Three Four perspectives, one goal: Data-driven communication strategies

WACRAO/UMACRO Conference

La Crosse, WI
November 9, 2012
Who are we?

• Ingrid Nuttall, Communications Manager
  • University of Minnesota-Twin Cities
• Melissa Perez, Admissions Counselor
  • University of Wisconsin-Stout
• Tonya Roth, Director of Admissions
  • University of Wisconsin-Superior
• Jeremy Traska, Assistant to the Registrar
  • University of Wisconsin-Madison
Overview of Presentations

• Basic overview Google Analytics
• Admissions’ Perceptive (Tonya and Melissa)
  • Website analytics
  • Blogs
• Registrar’s Perspective (Jeremy and Ingrid)
  • Website analytics
  • Social
  • Google Apps
• What is Google Analytics?
  • Free service
  • Generates DETAILED stats on your website
  • Easy to install
    • Just add tracking code (HTML in footer section)
Google Analytics Dashboard

• Dashboard helps show where your users are going
• Make decisions based on facts to help with organization and architecture
• Improve visibility and marketing efforts of important PDF documents
• LIVE reporting to see who’s using your website, where they came from and what they are searching for
Let's see a report!

- Report
My Dashboard

Pageviews

555,624
% of Total: 100.00% (555,624)

% New Visits
23.79%
Site Avg: 23.79% (0.00%)

Visits by Traffic Type

34.25% organic
46,129 Visits

33.15% direct
44,652 Visits

31.82% referral
42,862 Visits

0.35% paid
483 Visits

0.13% Widget
178 Visits

0.30% Other
358 Visits

Visits and Pages / Visit by City

<table>
<thead>
<tr>
<th>City</th>
<th>Visits</th>
<th>Pages / Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superior</td>
<td>36,173</td>
<td>4.28</td>
</tr>
<tr>
<td>Duluth</td>
<td>30,007</td>
<td>4.13</td>
</tr>
<tr>
<td>Spooner</td>
<td>5,192</td>
<td>4.22</td>
</tr>
<tr>
<td>La Crosse</td>
<td>2,120</td>
<td>4.62</td>
</tr>
<tr>
<td>Madison</td>
<td>1,842</td>
<td>4.30</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>1,799</td>
<td>4.50</td>
</tr>
<tr>
<td>North Metro</td>
<td>1,612</td>
<td>3.02</td>
</tr>
<tr>
<td>Chicago</td>
<td>1,555</td>
<td>4.00</td>
</tr>
<tr>
<td>Iron River</td>
<td>1,200</td>
<td>5.14</td>
</tr>
<tr>
<td>St Paul</td>
<td>1,072</td>
<td>4.10</td>
</tr>
</tbody>
</table>

Visits and Pageviews by Mobile

<table>
<thead>
<tr>
<th>Mobile</th>
<th>Visits</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>124,789</td>
<td>522,998</td>
</tr>
<tr>
<td>Yes</td>
<td>9,873</td>
<td>32,626</td>
</tr>
</tbody>
</table>

Visits and Pageviews by Mobile

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Total Unique Searches</th>
<th>Results Pageviews / Search</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Aid Office</td>
<td>125</td>
<td>1.06</td>
</tr>
<tr>
<td>Registrar's Office</td>
<td>112</td>
<td>1.13</td>
</tr>
<tr>
<td>University Site Search</td>
<td>112</td>
<td>1.22</td>
</tr>
<tr>
<td>email</td>
<td>95</td>
<td>1.05</td>
</tr>
<tr>
<td>Bookstore</td>
<td>93</td>
<td>1.09</td>
</tr>
<tr>
<td>Jacket Jobs</td>
<td>93</td>
<td>1.10</td>
</tr>
<tr>
<td>Transcript Request</td>
<td>91</td>
<td>1.22</td>
</tr>
<tr>
<td>jacket jobs</td>
<td>71</td>
<td>1.06</td>
</tr>
<tr>
<td>bookstore</td>
<td>69</td>
<td>1.13</td>
</tr>
<tr>
<td>Career Services</td>
<td>61</td>
<td>1.05</td>
</tr>
</tbody>
</table>
Google Analytics Funnels

- Front Admissions Page
  - 145 visitors
  - 11 (7.59%) proceeded to Campus Visit Form

- Campus Visit Form
  - 15 visitors
  - 2 (13.33%) proceeded to Visit Thank You Page

- Visit Thank You Page
  - 2 visitors
  - 2 (100.00%) proceeded to Campus Visit

- Campus Visit
  - Conversion rate: 1.34%

Additional data:
- Entrance: 43
- Exit: 13
- Other pages:
  - /admissions/freshmen/index.cfm
  - /search/students/index.htm
  - /index.htm
  - /search/index.htm
  - /admissions/cost/index.cfm
  - /admissions/academic/index.cfm
  - /admissions/tour/index.cfm
  - /about/academic/maps/index.cfm
  - /admissions/freshmen/index.cfm
  - /campus/index.cfm
  - /admissions/index.cfm
What UW-Superior learned

- Less content, easier navigation
- Added frequently searched terms to right or left hand navigation
- Adwords are ineffective if website isn’t engaging or if bounce rate is high
- Reduced information needed on forms
- Website is the MOST visited “office” on our campus
- Anticipate a complete website overhaul, look, feel and content to be rolled out in 2013-2014
UW-Stout
Importance of Blogs

- Open forum
- More leads
- Gaps
- Build trust
- Creativity
Blog Strategy

- Keywords
- Keywords in blog content
- Keyword in title
- Share
- External website
• 18,116 views since July ’11
• 7,098 Google Search
• 3,578 Google Image Search
HOMECOMING WRAP-UP VIDEO 2012

So, UW Stout’s homecoming was a few weeks ago now, but feel free to re-visit the festivities by watching this epic video!

DUNN COUNTY HAUNTS AND FOLKLORE: THE DEVIL’S PUNCHBOWL

Originally known as Black’s Ravine, the Devil’s Punch bowl is a local favorite for beauty and excitement. Various gnome sightings have been reported along with strange orbs of light. Also, rumor has it,....

STOUTFITS: TAYLOR

Instead of mourning the loss of warm summer days, look forward to stocking up on cute winter accessories! Cold weather is a great opportunity to bundle up and show off your style. Taylor,...
Project Better Gown

Google search results for "project better gown"

Web results:
- Project Better Gown » Stout and About - Stout and About - Blog
  uwstoutandabout.wordpress.com/2011/.../project-better-gown/
  Nov 4, 2011 – If you've ever been in a hospital gown, you know how uncomfortable they are. When you're sick, the last thing you want is to look sick as well.

- Project Better Gown » Stout and About
  uwstoutandabout.wordpress.com/tag/project-better-gown/
  Nov 4, 2011 – Posts about Project Better Gown written by EyeoftheKiger.

- Project Better Gown
  www.minnesotamedicine.com/.../ProjectBettergown.aspx
  Pulse Project Better Gown By Suzy Frisch Park Nicollet aims to give the dreaded hospital cover-up an extreme makeover. April 2012.

- Park Nicollet - Park Nicollet's "Project Better Gown" design contest
  www.parknicollet.com/About/Newsroom/.../Project-Better-Go...
  Park Nicollet Foundation sponsors design contest to create a better hospital gown.

Images for project better gown - Report images
Website and Social

• Website (past year)
  • Visits: 631,219
  • Unique Visitors: 370,182
  • Pageviews: 1,279,836

• Social
  • Twitter (@UWMad_Registrar)
  • 548 followers
How do 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>Page</th>
<th>Pageviews</th>
<th>% Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. /tuition__fees.htm</td>
<td>184,354</td>
<td>14.40%</td>
</tr>
<tr>
<td>2. /schedule_of_classes_students.htm</td>
<td>180,190</td>
<td>14.08%</td>
</tr>
<tr>
<td>3. /index.htm</td>
<td>149,792</td>
<td>11.70%</td>
</tr>
<tr>
<td>4. /course_grade_distributions.htm</td>
<td>59,473</td>
<td>4.65%</td>
</tr>
<tr>
<td>5. /error404.htm</td>
<td>35,851</td>
<td>2.80%</td>
</tr>
<tr>
<td>6. /deans_list.htm</td>
<td>30,498</td>
<td>2.38%</td>
</tr>
<tr>
<td>7. /tuition_information.htm</td>
<td>28,960</td>
<td>2.26%</td>
</tr>
<tr>
<td>8. /residence.htm</td>
<td>26,805</td>
<td>2.09%</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?

- (not provided) 65,188
- uw madison tuition 7,700
- uw madison grade distribution 5,104
- university of wisconsin madison tuition 2,910
- university of wisconsin tuition 2,074
- grade distribution uw madison 1,959
- uw madison registrar 1,820
- uw madison dean's list 1,666
- uw madison deans list 1,222
Sources/Referrals

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

- 32% 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 and Social

• 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
  • Learn where your customers are talking...
  • Are you ready to be part of the conversation?
Social

• 4,834 social referrals
  • 2,590 from Facebook (56%)
  • 1,304 from Twitter (28%)
  • 256 from Reddit (6%)
  • 202 from WordPress (4%)
  • 114 from Yahoo! Answers (3%)
  • Other (3%)

• That means 2,590 visits were from a platform (FB) where we can’t interact with the users!
  • What if they had bad information?
  • They are using your content – imagine if you could join the conversation.
Don’t overlook Social

• 548 Followers, @UWMad_Registrar
  • 41,625 @UWMadison students received their Spring ’13 Invite to Enroll today. Check Student Center for enrollment time and hold info.

• Retweets
  • @UWNewStudent, 1,094 followers
  • @HousingUW, 370 followers
  • @UWMadison, 33,487 followers
  • @PSPZetaRho, 32
  • @connorlarson24, 109
  • @JoziPat, 38
  • @jdohalass, 65
  • @BadgerWGolf, 69
  • @TJDuhDJ, 19

• That is 35,831 “touches” from our initial tweet
Social and Web Reports

Twitter and Website Report – July 15th - July 28th

Twitter: @UWMad_Registrar

Overview

Total Followers: 462
Increase/Decrease in past week: +20

Type of Followers:
- UW Institution/Organization: 4
- Student: 7
- Faculty/Staff: 1
- Alumni: 4
- Other/Unaffiliated with UW: 4

Number of tweets in past two weeks: 44

Total number of Retweets: 17
Contacts (Retweets x Followers): 32,402

*Note: If an account Retweets multiple times, its followers are only counted once in the contacts total.

Content
Take Away

• Know the...
  • WHAT
  • HOW

• Data can provide direction on key initiatives
  • Tutorials
  • Mobile
  • Social
University of Minnesota-Twin Cities
Web content at the U of MN

- Onestop.umn.edu
  - Over 5,000 active pages
  - “Portal” to self-service applications
  - Linked to from communications
- One Stop on Facebook and Twitter
  - Over 1,400 ‘likes’
  - 370 followers
- “Live Like a Student” financial literacy campaign
  - 400+ ‘likes’
How we use Google Analytics

- Evaluate need
  - Mobile One Stop
- Evaluate projects (before and after)
- Understand our audience
  - Where they are coming from
  - What they are using

We have a lot of traffic; we want to make things easier to find.
Redesign of One Stop home page
What we found

• No one stays on the site for that long
• Need to highlight information at different times of the year
• Dates and deadlines are critical
• Certain populations need better curated content

Re-invisioning our site as a portal, not a website.
Academic dates & deadlines

Monday Nov. 5
50% refund deadline for canceling fall second 7-week session classes
Last day to add fall second 7-week session classes without college approval
Last day to cancel fall second 7-week session classes and not receive a "W"
Last day to change grade basis (A-F or S/N) in fall second 7-week session classes

Tuesday Nov. 13
Spring semester registration begins for

Your spring registration time

Spring 2013 registration for students admitted to degree programs begins on Tuesday, November 13. You can view your registration time online. Regularly check for any holds that could prevent you from registering on time. Non-degree and visiting students may register on or after Friday, December 7.
Google Apps

Great tools for collaboration

• Docs
  • Multiple people working at the same time
  • Avoid sending out revisions

• Sites
  • Project or process documentation
  • Can limit access

• Calendars

• Groups
Communications calendars
What you can do right now

- Audit your content
- Satisfaction surveys
- Ad-hoc usability
- URL shorteners
  - Bit.ly
  - Goo.gl

Move quickly and be prepared to change
Questions?