

Using Google Analytics- Make your Website Work for You

Roadmap

Agenda

- What is Google Analytics?
- What Reporting Tools are built in?
- What are Web Reports & how can they help you understand the way your constituents use your website?
- Live walk through of the interface



What is Google Analytics?

A Mile Wide and A Mile Deep

- Website Statistics service that tracks website traffic, interactions and transactions
- Can provide a outline and specific reports about all aspects of website visitation
- Broad overview at-a-glance as well as detailed specific reports with visualization options.



What is Google Analytics?

A tool that can help a you understand your constituents

- Development of engaging content and optimization of your website
- Highlight navigation challenges that may influence visitors experience with your website and services



What is Google Analytics?

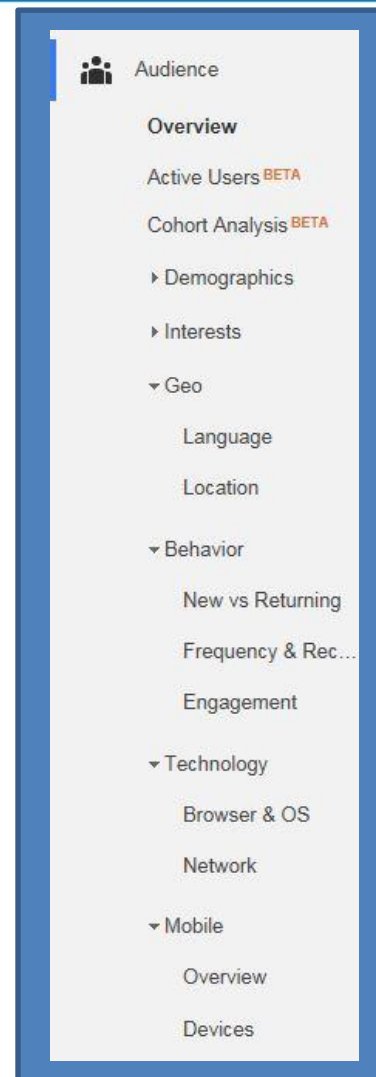
Keywords

- **Hit**- an interaction that sends data to Google Analytics
- **Conversion**- the percentage of users who take a desired action
- **Pageview**- a record of every time a page is viewed
- **Session**- the period of time a user is active on the site
- **Visit**- consists of a series of pageviews that a single user makes during a period of activity
- **Segment**- A set of users that share common attributes
- **Bounce**- a visit with only one pageview that is shorter than default session
- **Direct Traffic**- user traffic that arrives at the site via bookmarks or by directly typing a URL
- **Referring Traffic**- user traffic for which a referrer funnels the visit

Reporting Tab in Google Analytics

Audience Reports

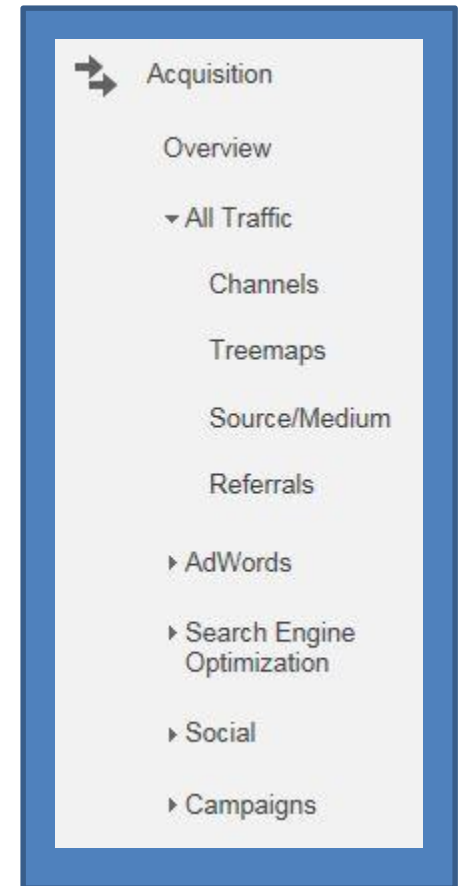
- Insights into audience
- Who they are
- What devices are they using
- What their interests are
- What their location is



Reporting Tab in Google Analytics

Acquisition Reports

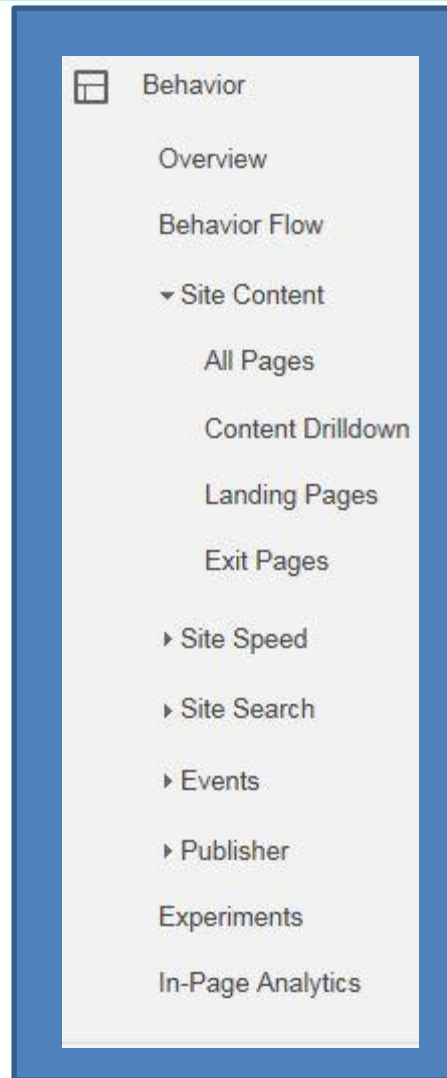
- Reveal where users are coming from
- Outline their behavior on the site
- Provide their conversion pattern



Reporting Tab in Google Analytics

Behavior Reports

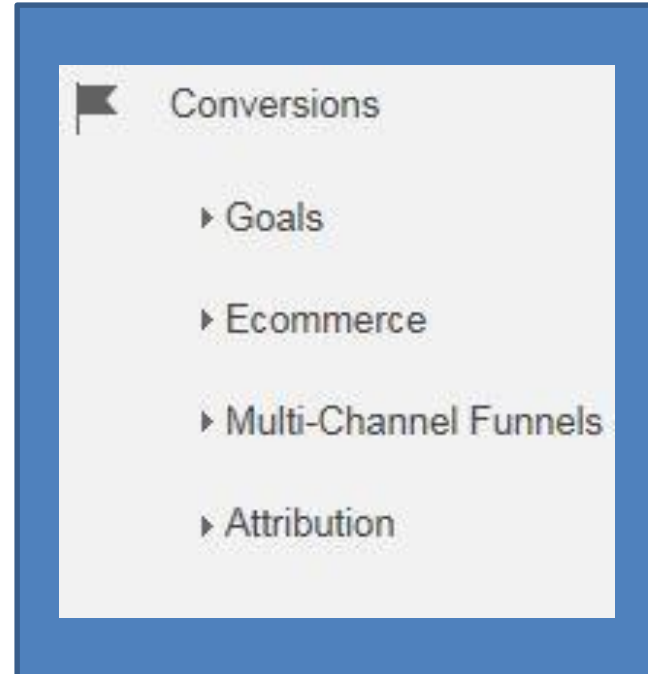
- How users interact with the website
- How they enter the site
- Paths taken as users interact with pages



Reporting Tab in Google Analytics

Conversion Reports

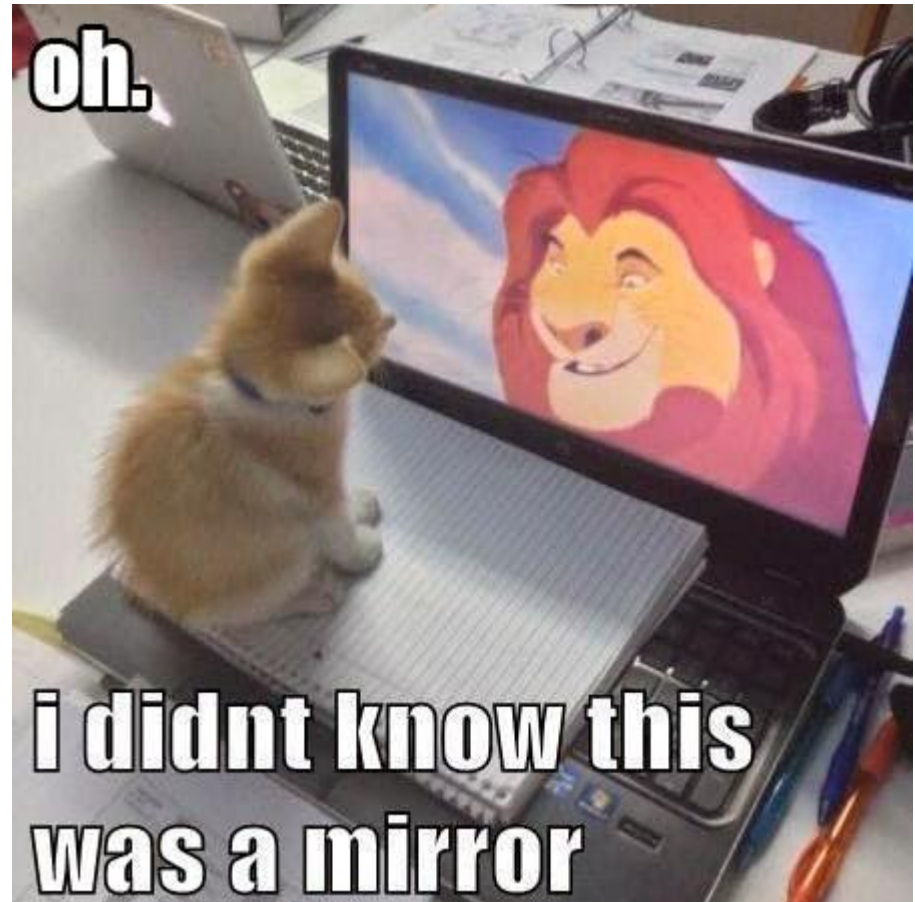
- Demonstrates how all channels work together
- Not typically enabled for Student Affairs*



Some things to remember

Pageview Traffic

- Analytics records total number of page visits
- A page visit is counted every time that page is *loaded*.
- The pageview count includes all page loads including refreshes by the same user
- Can seem disproportionately high relative to the rest of the data



Some things to remember

Session Traffic

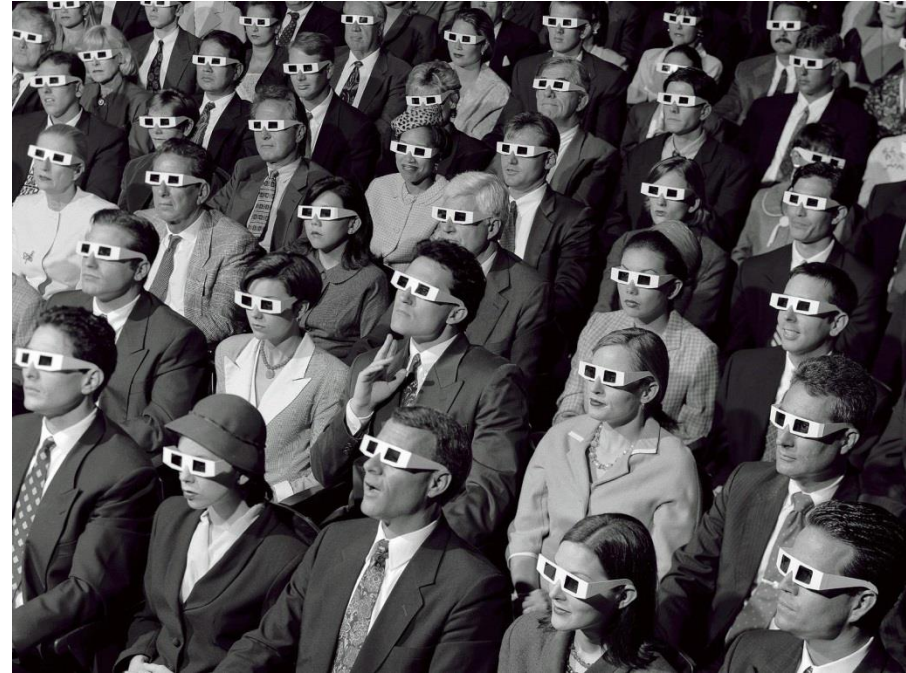
- New vs. Returning Users
- This unique visit count is lower than the overall pageview count
- It more accurately reflects website usage and engagement



SAIRO Snapshot: July 1, 2014-July 31, 2015

Audience

- 15,684 Pageviews
-most visits on July 1, 2015
- 5,902 Sessions
-67% New sessions
- 4,050 Users
-32% Returning Visitors
- 2.6 SAIRO Pages per session
- 1.5 minutes Average Session Duration
- 62% Bounce Rate



SAIRO Snapshot: July 1, 2014-July 31, 2015

Acquisition

- 33.7% arrive via organic search
 - top search terms (excluding secure search)
 - sairo
 - sairo.ucla.edu
 - ucla sairo
- 33.3% arrive via direct url
 - 54% to sairo.ucla.edu
 - 14% to /ideals
- 33% arrive via referral sites
 - top referrers
 - admissions.ucla.edu
 - studentaffairs.ucla.edu
 - studentvoice.com



SAIRO Snapshot: July 1, 2014-July 31, 2015

Behavior

- 10,143 Unique Pageviews
- Top Landing Pages on the old site
 - Home page- 29%
 - Ideals- 8%
 - Reports and Data- 7%
 - Assessment Support- 3%

- Top Paths

➡ Data

Home ➡ Assessment Support

➡ Reports



Case Study SAIRO

Google Analytics helped inform SAIRO's New Website

UCLA Student Affairs Information & Research Office

REPORTS & DATA | ASSESSMENT HELP | ABOUT SAIRO | EVENTS & TRAINING | BASELINE

BUILDING A CULTURE OF ASSESSMENT

WELCOME TO SAIRO

[2015-16 Undergraduate Research Partnership Initiative Study Underway](#)

This year, a team of five undergraduate student researchers led by SAIRO is conducting a study on the use of social media as a space for dialogue

[2014 National College Health Assessment Report Now Available](#)

In the fall of 2014, the NCHA was administered to a sample of 4,000 undergraduate and 2,000 graduate students. View SAIRO's report based on 2014 NCHA data regarding

[SAIRO Training in the Spotlight: "Conducting Focus Groups"](#)

At the beginning of the 2015-16 academic year, SAIRO provided an extended half-day training session to UCLA SA staff on the basics of conducting a focus group. Access

Case Study SAIRO

Preliminary impacts to website usage since February 2016 re-launch:

Audience:

- 50% Bounce rate
- 4 SAIRO pages per session
- 44% Returning Users

Acquisition:

- 40% arrive via organic search
- 33.3% arrive via direct url
- 26.7% arrive from referrals

Behavior:

-Top 3 pages viewed on the new site

Home

Reports-Data

Assessment Support



LOADING

Let's take a closer look...



<http://www.google.com/analytics/>