



# PDC Analytics

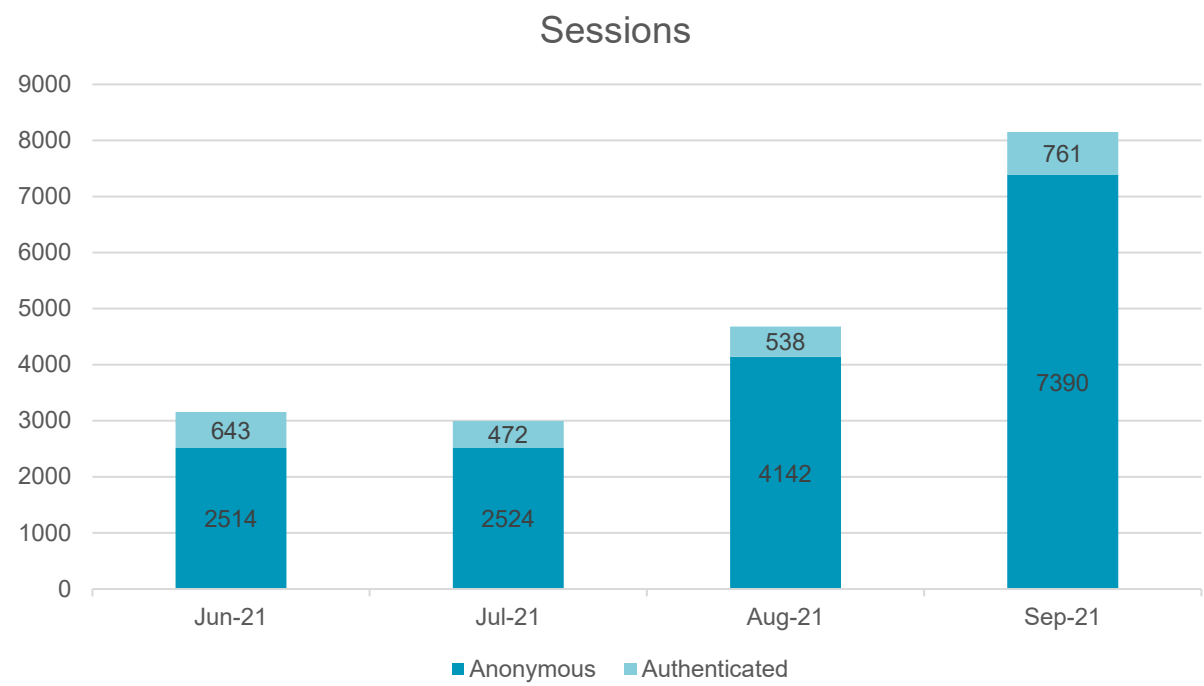
20<sup>th</sup> October 2021

# Summary of Reports

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# Traffic Overview

## Sessions



Looks great!  
I'd like to see whether the session was initiated by an outside search (e.g., Google) or the PDC itself.

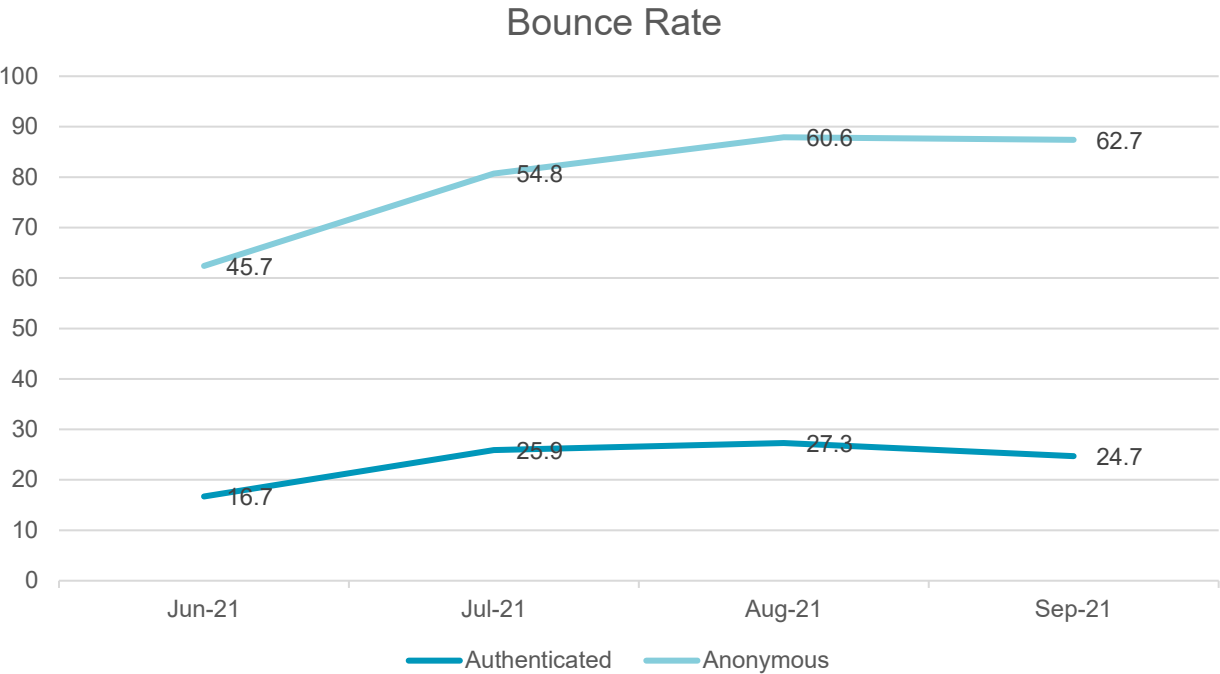
Jeff working with PPM contact, then Zoomin, to try to capture this info.

Stacked bar chart by Anonymous vs. Authenticated, Monthly (...but do not include partial months)

# Traffic Overview

## Bounce Rate

Bounce rate is the percentage of visitors who navigated away from the site after viewing only one page, without browsing any further.

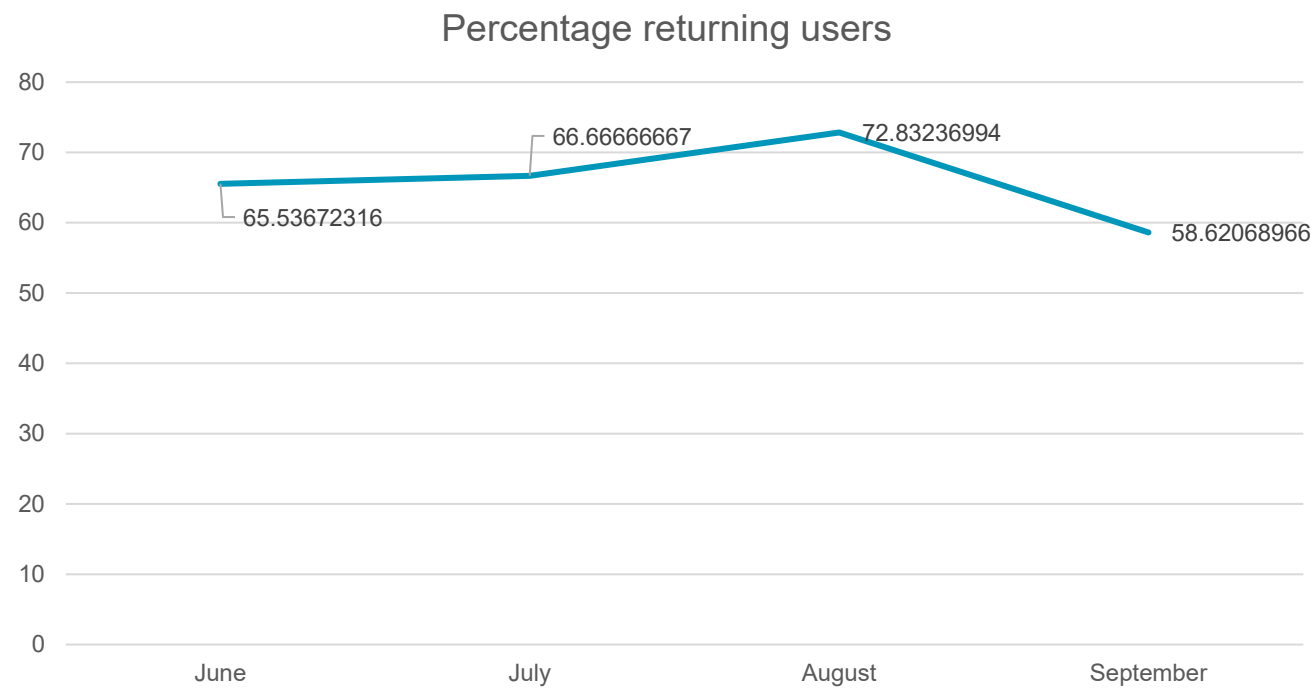


Looks great!

Line chart by Anonymous vs. Authenticated, Monthly

# Traffic Overview

## Percentage Returning Users



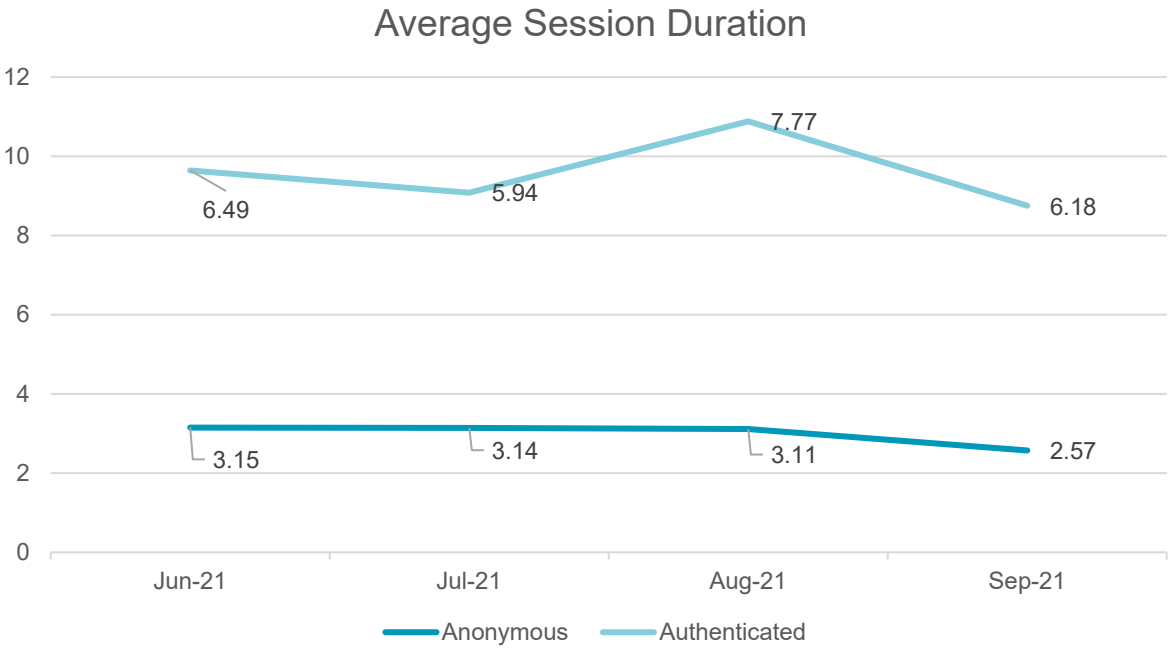
Please use month for time axis, as opposed to daily, to smooth it out.

We need to drive this so that returning users is > 80%

Line chart by % Returning Users, Monthly (filter on Authenticated Only)

# Traffic Overview

## Average Duration

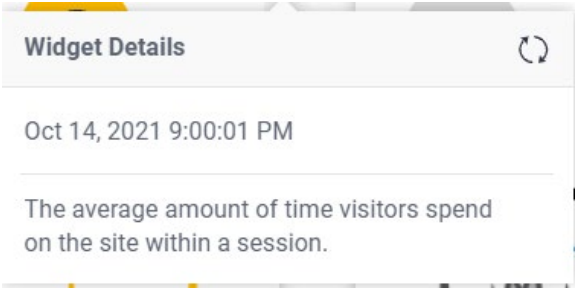


Line chart by Anonymous vs. Authenticated, by Month

The average amount of time visitors spend on the site within a session.

Paul and I found inconsistency with how this metric is presented in Zoomin Analytics.

The summary page indicates “amount of time spent on the site within a session”



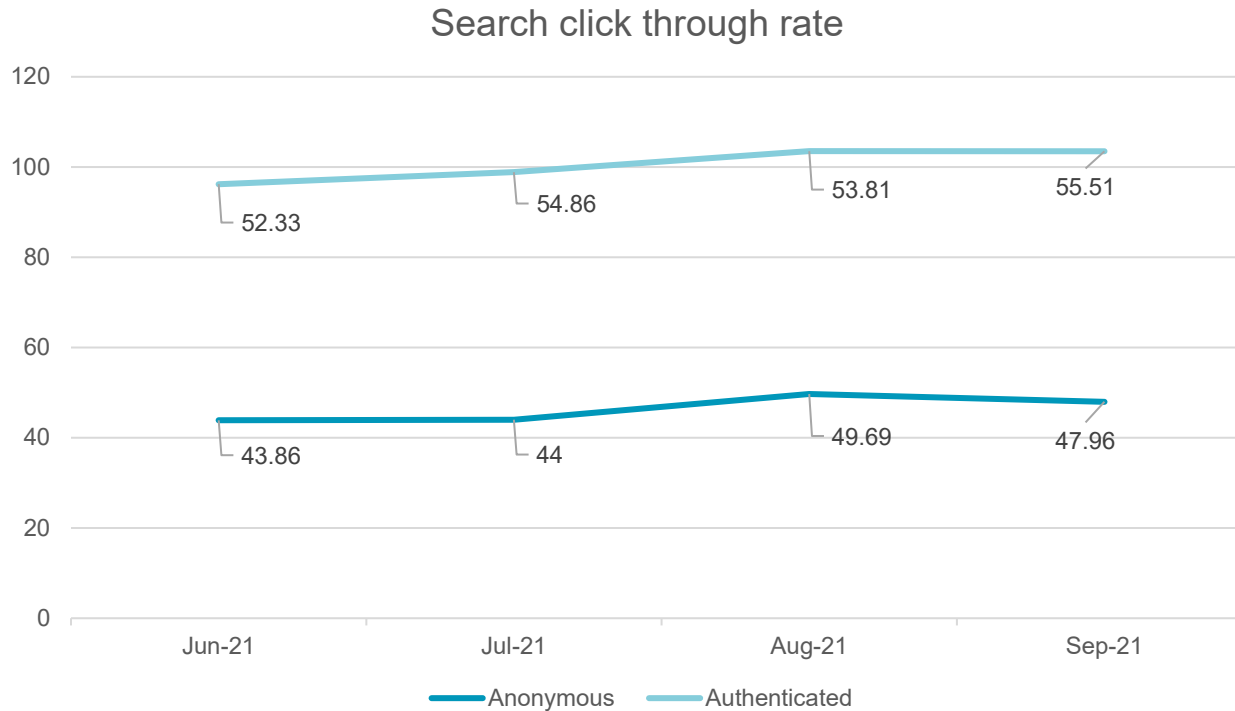
But expanding the report indicates “average session duration:

6.20 min

Average session duration

# Search Overview

## Search Click Through Rate

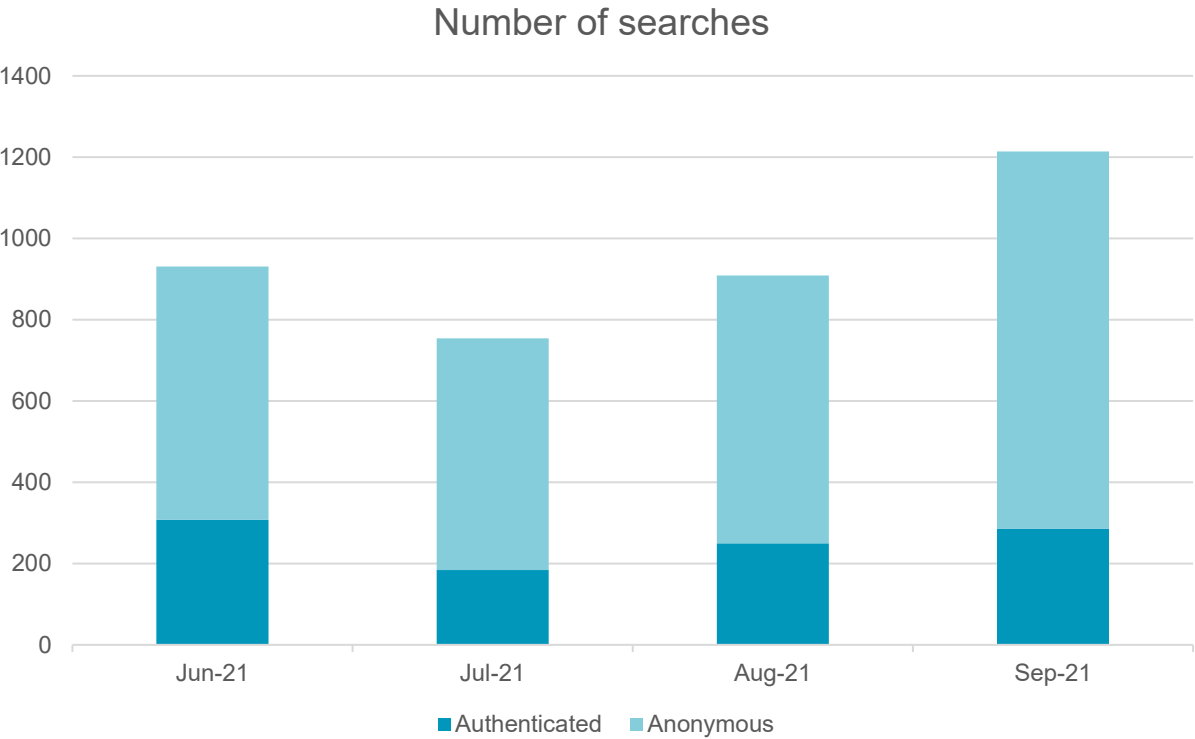


Search click-through is a metric representing the percentage of searches followed by at least one click. The rate is calculated by dividing the number of searches followed by a click by the sum of searches with results.

The anonymous line does not jive with the vertical axis. Please fix.

# Search Overview

## Number of searches



These numbers seem low, as the average searches per day appears to be around 60 or 70 per day. Multitplied by 30 days per month should give us ~2,000 or more. Can you please double-check this.

I'd also like see searches from the PDC versus page views that come from Google search.

Checked for month of June and Aug;  
the results appear consistent



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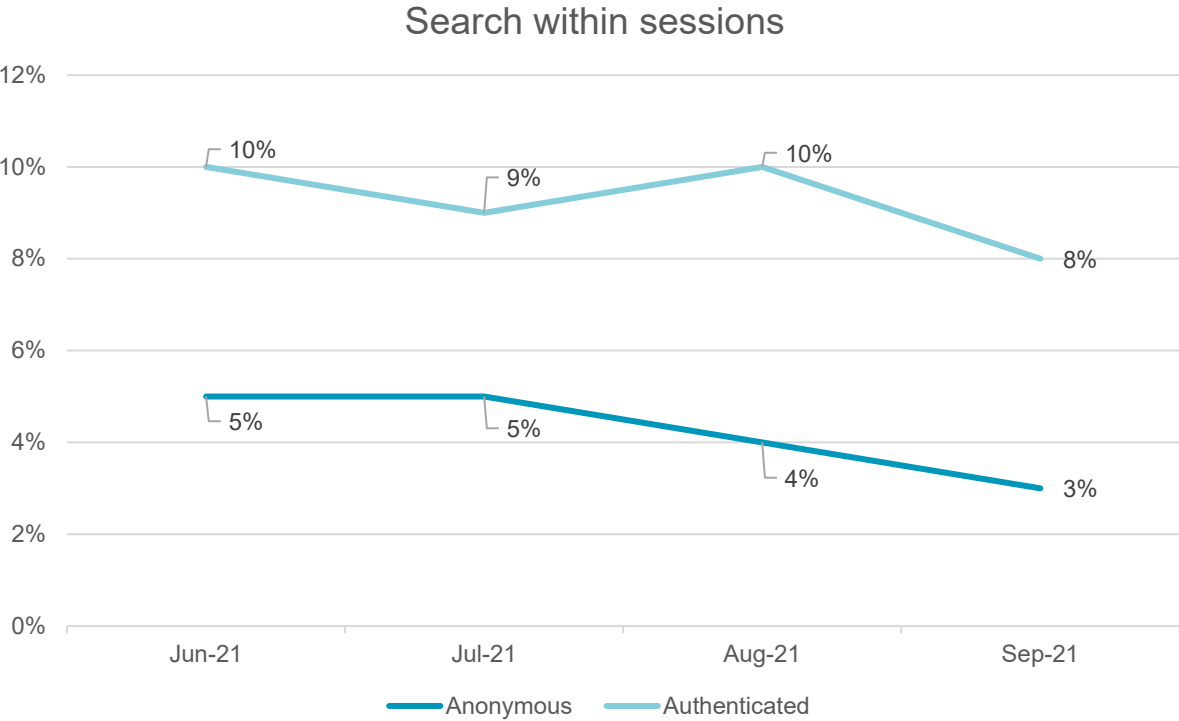




# Search Overview

## Search within sessions

Sessions in which a user performed at least one search, out of all sessions.



The anonymous line does not jive with the vertical axis. Please fix.

# Search Overview

## Top 10 Customer Searches

This doesn't provide much useful information (not your fault, Mukund). Can you please do the following:

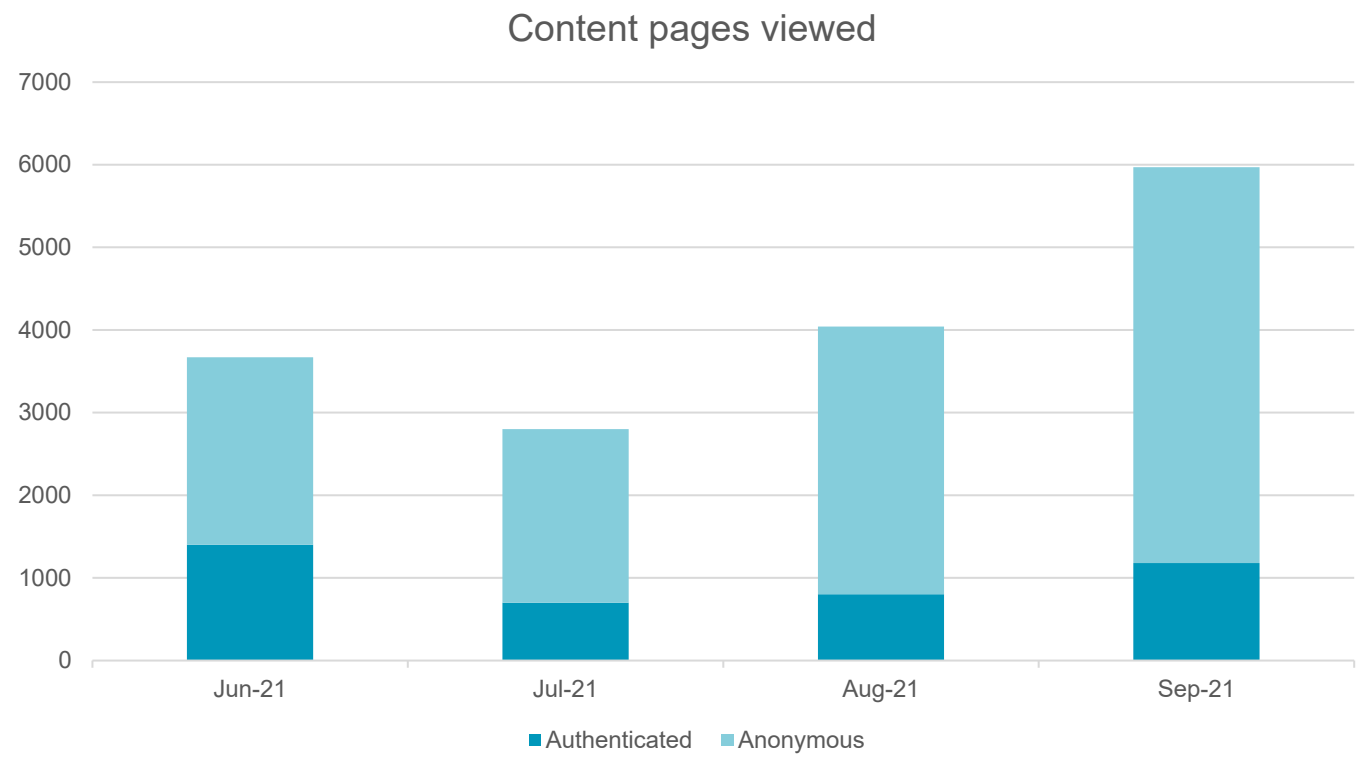
- Include # searches next to each item
- Filter out employees
- Label as "Top 10 Customer Searches"

June 2021	July 2021	August 2021	September 2021
sensor (15)	patran (10)	gear generator	cquad4 (10)
apex (9)	aws (8)	ha144a (13)	aws (8)
nastran (8)	mnf (7)	connector (9)	strut (7)
if (8)	connector (7)	gear generator (7)	design data (6)
tools (7)	pcomp (5)	quick reference guide (6)	nastran (6)
pforce (6)	adams tire (5)	element coordinate system (6)	spc (5)
quick reference guide (6)	nastran (5)	export (5)	creep (5)
adams (6)	mkdir (5)	linux (5)	pacejka (4)
marc (5)	reference guide (5)	adams (5)	lunar (4)
connector (5)	hdf5 (5)	soft soil (5)	user fatal message 2006.2 (4)

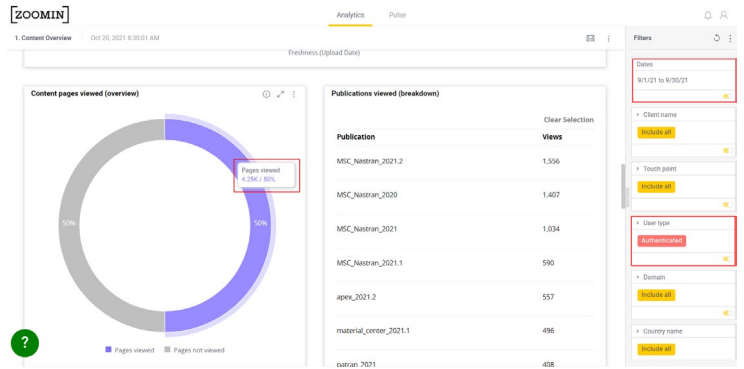
Excluded Hexagon, Cradle-cfd, e-xstream and MSC Software

# Content Overview

## Content pages viewed



Where / how are you collecting this data?  
Paul and I poked around a bit and found a report tile under Content Overview titled “Content pages viewed (breakdown)”. Exporting the report and then totaling page views for the month of September resulted in 15,270.  
Let’s please discuss...

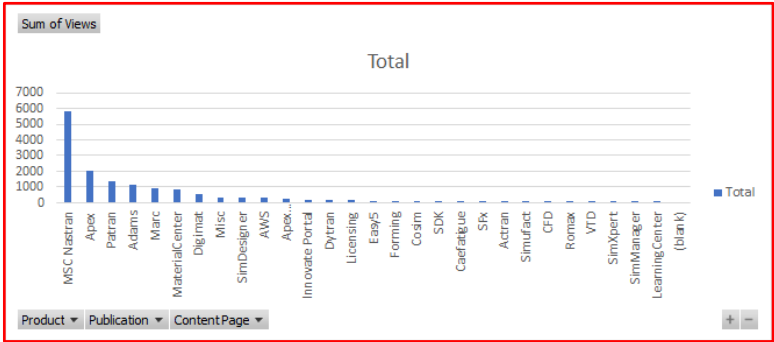
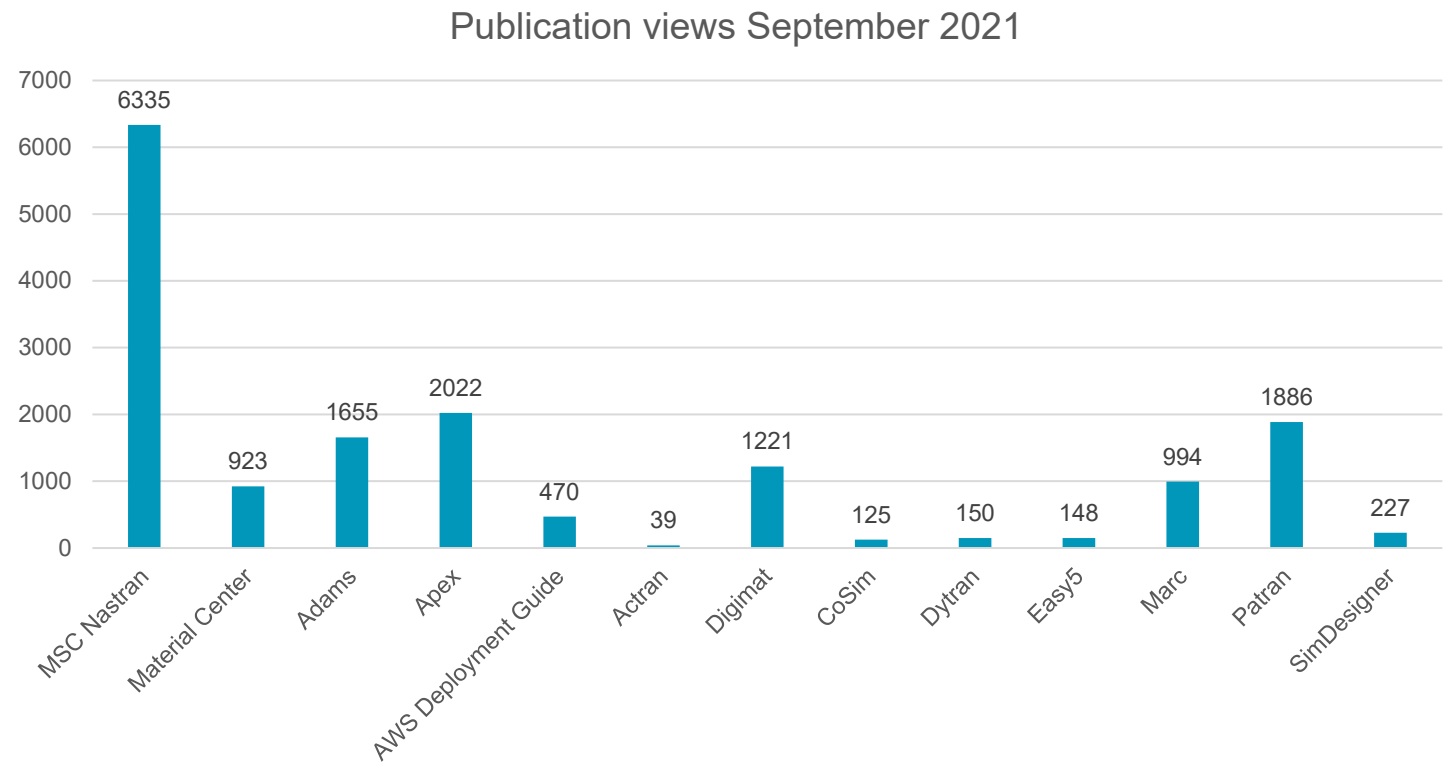


# Content Overview

## Page views by product

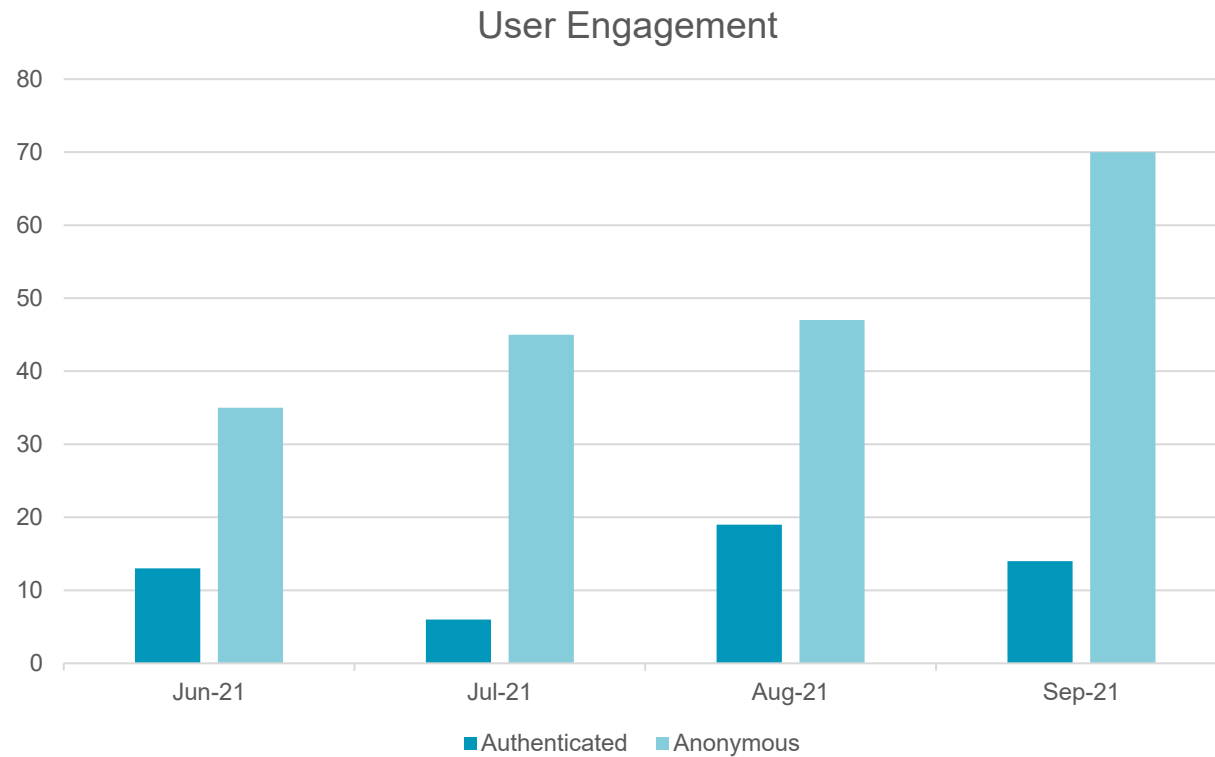
A full list of bundles with at least 1 page view in the selected time period (last 30 days).

Let's please combine and show by product:



# Content Overview

## User Engagements



What the heck constitutes and 'engagement'

PDF download + share + user feedback  
(useful/not useful) + user comments



# Content Overview

## Top 10 content pages viewed

This could be useful, but only if the generic pages (e.g., product tile → content page) are filtered out. Same goes for the first page of any publication.

August 2021		September 2021	
MSC Nastran 2021.2	280	MSC Nastran 2021.2	216
Adams 2021.2	230	Adams 2021.2	159
Product Documentation (Apex 2021.2)	102	MSC Nastran 2021.3	117
Digimat 2021.3	96	Patran 2021.2	130
MSC Nastran 2020 – The composite element (PCOMP or PCOMPG)	87	MSC Nastran 2020 -The Composite Element (PCOMP or PCOMPG)	89
Patran 2021.2	85	Marc 2021.3	88
About this Guide (AWS Guide)	81	Apex 2021.2 Product Documentation	68
Marc 2021.2	71	What's New in MaterialCenter 2021.1	55
MSC Nastran 2021.2 – Inertia Relief Using PARAM,INREL,-1 (SUPOUT)	46	MSC Nastran Input Files	50
MSC Nastran 2020 – Thermal loads (TEMP or TEMPD)	45	Marc 2021.2	39

October 2021

## MSC's monthly highlights



2,859 unique content pages consumed



5.81% compared to last month



Most popular publication with 652 views: MSC\_Nastran\_2021.3



Most popular content with 174 views: MSC Nastran 2021.3



2,600 unique users (2,350 new users)



43.17% unique users  
compared to last month



Coming from 34 organizations

Most frequent visitor:  
Ono sokki co.,ltd



643 searches performed  
Most searched term:  
mesh



47.73% click-through rate



-8.44% compared to last month

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