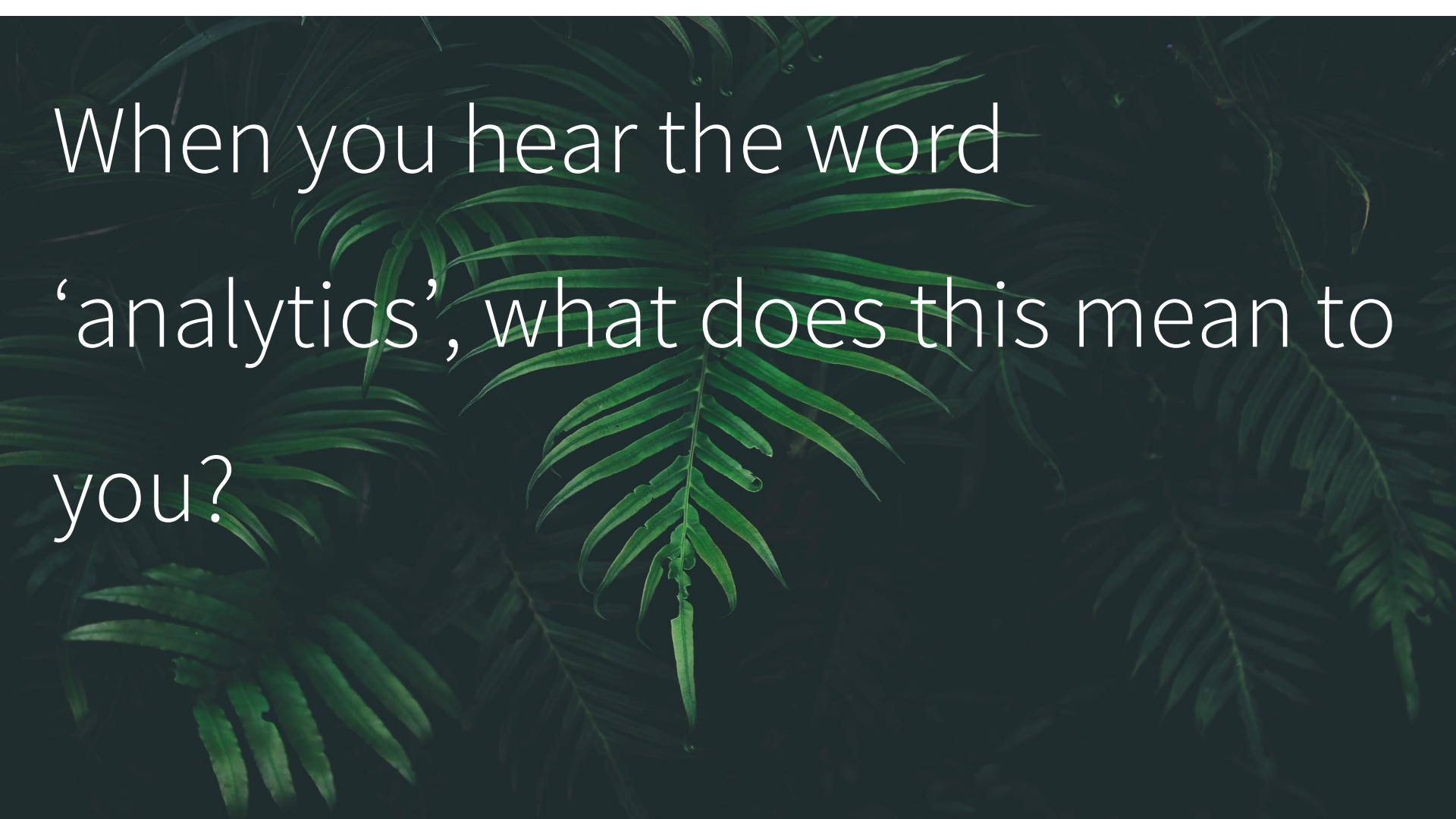
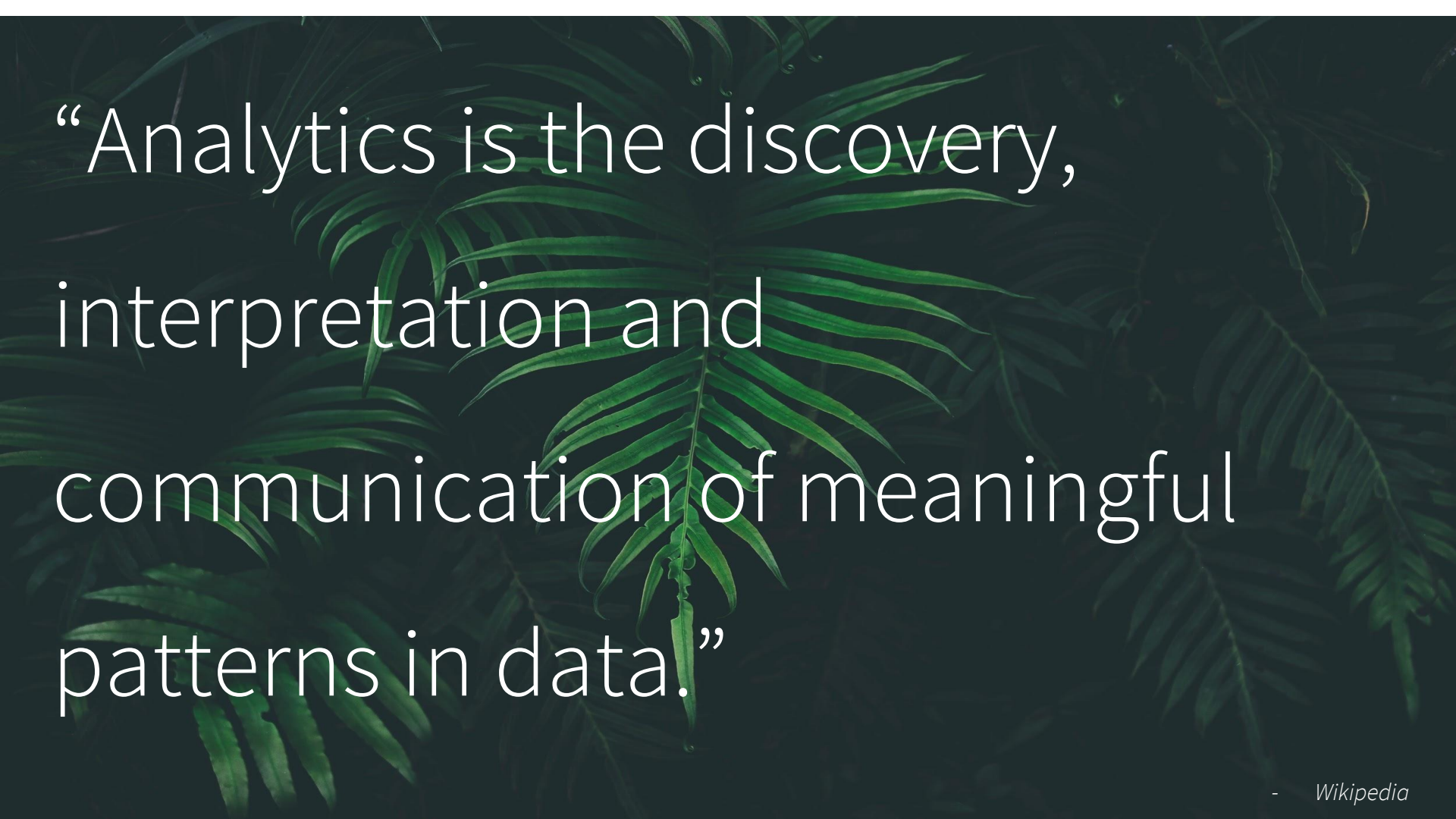
Intro to Analytics

100 - Learning Web Analytics


When you hear the word
‘analytics’, what does this mean to
you?


“Analytics is the discovery, interpretation and communication of meaningful patterns in data.”
- Wikipedia

“When we see numbers, we see people.”

- *Bill & Melinda Gates Foundation*

Analytics allow us to

- Better understand our **users** (within products, within our brand, globally, etc)
- Help product owners and teammates make **proactive decisions**
- **Test assumptions** with quantitative evidence
- See where God is at **work** in people's lives!

What analytics can tell us

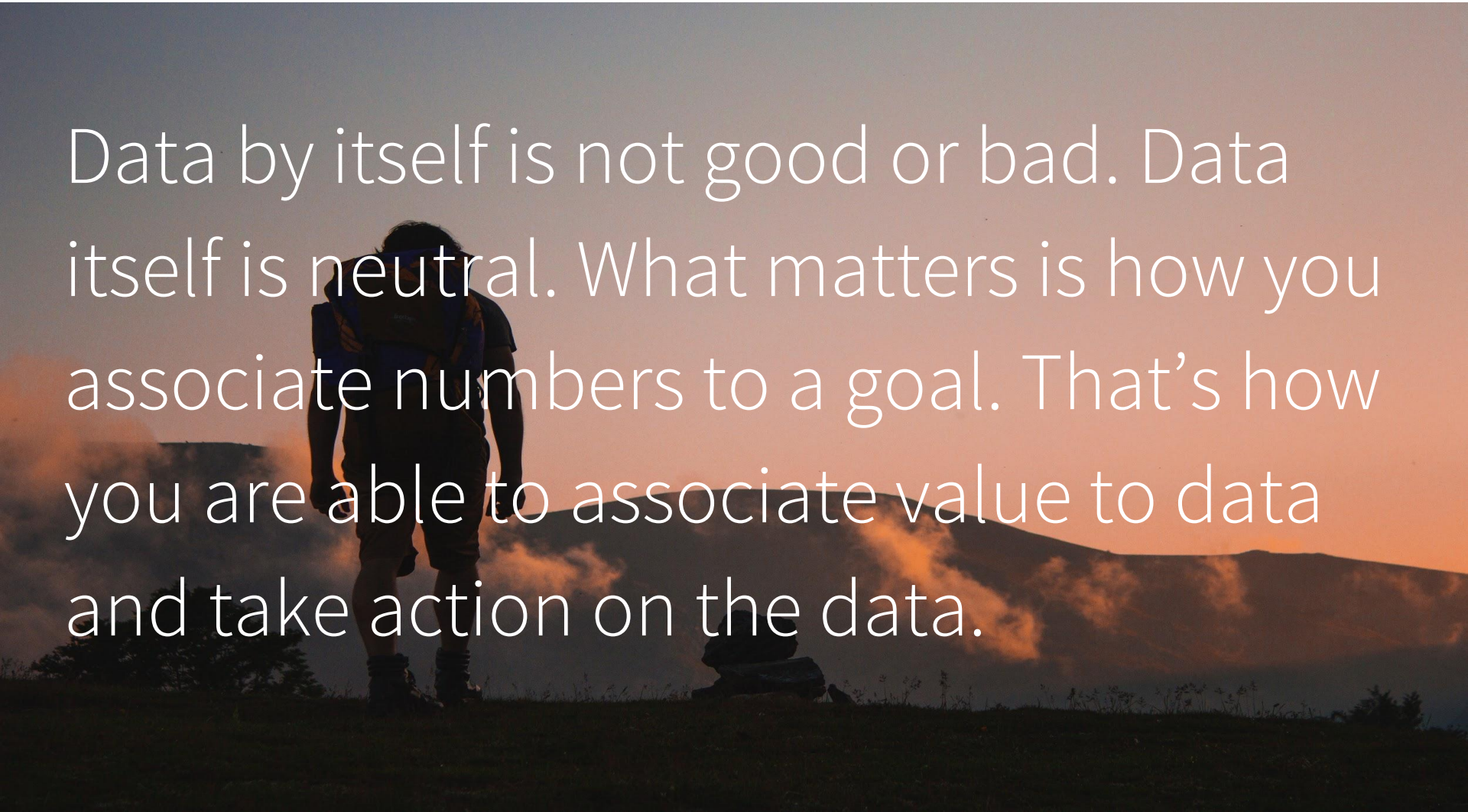
- Where are people coming from?
- What did they see?
- What did they do?
- Was it worth it?
- **And ultimately… where is God at work?**

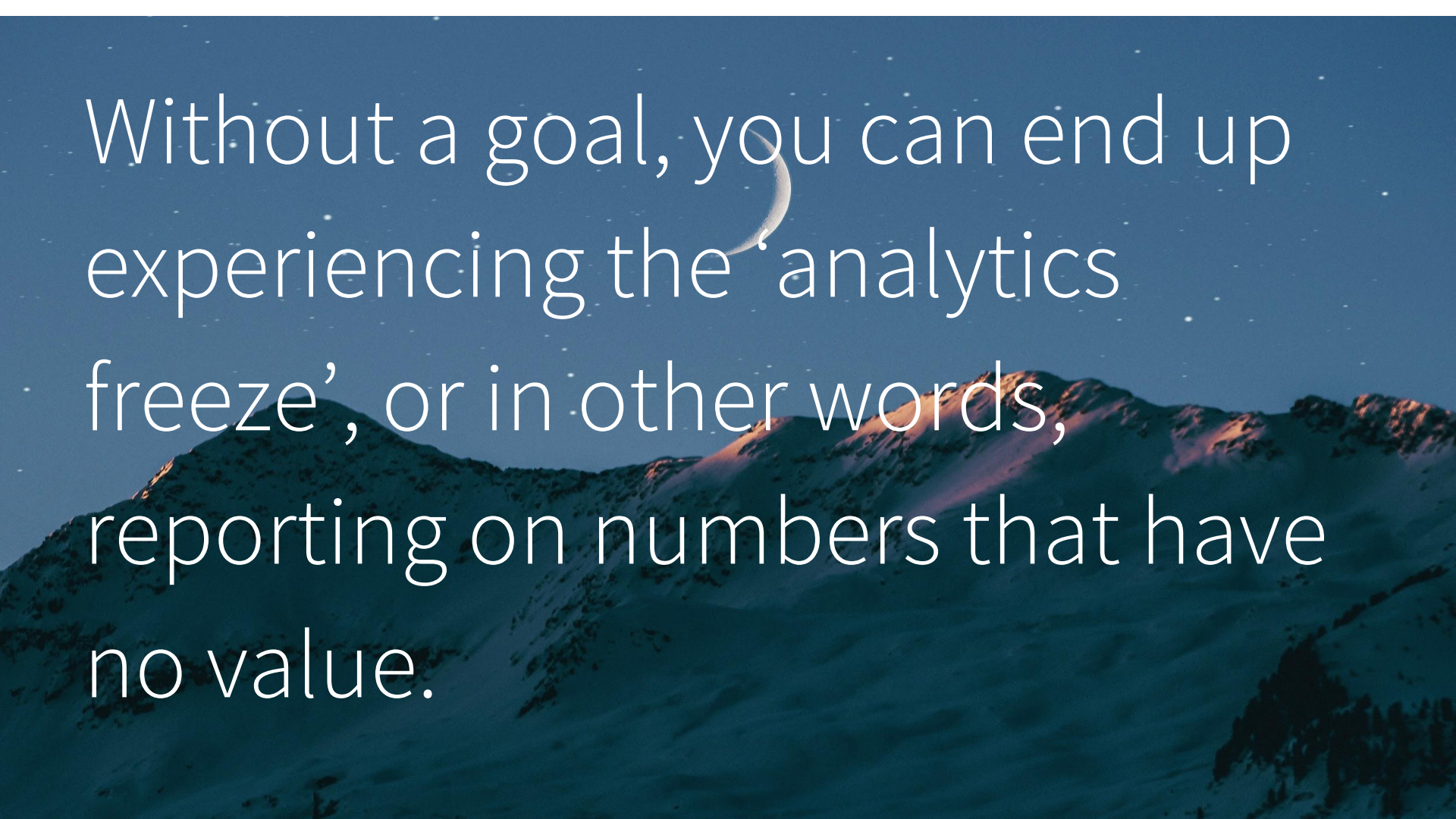
An analyst…reports value

Is 100,000 website visitors good?

… 5,000 page views?

… 60 second average session duration?


Data by itself is not good or bad. Data itself is neutral. What matters is how you associate numbers to a goal. That’s how you are able to associate value to data and take action on the data.


Without a goal, you can end up experiencing the ‘analytics freeze’, or in other words, reporting on numbers that have no value.


What you need to know
about analytics

1. One size does not fit all

Analytics programs need to be customized to fit your ministry:

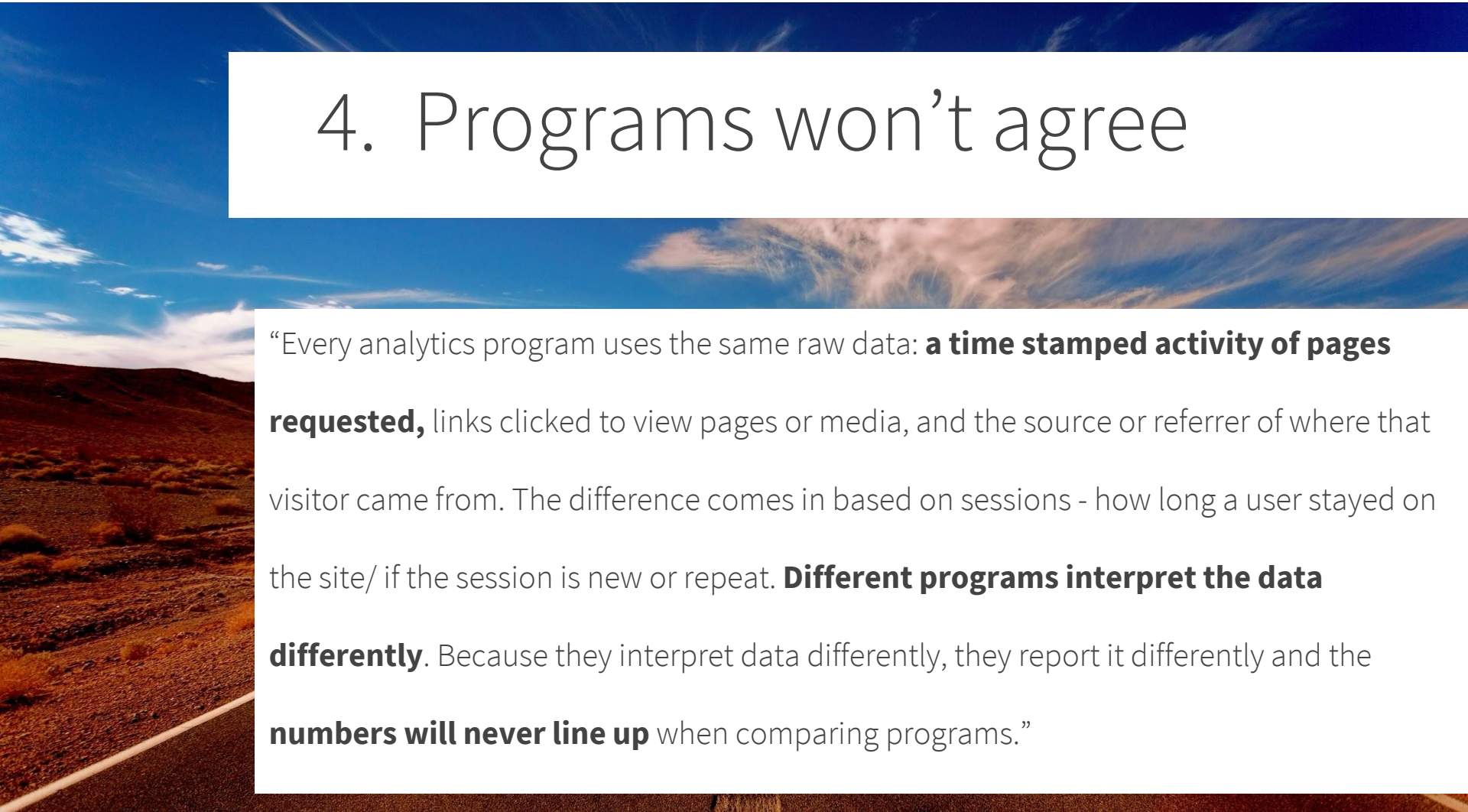
- according to your site's goals
- your site's users
- what those users are trying to accomplish

2. Data comes from cookies

- **Tracking code** - allows you to track people as they come to your website or app. Tracking is determined by the number of devices, not the number of people.
- **Cookies** - how sites are saving and reading data to track you and your behavior online. Cookies help you see where people come from, what pages they view and how long they stay on your website.

3. Tracking is limited

“Because cookies only tracks by the device or by the browser of a user, it can lead to **double counting or miscounting** a number of sessions. For example, you browse for a vacation destination on your work computer. Later you go home and visit that same website, booking the trip on your home computer. Analytics will interpret those two visits as two different visitors. This is because you were using two different devices.”



4. Programs won't agree

"Every analytics program uses the same raw data: **a time stamped activity of pages requested,** links clicked to view pages or media, and the source or referrer of where that visitor came from. The difference comes in based on sessions - how long a user stayed on the site/ if the session is new or repeat. **Different programs interpret the data differently**. Because they interpret data differently, they report it differently and the **numbers will never line up** when comparing programs."

5. Basic terminology

- **Dimensions:** categories of metric data that can be broken down. A dimension is the same as a segments (e.g. operating system type, country, etc)
- **Metrics:** data about visitor activity (e.g. page views, time on page, etc)
- **Segments**: a subset of a group of users based on a distinguishing factor (or dimension).

5. Basic terminology

Visitors / users- people who have visited or have engaged with your website

Pageview - a view of a page on your site that is being tracked by Analytics tracking code

Session / Visit - a sequence of page views in a single sitting

Channel - how visitors are referred to your website (e.g. social, organic, direct, etc.)

Conversions - measurable goals that visitors can meet, that are tracked

** Full glossary of terminology available here on Digital Academy

6. Common types of metrics

USER

Daily Unique Visitors
New/Repeat Users
Time Spent on Site
Return Frequency
Language
Country
Devices / Mobile

PAGE

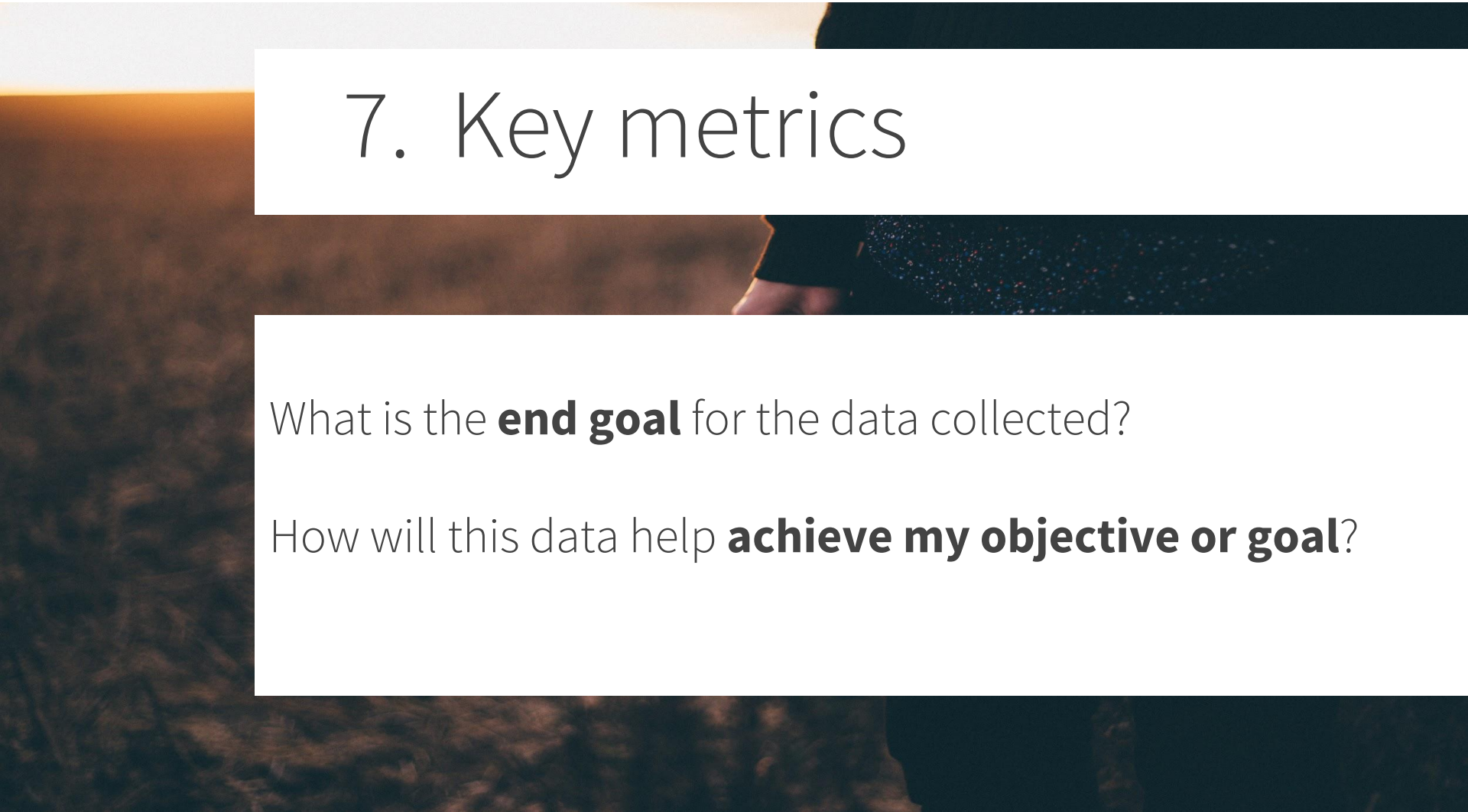
Entry Page
Exit Page
Most Visited Pages
Engagement
Bounce Rate
Top Downloads
Click-Through Rates

SOCIAL

Social Referrals
Top Platforms
Best Engagement Time
Top Posts
Top Campaigns
Conversion Rate

KEYWORD

Top Search Terms
Top Search Engines
Top Paid Keywords
Top Organic Keywords
Top Referrers
Internal Search



7. Key metrics

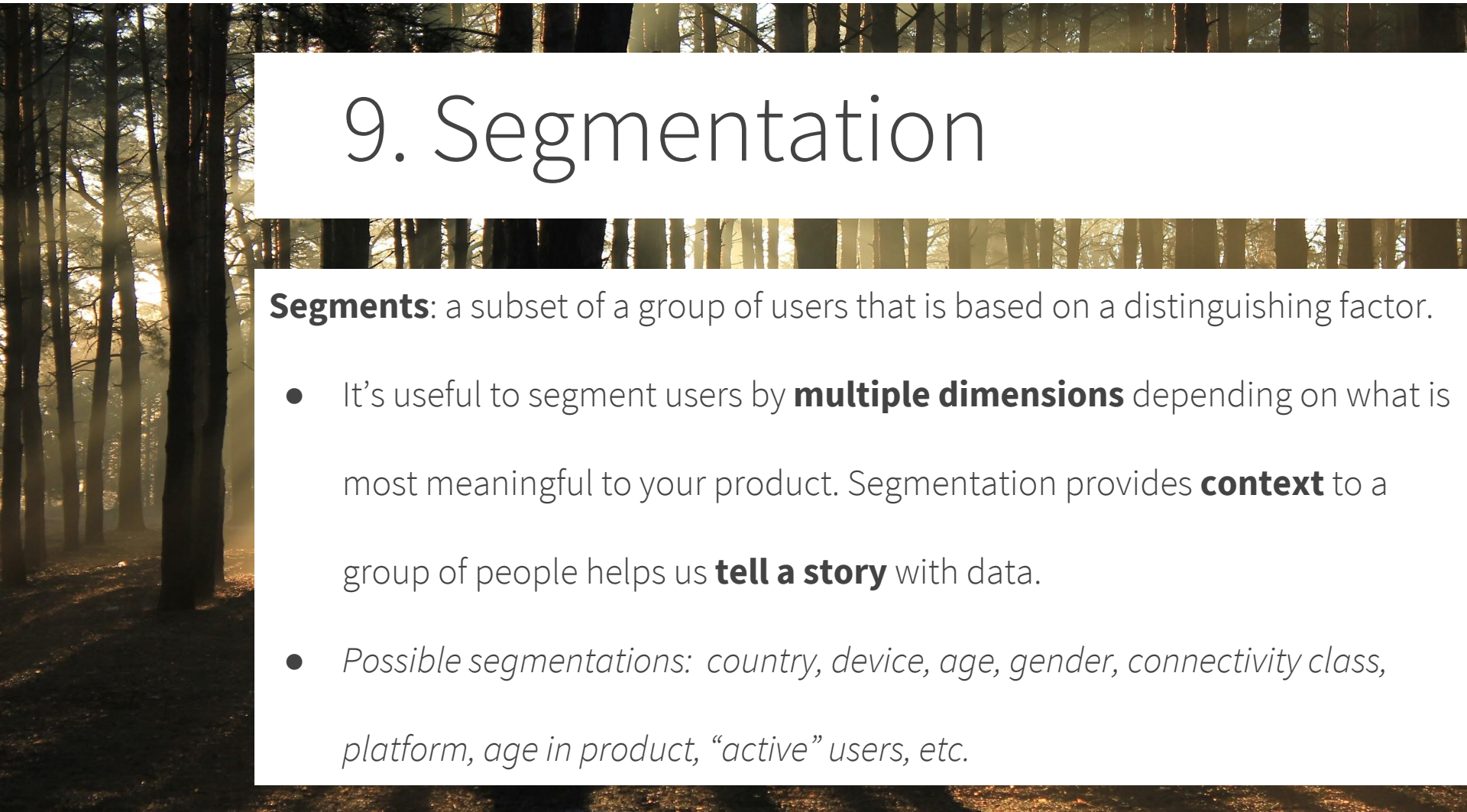
What is the **end goal** for the data collected?

How will this data help **achieve my objective or goal**?

8. Measuring conversions

Conversions - measurable goals that visitors can meet, that are tracked. Examples are:

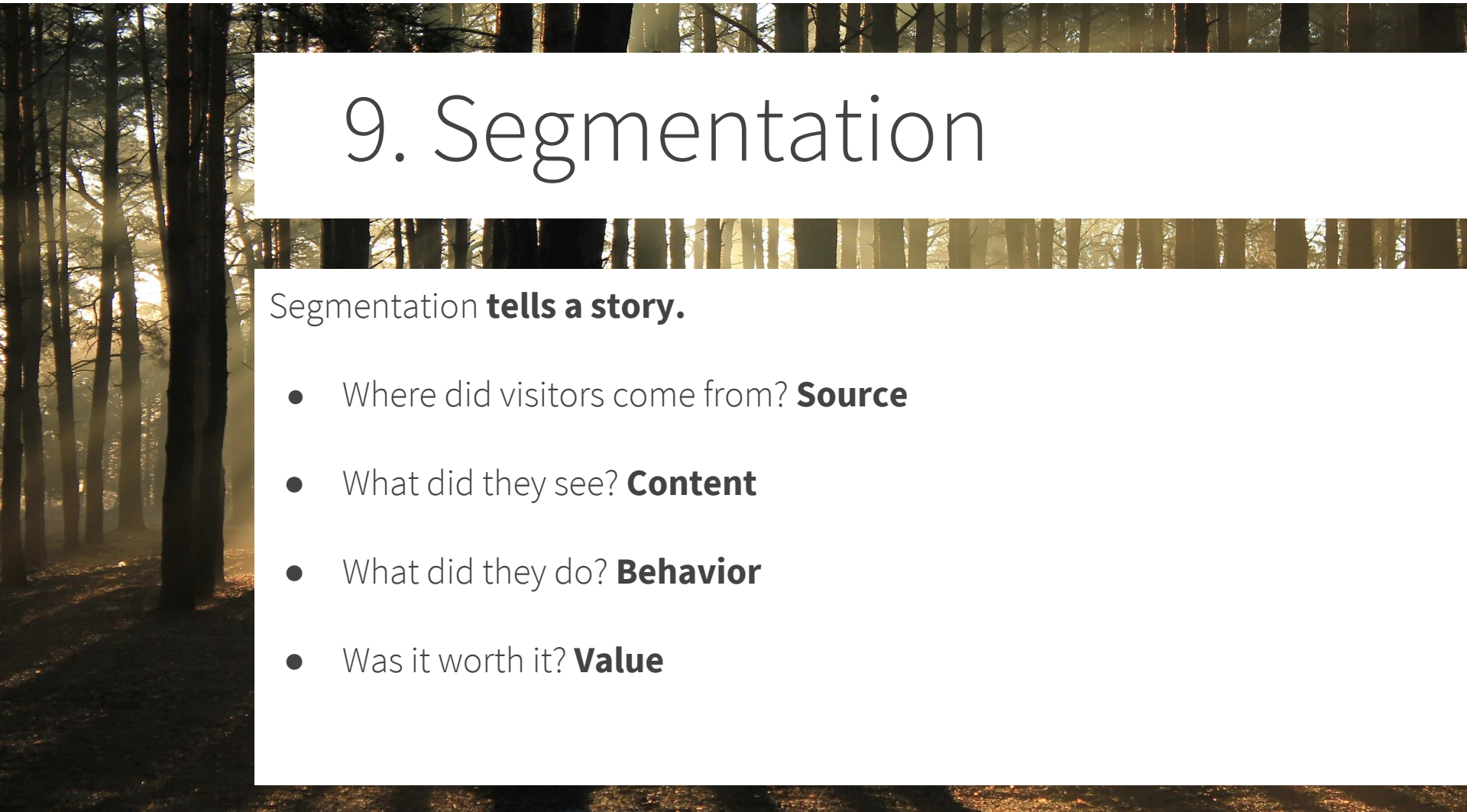
- Completing an order
- Filling out a form
- Subscribing to content
- Registering for an event



9. Segmentation

Segments: a subset of a group of users that is based on a distinguishing factor.

- It's useful to segment users by **multiple dimensions** depending on what is most meaningful to your product. Segmentation provides **context** to a group of people helps us **tell a story** with data.
- *Possible segmentations: country, device, age, gender, connectivity class, platform, age in product, "active" users, etc.*



9. Segmentation

Segmentation **tells a story.**

- Where did visitors come from? **Source**
- What did they see? **Content**
- What did they do? **Behavior**
- Was it worth it? **Value**

10. Visualizations

Visualizations: are used to convey useful information and insights in a simple and visually appealing way. Visualizations are created from data located in a table. Examples:

- Pie Chart
- Bar Graph
- Summary Number
- Line Graph

Appendix

What you need to know continued.

Bounce rate

What is a bounce rate?

- Bounce rate is **when a visitor has a single interaction with your page and immediately leaves.** In most cases, it means that the visitor didn't click any further links on your page.
- Bounce rate is the best measure of **behavior**. Unfortunately this behavior is often rejection.

What is a good bounce rate?

- As a rule of thumb, a bounce rate in the range of **26 to 40** percent is **excellent**. **41 to 55** percent is roughly **average**. **56 to 70** percent is **higher than average**, but may not be cause for alarm depending on the website. Anything over **70 percent** is **disappointing** for everything outside of blogs, news, events, etc.
- Anything under **25%** bounce rate is likely to be an **error**.

Mobile v. desktop bounce rate

- **Phones** will almost always bounce at a higher rate than **computers** (10% - 20% higher). **Tablets** will bounce higher too, but don't skew quite as much.
- It's best to separate bounce rate by **device** to ensure accuracy. This is also a good check that no major problems exist on mobile vs. web.

Goal setting for bounce rate

- The **type of site** you're running will help to determine what level of bouncing is acceptable.
- For an **e-commerce** store a lower bounce is desirable vs. a purely **informational** site which might have a much higher bounce rate but can still meet a user's needs.

Goal setting for bounce rate

Use these questions to build a better understanding of an ideal bounce rate:

- How would the user find your site or app?
- What information does the user need?
- What behavior indicates a successful visit?
- What behavior indicates an unsuccessful visit?

Applying bounce rate- landing page

People need to know within seconds what the purpose of the page is.

- Does content match what people expected?
- Does the design present your content in an easy to understand format?
- Does the structure show your content and allow people to figure out the content of the page within seconds?
- Do you have a clear call to action, that gives people something to do? Is it presented clearly?

Applying bounce rate - analysis

Ask yourself these comparison questions for analysis:

- This 90 days to the past 90 days… (answers how is my site performing?)
- Visitors on mobile compared to visitors on desktop.... (answers does device impact UX?)
- Which pages keep people on the site?... (answers which articles people like and act upon)
- Which pages contribute to new users?... (answers which articles people like and act upon)