Three perspectives, One Goal: Data Driven Communication Strategies

Presented by: Ingrid Nuttall, University of Minnesota
Tonya Roth, University of Wisconsin – Superior
Jeremy Traska, University of Wisconsin - Madison
Tuesday, April 1, 2014
Session ID 1499
Session Rules of Etiquette

• Please silence your cell phone/pager

• Please complete the session evaluation using the AACRAO mobile app or the paper form in your registration packet, drop boxes are available throughout the convention center.

• If you must leave the session early, please do so as discreetly as possible

• Please avoid side conversation during the session

Thank you for your cooperation!
Session outcomes

• Learn more about what Google Analytics is
• Learn how we have individually used it at our institutions
• Walk away with thoughts about how you might use Analytics, or what questions you have still unanswered (and then please ask us those questions)
A few more details

• Analytics overview and Admissions’ perceptive (Tonya)
  • Website analytics
  • Blogs
• Registrar’s perspective (Jeremy and Ingrid)
  • Website analytics
  • Social
  • Google Apps
Analytics overview and Admissions
Google Analytics

It’s FREE

• Generates detailed stats on your website
• Easy to install; just add tracking code (HTML in footer section)
Using it to help recruitment

• Web/Stealth Applicants represent almost ½ of incoming applicants source
• Understanding what visitors are doing on our website
  • Where they are coming from
  • What pages are they visiting
  • What forms they are completing
• Incorporating key search terms into blogs, web content on relevant pages
• Use analytics to examine ROI with vendors
Analytics to evaluate webpage

- Use data to strategically arrange webpage content
  - Paying for college
  - Info request page
  - Completing info request form
  - Top 5 business transactions (criteria, majors, visit, scholarships, application process)
In Page Analytics can tell you what areas visitors are choosing to visit.

**Understanding visitors’ behavior**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>% of Total</th>
<th>% Change</th>
<th>Site Avg</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>1,369</td>
<td>31.53%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unique Pageviews</td>
<td>876</td>
<td>26.29%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avg. Time on Page</td>
<td>00:01:25</td>
<td></td>
<td></td>
<td>Site Avg: 00:01:44 (-18.97%)</td>
<td></td>
</tr>
<tr>
<td>Avg. Page Load Time (sec)</td>
<td>3.05</td>
<td></td>
<td></td>
<td>Site Avg: 2.28 (33.76%)</td>
<td></td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>38.11%</td>
<td></td>
<td></td>
<td>Site Avg: 48.08% (-22.34%)</td>
<td></td>
</tr>
<tr>
<td>% Exit</td>
<td>34.77%</td>
<td></td>
<td></td>
<td>Site Avg: 38.01% (-10.40%)</td>
<td></td>
</tr>
</tbody>
</table>

**Student Type**
- New Freshman: 12%
- Transfer: 5.9%
- International: 5.9%
- Re-Entry: 3%
- Online: 1.1%
- Graduate: 1.1%
- Access/Bridge: 1.5%
- Veteran/Military: 1.5%
- Parents: 3.6%
- Admitted Students: 0.1%

**Student Info**
- 2012-2014 Catalog: 1.2%
- Majors/Minors: 1.6%
- Undecided: 1.6%
- Costs/Tuition: 0.4%
- Financial Aid: 0.4%
- Scholarships: 0.4%
- Forms: 0.4%
- Advisement/Registration: 2.1%
- Photo Tour: 2.1%
- Apply for Reciprocity: 0.1%

**Student Life**
- Housing: 1%
- First Year Experience: 0.7%
- Multicultural Office: 0.1%
- Campus Life: 1%
- Athletics: 0.9%
- Life@Superior: 0.7%
- Student Profiles: 0.7%
- Upcoming Events: 0.1%
- Jacket Jobs: 0.1%
- Campus Recreation: 0.1%
Understanding Visitor Flow

Country / Territory

United States
6,82K

/admissions/index.cfm
3,55K

1st Interaction
3,16K visits, 1,25K drop-offs

/admissions/index.cfm
332

/admissions/index.cfm
310

/admissions/index.cfm
297

/admissions/index.cfm
293

/admissions/index.cfm
200

(+89 more pages)
1,74K

2nd Interaction
1,91K visits, 783 drop-offs

/admissions/index.cfm
473

/admissions/index.cfm
139

/admissions/index.cfm
123

/admissions/index.cfm
97

/admissions/forms
91

(+87 more pages)
987

3rd Interaction
1,12K visits, 384 drop-offs

/admissions/index.cfm
201

/admissions/forms
73

/admissions/index.cfm
71

/admissions/index.cfm
50

/admissions/index.cfm
45

(+83 more pages)
679

China
30

/admissions/index.cfm
548

France
30

/admissions/index.cfm
282

Canada
29

/admissions/index.cfm
257

India
27

(+100 more pages)
2K
Understanding visitors’ behavior

- Audience (visits)
- New vs returning
- Average visit duration
- Bounce
- Mobile
- Country
- City (advertising)
- Sources (all traffic)
Audience Overview

Visits
7,266

Unique Visitors
3,875

Pageviews
19,063

Pages / Visit
2.62

Avg. Visit Duration
00:02:57

Bounce Rate
49.00%

% New Visits
42.61%

[Chart showing visits, unique visitors, and pageviews over time]

[Pie chart showing percentage of returning and new visitors]
<table>
<thead>
<tr>
<th>Default Channel Grouping</th>
<th>Acquisition</th>
<th>Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Visits</td>
<td>% New Visits</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,685</td>
<td>45.34%</td>
</tr>
<tr>
<td></td>
<td>(1,685)</td>
<td>(3.38%)</td>
</tr>
<tr>
<td>1. Organic Search</td>
<td>855 (50.74%)</td>
<td>42.46%</td>
</tr>
<tr>
<td>2. Direct</td>
<td>324 (19.23%)</td>
<td>66.67%</td>
</tr>
<tr>
<td>3. Referral</td>
<td>237 (14.07%)</td>
<td>33.33%</td>
</tr>
<tr>
<td>4. (Other)</td>
<td>230 (13.65%)</td>
<td>41.74%</td>
</tr>
<tr>
<td>5. Social</td>
<td>34 (2.02%)</td>
<td>20.59%</td>
</tr>
<tr>
<td>6. Paid Search</td>
<td>4 (0.24%)</td>
<td>50.00%</td>
</tr>
<tr>
<td>7. Display</td>
<td>1 (0.06%)</td>
<td>100.00%</td>
</tr>
</tbody>
</table>
Examining your sources can help determine if specific campaigns are working.
What are they searching for

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Acquisition</th>
<th></th>
<th></th>
<th>Behavior</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Visits</td>
<td>% New Visits</td>
<td>New Visits</td>
<td>Bounce Rate</td>
<td>Pages / Visit</td>
<td>Avg. Visit Duration</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% of Total</td>
<td>Site Avg:</td>
<td>% of Total</td>
<td>Site Avg:</td>
<td>Site Avg:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>50.74% (1,685)</td>
<td>43.86% (-3.20%)</td>
<td>49.12% (739)</td>
<td>49.08% (-19.22%)</td>
<td>2.58 (7.84%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. (not provided)</td>
<td>647 (75.67%)</td>
<td>42.04%</td>
<td>272 (74.93%)</td>
<td>39.72%</td>
<td>2.76</td>
<td>00:03:06</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. uw superior</td>
<td>47 (5.50%)</td>
<td>38.30%</td>
<td>18 (4.96%)</td>
<td>31.91%</td>
<td>3.11</td>
<td>00:03:35</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. uws</td>
<td>26 (3.04%)</td>
<td>34.62%</td>
<td>9 (2.48%)</td>
<td>38.46%</td>
<td>2.27</td>
<td>00:01:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. university of wisconsin superior</td>
<td>25 (2.92%)</td>
<td>52.00%</td>
<td>13 (3.58%)</td>
<td>52.00%</td>
<td>1.76</td>
<td>00:01:17</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. uws superior</td>
<td>7 (0.82%)</td>
<td>28.57%</td>
<td>2 (0.55%)</td>
<td>71.43%</td>
<td>2.14</td>
<td>00:07:39</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. uw-superior</td>
<td>4 (0.47%)</td>
<td>50.00%</td>
<td>2 (0.55%)</td>
<td>25.00%</td>
<td>3.50</td>
<td>00:03:15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. uwsuper.edu</td>
<td>4 (0.47%)</td>
<td>50.00%</td>
<td>2 (0.55%)</td>
<td>75.00%</td>
<td>1.25</td>
<td>00:00:05</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. uwsuper</td>
<td>4 (0.47%)</td>
<td>0.00%</td>
<td>0 (0.00%)</td>
<td>0.00%</td>
<td>4.25</td>
<td>00:03:16</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. u of wisconsin superior</td>
<td>3 (0.35%)</td>
<td>66.67%</td>
<td>2 (0.55%)</td>
<td>33.33%</td>
<td>3.33</td>
<td>00:04:05</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. university superior wisconsin</td>
<td>3 (0.35%)</td>
<td>66.67%</td>
<td>2 (0.55%)</td>
<td>0.00%</td>
<td>2.67</td>
<td>00:01:22</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Analytics Dashboard

- Automated
- Customized
- UW-Superior microsite and main page examples
Registrar perspective
Website and Social

- Website (past year*)
  - Visits: 730,968
  - Unique Visitors: 439,672
  - Pageviews: 1,401,827

- Social
  - Twitter (@UWMad_Registrar)
    - 1,099 followers

*July 18, 2012-Sept 15, 2012 numbers used in 2013 for estimates.
How we use Analytics

• Focus on…
  • WHAT content do customers view?
  • HOW do customers view the content?

• Tools
  • Google Analytics
  • Focus Groups
Google Analytics…what?

What?

- Content
- Get a snapshot of what your customers are viewing…
- Top pages and Trending pages

<table>
<thead>
<tr>
<th>1. /tuition_fees.htm</th>
<th>178,713</th>
<th>15.07%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. /schedule_of_classes_students.htm</td>
<td>145,394</td>
<td>12.26%</td>
</tr>
<tr>
<td>3. /index.htm</td>
<td>109,666</td>
<td>9.20%</td>
</tr>
<tr>
<td>4. /course_grade_distributions.htm</td>
<td>85,532</td>
<td>7.21%</td>
</tr>
<tr>
<td>5. /deans_list.htm</td>
<td>35,249</td>
<td>2.97%</td>
</tr>
<tr>
<td>6. /tuition_information.htm</td>
<td>29,257</td>
<td>2.47%</td>
</tr>
<tr>
<td>7. /spring_deadlines_at_a_glance.htm</td>
<td>27,691</td>
<td>2.33%</td>
</tr>
<tr>
<td>8. /residence.htm</td>
<td>26,021</td>
<td>2.19%</td>
</tr>
<tr>
<td>9. /enrollment_release_schedule.htm</td>
<td>20,752</td>
<td>1.75%</td>
</tr>
<tr>
<td>10. /segregated_fees_information.htm</td>
<td>19,824</td>
<td>1.67%</td>
</tr>
</tbody>
</table>
Google Analytics…How?

• How?
  • Search terms
  • Traffic sources/Referral pages
  • Operating Systems and Mobile
  • Social
# Search terms

- **Search Terms**
  - Learn how your customer **thinks**…
  - What keywords are they using?

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>(not provided)</td>
<td>176,681</td>
</tr>
<tr>
<td>uw madison grade distribution</td>
<td>4,507</td>
</tr>
<tr>
<td>uw madison tuition</td>
<td>4,156</td>
</tr>
<tr>
<td>university of wisconsin madison tuition</td>
<td>2,045</td>
</tr>
<tr>
<td>university of wisconsin tuition</td>
<td>1,620</td>
</tr>
<tr>
<td>uw madison dean's list</td>
<td>1,457</td>
</tr>
<tr>
<td>grade distribution uw madison</td>
<td>1,036</td>
</tr>
<tr>
<td>uw grade distribution</td>
<td>844</td>
</tr>
<tr>
<td>uw madison deans list</td>
<td>797</td>
</tr>
<tr>
<td>uw madison registrar</td>
<td>792</td>
</tr>
</tbody>
</table>
Sources/Referrals

- Traffic sources/Referral pages
- Learn how your customer acts...
  - Do they Google it? Are they referred by partner website?

<table>
<thead>
<tr>
<th>Source / Medium</th>
<th>Visits</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>google / organic</td>
<td>254,652</td>
<td>41.07%</td>
</tr>
<tr>
<td>(direct) / (none)</td>
<td>158,092</td>
<td>25.49%</td>
</tr>
<tr>
<td>wisc.edu / referral</td>
<td>49,954</td>
<td>8.06%</td>
</tr>
<tr>
<td>continuingstudies.wisc.edu / referral</td>
<td>23,202</td>
<td>3.74%</td>
</tr>
<tr>
<td>engr.wisc.edu / referral</td>
<td>12,804</td>
<td>2.06%</td>
</tr>
<tr>
<td>admissions.wisc.edu / referral</td>
<td>11,050</td>
<td>1.79%</td>
</tr>
<tr>
<td>bing / organic</td>
<td>8,671</td>
<td>1.40%</td>
</tr>
<tr>
<td>grad.wisc.edu / referral</td>
<td>7,036</td>
<td>1.13%</td>
</tr>
<tr>
<td>secfac.wisc.edu / referral</td>
<td>6,761</td>
<td>1.09%</td>
</tr>
<tr>
<td>yahoo / organic</td>
<td>5,887</td>
<td>0.95%</td>
</tr>
</tbody>
</table>
Searches

- 42%* of all visits come from Google searches
  - Confirmed by our focus groups
  - Customers are “just in time” users and prefer searching
  - Drives how we think about managing content – focus on search optimization and consistent content
OS/Mobile

• Operating Systems and Mobile
  • Learn how your customer views…
  • This can affect how you create/display content
    • Ex. Flash (Captivate) and iPhones
    • Ex. Student Center and mobile users
Social

• Social
  • Learn where your customers are talking…
  • Are you ready to be part of the conversation?
• 5,422* social referrals
  • 2,311 from Facebook (42%)
  • 2,107 from Twitter (39%)
  • 307 from Reddit (6%)
  • 302 from Yahoo! Answers (6%)
  • 284 WordPress from (5%)
  • Other (2%), including Pinterest!
• This means people are having conversations about your content. Do you know what they are saying about it? Are you able to respond?
Don’t overlook Social

1,099 Followers, @UWMad_Registrar.

Retweets

- @UWMadisonCeO, 162 followers
- @9 kp, 347
- @UWPEOPLEscholar, 367
- @UWPhillipsHall, 85
- @UWCREECA, 61
- @DejopeHall, 149
- @HoytPeter, 51
- @UWMadison, 62,417
- @UWMadEngr, 2,514
- @UWNewStudent, 2,415

- That is 67,252 “touches” from our initial tweet
- goo.gl/9PdyLv
  - 52 converted to registrar.wisc.edu/dates_deadlines.htm
Take Away

• Know the…
  • WHAT
  • HOW
• Data can provide direction on key initiatives
  • Tutorials
  • FAQ development
  • Web Maintenance
  • Mobile
  • Social
Registrar perspective
Over 5K
onestop.umn.edu
active pages

2,000 ‘likes’
870+ ‘likes’ for Live
Like a Student

840+ followers
U of MN and Google Analytics

- Website traffic and user behavior
- Helps us plan for projects
- An additional piece of information (a perspective) on your online presence
- Also use Google Apps suite as an institution
  - Email
  - Web
  - Docs
  - Calendar
Home page redesign

• Used it to track user behavior so we could surface appropriate content on our website to the home page when it made sense.

• Current PeopleSoft Upgrade
  • Getting a whole new student portal
  • Have partnered with Intrasee
  • Web content game changer
One Stop goes mobile

We knew we wanted to go mobile, but we didn’t know how far down the mobile rabbit hole we should go.

Google Analytics helped us make some choices.
This snapshot showed that we have a relatively low % of mobile device users out of total device population.
### Page visits

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. /index.html</td>
<td>2,787,363</td>
<td>2,005,016</td>
<td>00:01:26</td>
</tr>
<tr>
<td>2. /external/<a href="https://mail.umn.edu/index.html">https://mail.umn.edu/index.html</a></td>
<td>590,220</td>
<td>497,947</td>
<td>00:07:29</td>
</tr>
<tr>
<td>3. /staff/index.html</td>
<td>286,037</td>
<td>196,668</td>
<td>00:01:49</td>
</tr>
<tr>
<td>4. /external/<a href="https://www.myu.umn.edu/index.html">https://www.myu.umn.edu/index.html</a></td>
<td>179,443</td>
<td>162,103</td>
<td>00:05:10</td>
</tr>
</tbody>
</table>

Home page
Deciding what to do

- Followed up with a survey
- Redesigned the home page, and landing pages of each major section for mobile
  - Less than 20 pages were “mobilized”
- Goal: Provide a better wayfinding experience for our users.
- Goal: Test out creating mobile content.
600 total responses: We have a lot of mobile users.
Repeating a course

Current University policy (section F.6) states that students may repeat a course only one time (excluding course withdrawals). If you were considering taking a course for a third time in fall 2014, meet with your academic adviser to explore other options.
News, Home, Calendar, Contact Us

News Stories
“Home” takes you to mobile-responsive landing pages:

- Registration
- Holds (app)
- Register (app)
- Enrollment summary (app)
- Finance
- Grades and Transcripts
- Degree Planning
- Parent/Guest Access (app)
- U Resources
Takeaways

• Analytics are part of the larger picture; data-driven decisions are important, and data comes from lots of places
• Use Analytics as part of a multi-method data strategy
  • Survey
  • Focus groups
  • Informal interviews
• Start simple
Questions?
Thank You!

Presenter Name(s)
E-mail Address

Please complete the session evaluation using the AACRAO mobile app or the paper form provided in your registration packet.

Session ID ###