Project: Web Pages with Less than 100 Pageviews since 3/1/2019

Office of Marketing and Brand Management

6/19/2020

Description

The purpose of this project is to provide information to the web team in the Office of Marketing and Brand Management to assist them in determining which web pages have been viewed fewer than 100 times since March 1, 2019. This report documents the process and results of Step 1, determining whether we can merge the web page content data provided by Robin McGlauflin, Web Design Manager in Information Technology Services at USM, with the web traffic data retreived from Google Analytics.

Table 1: Findings: Test Merge CM Data: English Sites with fewer than 100 pageviews since 3/1/2019

Row_Number	pageviews	Page_Title.y	URL
1	1	BA in English	/eng/ba-english
2	1	BA in English - Secondary Teacher Education	/eng/ba-english-teacher-education-7-12-certification-track
3	1	Carrie Kancilia	/eng/carrie-kancilia
4	1	Independent Study	/eng/independent-study
5	1	John (Jack) Chebowicz	/eng/john-jack-chebowicz
6	1	Katherine Peters	/eng/katherine-peters
7	1	Location and Hours	/eng/location-and-hours
8	1	Margaret Reimer	/eng/margaret-reimer
9	1	Minor in Public and Professional Writing	/eng/minor-public-and-professional-writing
10	1	Minor in Creative Writing	/eng/minor-writing
11	1	Professor Gerald Peters publishes book	/eng/professor-gerald-peters-publishes-book
12	1	Spring 2016 Course Offerings	/eng/spring-2016-course-offerings
13	1	WHAT TO EXPECT FROM COLLEGE WRITING	/eng/what-expect-english-100c-college-writing
14	2	Betsy Sholl published book of poems	/eng/betsy-sholl-published-book-poems
15	3	BA in English - Secondary Teacher Education	/eng/ba-english-teacher-education-7-12-certification-track
16	3	Fall 2020 Course Guide	/eng/fall-2020-course-guide-0
17	3	Guidelines for Final Report	/eng/guidelines-final-report
18	4	"The Little White Rose of Scotland": USM Professor Honored for Work in Scottish Literature	/eng/"-little-white-rose-scotland"-usm-professor-honored-work-scottish-literature
19	4	2016 Scholarship Winners	/eng/2016-scholarship-winners-0
20	4	2017 Scholarship Winners	/eng/2017-scholarship-winners-0
21	4	John Muthyala	/eng/john-muthyala
22	4	Professor Nancy Gish writes article for Portland Press Herald	/eng/professor-nancy-gish-writes-article-portland-press-herald
23	5	Professor Tussing wins the Book Award for Fiction	/eng/professor-tussing-wins-book-award-fiction
24	5	Summer 2016 Course Offerings	/eng/summer-2016-course-offerings
25	7	WHAT TO EXPECT FROM COLLEGE WRITING	/eng/what-expect-english-100c-college-writing
26	8	2018 Scholarship Winners	/eng/2018-scholarship-winners-0
27	8	Fall 2016 Course Offerings	/eng/fall-2016-course-offerings
28	9	English Course Descriptions	/eng/english-course-descriptions
29	10	Important Notice	/eng/important-notice-0
30	21	English Major Autumn Wentworth on Studying Abroad	/eng/english-major-autumn-wentworth-studying-abroad
31	23	How do I...	/eng/how-do-i
32	28	What is my instructor looking for in my writing?	/eng/what-my-instructor-looking-my-writing
33	30	2019 Scholarship Winners	/eng/2019-scholarship-winners-0
34	31	Department of English publishes 2019 Newsletter	/eng/department-english-publishes-2019-newsletter
35	32	2020 Scholarship Winners	/eng/2020-scholarship-winners
36	33	Digital Humanities Approaches to English Studies	/eng/digital-humanities-approaches-english-studies
37	38	Fall 2019 Course Guide	/eng/fall-2019-course-guide
38	40	2019 Scholarship Winners	/eng/2019-scholarship-winners
39	43	21st Century Literacies: Multimodality and Writing Across the Curriculum	/eng/21st-century-literacies-multimodality-and-writing-across-curriculum
40	47	Professor John Muthyala and Learning Designer Jennifer Keplinger attend the NEH Institute in the Digital Humanities	/eng/professor-john-muthyala-and-learning-designer-jennifer-keplinger-attend-neh-digital-humanities
41	59	Elsie de Wolfe's Queer Animacies: Marie-Antoinette and the Modernist Sapphic Interior	/eng/elsie-de-wolfes-queer-animacies-marie-antoinette-and-modernist-sapphic-interior
42	60	RADBOUD UNIVERSITEIT	/eng/radboud-universiteit
43	61	Gibson Fay-LeBlanc	/eng/gibson-fay-leblanc
44	80	Nick Wilson	/eng/nick-wilson

Process

1. Import CM data and and rename URL and Page Title fields

2. Import GA data. Fields required - "pagePath", "pageTitle", and "pageviews". Querying data via api is possible. The process is in hidden code in this report.

3. Merge the 2 reports with "merge" function and select appropriate fields and then arrange pageviews in ascending order.

Results

- The test merge using the English Dept pages provided by Robin was successful.

- Approximately 40 of the 90 English subsites have gotten less than 100 pageviews since early March, 2019.

Wrike Project Details

Github Repository

Box File: WebVisits