



Google Analytics Group Project

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Background

Programs to focus on:

1. Executive MBA (EMBA)
2. Masters in Accounting (MSA)

Keywords used to create the filtered page on Google Analytics:

- | | |
|---|--|
| 1. np - broad.msu.edu/masters/accounting/ | 8. np - broad.msu.edu/masters/executive-mba/student-experience/ |
| 2. np - broad.msu.edu/masters/accounting/admissions/ | 9. emba msu |
| 3. np - broad.msu.edu/masters/accounting/curriculum/ | 10. msu emba |
| 4. np - broad.msu.edu/tag/msa/ | 11. np - broad.msu.edu/news/emba-graduation-honors-students-faculty/ |
| 5. np - broad.msu.edu/masters/executive-mba/ | 12. michigan state emba |
| 6. np - broad.msu.edu/masters/executive-mba/tuition/ | 13. michigan emba |
| 7. np - broad.msu.edu/masters/executive-mba/curriculum/ | 14. np - broad.msu.edu/masters/executive-mba/ |

- Key words are all the relevant pages for the two programs on the broad site.

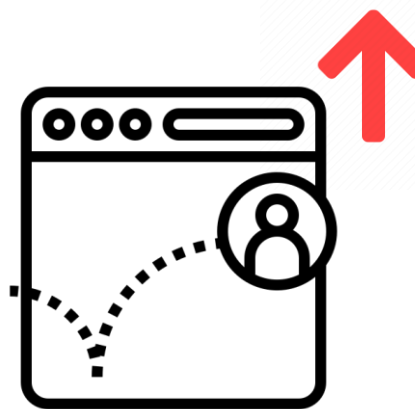


Visitor performance, site retention and site engagement

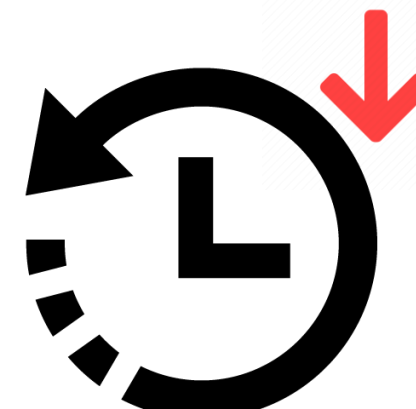
TRENDS : Site visitors rate have improved over-time while the session rate has decreased



Site Visitors



Bounce Rate



Session Rate

RECOMMENDATIONS

- Site engagement options like FAQ, brochure download, etc
- Optimize call of action placement
- Use is engaging videos / images / testimonies
- Improving the targeting of audience using ML



Sources of Traffic

TRENDS : All sources of traffic have performed in an increasing trend as compared to the previous year



Organic Searches



Paid Searches



Referral Searches

RECOMMENDATIONS

- The keyword research is on-point, sustain it
- Write and print guest posts
- Highlight the social media pages in order to increase traffic from other sources
- Send chain newsletters on email

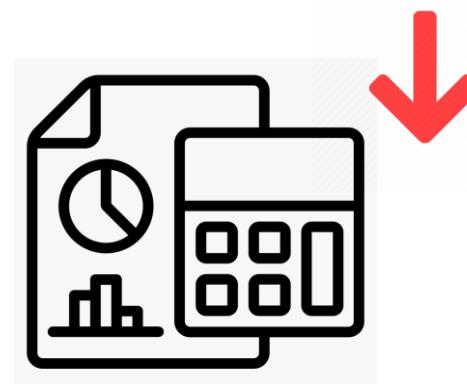


Goal Conversion Rate

TRENDS : Goal conversion has dropped overall. EMBA has higher goal conversion than the MSA program.



Executive MBA



M.S. Accounting

RECOMMENDATIONS

- Add live chat to the website
- Make landing to demand pages easy
- Add actionable pop-up to the website
- Add third-party sign-up services



Differences between the segmented groups

TRENDS : More visitors only spent no more than 10 seconds on the page . Only EMBA program has ad campaign

	1st	2nd	3rd
Language	US English	UK English	Chinese Taiwan
Location	US	India	Taiwan
Device	Desktop	Mobile	Tablet
Browser	Chrome	Safari	Edge

RECOMMENDATIONS

- Collect data about user demographic
- Do more ad campaign targeting India
- Add language options in the webpage for foreign language users
- Ad campaign to for MSA

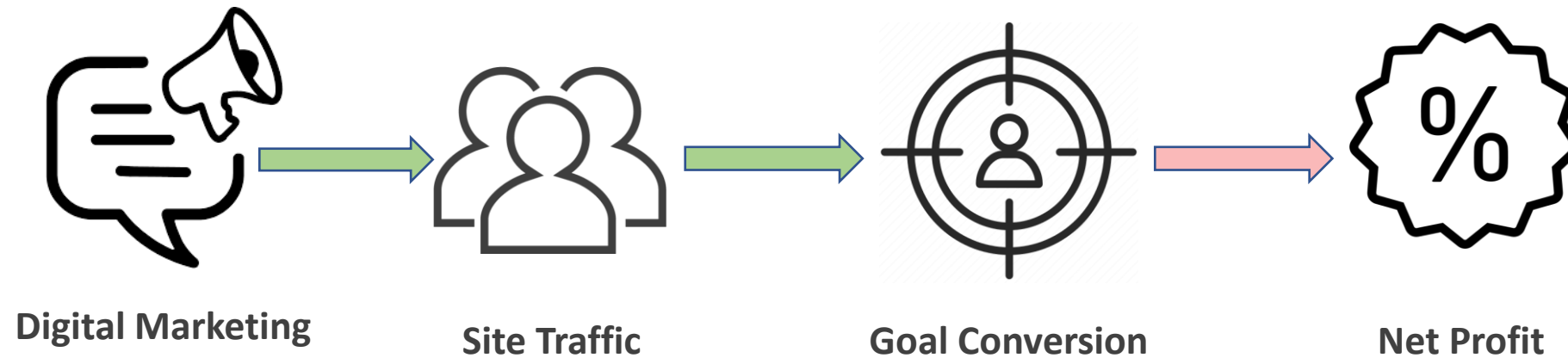


Summary

Business Context

Increase: Users, site traffic, organic search, ad campaign users, paid search

Decrease: Goal conversion rate, time spent on site.



RECOMMENDATIONS

- Live Chat Bot
- Simplified info page
- Visually self-directing registration page
- Using user search history to customize site-options



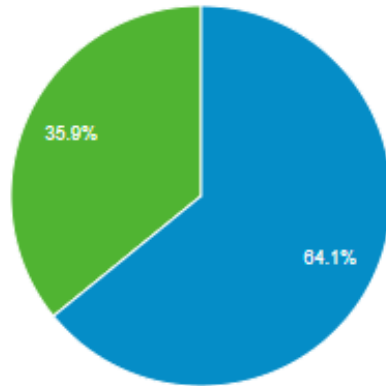


Appendix

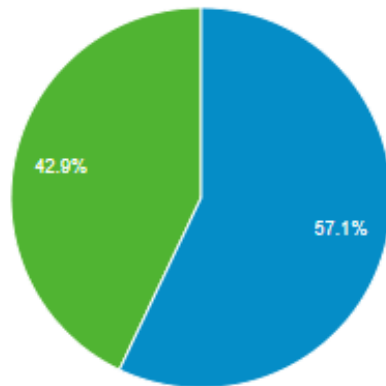
Visitor performance, site retention and site engagement

■ New Visitor ■ Returning Visitor

May 1, 2021 - May 15, 2022



May 1, 2020 - May 15, 2021



Users % Users

New vs Returning

Project
+0.93% Users

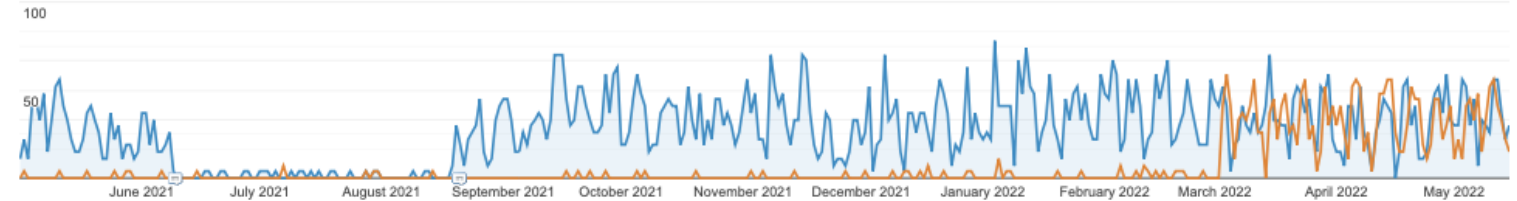
May 1, 2021 - May 15, 2022
Compare to: May 1, 2020 - May 15, 2021

Explorer

Summary

May 1, 2021 - May 15, 2022: Users

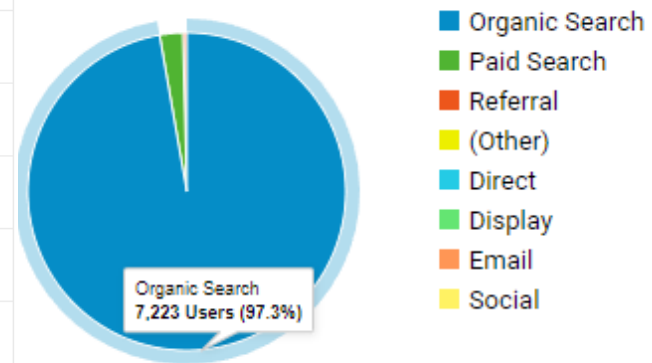
May 1, 2020 - May 15, 2021: Users



User Type	Acquisition			Behavior			Conversions	Goal 1: RFI Submission MBA and Master's ▾		
	Users ⬇	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	RFI Submission MBA and Master's (Goal 1 Conversion Rate)	RFI Submission MBA and Master's (Goal 1 Completions)	RFI Submission MBA and Master's (Goal 1 Value)	
Project	256.35% ⬆ <small>7,494 vs 2,103</small>	303.20% ⬆ <small>5,294 vs 1,313</small>	304.18% ⬆ <small>11,693 vs 2,893</small>	1.27% ⬆ <small>53.37% vs 52.70%</small>	4.02% ⬇ <small>2.28 vs 2.38</small>	4.23% ⬇ <small>00:02:50 vs 00:02:57</small>	100.00% ⬆ <small>0.09% vs 0.00%</small>	100.00% ⬆ <small>11 vs 0</small>	0.00% <small>\$0.00 vs \$0.00</small>	
1. New Visitor										
May 1, 2021 - May 15, 20...	5,290 <small>(64.53%)</small>	5,294 <small>(100.00%)</small>	5,294 <small>(45.27%)</small>	49.06%	2.35	00:02:40	0.08%	4 <small>(36.36%)</small>	\$0.00 <small>(0.00%)</small>	
May 1, 2020 - May 15, 20...	1,310 <small>(58.46%)</small>	1,313 <small>(100.00%)</small>	1,313 <small>(45.39%)</small>	51.71%	2.19	00:02:15	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>	
% Change	303.82%	303.20%	303.20%	-5.14%	7.35%	18.34%	∞%	∞%	0.00%	
2. Returning Visitor										
May 1, 2021 - May 15, 20...	2,908 <small>(35.47%)</small>	0 <small>(0.00%)</small>	6,399 <small>(54.73%)</small>	56.93%	2.23	00:02:57	0.11%	7 <small>(63.64%)</small>	\$0.00 <small>(0.00%)</small>	
May 1, 2020 - May 15, 20...	931 <small>(41.54%)</small>	0 <small>(0.00%)</small>	1,580 <small>(54.61%)</small>	53.54%	2.54	00:03:32	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>	
% Change	212.35%	0.00%	305.00%	6.32%	-12.20%	-16.27%	∞%	∞%	0.00%	

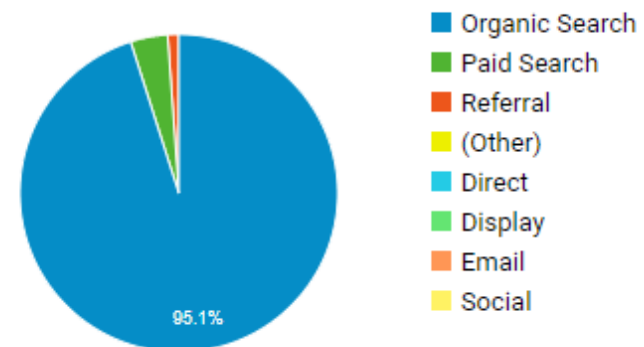
Sources of Traffic

	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
Search terms	277.60%	334.12%	325.39%	3.81%	4.64%	7.29%	25.92%	215.15%	0.00%
1 Organic Search	287.92%			3.60%			27.77%		
2 Paid Search	135.14%			14.57%			0.00%		
3 Referral	36.36%			0.00%			0.00%		
4 (Other)	0.00%			0.00%			0.00%		
5 Direct	0.00%			0.00%			0.00%		
6 Display	0.00%			0.00%			0.00%		
7 Email	0.00%			0.00%			0.00%		
8 Social	0.00%			0.00%			0.00%		



Most of the site traffic came from organic search

May 1, 2020 - May 15, 2021



Channels

Project
+0.93% Users

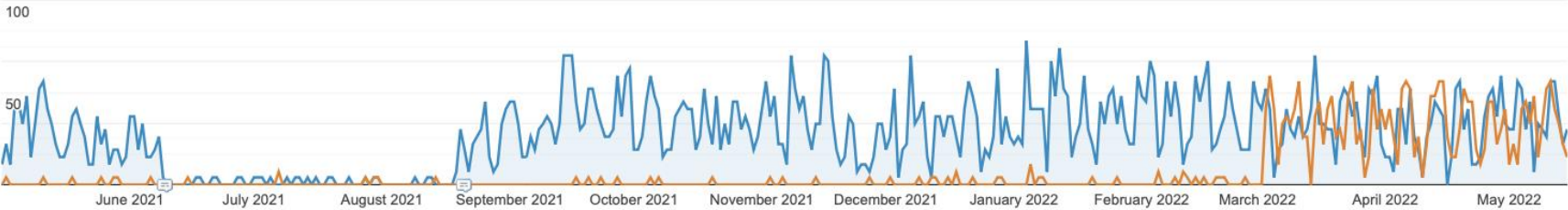
May 1, 2021 - May 15, 2022
Compare to: May 1, 2020 - May 15, 2021

Explorer

Summary

May 1, 2021 - May 15, 2022: ● Users

May 1, 2020 - May 15, 2021: ● Users



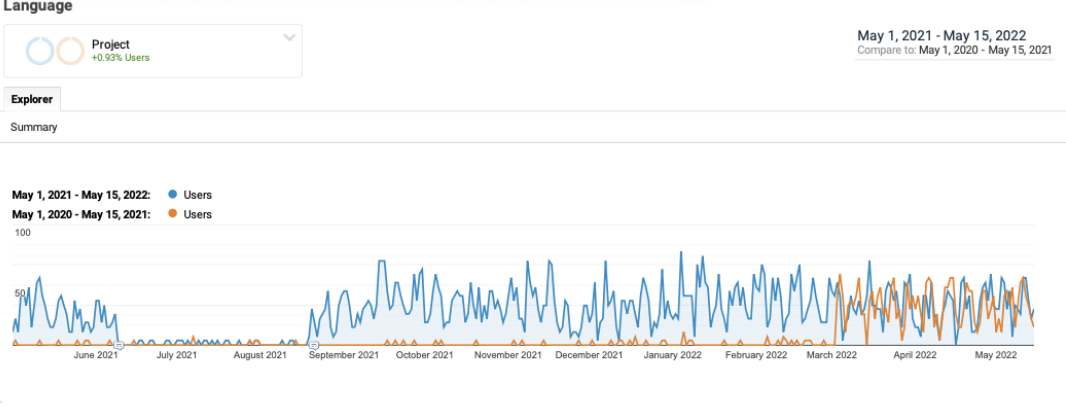
Default Channel Grouping	Acquisition			Behavior			Conversions	Goal 1: RFI Submission MBA and Master's ▾		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	RFI Submission MBA and Master's (Goal 1 Conversion Rate)	RFI Submission MBA and Master's (Goal 1 Completions)	RFI Submission MBA and Master's (Goal 1 Value)	
Project	256.35% ▲ <small>7,494 vs 2,103</small>	303.20% ▲ <small>5,294 vs 1,313</small>	304.04% ▲ <small>11,693 vs 2,894</small>	1.27% ▲ <small>53.37% vs 52.70%</small>	4.02% ▼ <small>2.28 vs 2.38</small>	4.23% ▼ <small>00:02:50 vs 00:02:57</small>	100.00% ▲ <small>0.09% vs 0.00%</small>	100.00% ▲ <small>11 vs 0</small>	0.00% <small>\$0.00 vs \$0.00</small>	
1. Organic Search										
May 1, 2021 - May 15, 20...	7,234 <small>(95.03%)</small>	5,060 <small>(95.58%)</small>	11,188 <small>(95.68%)</small>	52.36%	2.32	00:02:54	0.10%	11 <small>(100.00%)</small>	\$0.00 <small>(0.00%)</small>	
May 1, 2020 - May 15, 20...	1,881 <small>(88.31%)</small>	1,157 <small>(88.12%)</small>	2,582 <small>(89.22%)</small>	50.43%	2.44	00:03:08	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>	
% Change	284.58%	337.34%	333.31%	3.83%	-4.91%	-7.42%	∞%	∞%	0.00%	
2. Paid Search										
May 1, 2021 - May 15, 20...	378 <small>(4.97%)</small>	234 <small>(4.42%)</small>	505 <small>(4.32%)</small>	75.64%	1.46	00:01:09	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>	
May 1, 2020 - May 15, 20...	249 <small>(11.69%)</small>	156 <small>(11.88%)</small>	312 <small>(10.78%)</small>	71.47%	1.87	00:01:26	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>	
% Change	51.81%	50.00%	61.86%	5.83%	-21.98%	-19.57%	0.00%	0.00%	0.00%	

Both organic search & paid search are up

Goal Conversion Rate

Goal Completion Location	Goal Completions	% Goal Completions
1. broad.msu.edu/masters/executive-mba/request-information/thank-you/		
May 1, 2021 - May 15, 2022	74	<div><div></div></div> 71.15%
May 1, 2020 - May 15, 2021	26	<div><div></div></div> 78.79%
% Change	184.62%	-9.69%
2. broad.msu.edu/masters/accounting/request-information/thank-you/		
May 1, 2021 - May 15, 2022	15	<div><div></div></div> 14.42%
May 1, 2020 - May 15, 2021	7	<div><div></div></div> 21.21%
% Change	114.29%	-32.01%

Session Duration Bucket [?]	Sessions [?]	Pageviews [?]
0-10 seconds		
May 1, 2021 - May 15, 2022	6,167 <div></div>	6,424 <div></div>
May 1, 2020 - May 15, 2021	1,413 <div></div>	1,495 <div></div>
11-30 seconds		
May 1, 2021 - May 15, 2022	637 <div></div>	1,373 <div></div>
May 1, 2020 - May 15, 2021	142 <div></div>	321 <div></div>
31-60 seconds		
May 1, 2021 - May 15, 2022	787 <div></div>	1,967 <div></div>
May 1, 2020 - May 15, 2021	177 <div></div>	429 <div></div>
61-180 seconds		
May 1, 2021 - May 15, 2022	1,439 <div></div>	4,306 <div></div>
May 1, 2020 - May 15, 2021	371 <div></div>	1,161 <div></div>
181-600 seconds		
May 1, 2021 - May 15, 2022	1,181 <div></div>	5,411 <div></div>
May 1, 2020 - May 15, 2021	306 <div></div>	1,306 <div></div>
601-1800 seconds		
May 1, 2021 - May 15, 2022	904 <div></div>	4,709 <div></div>
May 1, 2020 - May 15, 2021	184 <div></div>	1,134 <div></div>
1801+ seconds		
May 1, 2021 - May 15, 2022	200 <div></div>	1,833 <div></div>
May 1, 2020 - May 15, 2021	48 <div></div>	484 <div></div>



Language	Acquisition			Behavior			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	RFI Submission MBA and Master's (Goal 1 Conversion Rate)	RFI Submission MBA and Master's (Goal 1 Completions)	RFI Submission MBA and Master's (Goal 1 Value)
Project	256.35% ▲ <small>7,494 vs 2,103</small>	302.81% ▲ <small>5,297 vs 1,315</small>	304.36% ▲ <small>11,698 vs 2,893</small>	1.27% ▲ <small>53.37% vs 52.70%</small>	4.02% ▼ <small>2.28 vs 2.38</small>	4.23% ▼ <small>00:02:50 vs 00:02:57</small>	100.00% ▲ <small>0.09% vs 0.50%</small>	100.00% ▲ <small>11 vs 0</small>	0.00% <small>\$0.00 vs \$0.00</small>
1. en-us									
May 1, 2021 - May 15, 20...	6,737 <small>(89.84%)</small>	4,704 <small>(88.80%)</small>	10,699 <small>(91.46%)</small>	53.64%	2.27	00:02:47	0.07%	7 <small>(63.64%)</small>	\$0.00 <small>(0.00%)</small>
May 1, 2020 - May 15, 20...	1,881 <small>(89.44%)</small>	1,169 <small>(88.50%)</small>	2,612 <small>(96.29%)</small>	52.57%	2.40	00:02:58	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
% Change	258.16%	302.40%	309.61%	2.05%	-5.24%	-6.33%	≈%	≈%	0.00%
2. en-gb									
May 1, 2021 - May 15, 20...	156 <small>(2.88%)</small>	122 <small>(2.30%)</small>	197 <small>(7.68%)</small>	56.35%	2.15	00:01:54	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
May 1, 2020 - May 15, 20...	30 <small>(1.43%)</small>	19 <small>(1.44%)</small>	33 <small>(1.14%)</small>	45.45%	1.79	00:00:33	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
% Change	420.00%	542.11%	496.97%	23.96%	20.10%	246.78%	0.00%	0.00%	0.00%
3. zh-tw									
May 1, 2021 - May 15, 20...	145 <small>(1.93%)</small>	108 <small>(2.04%)</small>	185 <small>(1.58%)</small>	45.95%	2.51	00:03:43	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
May 1, 2020 - May 15, 20...	26 <small>(1.24%)</small>	19 <small>(1.44%)</small>	52 <small>(1.80%)</small>	57.69%	2.08	00:01:26	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
% Change	457.69%	468.42%	255.77%	-20.36%	20.76%	158.94%	0.00%	0.00%	0.00%
4. en									
May 1, 2021 - May 15, 20...	93 <small>(1.24%)</small>	63 <small>(1.19%)</small>	134 <small>(1.15%)</small>	50.00%	2.22	00:02:56	2.99%	4 <small>(36.36%)</small>	\$0.00 <small>(0.00%)</small>
May 1, 2020 - May 15, 20...	74 <small>(3.62%)</small>	45 <small>(3.42%)</small>	100 <small>(3.46%)</small>	63.00%	1.78	00:00:55	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
% Change	25.68%	40.00%	34.00%	-20.63%	24.52%	221.95%	≈%	≈%	0.00%
5. en-in									
May 1, 2021 - May 15, 20...	67 <small>(0.89%)</small>	63 <small>(1.19%)</small>	100 <small>(0.85%)</small>	45.00%	2.23	00:03:29	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
May 1, 2020 - May 15, 20...	15 <small>(0.71%)</small>	11 <small>(0.84%)</small>	15 <small>(0.52%)</small>	46.67%	3.00	00:03:11	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
% Change	346.67%	472.73%	566.67%	-3.57%	-25.67%	9.08%	0.00%	0.00%	0.00%
6. zh-cn									
May 1, 2021 - May 15, 20...	48 <small>(0.64%)</small>	30 <small>(0.57%)</small>	93 <small>(0.80%)</small>	51.61%	2.40	00:02:35	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
May 1, 2020 - May 15, 20...	11 <small>(0.52%)</small>	4 <small>(0.30%)</small>	15 <small>(0.52%)</small>	46.67%	2.20	00:00:59	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
% Change	336.36%	650.00%	520.00%	10.60%	8.99%	161.79%	0.00%	0.00%	0.00%
7. ja									
May 1, 2021 - May 15, 20...	45 <small>(0.60%)</small>	33 <small>(0.62%)</small>	52 <small>(0.44%)</small>	36.54%	4.92	00:12:25	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
May 1, 2020 - May 15, 20...	15 <small>(0.71%)</small>	7 <small>(0.53%)</small>	15 <small>(0.52%)</small>	73.33%	6.20	00:29:39	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>

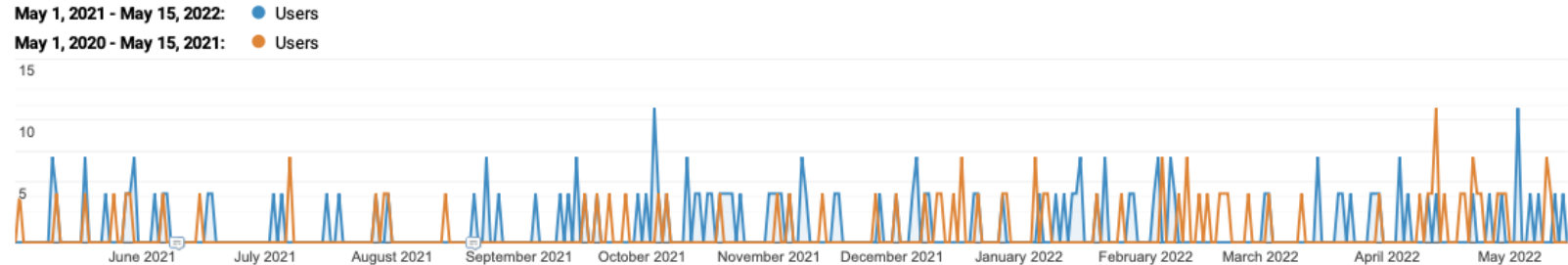
Campaigns

Project
+0.02% Users

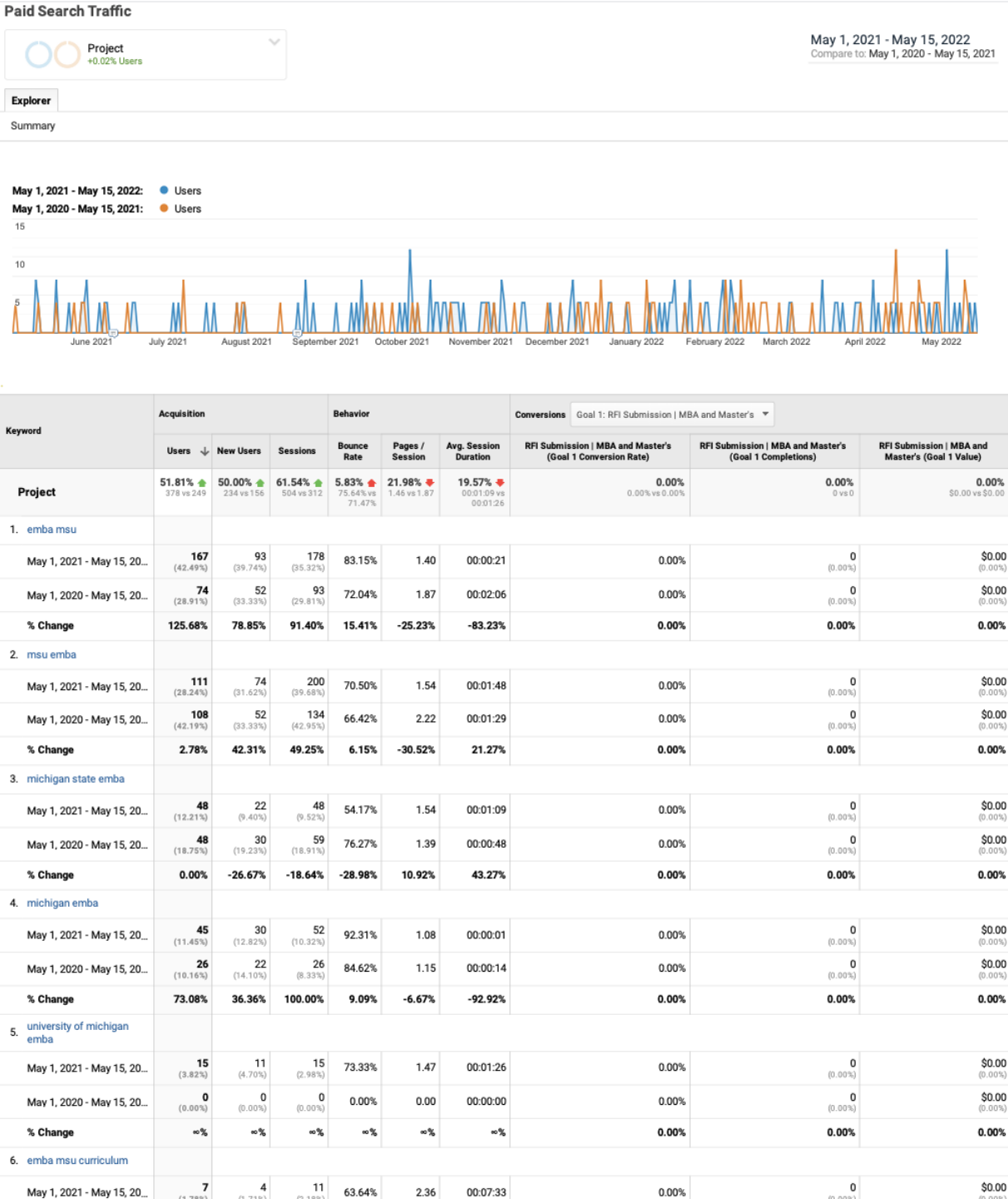
May 1, 2021 - May 15, 2022
Compare to: May 1, 2020 - May 15, 2021

Explorer

Summary



Campaign	Acquisition			Behavior			Conversions <div>Goal 1: RFI Submission MBA and Master's</div>		
	Users <div>↓</div>	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	RFI Submission MBA and Master's (Goal 1 Conversion Rate)	RFI Submission MBA and Master's (Goal 1 Completions)	RFI Submission MBA and Master's (Goal 1 Value)
Project	51.81% <div>378 vs 249</div>	50.00% <div>234 vs 156</div>	61.86% <div>505 vs 312</div>	5.83% <div>75.64% vs 71.47%</div>	21.98% <div>1.46 vs 1.87</div>	19.57% <div>00:01:09 vs 00:01:26</div>	0.00% <div>0.00% vs 0.00%</div>	0.00% <div>0 vs 0</div>	0.00% <div>\$0.00 vs \$0.00</div>
1. <a>EMBA (Branded - Michigan Cities) - AdWords - Search - #BS-E_C_PT~M									
May 1, 2021 - May 15, 2022	323 <div>(85.22%)</div>	193 <div>(82.48%)</div>	438 <div>(86.73%)</div>	73.74%	1.50	00:01:17	0.00%	0 <div>(0.00%)</div>	\$0.00 <div>(0.00%)</div>
May 1, 2020 - May 15, 2021	223 <div>(89.56%)</div>	134 <div>(85.90%)</div>	286 <div>(91.67%)</div>	69.93%	1.93	00:01:33	0.00%	0 <div>(0.00%)</div>	\$0.00 <div>(0.00%)</div>
% Change	44.84%	44.03%	53.15%	5.45%	-22.42%	-17.12%	0.00%	0.00%	0.00%
2. <a>EMBA (Michigan Cities) - AdWords - Search - #BS-E_C_PT~M									
May 1, 2021 - May 15, 2022	56 <div>(14.78%)</div>	41 <div>(17.52%)</div>	67 <div>(13.27%)</div>	88.06%	1.16	00:00:20	0.00%	0 <div>(0.00%)</div>	\$0.00 <div>(0.00%)</div>
May 1, 2020 - May 15, 2021	26 <div>(10.44%)</div>	22 <div>(14.10%)</div>	26 <div>(8.33%)</div>	84.62%	1.15	00:00:14	0.00%	0 <div>(0.00%)</div>	\$0.00 <div>(0.00%)</div>
% Change	115.38%	86.36%	157.69%	4.07%	0.90%	41.58%	0.00%	0.00%	0.00%



Paid Traffic Search