analytics

Building a Website 2018

the *background*

when we started this class, we talked about **goals**

our goals are **smart**

- **Specific**: Your goals should be clear, simple and defined.
- **Measurable**: This is where analytics come in. You want a goal that has one or more metrics.
- **Achievable**: Is it achievable or is it not possible within your resources?
- **Realistic**: With your current resources of time and money, is it possible to achieve your goals?
- **Time sensitive**: Every goal needs a time frame, whether it's one year or several months.

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if you succeeded at your goal,

how would you know?

YOU
DID
IT!

Analytics

Web analytics

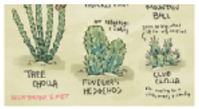
measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage

wikipedia.org

analytics give us **feedback**

teenyrobots
Tramway Trail
CACTI of NEW MEXICO WHICH I HAVE REFRAINED FROM TOUCHING (SO FAR)
this part looks so smoothn tho
TREE CHOLLA
but u can eat that
PRICKLY PEAR
but it's so fuzzy
MOUNTAIN BALL
but hedgehogs r cuddly
FENDLER'S HEDGEHOG
spine so big, what if i'm rly careful
CLUB CHOLLA
also they're in a club, that's friendly
TEENYROBOTS.NET
View Insights
Promote
Liked by kvnmo, redgoldsparks and 75 others
teenyrobots I've been in New Mexico this week and I'm really heckin into it
View all 9 comments
kvnmo @megcreat
superserum @teenyrobots But I live that poke life *ouch*
MAY 3

the **kind** of feedback you can receive is based on the **actions users can take**



Posted on 05/03/18, 2:44pm

77 9 1

Interactions

9

Actions taken from this post

Profile Visits	9

Discovery

269

Accounts reached
21% weren't following you

Follows	2
Reach	269
Impressions	414
From Home	335
From Hashtags	28
From Profile	26
From Other	25

feedback for websites is related to the **actions** users can take **on your site**

common web metrics

visitors

sessions

page traffic

origin

bounce rate

system info

goal

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the *conceptual*

what does all this data **mean**?

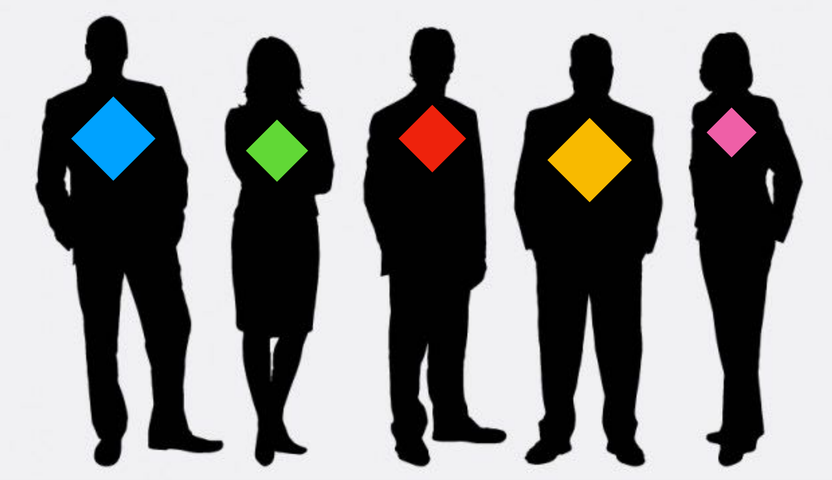
visitors

visitors

how many people
visited your site?

visitors

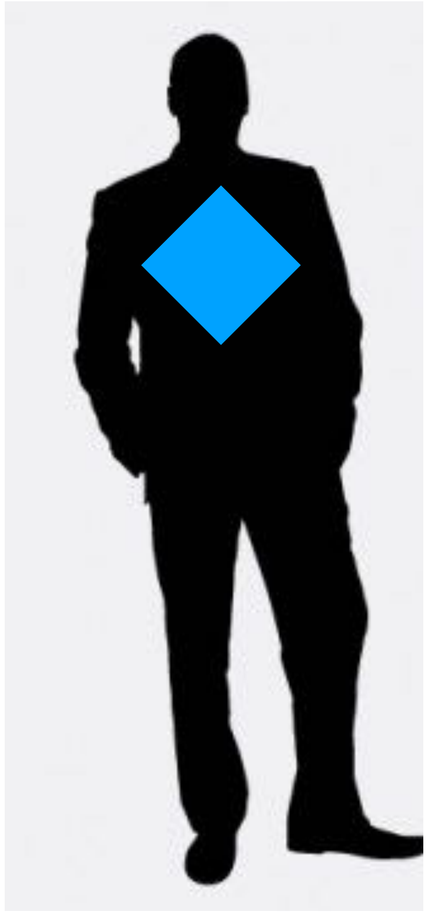
generally, they try to count **unique visitors**



visitors

visitors

visitors



sessions

sessions

how many times was your site **opened**?

sessions

how many times was your site **opened**?

sessions

900 **sessions**

1 **visitor**

sessions

we **can** know more
information about sessions

sessions

- average **length** (e.g. 30 seconds)

- average **page impressions** (e.g., 2 pages)

page traffic

page traffic

which **pages** did your users visit?

page traffic

the most popular page is probably **index.html** (your landing page)

page traffic

are some pages **more popular** than others?

origin

origin

where do visitors
come from?

origin

general possibilities:

- **direct** (they typed your site address)
- **social networks**
- **search engines**

origin

you can usually see a list of
links and **keywords**

bounce rate

bounce rate

how do they **leave**?

bounce rate

generally **bounce rate** refers to visitors bouncing from your site from the main page

bounce rate

usually shown by a **percentage**

e.g., 13% of visitors left after arriving at the main page

bounce rate

you can also evaluate other pages
with a **high bounce rate**

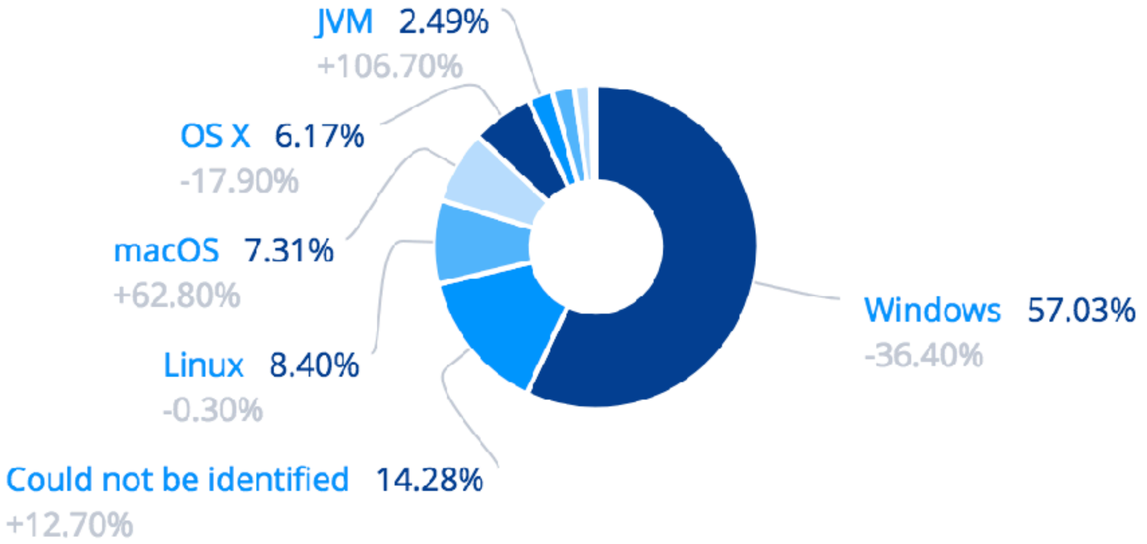
system info

system info

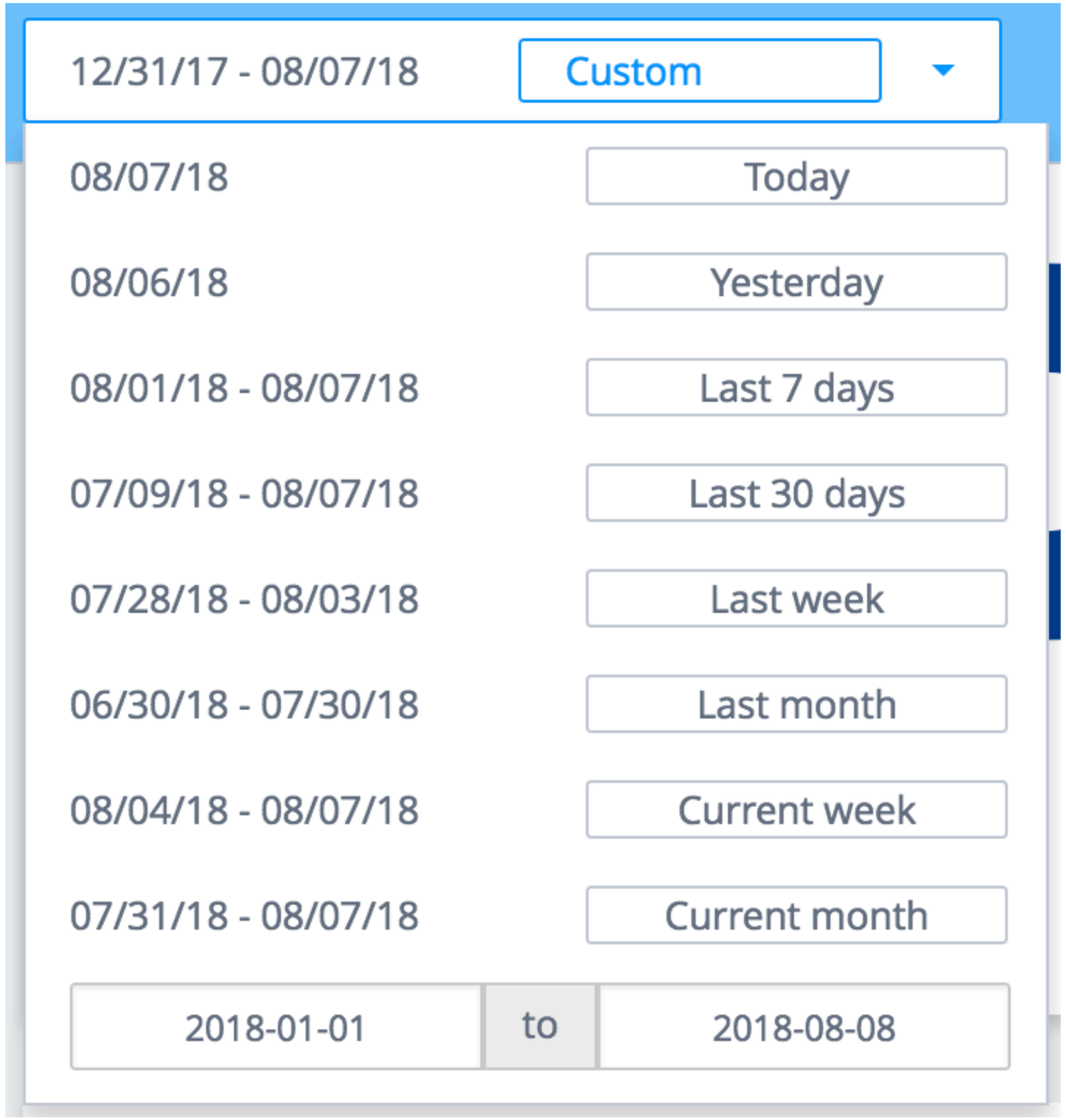
information about the **devices** and **browsers** people are using to access your site

system info

a lot of my users this year are on windows



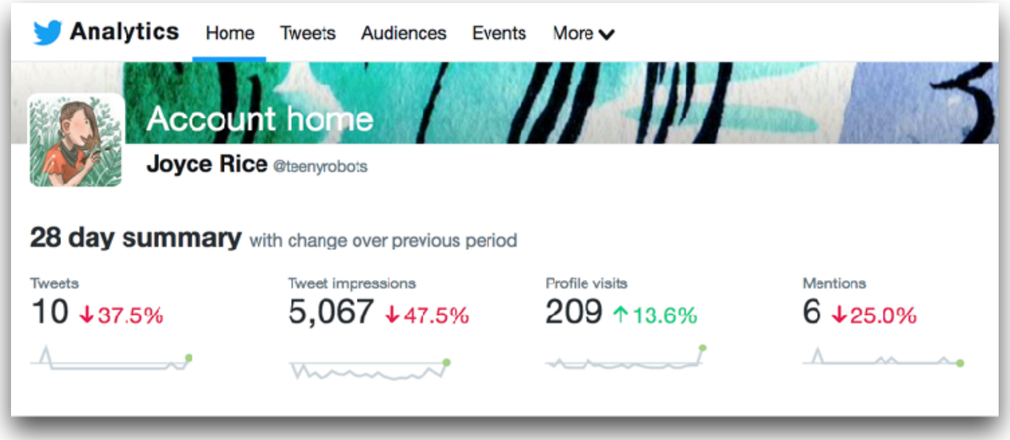
over **time**

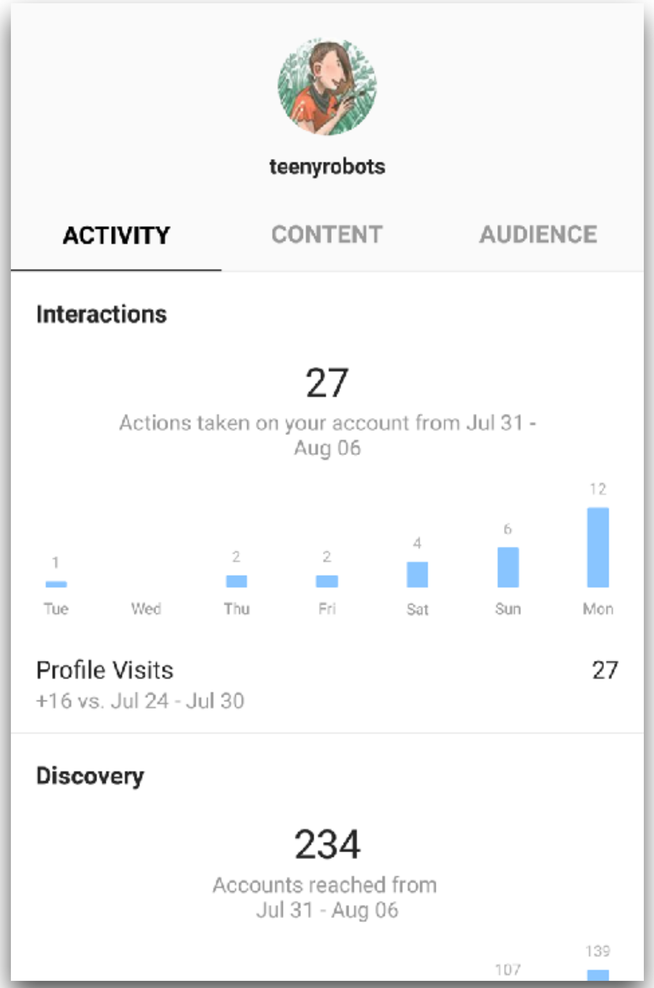

12/31/17 - 08/07/18
Custom
08/07/18
Today
08/06/18
Yesterday
08/01/18 - 08/07/18
Last 7 days
07/09/18 - 08/07/18
Last 30 days
07/28/18 - 08/03/18
Last week
06/30/18 - 07/30/18
Last month
08/04/18 - 08/07/18
Current week
07/31/18 - 08/07/18
Current month
2018-01-01
to
2018-08-08

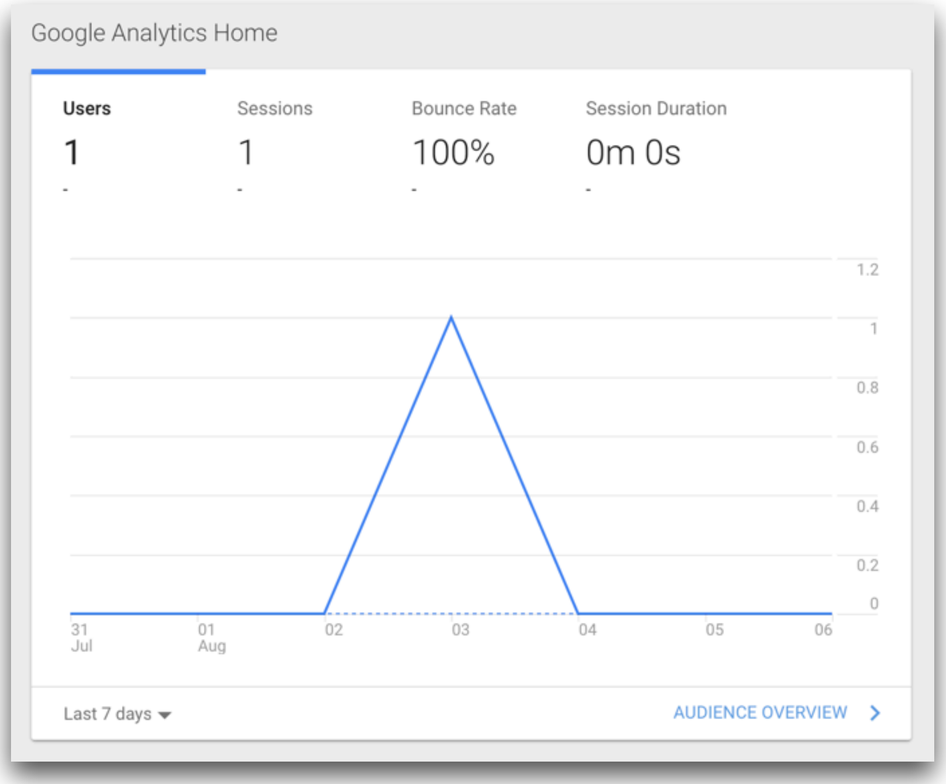
finally, take it all with a **grain of salt**

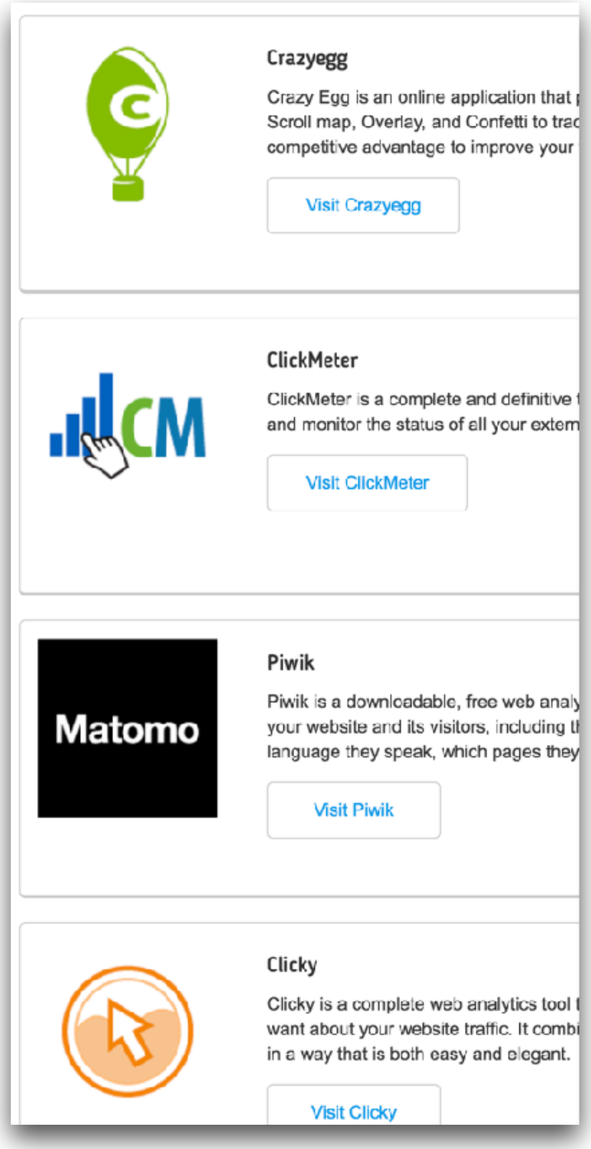
the *practical*

data is cool, where do we get it?


Analytics
Home
Tweets
Audiences
Events
More
Account home
Joyce Rice @teenyrobots
28 day summary with change over previous period
Tweets
10 ↓37.5%
Tweet impressions
5,067 ↓47.5%
Profile visits
209 ↑13.6%
Mentions
6 ↓25.0%


teenyrobots
ACTIVITY
CONTENT
AUDIENCE
Interactions
27
Actions taken on your account from Jul 31 - Aug 06
1
2
2
4
6
12
Tue
Wed
Thu
Fri
Sat
Sun
Mon
Profile Visits
27
+16 vs. Jul 24 - Jul 30
Discovery
234
Accounts reached from Jul 31 - Aug 06
107
139


Google Analytics Home
Users
1
Sessions
1
Bounce Rate
100%
Session Duration
0m 0s
1.2
1
0.8
0.6
0.4
0.2
0
31 Jul
01 Aug
02
03
04
05
06
Last 7 days
AUDIENCE OVERVIEW


Crazyegg
Crazy Egg is an online application that
Scroll map, Overlay, and Confetti to trac
competitive advantage to improve your
Visit Crazyegg
ClickMeter
ClickMeter is a complete and definitive
and monitor the status of all your extern
Visit ClickMeter
Piwik
Piwik is a downloadable, free web analy
your website and its visitors, including th
language they speak, which pages they
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Clicky
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want about your website traffic. It combi
in a way that is both easy and elegant.
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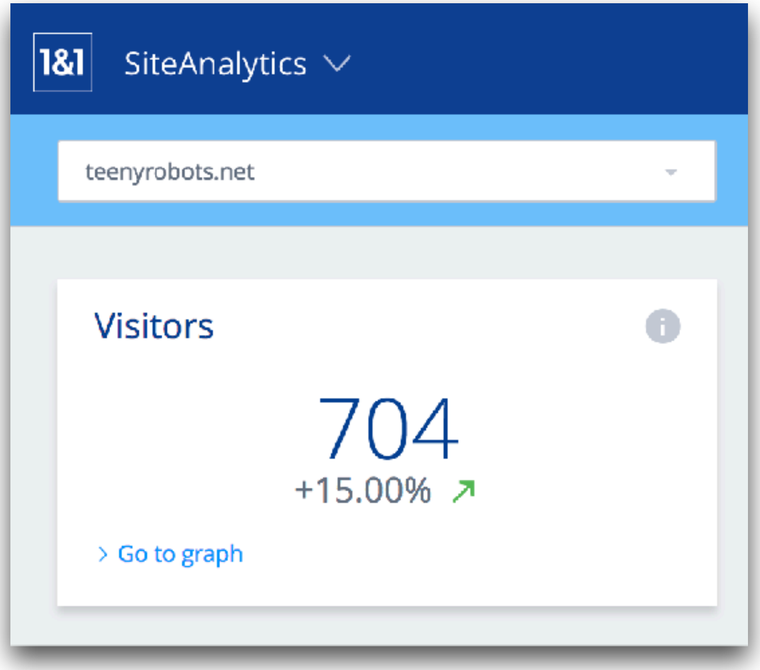
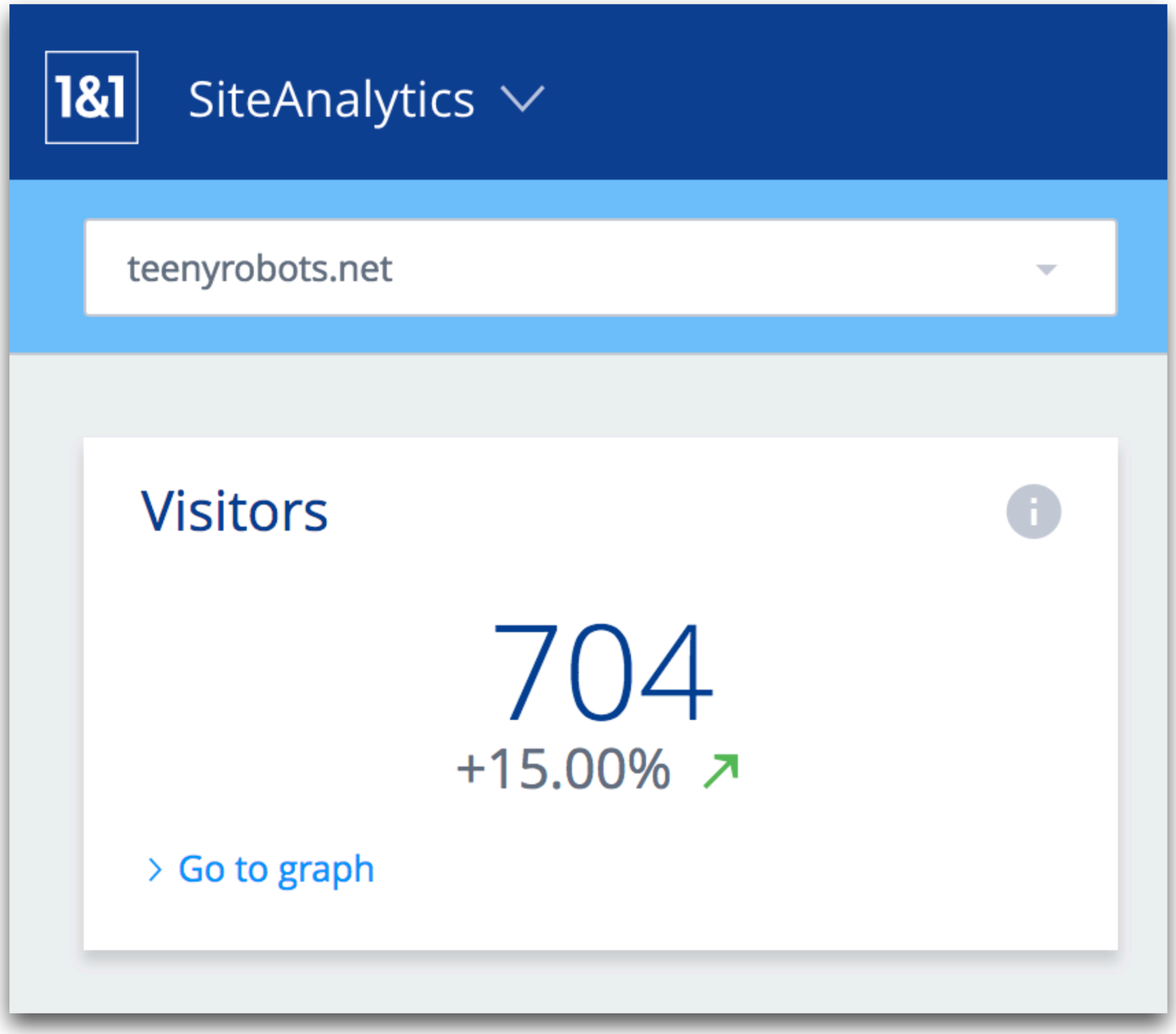

1&1
SiteAnalytics
teenyrobots.net
Visitors
704
+15.00%
Go to graph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WordPress

Jetpack

the information **on it’s own** is

not really that valuable

≠

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all of these services are measuring
actions your users take

our **goal progress** can be measured by user **actions**

choose the **right metrics** to evaluate your goal

Joyce's goal

goal: sell 5 graphics to new clients this year

common web metrics

visitors

sessions

page traffic

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bounce rate

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goal: sell 5 graphics to new clients this year

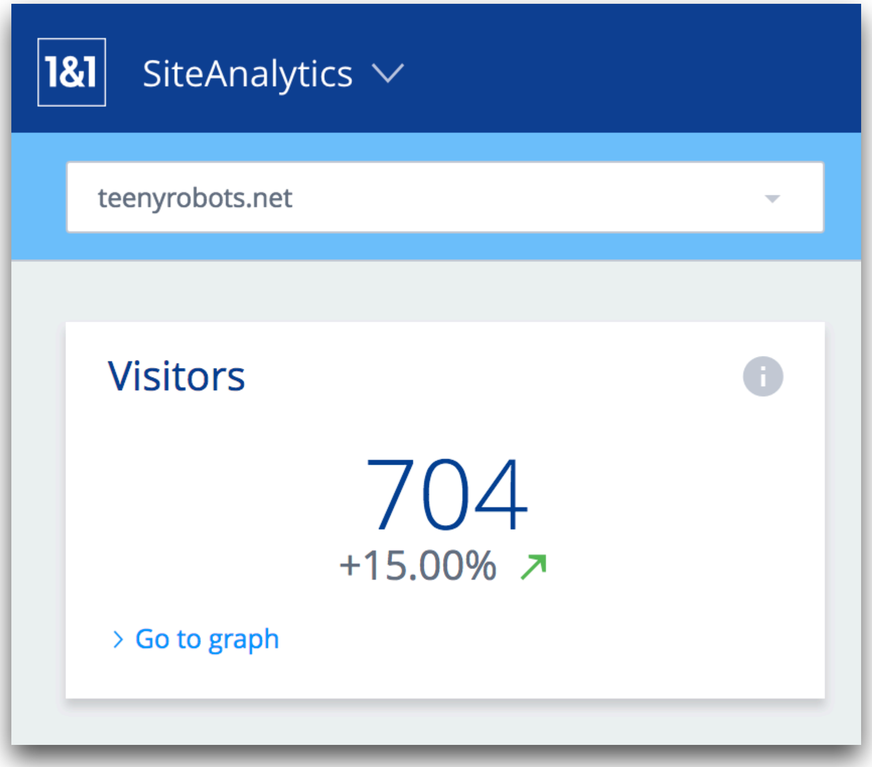
visitors

are new people coming to my site?

page impressions

are they clicking on my contact page?

you won’t have many metrics yet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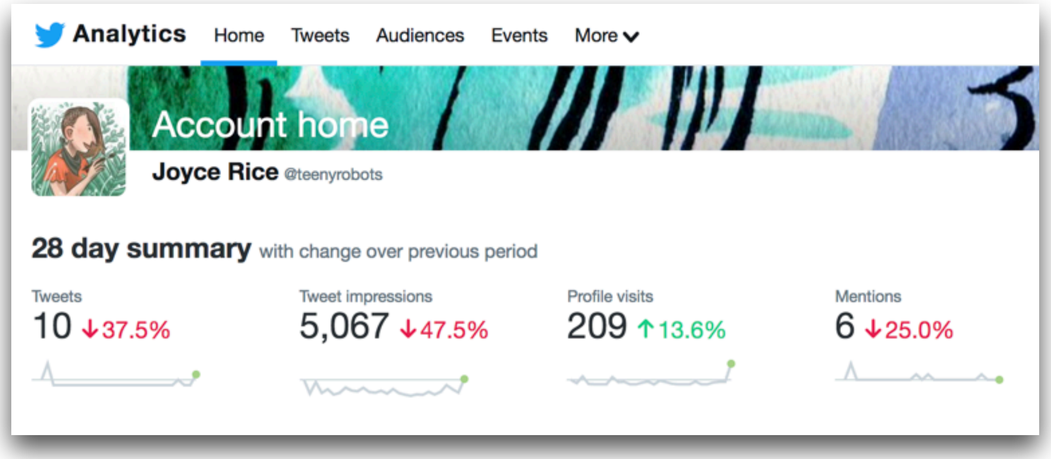
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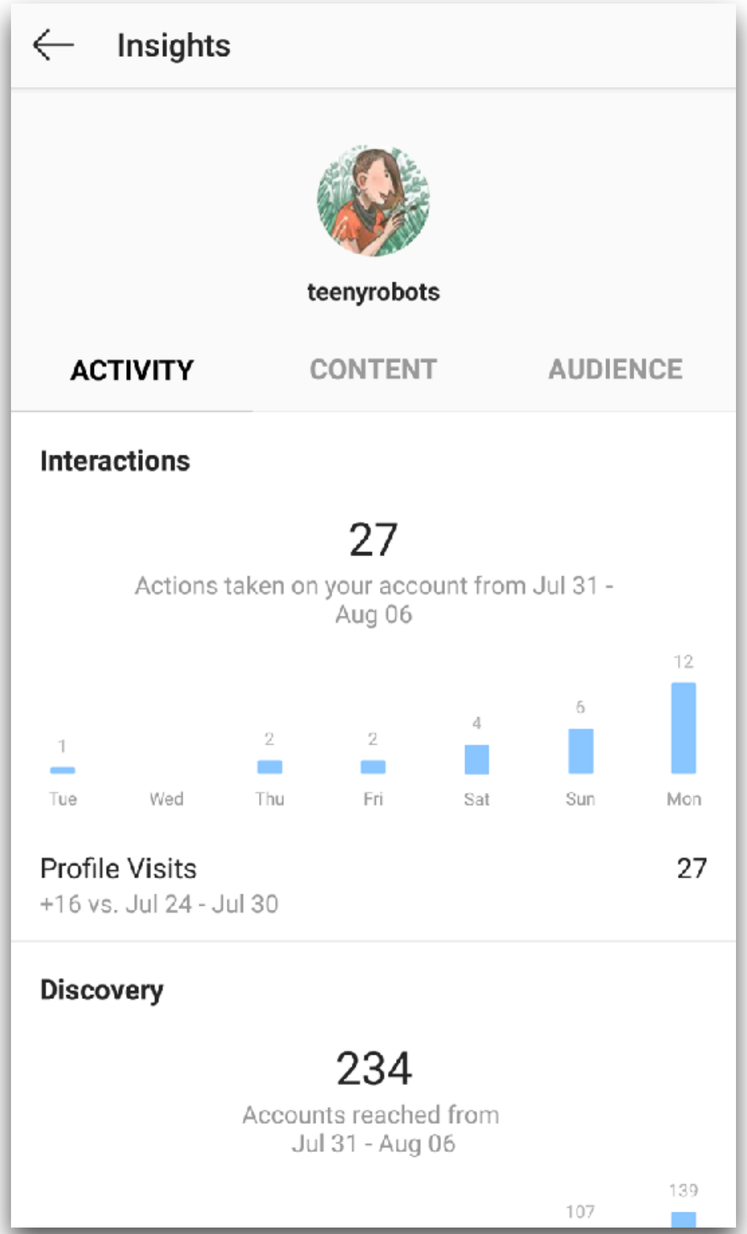
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Q's?