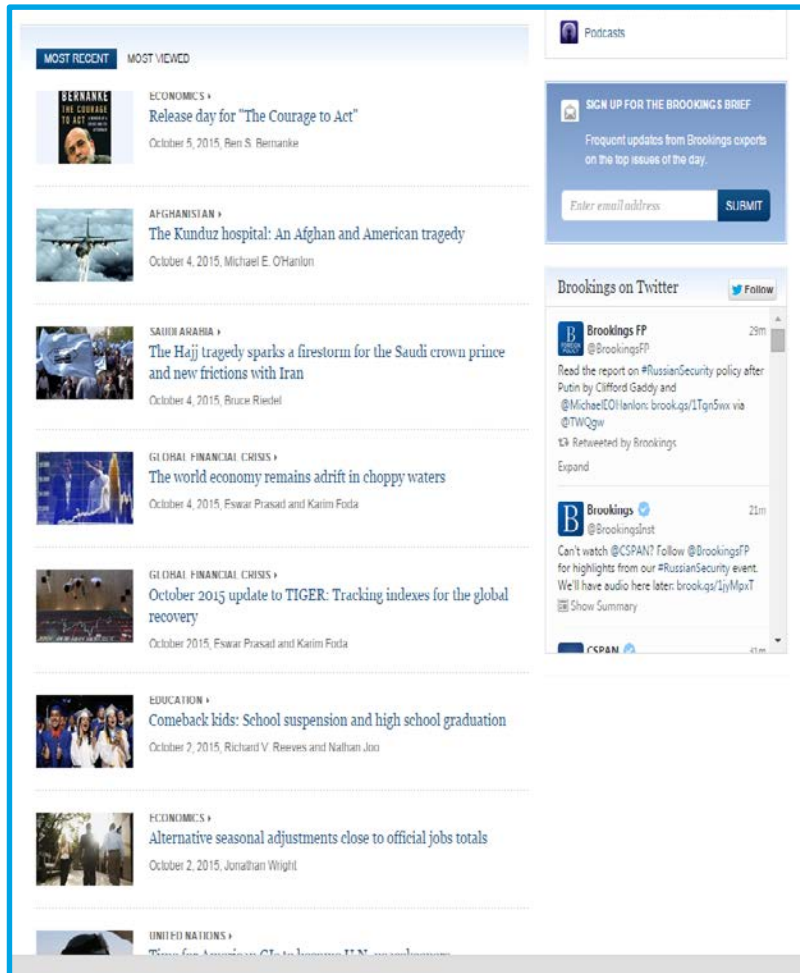
Sample from Competitor



Test Opportunities

- There is unused real estate on the right side of the page in Blog Research Page
- This section can be used to show topic and article recommendation

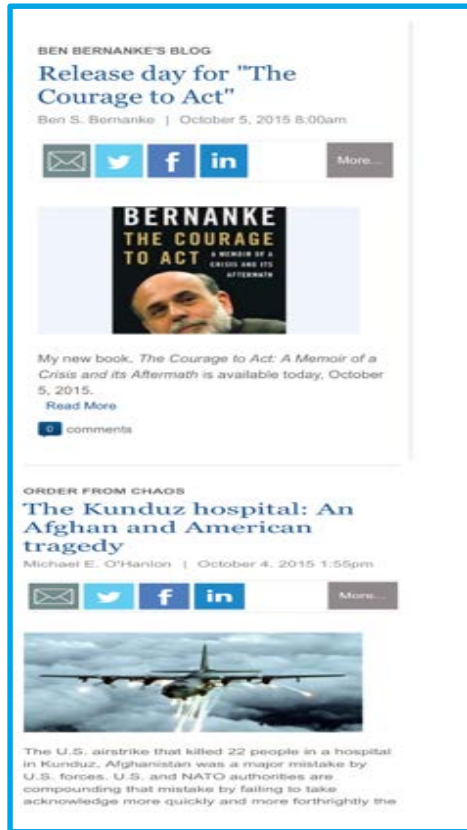
Blog /Research Listing Page



Site Analysis & Test Opportunities

- Test Providing preview of 1-2 lines of article to test if CTR and engagement increases
- Test the number of preview lines shown in blog listing page in mobile .
- Test if showing more number of articles above the fold with fewer preview lines or fewer number of articles with more lines result in overall better engagement
- Test image size , and heading size

Mobile Page analysis



Vs



Site Analysis & Test Opportunities

- Breadcrumb navigation element is absent in mobile and desktop
- Shares will be more from the Blog and Article page than the blog listing page as visitors tend to share after reading or while reading the article
- Test providing a single share button from the listing page and on click of share, provide popup options to share

Exited Site
700 path views (99.97%)

www.brookings.edu/blogs/social-m...
778 path views (100%)

www.brookings.edu/research/topi
2 path views (0.26%)

www.brookings.edu/about/press
1 path view (0.13%)

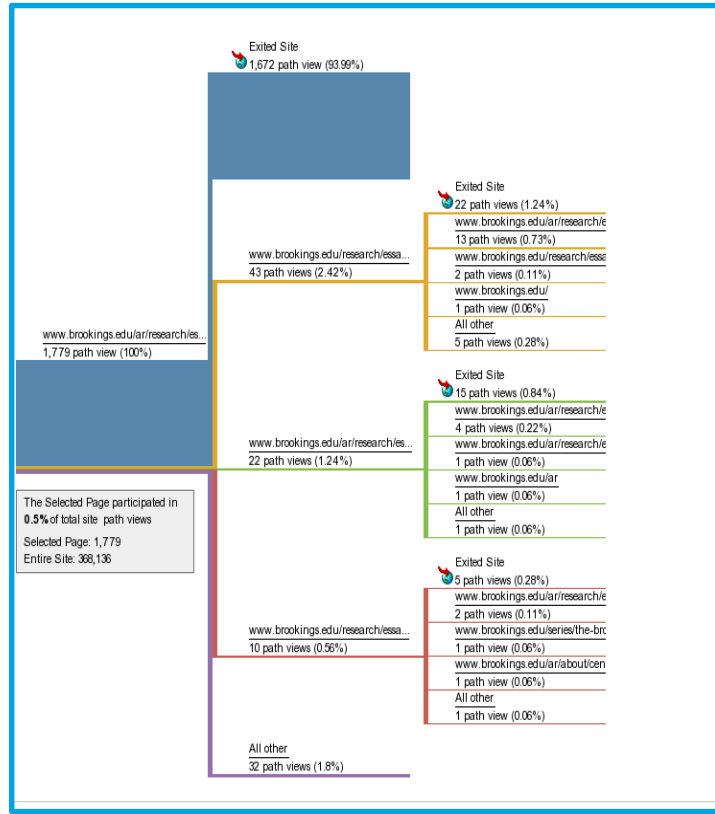
www.brookings.edu/search
1 path view (0.13%)

All other
2 path views (0.26%)

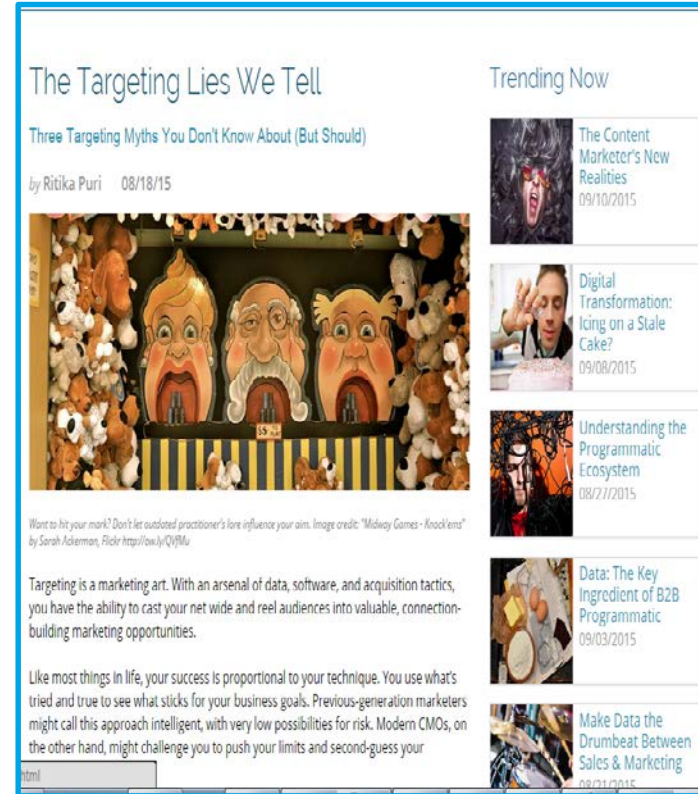
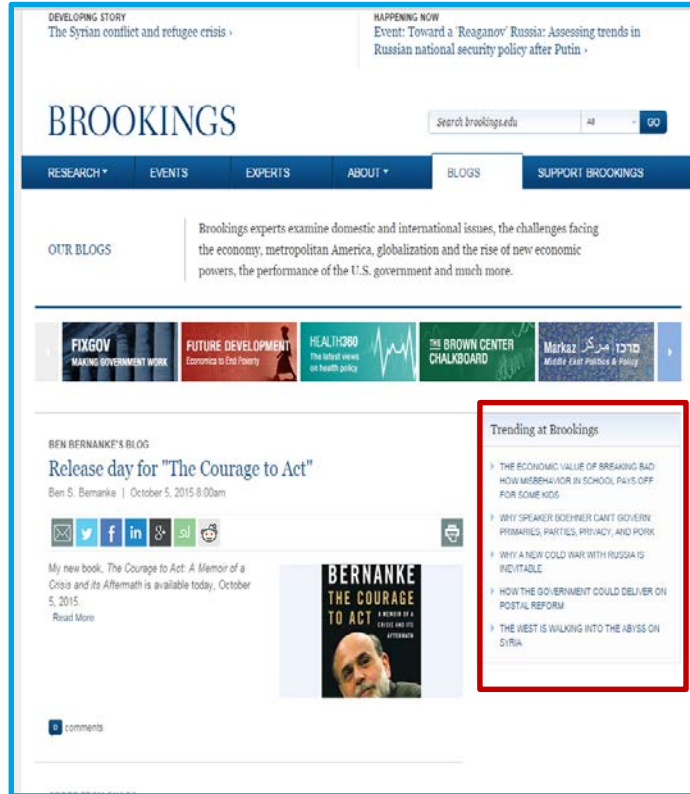
VPNI printed
6 path views (0.77%)

All other
57 path views (7.33%)

The Selected Page participated in
0.2% of total site path views
Selected Page: 778
Entire Site: 368,136



- From Site Section > Research and Site Section > Blog, the most visited blog and most visited research paper for the month of September was chosen and next page analysis was done for these most visited pages to identify visitor traversal path
- Most visitors exited site after reading/reaching the specific blog ,article or research pages
- Test opportunities to increase visitor engagement after blog or article page



Test Opportunities

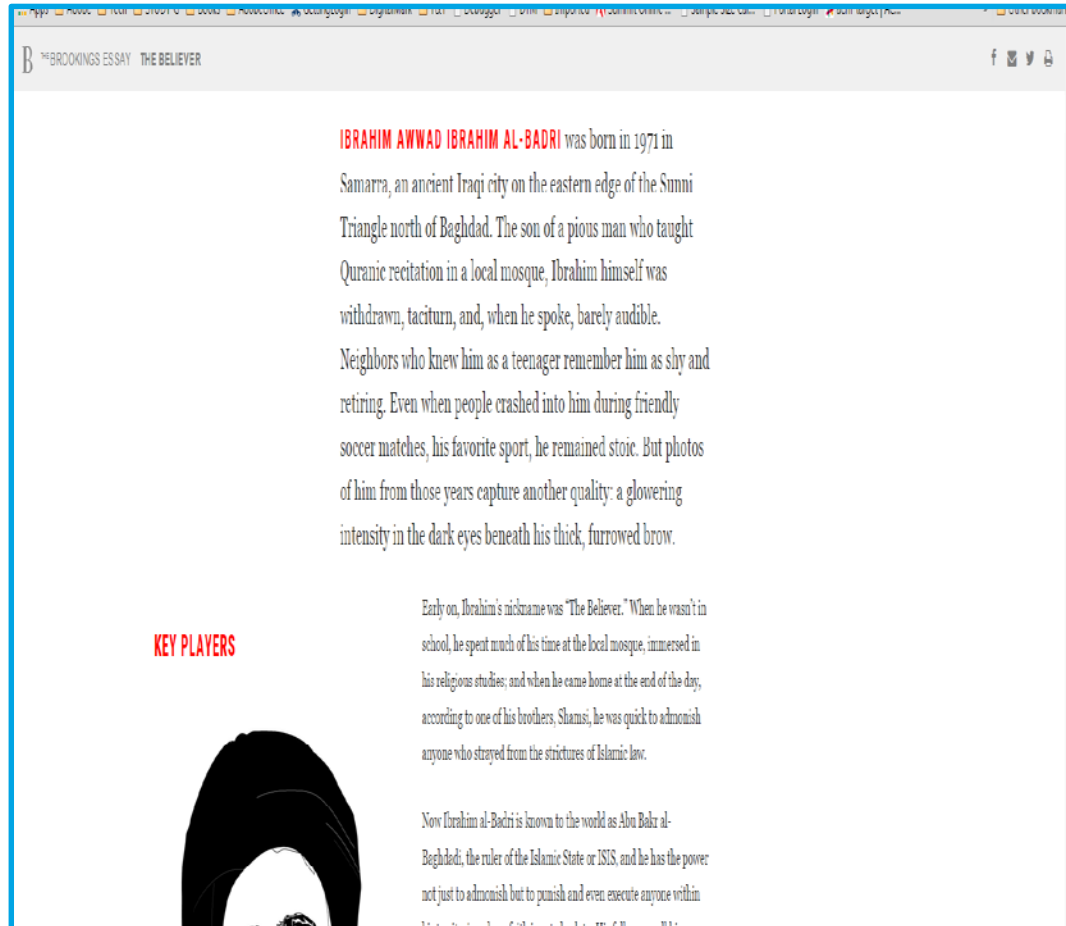
- Test providing bigger and prominent links to Trending topics
- Provide an image with 2-3 preview lines of top trending items on a blog page to increase engagement after blog or article page



Test Opportunities

- Related Content and articles are way down the page
- Test placement of 'Related Content' and Articles.
- Test placing related content on the right side of the page in the first or second fold within the the unused space on the right side.
- Provide a prominent link to next and previous articles with an image
- Test Sticky Sharing button and position of Share Button on Blog/Research page
- Provide direct link to page with topic listing .
- Provide listing of all Blog and Research Topics on the right (Few top topics can be listed and View all button can be added)





Site Analysis & Test Opportunities

- Test navigation component on the essay Pages
- There is no direct link from Blog, Research or Home page to the Essay section of the site (*There is a link from About Page*)
 - Provide a menu with list of Essay topics on the top navigation element of the site
- On the essay page, there is no link to drive visitors to next page or to other sections of the site such as Research , blog article etc. There is not even a link to Home page . Essay page has the highest bounce rate due to this.
 - Provide a link on the top navigation to home page and Research/Blog Page
 - Provide link to Related Content and Trending Essays in the first or second fold
- Test Placement of the social media button and size of social media button on the Sticky navigation

BOOK | September 30, 2015

Get Out the Vote: How to Increase Voter Turnout
Expanded and Updated Third Edition

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BOOK DETAILS

Length: 260 pages
Publisher: Brookings Institution Press, 2015
ISBN-13: 9780815725088

AUTHORS

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Donald P. Green is professor of political science at Columbia University. He is the coauthor, with Bradley Palmquist and Eric

The most important element in every election is getting voters to the polls—these get-out-the-vote (GOTV) efforts make the difference between winning and losing office. With the first two editions of *Get Out the Vote*, Donald P. Green and Alan S. Gerber broke ground by introducing a new scientific approach to the challenge of voter mobilization and profoundly influenced how campaigns operate. *Get Out the Vote* has become the reference text for those who manage campaigns and study voter mobilization.

In this expanded and updated edition, Green and Gerber incorporate data from more than 100 new studies, which shed new light on the cost-effectiveness and efficiency of various campaign tactics, including door-to-door canvassing, email, direct mail, and telephone calls. Two new chapters focus on the effectiveness of registration drives and messaging tactics.

The new *Get Out the Vote* will be available as the country gears up for the 2016 presidential campaign. This readable, practical guide on voter mobilization is sure to be an important resource for consultants, candidates, and grassroots organizations, as well as a valuable teaching tool in courses on campaigns and elections.

Praise for Previous Editions:

"Green and Gerber have studied turnout for years. Their findings, based on dozens of controlled

China

Obama-Xi meeting more fruitful than anticipated
October 9, 2015
Cheng Li writes in China-US Focus that the Obama-Xi meeting was more successful than expected.

Recent Activity

- OPINION** The Wall Street Journal: Why China will dominate talk at the IMF meetings in Lima October 2, 2015, David Satter
- BLOG POST** China-Africa Think-Tanks Forum: China broadens soft power campaign in Africa October 1, 2015, Yun Sun
- BLOG POST** International economic governance and China's rise: How should the United States and Japan respond? September 30, 2015
- BLOG POST** Red China's new blue helms September 30, 2015, Richard Deitch
- FEATURE** U.S. House of Representatives Committee on Armed Services: Outside perspectives on the Department of Defense cyber strategy September 29, 2015, Richard Deitch
- BLOG POST** U.S.-China Joint Presidential Statement on Climate Change: The road to Paris and beyond September 29, 2015, Jonathan P. Marshall
- BLOG POST** U.S.-China cybersecurity: To hack, or not to hack? September 28, 2015, Richard Deitch
- OPINION** China-US Focus: Xi's visit to the U.S.: Resolving differences while finding common ground September 26, 2015, David Satter
- BLOG POST** Africa in the news: Kenyan schools close, Burkina Faso's coup is overturned, and Africa's first light rail train opens September 25, 2015, Amy Chazley
- FEATURE** CBS News: Hacking, climate change dominate talks between Obama, Chinese president September 25, 2015, Matthew G. Lieberman

Have You Read?

Site Analysis & Test Opportunities

- There is no direct link on home page , research page or blog page to take visitors to the Book ordering page .
- Test more prominent direct links to the book page from Home Page /Research and Blog page to drive visitors to order book
- Identify different categories of books and provide Book suggestion from the respective blog and research pages of same categories or topics
 - For example from a research or blog page on US politics ,provide suggestion to books on US Politics



Adobe