Evaluating Websites & Social Media

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Evaluator

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Agenda

Brief Google Analytics Introduction

Case Example – EvaluATE Resource Center

Sample Evaluation Questions

Screenshots / data used to address questions

Closing questions
Visitor Overview: Wide
Brief Google Analytics

Introduction

Visitor Overview: Close
Brief Google Analytics

Introduction

Limitations

• Tracking code must be installed
• Data overload / overwhelming
• Relevant benchmarks
1. How many people are we reaching through the Web?

2. Are people using our resources?

3. Did web traffic increase after our website redesign?

4. How strong are our partnerships?

5. How engaged are people with our content?

6. Where are the people we are reaching located?
Evaluation Implications for EvaluATE Program

• Demonstrate geographic reach and resource use for funder

• Decide if they should continue newsletters or put effort in other areas

• Decide what webinar topics are most relevant
How many people are we reaching through the Web?

Visitors Overview
100.00% of total visits

Overview

8,962 people visited this site
14,939 Visits
8,962 Unique Visitors
44,416 Pageviews
2.97 Pages/Visit
00:02:21 Avg. Time on Site
50.26% Bounce Rate

Visitors: Wide
How many people are we reaching through the Web?

8,933 people visited this site

- 14,846 Visits
- 8,933 Unique Visitors
- 44,197 Pageviews
- 2.98 Pages/Visit

Visitors: Close
Are people using our resources?

Content Drill Down: Wide
Are people using our resources?

- Webinar: 1308
- Resource: 1072
- Newsletter: 211
- Evaluation: 350
- Survey: 247
- Workshop: 90
- Other: 133

Excel Graph using Exported Data
Are people using our resources?

<table>
<thead>
<tr>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Bounce Rate</th>
<th>% Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>145</td>
<td>97</td>
<td>00:02:14</td>
<td>54.10%</td>
<td>42.07%</td>
</tr>
</tbody>
</table>

Content Drill Down: Wide
Are people using our resources?

Content In-Page Analytics: Wide
Are people using our resources?

Handout from Ready, Set, Evaluate! Webinar
This handout summarizes main points and tools presented in our September 21, 2011 webinar Ready, Set, Evaluate!

Content In-Page Analytics: Close
Did web traffic increase after our website redesign?
How strong are our partnerships?

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits</th>
<th>Pages/Visit</th>
<th>Avg. Time on Site</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>wrnich.edu</td>
<td>1,051</td>
<td>5.39</td>
<td>00:03:38</td>
<td>51.28%</td>
<td>29.59%</td>
</tr>
<tr>
<td>atesurvey.org</td>
<td>697</td>
<td>2.34</td>
<td>00:02:39</td>
<td>42.75%</td>
<td>58.54%</td>
</tr>
<tr>
<td>resources.evalu-ate.net</td>
<td>332</td>
<td>5.28</td>
<td>00:04:53</td>
<td>42.47%</td>
<td>44.28%</td>
</tr>
<tr>
<td>hostedsurvey.com</td>
<td>154</td>
<td>1.90</td>
<td>00:01:39</td>
<td>35.71%</td>
<td>61.69%</td>
</tr>
<tr>
<td>linkedin.com</td>
<td>111</td>
<td>3.01</td>
<td>00:04:25</td>
<td>6.31%</td>
<td>31.53%</td>
</tr>
<tr>
<td>evalu-ate.net</td>
<td>110</td>
<td>6.77</td>
<td>00:04:38</td>
<td>41.82%</td>
<td>31.82%</td>
</tr>
<tr>
<td>evergreenevaluation.com</td>
<td>94</td>
<td>4.90</td>
<td>00:03:50</td>
<td>18.09%</td>
<td>39.36%</td>
</tr>
<tr>
<td>eval.org</td>
<td>92</td>
<td>1.96</td>
<td>00:01:29</td>
<td>89.13%</td>
<td>68.48%</td>
</tr>
<tr>
<td>atecentral.net</td>
<td>80</td>
<td>2.86</td>
<td>00:02:29</td>
<td>62.50%</td>
<td>53.75%</td>
</tr>
<tr>
<td>vimeo.com</td>
<td>80</td>
<td>3.92</td>
<td>00:03:36</td>
<td>51.25%</td>
<td>32.50%</td>
</tr>
</tbody>
</table>

Traffic Sources – Referrals: Wide
How engaged are people with our content?

Visitors - Engagement: Wide
How engaged are people with our content?

<table>
<thead>
<tr>
<th>Visit Duration</th>
<th>Visits</th>
<th>Pageviews</th>
<th>Percentage of total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0-10</td>
<td>9,818</td>
<td>12,657</td>
<td>65.72%</td>
</tr>
<tr>
<td>11-30</td>
<td>966</td>
<td>2,813</td>
<td>8.47% 6.33%</td>
</tr>
<tr>
<td>31-60</td>
<td>745</td>
<td>2,571</td>
<td>4.99% 5.79%</td>
</tr>
<tr>
<td>61-180</td>
<td>1,235</td>
<td>6,059</td>
<td>8.27% 13.64%</td>
</tr>
<tr>
<td>181-600</td>
<td>1,213</td>
<td>8,239</td>
<td>8.12% 18.55%</td>
</tr>
<tr>
<td>601-1800</td>
<td>782</td>
<td>8,312</td>
<td>5.23% 18.71%</td>
</tr>
<tr>
<td>1801+</td>
<td>180</td>
<td>3,765</td>
<td>1.20% 8.48%</td>
</tr>
</tbody>
</table>

Visitors - Engagement: Close
Where are the people we are reaching located?

Visitors – Location : Wide
Where are the people we are reaching located?

Visitors – Location: Drill down
Where are the people we are reaching located?

<table>
<thead>
<tr>
<th>City</th>
<th>Visits</th>
<th>Pages/Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>112</td>
<td>2.70</td>
</tr>
<tr>
<td>San Jose</td>
<td>81</td>
<td>2.17</td>
</tr>
<tr>
<td>Modesto</td>
<td>51</td>
<td>2.67</td>
</tr>
<tr>
<td>Santa Cruz</td>
<td>44</td>
<td>2.09</td>
</tr>
<tr>
<td>Chico</td>
<td>40</td>
<td>2.20</td>
</tr>
<tr>
<td>Sacramento</td>
<td>39</td>
<td>3.08</td>
</tr>
<tr>
<td>San Diego</td>
<td>31</td>
<td>2.32</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>30</td>
<td>1.50</td>
</tr>
<tr>
<td>Napa</td>
<td>25</td>
<td>4.24</td>
</tr>
<tr>
<td>Oakland</td>
<td>23</td>
<td>2.96</td>
</tr>
</tbody>
</table>

Visitors – Location : Drill down
Next Steps

Search “Google Analytics Installation Guide” for step by step instructions.

Download a Google Analytics handbook and ATE specific benchmarks at:

www.Evalu-ate.net
Questions?