**Web Analytics Plan for Madonn’**

Goals of the measurement (chapter 4)

The general goal would be figuring out how often users hit ORDER NOW button under /order page of our website. That is a vague indicator, but yet it should show a trend and spot the locations/devices that are mostly used to order.

Similarly, one can figure out whether the gallery works fine on mobile devices, so we can set the goal to analyze the number of clicks of /gallery/food ONCE the user is on /gallery page. The goal abandonment rate over here could tell us something about the functionality of Gallery page, because one has to click Gallery, and then click Food once they’re there. Perhaps it is not too clear that one can CLICK the image to see more. This also tests how well we present those three options under gallery (food, events, about us), and will, without a doubt, offer us the opportunity to use A/B testing later on to try out a different layout of that page and compare it to its current layout. By layout I don’t mean a completely different design of the page that doesn’t stick to the rest of our website, but more about aesthetical proportions and spacing on the website, picture/text resizing in different windows, and perhaps a different way of organizing the photos/carousels/whatever we might deem worthy of changing. That is all happening after other stuff is analyzed. The paragraph below explains what “other stuff” stands for.

A tough page to maintain/analyze is, without a doubt, the homepage (/index). In the current state of our homepage, it would be an important goal to see how many users click on the Social Media buttons at the very end of the page.

Do people prefer to make a reservation online (from /index) or just order (from /order) something to be delivered? We’re talking about two different pages here, but yet their purpose in the business sense is the same, it’s an income generating event. One does require instant payment, whereas the other is an additional function of our website, that, while it does not instantly generate revenue, it does PROMISE said revenue, as well as a chance for our brand to show MORE than what a website can contain. In other words, despite their differences, these two links can be compared by web analytics for a good purpose.

Is the homepage too cluttered? This is a tough one to analyze, because one could just visit to check hours/location, and get that information, then leave. The goal is accomplished, but one might also want to see some food, and if they don’t see it right away in the homepage, they might not figure out it’s under /gallery. In this case, “other research methods” would probably be more useful than web analytics, but it doesn’t hurt to have the numbers behind a possible change on /index layout/contents.

Analysis Plan Steps (into+chapters 2~4)

1. Outside “research” (asking people or thinking critically about possible issues/goals)
2. DECIDE what specific user behavior represents a goal (get a 2nd or 3rd opinion on this to eliminate bias / lack of expertise in the area)
3. Gather historical data OR data from nearby similar locations (not easy, but doable, also offers quite an edge because it already gives a hint or two on what to expect)
4. Using Google Analytics to gather more insight regarding our goals
5. Using Google Analytics to record and store web analytics data from BEFORE the change
6. Proposing & internal testing of a change (or many changes)
7. Testing possible change(s) in a small data set (preferably employees or an occasional Madonn’ lover like Tiburcio)
8. Widening the testing data set by publishing the changed website and waiting a bit (depending on the traffic, 5k visits or a month is average according to Beasley; exception when turnout is significantly better… or worse), then collecting new data
9. Comparing data before and after the change (A/B testing would be pretty useful here, but other methods are good too)
10. Making a decision on whether the change was useful and proceed accordingly.
11. Know that this is a cycle, and a stagnant website is a dying one.

Visitor Analysis (chapter 5)

Generally speaking, the expected page visitors are from the Erath county area, and perhaps extending further into the whole DFW area. Considering the size of Texas and that Madonn’ is relatively new in Texas, we don’t currently have to worry too much about the lack of visits from specific regions. What we would have to analyze though, is the % of mobile visitors on iOS, and % on Android, as well as in other platforms. Considering that the area has people from different income levels, results like 90% iOS and 8% Android would be a BIG red flag that calls for immediate investigation on our website’s display on Android. The initial report on browser type would not be a big issue, but if we see a trend that shows significant decrease on a certain browser (not Internet Explorer; it’s normal to see such a trend there😉) something must be wrong with the way our website displays on that browser, perhaps the JavaScript support was removed from an update, OR our website needs some updating in its code.

Being a new business, we’d expect to see a rather quick increase in the number of new visitors, but the amount of them should be decreasing after a while because they will HOPEFULLY become returning visitors. If that is the case, there is nothing to worry about. If the overall number of visitors is declining, we’d have to look further into other details of analytics to find out where the issue is. Also, just because Turbo loves to browse our Gallery section of the website, that still counts little to nothing from a business standpoint, as long as he does not hit that Order (or Book a Table) button. If the Jones family decides to reserve a table for 4 every Saturday morning, and that number drops after we change our design of homepage, that probably means we have to put that Book a Table button back to the homepage.

For our specific website, it is critical to analyze the time it takes one visitor to complete an order, and how many actually finish an order. If they exit the website on the Payment page at a massive rate, we will probably have to add support for additional payment types, and that’s a big thing

Traffic Analysis (chapter 6)

As we already planned before, we will run ads on social media, on campus, as well as on Google. Some people might be coming from Google search results for “Italian restaurants near me”, some might come from the Maps application on mobile after searching for a similar keyword. The budget going towards these ads is totally worth it, BUT we need to be very careful on WHAT to out on the ads and what the ad will link to. It has to be an attractive, yet useful page, with a clear “Add to Cart” button to save time. We can’t just redirect them to “About Us” page when they see a yummy brioche at 7am in the morning; nobody has time to check About Us at that time of the day when one’s hungry. In the case someone just heard of Madonn’, they will search that in Google, so we’ll have to set up the criteria of finding Madonn’ in search engines, which might include some spending.

While all of the above was regarding the Organic Search results, Madonn’ shall use geotagging to display ads of our food whenever someone searches for food or similar items.

The chances a new visitor knows the exact website for Madonn’ are very low, but once they’re a returning customer, the cookies will probably facilitate the return visit for those users. It would be great if we could convince the owner of madonn.com to hand over the website URL to us, because that would certainly be easier to follow than <https://albvlonjat.wixsite.com/madonn>. This should be done before the business is functional, because changing the website after people have visited it could drastically drop the number of returning visitors and royally mess up our analysis.

One would expect the most frequent keywords to belong to two categories (besides the properly spelled and not properly spelled categories). The general keywords would be similar to: “Italian restaurants near me”, “restaurant Italian”, “Italian food”, “comida italiana”, and the brand’s keywords would be “madonn” (this could come up with definition as first result), “madonn restaurant”, “madonn ristorante”, “madonn food”, “pizza madonn”, etc. This is exactly why we have included Madonn in a lot of links and words of our homepage, so it has a higher chance to show up first in the search. Frankly, we need to put “food” more often in there, to help it out with this goal. Once we notice trends from Google Analytics keywords though, we can spot new keywords that we did not expect, and make sure to include some of these into our website’s text OR advertisements.

It is also important to log the bounces and conversion rate after visit that comes from a specific keyword. Excessive advertisement is not that bad after all, but we need to make sure we show up more where our strength is (authentic Italian food). Once data is ready, pivot tables can be created and we can add columns to compare metrics and make relevant findings. One last thing, if a type of website seems to be referring to Madonn’ very often, that gives us some insight on the kind of visitors we get.

Segmentation (chapter 9)

Without a doubt, I would highly stress the segmentation part while performing web analytics on Madonn’. During the first days of opening, the chronological segmentation will be used to see how and where we see a possible trend (because actual trends will not be visible yet, but we might see something coming). After some time, we can start comparing data from earlier on with recent data and make inferences. Once we’re a well established Italian food brand (in a few years), we can even decide on when we’re not doing well with online sales, or whether the recent addition of Madonn’ merchandise to our website actually increased the traffic, and by what margin.

The time attribute is by no means the only one though. Mobile vs Desktop clicks will surely tell us something, and it would help to check out the analytics for the Madonn’ app, whenever it comes out. One other category we’d want to create a data segment of, would be the landing page. From our standpoint, the customer has ORDER readily available, but if people keep exiting after landing on homepage while they proceed to order when they land on /gallery or /menu page , then it tells us there is something right with them and wrong with homepage. Those are just possible scenarios though.

I would hope that the browser attribute will not be an issue, but unfortunately it might as well be, considering the general lack of knowledge of other (non-Internet Explorer) browsers. Perhaps one would like to know if there is a higher goal (order) completion % from Safari browsers than it is from Chromium family of browsers. Note that other attributes can be used for segmentation, not just the ones I mentioned.

Advanced method: A/B Testing (chapter 13)

This is a big one. I frankly had issues with properly displaying my square-ratio photos on that Wix template, so /gallery photos look silly. And I did receive a comment about the Events photo being too generic, which is a good point. This is where changing the design a bit would come in handy. In a relatively new business, something is better than nothing (almost), but once Madonn’ becomes the go-to place for online ordering of pizza for TSU students, we’ll have to pre-test some changes on the /gallery page, and Turbo’s approval is a must. Prior to implementing the alternative version of the page, we have to record data up to the change and store it separately. There might be too much data, so we can use segmentation to extract only data from, say, the recent 3 months on Apple devices. Once we design and pre-test the alternative, it is time to implement the changes and publish them into the website. First results might be wildly varying, but after a while (a month, perhaps), we can do preliminary analysis of our data and see if there is a trend. If there is a decline on clicks on that page, we made a mistake and need to figure out a smooth transition back to earlier version, or a sneaky transition into something new and actually more appealing and useful.

If we see that Madonn’ becomes a place exclusively for the very rich and our income is higher than ever, it might be time to switch the website design from a colorful 80’s style kind of website (this coming from my gaming mate John, who’s always fixing computers around Alberta) into a more serious website design, similar in looks to the Mercedes (btw that new B series suuuuucks) website. This would be a big change, but massive A/B testing would point out what went wrong and what went right. As always, some pre-testing would be needed.

Over the fore mentioned options, the testing metric would typically be the number of orders taken online. Changing the looks of the website this drastically would probably mean a lot in another business, but as long as there’s food displaying in a restaurant’s website, and as long as we keep the links and text in the same/similar positions, there shouldn’t be any huge surprises. The logo has to stay the same, and clearly visible in the homepage though. That said, total webpage visits should be a good indicator of how good the new website is. Even if it goes bad, we still learnt something new: we learnt what does not work.

Google Analytics has a pretty convenient way of performing A/B testing, and that would be my pick. It is worth mentioning that the test might have to be ended early in case of massive changes in the numbers after the publishing of the changes.

As a final note on this, I would like to stress that I would highly prefer A/B method for checking out the results after implementing some change, but I would use the click analyzing tools to see if my carousel of photos under /gallery/about\_us is actually working out well, because currently, the Right button of the carousel is not too visible in certain photos. Willingness to adapt to the task and change with time is what will make Madonn’ website design unique.

Summary: The Impact on Madonn’ website

The way Madonn’ website is right now, it is strictly designed from one person, and input has been received from 2 people in detail, as well as 3 others who have just seen the website and given little to no input, so ANYTHING is prone to be wrong, so Google Analytics would be a great tool to use. Since it is a new business, it can get away with trying out different (and massive) change, without too big of a monetary cost. We don’t expect to have our main income from online orders during the first weeks, and even months.

With the growth of this website, we will implement a new section, called Merchandise, which might or might not be included into the menu bar. It is a long word, which might not be appropriate to add to an already rather long menu bar. Adding this new page should increase the visits on the website, and it should be linked to other websites and search engines, since Madonn’ will be a locally recognized brand by then. Web Analytics will help us discover how the new page is doing, compare it to current pages, and see if it helped the other pages receive more visits, and hopefully more orders to be made.

Videos are not part of our websites, but they will be a great addition when time comes. Relating the videos (definitely hosted by YouTube, to attract more clicks/suggestions) would include some tough decisions to make, but analytics will tell if it’s good or bad for the visitors.

Frequent analytics will ensure that things are going in the right direction, BUT change should be calculated in ranges of weeks and months, not just day-to-day change in the number of visitors. If, however, there is a massive change that has not been influenced by outside events (say a massive sale of pizzas at Pastafina at half price), then an investigation has to be done to determine if Mozilla messed up their latest update, Windows finally gave up on making browsers, or Java decided to screw us all and quit support. Considering the data obtained by analytics, combined with advice from fellow professionals in web design & analytics, enriched by information from people in the terrain (or even customers), one can pinpoint what went well and what went wrong, and act accordingly to fix the issue with the website.

In short, A/B testing will help determine if a change in a website is worth it, whereas segmentation of data and keyword grouping will help see trends, both positive and negative ones. Note, once again, that willingness to make a change (in the website of analytics tools) is what will make the website better.