

Web Analytics Project

Rockhurst University
College of Arts and Sciences
<http://ww2.rockhurst.edu/college-arts-sciences>

2 March 2017
John Ruo | Pratap Timilsina | Quentin Herron

Overview

- In transition to new site
 - [www](#) and [ww2](#) addresses
- Info on Goals, Curriculum, Staff
- List of Areas of Study
 - Portal to each program's page

Methods of Analysis

- 8 months of data: July 2016 to February 2017

- Demographic Categories

- All Users (aggregated)

- **Personal**

- Age, Gender

- **Chronological**

- Day of Week, Hour

- **Geographical**

- Country, KC Area

- **Technological**

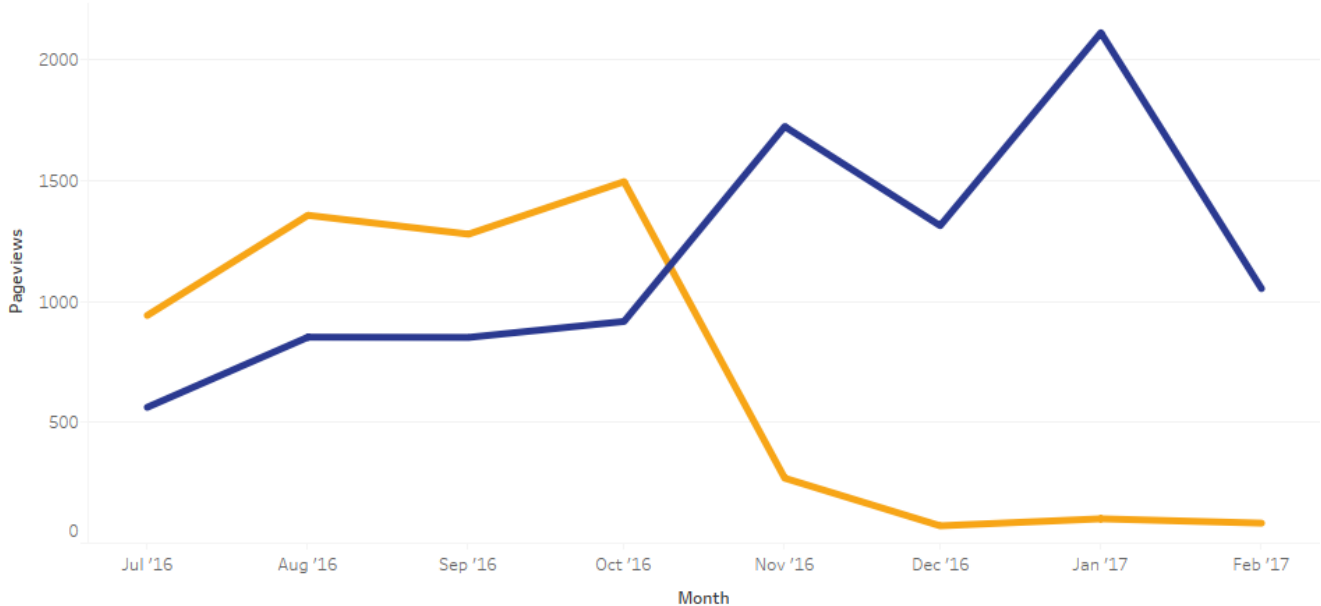
Section 1

- All Users
- Day of Week
- Device Type
- Gender

Launching New Site

All

Pageviews
Old vs. New Sites



Site
■ New Site (ww2)
■ Old Site (www)

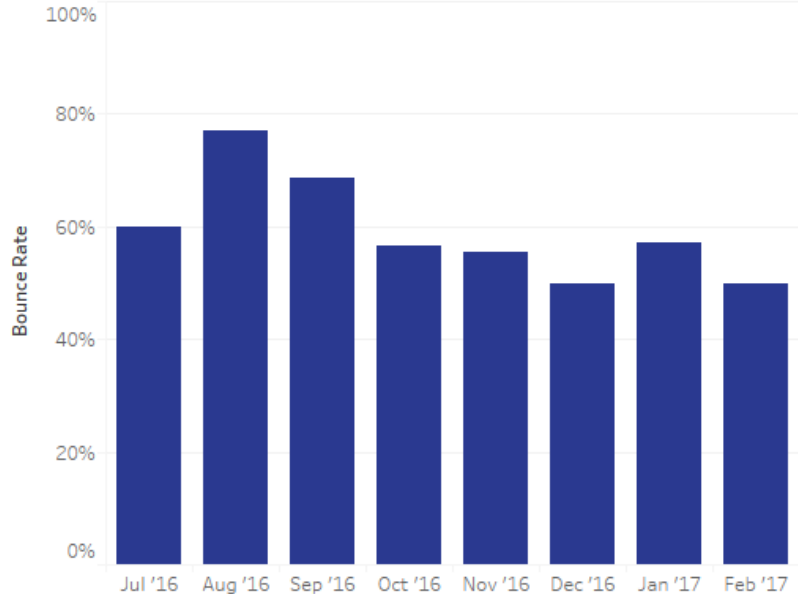
High Bounce Rate?

All

Bounce Rate

Areas of Study page

/college-arts-sciences/areas-of-study



Page

/college-arts-sciences/areas-of-study

ABOUT

ACADEMICS

ADMISSIONS

Arts and Sciences Areas of Study

Art*	English‡	Physics
Biochemistry	Film Studies*	Physics
Biology	French	Political Science
Catholic Studies	Global Studies	Psychology
Chemistry	History	Sociology
Clinical Laboratory Sciences	Information Technology	Spanish
Communication	Journalism*	Theatre Arts
Computer Science	Mathematics	Theology
Criminal Justice‡	Music*	Women's Studies
Engineering (Civil, Electrical, Mechanical)	Philosophy	Writing

* Offered only as minor or certificate | ‡ Offered during the day and evening

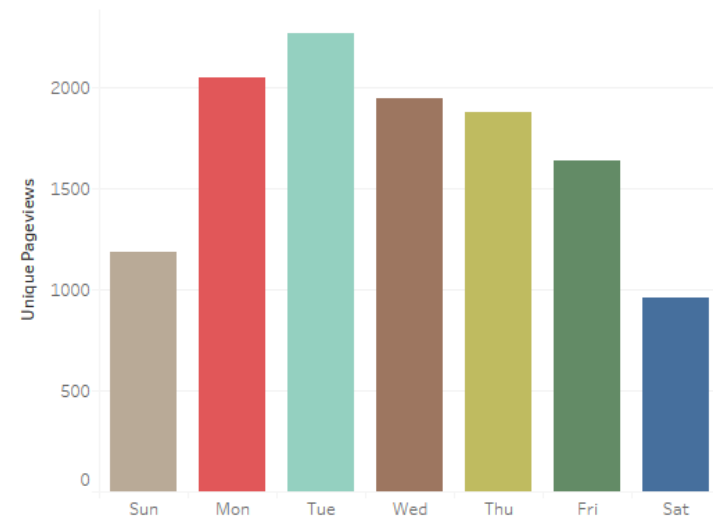
High Bounce Rate?



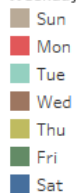
- Most of the links connect to the old site (above)
- Technically recorded as a “bounce”

Weekday Trends

Unique Pageviews by Weekday

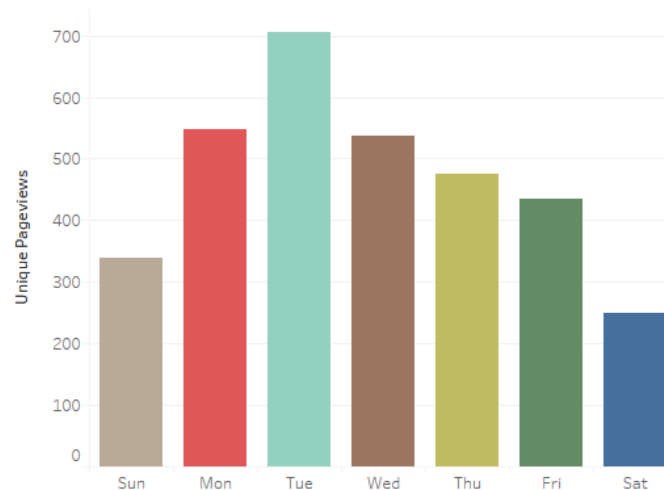


Weekday



Unique Pageviews by Weekday (Winter Break)

Dec. 2016 and Jan 2017



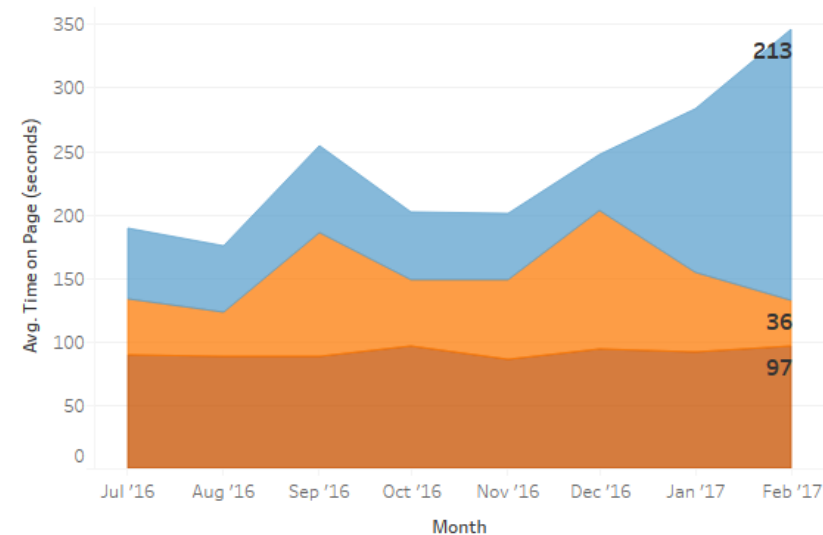
● Winter Break months only

Avg. Time on Page

Avg. Time on Page

By Device

"Areas of Study" Page



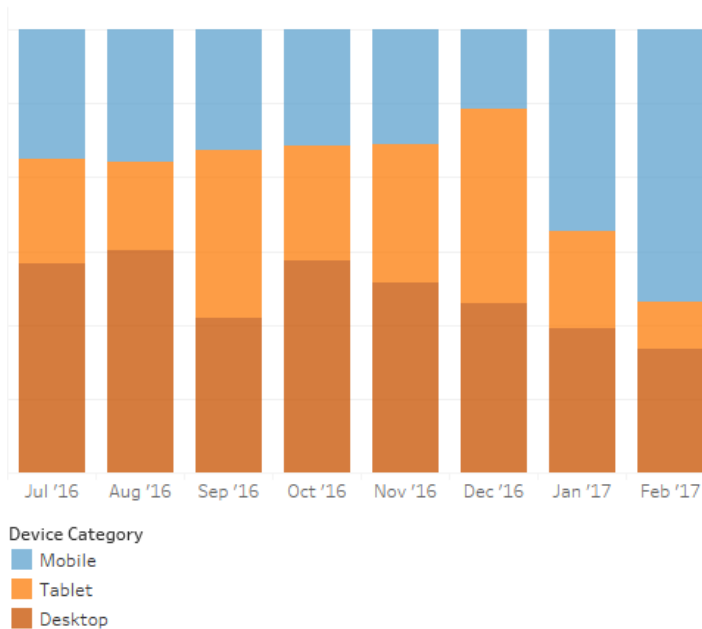
Device Category

- Mobile
- Tablet
- Desktop

Avg. Time on Page (Percentage Scaled)

By Device

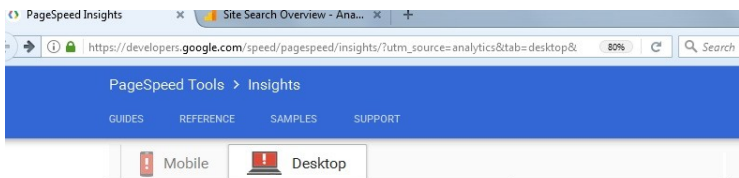
"Areas of Study" Page



Device Category

- Mobile
- Tablet
- Desktop

Page Speed Insight (Desktop vs. Mobile)



61 / 100 Suggestions Summary

Should Fix:

Optimize images

[Show how to fix](#)

Leverage browser caching

[Show how to fix](#)

Consider Fixing:

Eliminate render-blocking JavaScript and CSS in above-the-fold content

[Show how to fix](#)

Prioritize visible content

[Show how to fix](#)

Minify JavaScript

[Show how to fix](#)

Minify CSS

[Show how to fix](#)

4 Passed Rules

[Hide details](#)

Avoid landing page redirects

Your page has no redirects. Learn more about [avoiding landing page redirects](#).

Enable compression

You have compression enabled. Learn more about [enabling compression](#).

Minify HTML

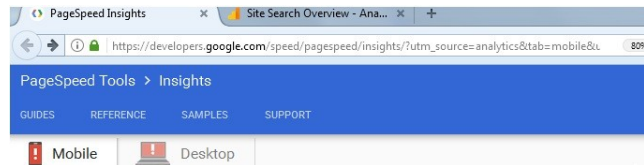
Your HTML is minified. Learn more about [minifying HTML](#).

Reduce server response time

Your server responded quickly. Learn more about [server response time optimization](#).



- Desktop 61 suggestion
- Mobile 51 suggestion
- Mobile winner speedwise



51 / 100 Suggestions Summary

Should Fix:

Optimize images

[Show how to fix](#)

Eliminate render-blocking JavaScript and CSS in above-the-fold content

[Show how to fix](#)

Leverage browser caching

[Show how to fix](#)

Consider Fixing:

Prioritize visible content

[Show how to fix](#)

Minify JavaScript

[Show how to fix](#)

Minify CSS

[Show how to fix](#)

4 Passed Rules

[Hide details](#)

Avoid landing page redirects

Your page has no redirects. Learn more about [avoiding landing page redirects](#).

Enable compression

You have compression enabled. Learn more about [enabling compression](#).

Minify HTML

Your HTML is minified. Learn more about [minifying HTML](#).

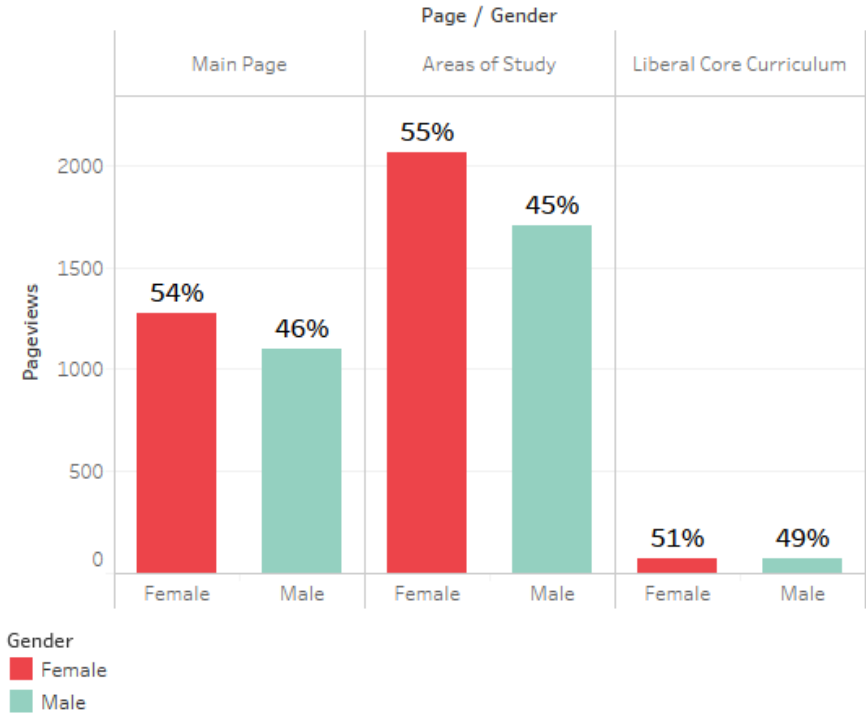
Reduce server response time

Your server responded quickly. Learn more about [server response time optimization](#).



Gender Representation

Pageviews by Gender



Totals



Section 2

By: Pratap Timilsina

- Age

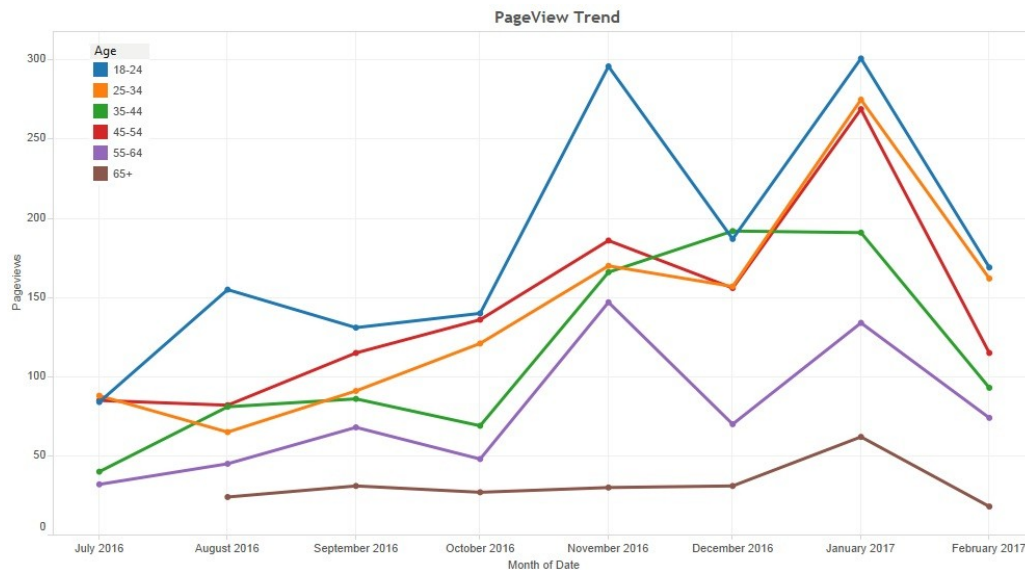
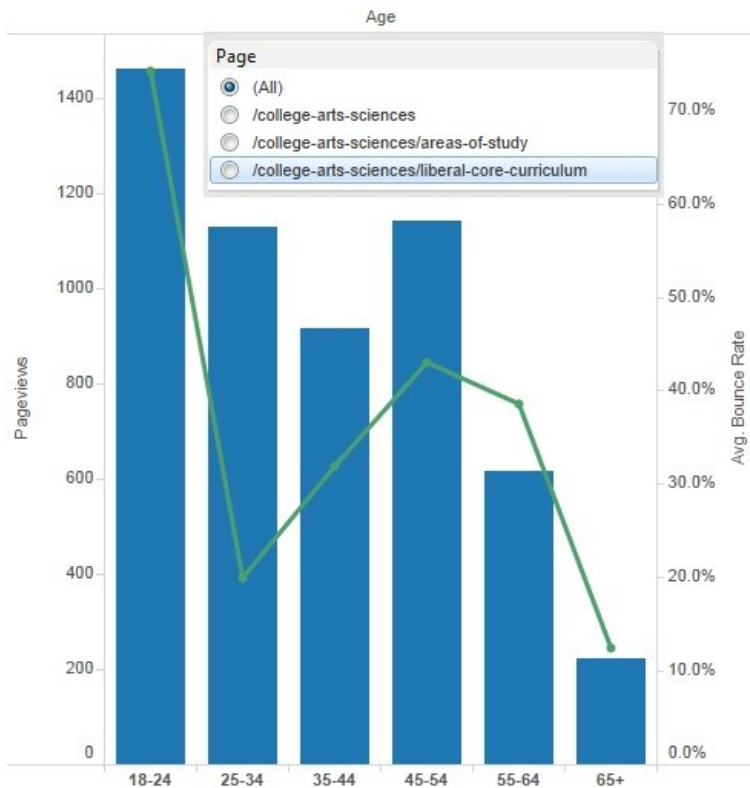
- Browser

- Country

- KC Area

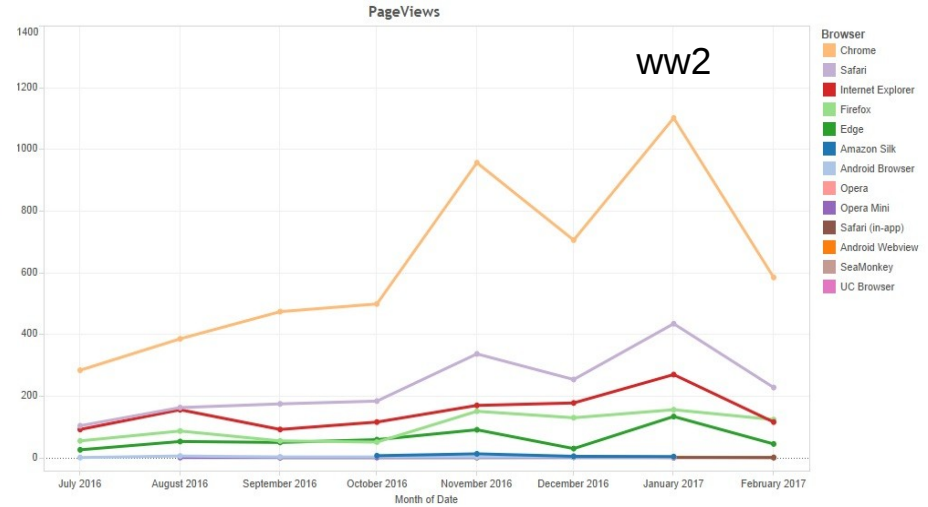
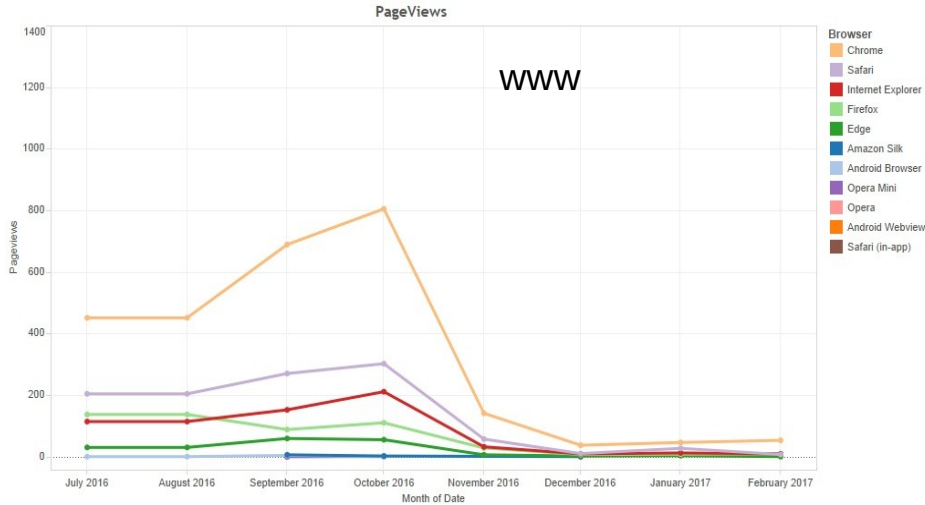
○ inside vs. outside

Age (ww2 only)



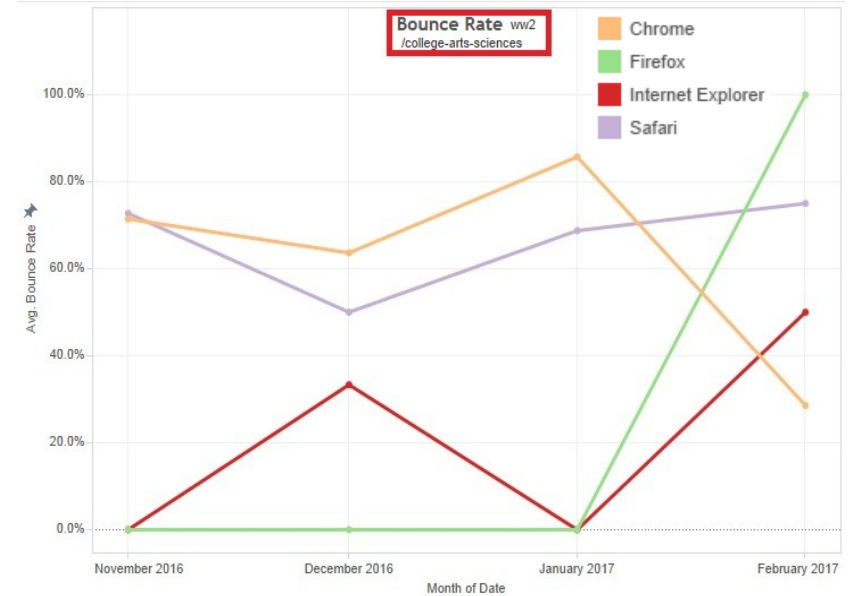
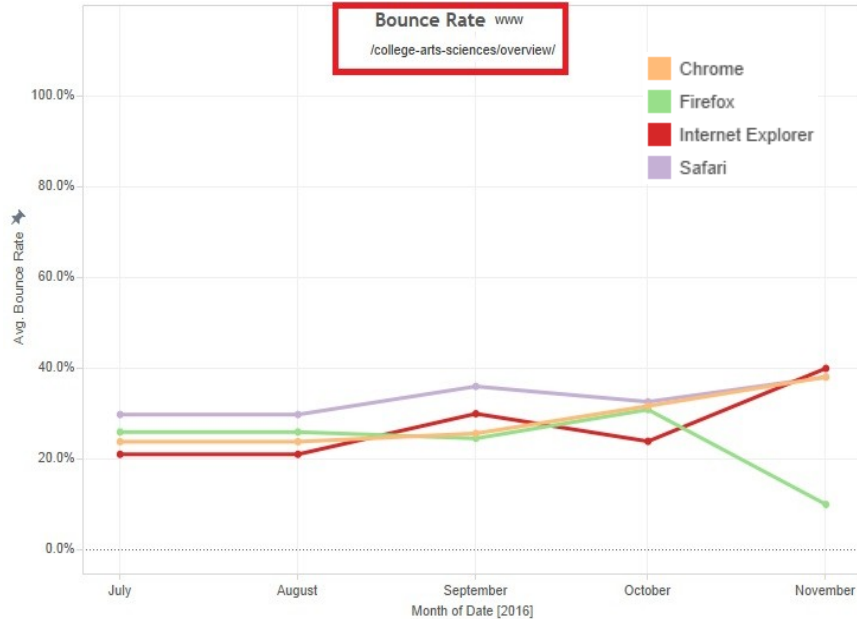
- 18-64 age groups have most pageviews
- 18-34 age groups are deep diver
- Bounce rate is fairly low except 18-24

Browser



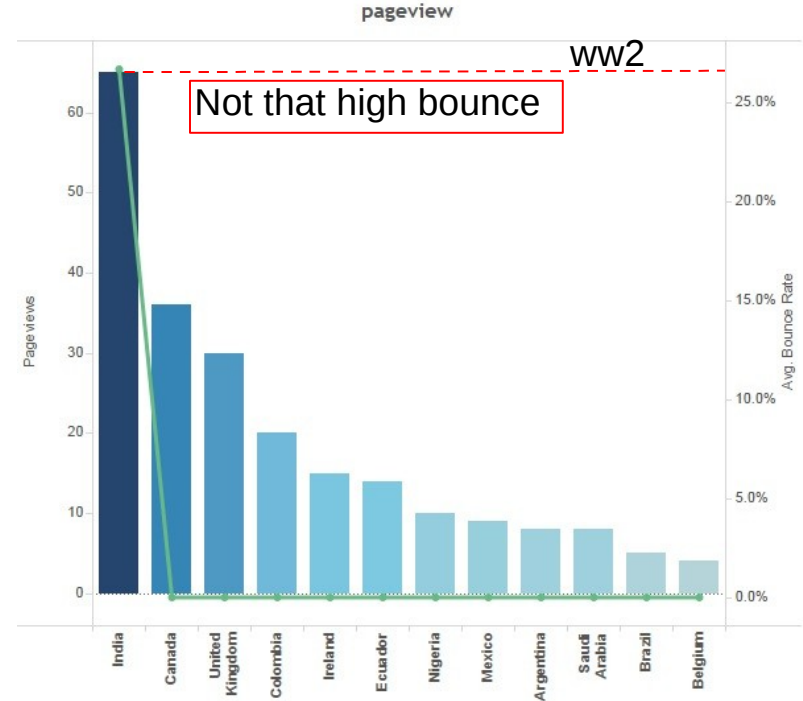
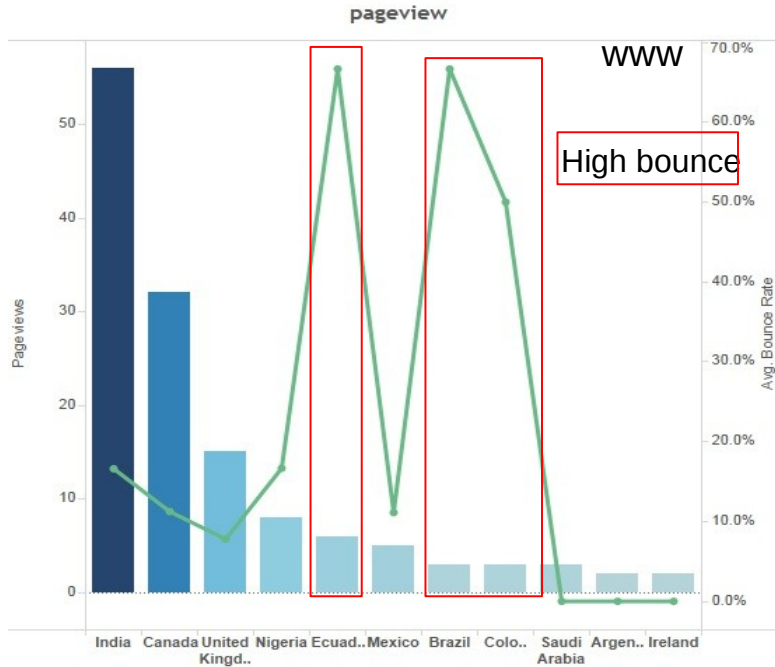
- Chrome, Safari, Internet Explorer and Firefox are top browsers
- www to ww2 transition improves pageviews

Browser



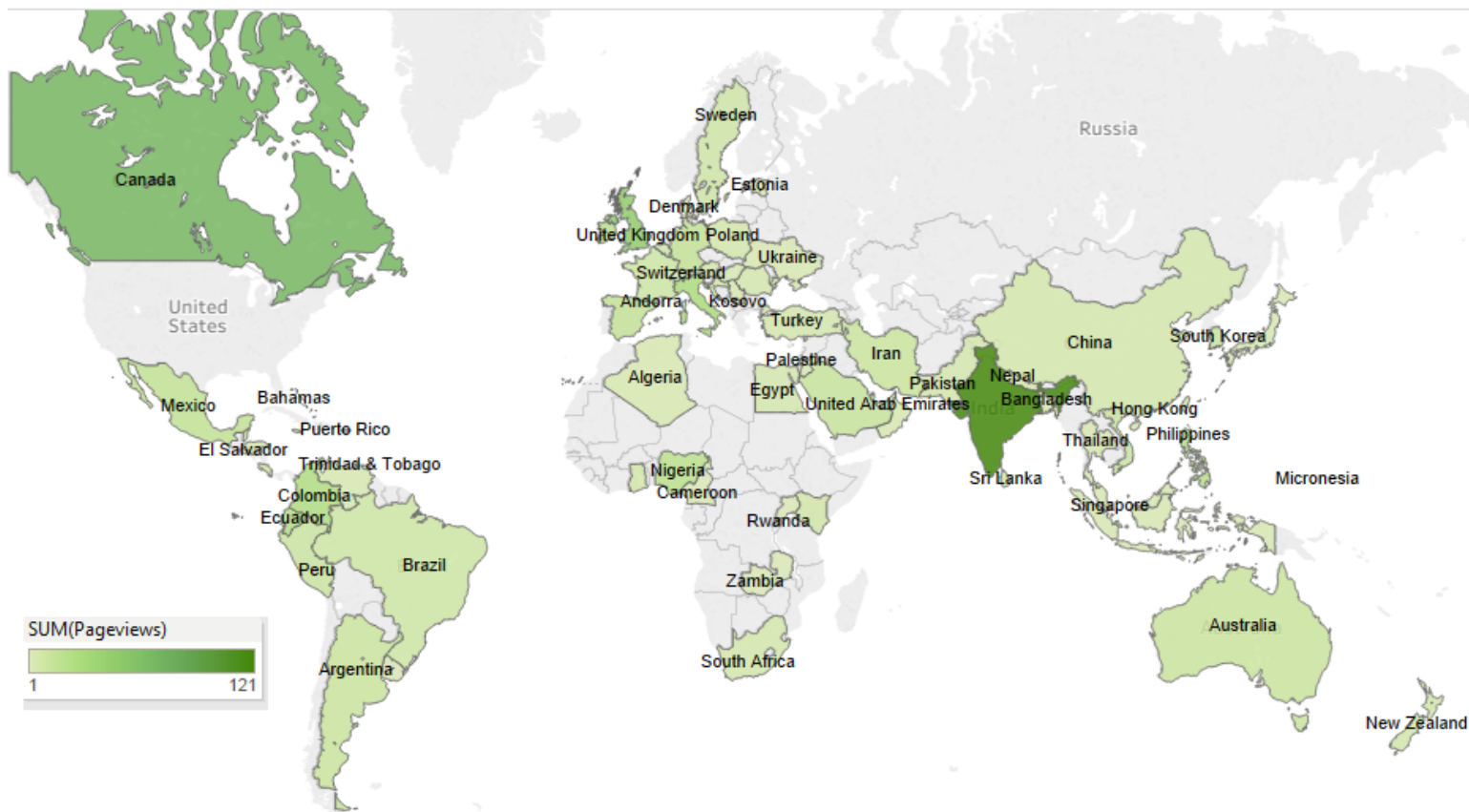
- Bounce rate for ww2 increased
- ww2 needs to be improved

Country

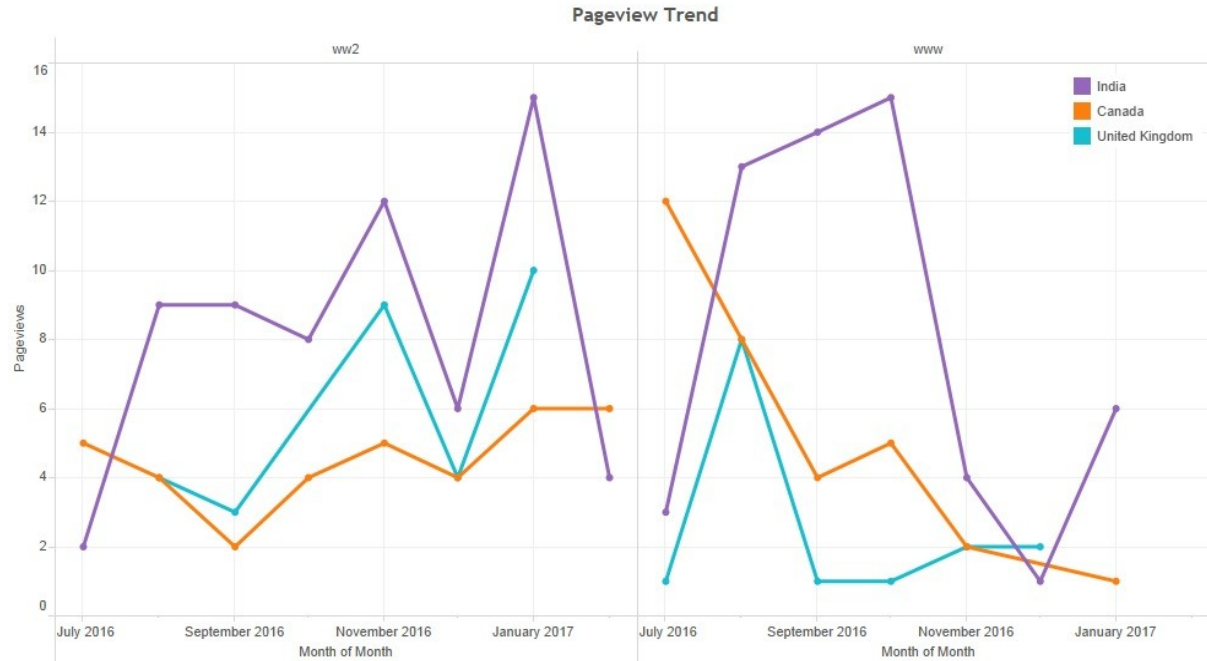


- India, Canada, United Kingdom are serious page visitors

Pageviews by Country (Outside U.S.)

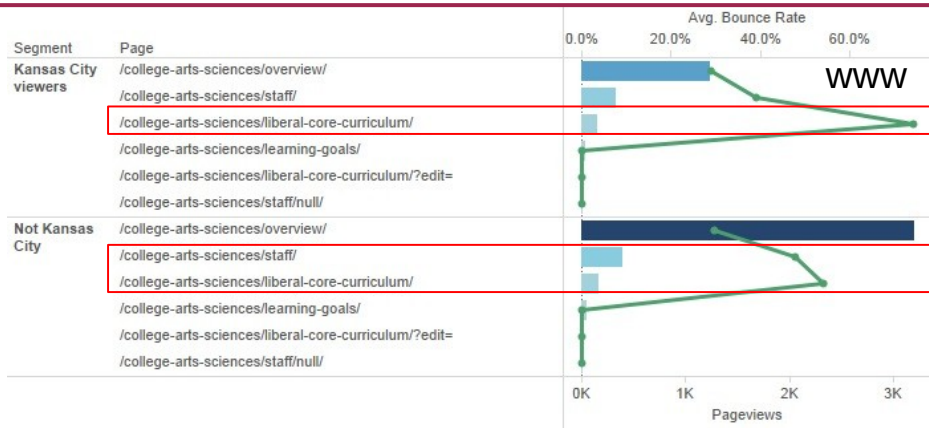
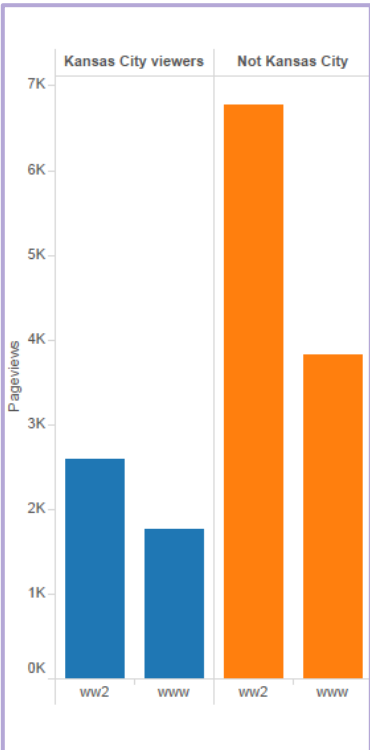


Country

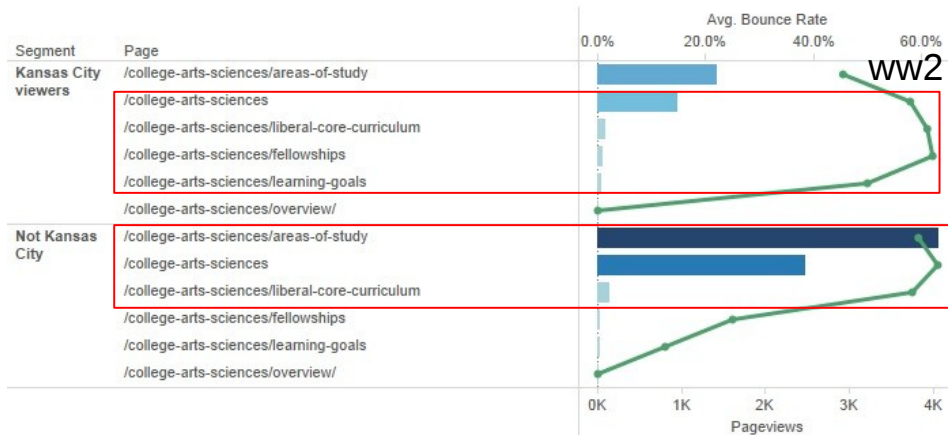


- Pageview for new pages rise after december

Kansas City and Non-Kansas City

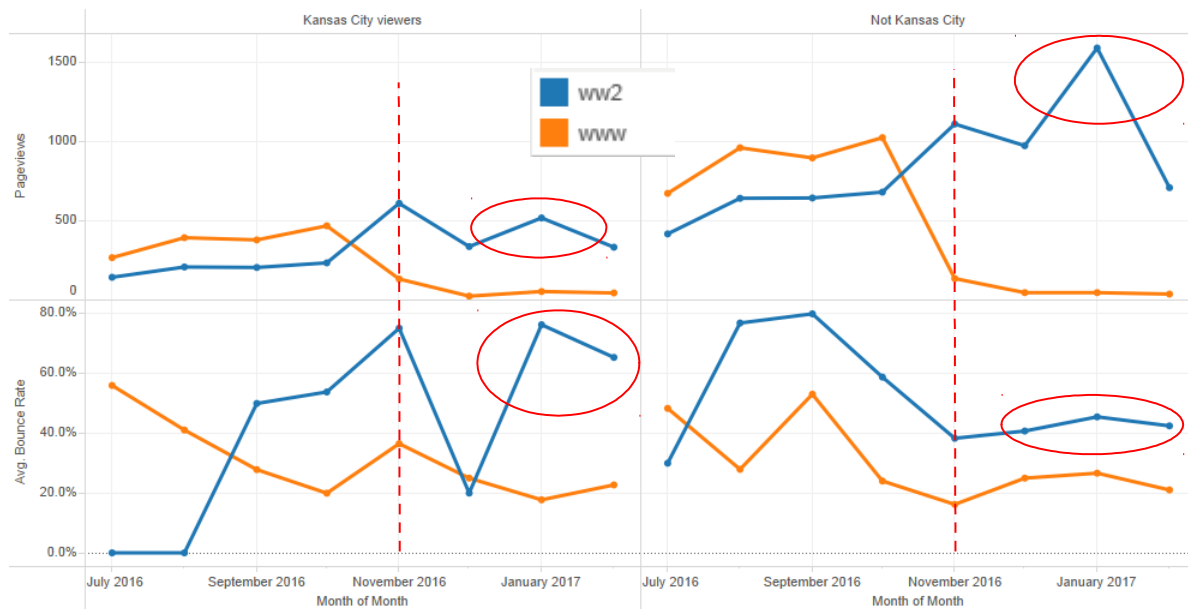


- bounce rate above 40%
- unfriendly pages



- bounce rate above 40%
- Pages needs improvement

Kansas City and Non-Kansas City



- Rise of page view and bounce rate after January
- Unfamiliar to new pages
- Bookmark of old site redirect to new pages

Section 3

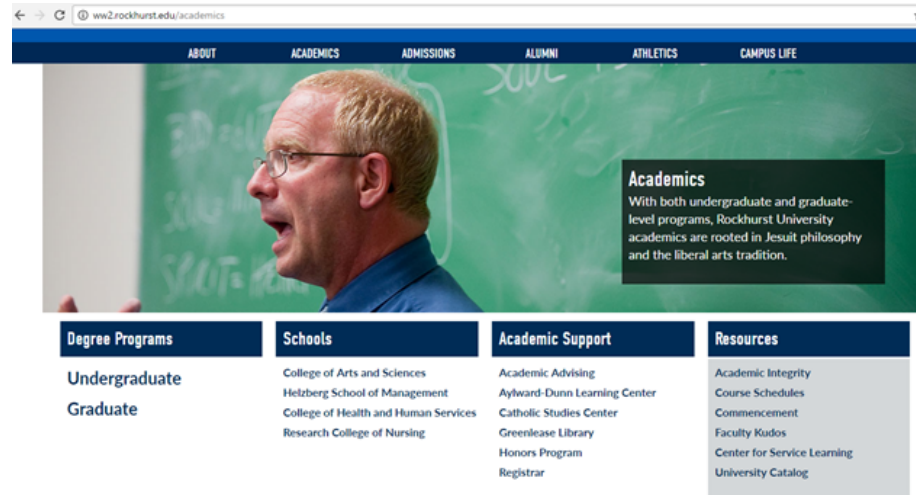
- Hour of Visit
- New or Returning User
- Organic or Paid Traffic
- ● Facebook Referrals

Accessing Arts and Sciences

WWW



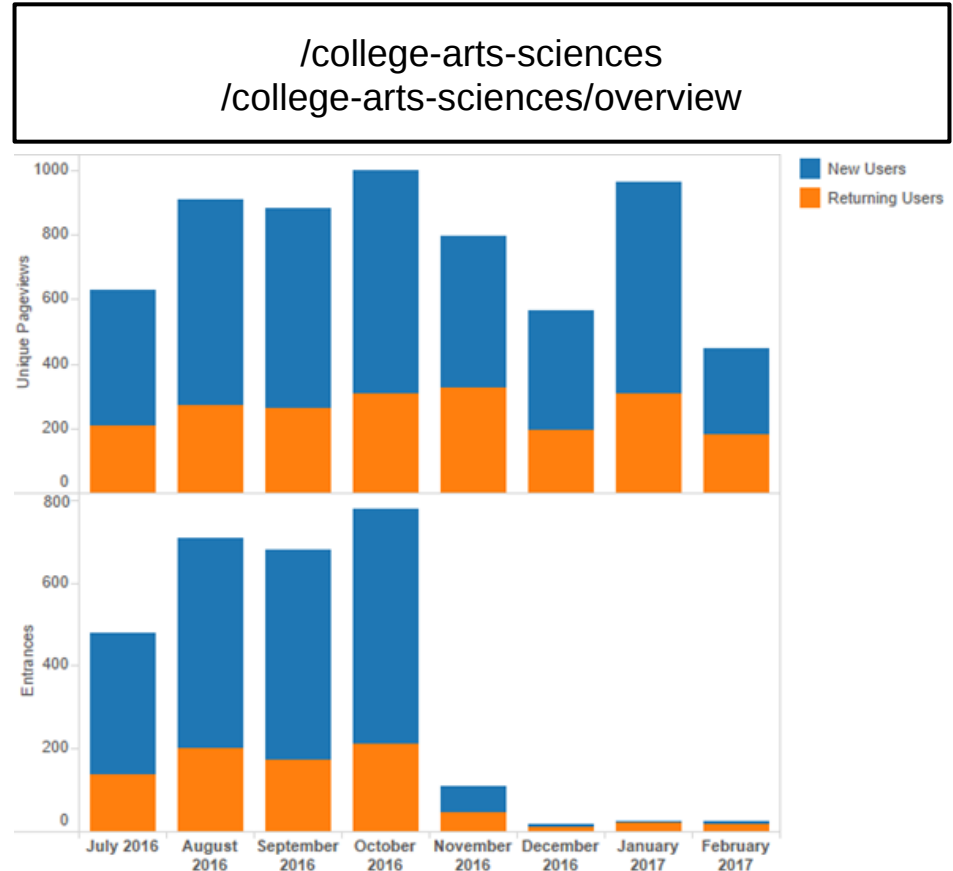
ww2



- Access to /college-arts-science appears to be more direct
- What does the analysis tell us?

New vs. Returning Users

- Fewer direct entrance since switch to ww2
- Almost no new users going directly to site



Entrances in New Website Mostly Internal

- www - /college-arts-sciences/overview 38.7% entranced locally
- ww2 - /college-arts-sciences 97.6% entranced locally
 - 57% from /academics (as can be seen from view of academics page)

Group pages by: Current Selection: /college-arts-sciences/overview/ - Show rows:

Entrances Jul 1, 2016 - Oct 31, 2016: 61.22%

Previous Pages Jul 1, 2016 - Oct 31, 2016: 38.73%

Exits Jul 1, 2016 - Oct 31, 2016: 27.90%

Next Pages Jul 1, 2016 - Oct 31, 2016: 72.10%

Previous Page Path	Pageviews	% Pageviews	Next Page Path	Pageviews	% Pageviews
/college-of-health-and-human-services/areas-of-study/	129	10.32%	/college-arts-sciences/staff/	248	9.22%
/college-arts-sciences/staff/	63	5.04%	/academics/undergraduate/majors/communication/overview/	170	6.32%
/college-arts-sciences/liberal-core-curriculum/	41	3.28%	/college-of-health-and-human-services/areas-of-study/	157	5.84%
/academics/undergraduate/majors/communication/overview/	32	2.56%	/academics/undergraduate/majors/biology/overview/	137	5.09%
/academics/undergraduate/majors/biology/overview/	19	1.52%	/college-arts-sciences/liberal-core-curriculum/	135	5.02%
/academics/undergraduate/majors/communication/overview/	18	1.44%	/academics/undergraduate/majors/theology-religious-studies/overview/	113	4.20%
/college-arts-sciences/learning-goals/	18	1.44%	/academics/undergraduate/majors/english/overview/	78	2.90%
/directory/	17	1.36%	/academics/undergraduate/majors/pre-medicine/overview/	77	2.86%
/academics/undergraduate/majors/pre-medicine/overview/	15	1.20%	/academics/undergraduate/majors/psychology/overview/	77	2.86%
/about/university-administration/	14	1.12%	/academics/undergraduate/majors/mathematics/overview/	64	2.38%

Search:

Group pages by: Current Selection: /college-arts-sciences - Show rows:

Entrances Nov 1, 2016 - Feb 17, 2017: 2.39%

Previous Pages Nov 1, 2016 - Feb 17, 2017: 97.61%

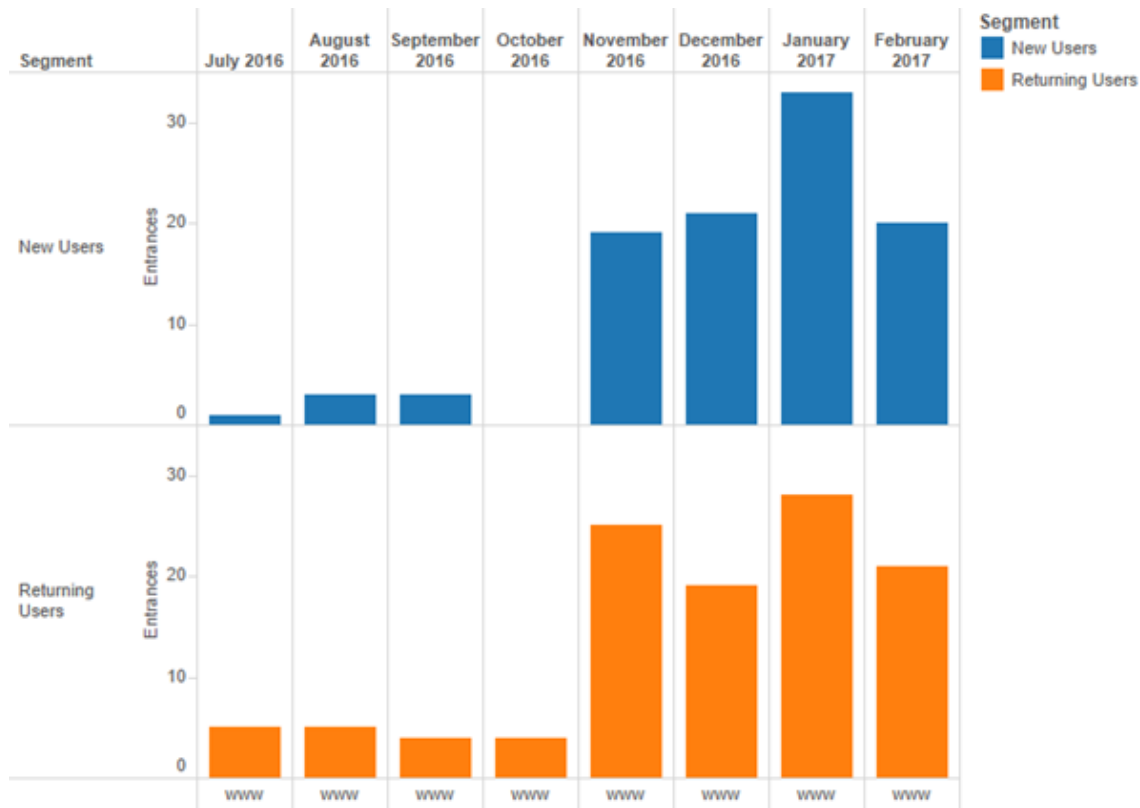
Exits Nov 1, 2016 - Feb 17, 2017: 10.16%

Next Pages Nov 1, 2016 - Feb 17, 2017: 89.84%

Previous Page Path	Pageviews	% Pageviews	Next Page Path	Pageviews	% Pageviews
/academics	1,850	56.89%	/college-arts-sciences/areas-of-study	1,555	52.15%
/college-arts-sciences/areas-of-study	252	7.75%	/academics	530	17.77%
/	249	7.66%	/academics/undergraduate	127	4.26%
/academics/graduate	178	5.47%	/search	107	3.59%
/academics/undergraduate	168	5.17%	/academics/graduate	89	2.98%
/search	59	1.81%	/college-arts-sciences/liberal-core-curriculum	79	2.65%
/about	58	1.78%	/	72	2.41%
/college-health-human-services	53	1.63%	/admissions	62	2.08%
/college-health-human-services/areas-of-study	46	1.41%	/college-health-human-services	47	1.58%
/helzberg	22	0.68%	/about	44	1.48%

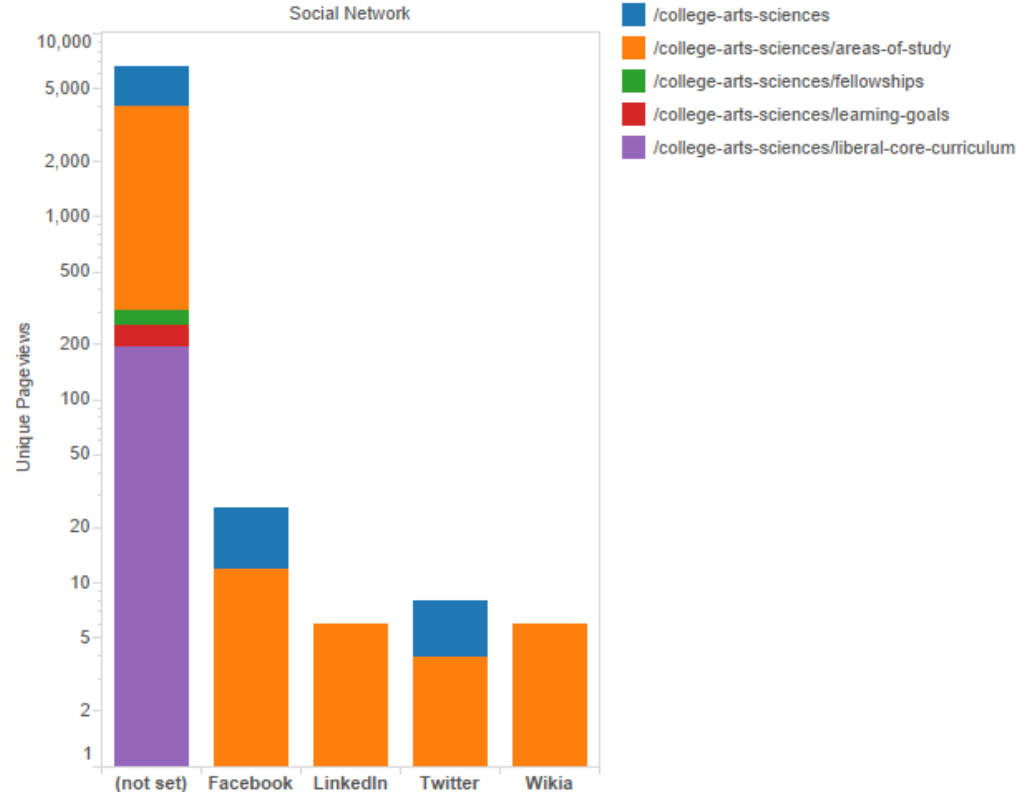
Positive Effect on Entrances for Other Pages

- Affects new and old users equally

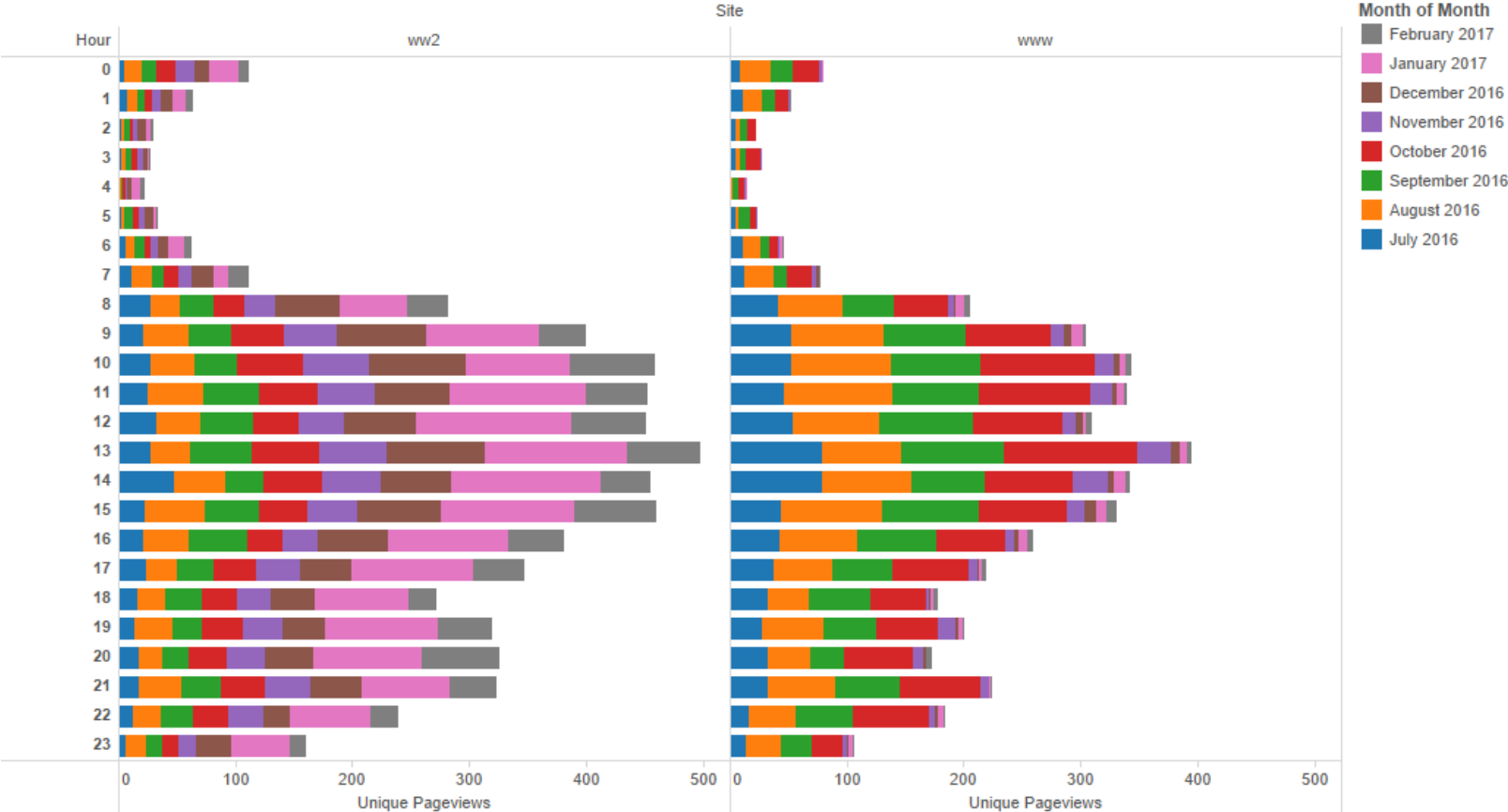


Social Network - Room for improvement

- Note: scale is logarithmic
- Too few to analyze monthly
- Input from social media is very low, about 0.3% from facebook
- By comparison -
/helzberg/mba 5% of entrances from Facebook

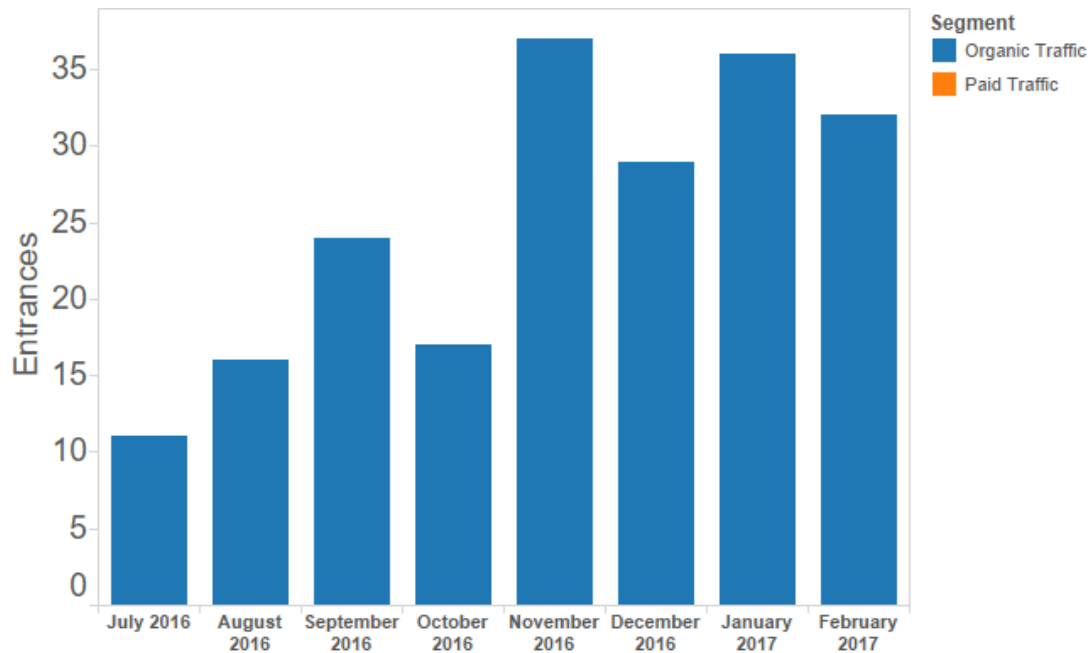


Hours of Visit



No Paid Traffic

- Helzberg/MBA had
0.05% paid traffic





Findings and Summary

Findings

Bounce Rate difficult to analyze

Bouncing between New and Old Sites

Very low Social Media referrals or Paid traffic

Target Age Groups are 18-24, 25-34, and 45-54

Undergrad students, Graduate students, and Parents

Largest overseas interest is from India

Most entrances since changeover are now internal

Not utilizing paid connections or social media



Recommendations

Continue full transition to New Site

Continue optimizing for both Desktop and Mobile

Expand Social Media presence

Consider Paid Web Traffic (Advertising)

