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Presentations and Posters

Title

Understanding Users and Improving Your Website With Google Analytics

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Peer reviewed

UNDERSTANDING USERS AND IMPROVING YOUR WEBSITE WITH GOOGLE ANALYTICS

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UC, San Diego

Internet Librarian 2011

Outline

- Use Google Analytics to
 - Understand visitor behaviors
 - Understand traffic sources
 - Perform content analysis

Why Web Metrics?

- Hit count is misleading.

Questions

- Which web pages are most popular in my website?
- What content are users most interested in?
- How do they find my page?
- How do they navigate through my website?

Solutions

- Top Content Report
- Traffic Source Reports – whole website
- Content Navigation Reports – individual pages

Dashboard

- Intelligence Beta
- Visitors
- Traffic Sources
- Content
- Goals

Custom Reporting

My Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

Export Email

Advanced Segments: All Visits

Dashboard

Sep 3, 2011 - Oct 3, 2011

Visits

Graph by:



Site Usage

126,637 Visits

63.18% Bounce Rate

268,639 Pageviews

00:03:29 Avg. Time on Site

2.12 Pages/Visit

46.90% % New Visits

Top Content

Page	Pageviews	% visits
/locations/se/index.html	10,461	77.25%
/locations/se/technology/off-camp	473	3.49%
/locations/se/resources/find-book	414	3.06%
/locations/se/resources/finding-di	264	1.95%
/locations/se/resources/find-articl	261	1.93%

view report

Content Drilldown /locations/se/

Page	Pageviews	% visits
/index.html	10,461	77.27%
/resources/	1,443	10.66%
/technology/	626	4.62%
/services/	464	3.43%
/guides/	294	2.17%

view report

Dashboard

Intelligence Beta

Visitors

Traffic Sources

Content

Overview

Top Content

Content by Title

Content Drilldown

Top Landing Pages

Top Exit Pages

In-Page Analytics Beta

Site Search

Event Tracking

Goals

Custom Reporting

My Customizations

Custom Reports

Advanced Segments

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Help Resources

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Common Questions

Export

Email

Add to Dashboard

Visualize

Advanced Segments: All Visits

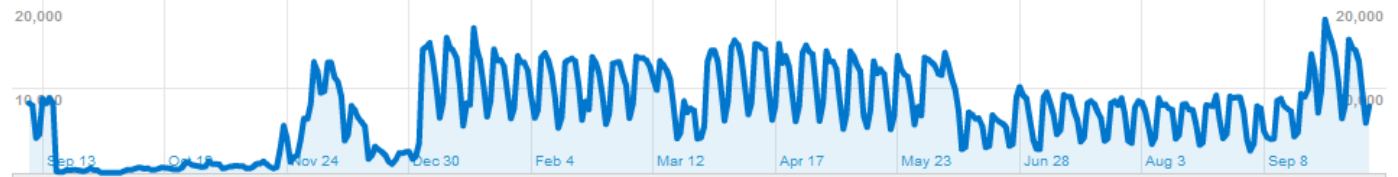
Overview »

Top Content

Sep 9, 2010 - Oct 9, 2011

Pageviews

Graph by:



11,840 pages were viewed a total of 2,932,564 times

Content Performance

Views:

Pageviews
2,932,564

% of Site Total:
100.00%

Unique
Pageviews
2,282,134

% of Site Total:
100.00%

Avg. Time on Page
00:02:40

Site Avg: 00:02:40
(0.00%)

Bounce Rate
71.02%

Site Avg: 71.02%
(0.00%)

% Exit
56.20%

Site Avg: 56.20%
(0.00%)

\$ Index
\$0.07

Site Avg: \$0.05
(38.46%)

	Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1.	/index.html	742,882	576,739	00:03:21	69.54%	62.15%	\$0.02
2.	/locations/ssh/index.html	274,389	211,317	00:05:29	81.64%	70.91%	\$0.01
3.	/	223,556	181,024	00:03:14	71.86%	66.40%	\$0.00
4.	/locations/bml/index.html	155,601	113,554	00:03:09	67.08%	54.89%	\$0.97
5.	/hours/index.html	106,147	92,137	00:01:55	81.00%	70.28%	\$0.01

Overview

Top Content

Content by Title

Content Drilldown

Top Landing Pages

Top Exit Pages

In-Page Analytics Beta

 Site Search

 Event Tracking

 Goals

 Custom Reporting

My Customizations

 Custom Reports

 Advanced Segments

 Intelligence Beta

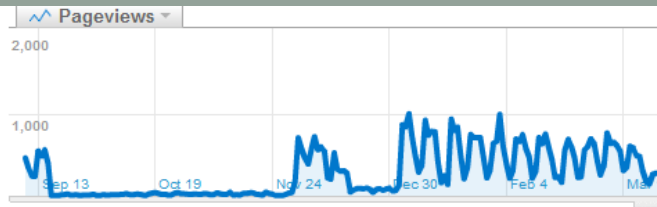
 Email

Help Resources

 About this Report

 Conversion University

 Common Questions



173 pages were viewed a total of 137,353
Filtered for pages containing **"/se/"**

Content Performance

Pageviews

137,353

% of Site Total:
4.68%

Unique
Pageviews

105,256

% of Site Total:
4.61%

Avg. Time on Page

00:03:40

Site Avg: 00:02:40
(37.60%)

	Page	Pageviews ↓
1.	 /locations/se/index.html	86,576
2.	 /locations/se/	20,320
3.	 /locations/se/technology/off-campus-acce	3,697
4.	 /locations/se/resources/find-articles.html	2,858
5.	 /locations/se/resources/find-books-print-o	2,753
6.	 /locations/se/resources/finding-dissertatio	2,385
7.	 /locations/se/services/course-reserves-at	1,880
8.	 /locations/se/guides/shall-i-use-google-sc	1,277
9.	 /locations/se/resources/ebooks.html	1,195
10.	 /locations/se/staff/index.html	862

Filter Page:

Filter Content
/se/

Help Decisions on

- Content life cycle management priority
 - Which pages should I update first?

Help Decisions on

- Information architecture
 - Top tasks
 - Which pages on homepage
 - “Most Viewed Pages”

[Popular Guides](#) | [Recent Guides](#) | [All Guides](#)

 **The most popular guides:**

- [Get Started!](#)**
by [Dave Schmitt](#) - last updated on Sep 30th, 2011
14,825 views this year
- [MMW12](#)**
by [Duffy Tweedy](#) - last updated on Jul 20th, 2011
11,899 views this year
- [BIMM 121: Laboratory in Microbiology](#)**
by [Dominique Turnbow](#) - last updated on Sep 30th, 2011
7,290 views this year
- [PBL Information Resources and Tools for the First Year](#)**
by [Karen Heskett](#) - last updated on Oct 4th, 2011
5,407 views this year

Traffic Source Reports

- Direct Traffic
- Referring Sites
- Search Engines
- Keywords

Dashboard

Intelligence Beta

Visitors

Traffic Sources

Overview

Direct Traffic

Referring Sites

Search Engines

All Traffic Sources

AdWords

Keywords

Campaigns

Ad Versions

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Export

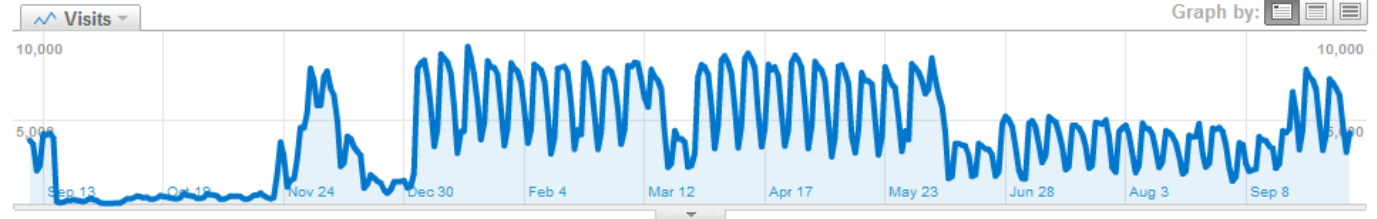
Email

Add to Dashboard

Advanced Segments: All Visits

Traffic Sources Overview

Sep 9, 2010 - Oct 9, 2011

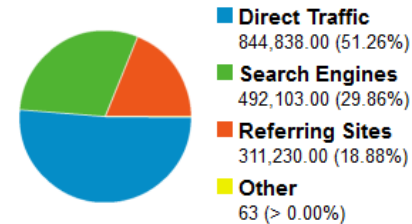


All traffic sources sent a total of 1,648,234 visits

51.26% Direct Traffic

18.88% Referring Sites

29.86% Search Engines



Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))	844,838	51.26%
google (organic)	461,810	28.02%
ucsd.edu (referral)	128,750	7.81%
www-act.ucsd.edu (referral)	38,661	2.35%
roger.ucsd.edu (referral)	27,498	1.67%

Keywords	Visits	% visits
ucsd library	114,006	23.17%
ucsd libraries	26,206	5.33%
ucsd library hours	20,187	4.10%
geisel library hours	8,326	1.69%
ucsd proxy	8,007	1.63%

Referring sites sent 313,456 visits via 2,500 sources

Site Usage			Goal Set 1	Goal Set 2
Visits		Pages/Visit	Avg. Time on Site	
313,456		2.03	00:02:15	
% of Site Total: 19.36%		Site Avg: 1.76 (15.21%)	Site Avg: 00:01:56 (15.80%)	
	Source	None	Visits ↓	
1.	 ucsd.edu	← UCSD Website	131,421	
2.	 www-act.ucsd.edu		41,334	
3.	 roger.ucsd.edu		27,672	
4.	 google.com		6,707	
5.	 ucsd.libguides.com	← LibGuides	5,752	
6.	 sio.ucsd.edu		5,462	
7.	 libraries.ucsd.edu		4,746	
8.	 courses.ucsd.edu	← WebCT	4,621	
9.	 facebook.com		4,023	
10.	 students.ucsd.edu		3,829	

Keyword Report

Search sent 471,313 total visits via 64,137 keywords

Show: [non-paid](#) | [total](#) | [paid](#)

Site Usage

Goal Set 1

Goal Set 2

Visits

471,313

% of Site Total: 29.12%

Pages/Visit

1.99

Site Avg: 1.76 (12.94%)

Avg. Time on Site

00:01:52

Site Avg: 00:01:56 (-3.23%)

Keyword

None

Visits

1. [ucsd library](#)

110,727

2. [ucsd libraries](#)

25,671

3. [ucsd library hours](#)

19,954

4. [ucsd proxy](#)

7,851

5. [geisel library hours](#)

7,615

6. [ucsd course reserves](#)

7,319

7. [geisel library](#)

7,148

8. [ucsd reserves](#)

5,950

9. [library ucsd](#)

5,628

10. [ucsd e reserves](#)

5,350



Hours



Reserves



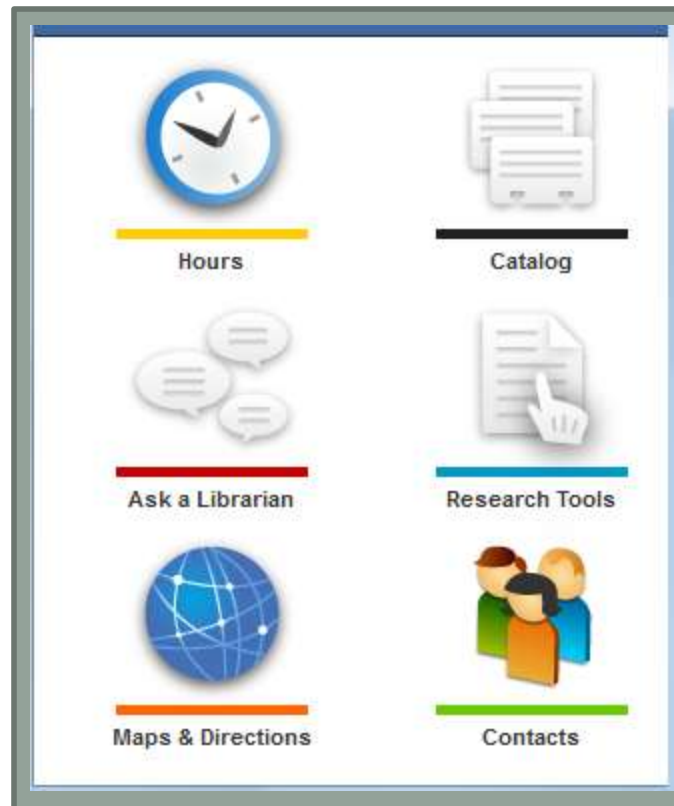
Proxy

Content Navigation Reports

- Navigation Analysis of Individual Pages
- Types of Reports
 - **Navigation Summary**
 - Entrance Paths
 - Entrance Sources = Traffic Source
 - Entrance Keywords = Keywords

Analyze Our Mobile Site

<http://libraries.ucsd.edu/m/index.html>



Overview

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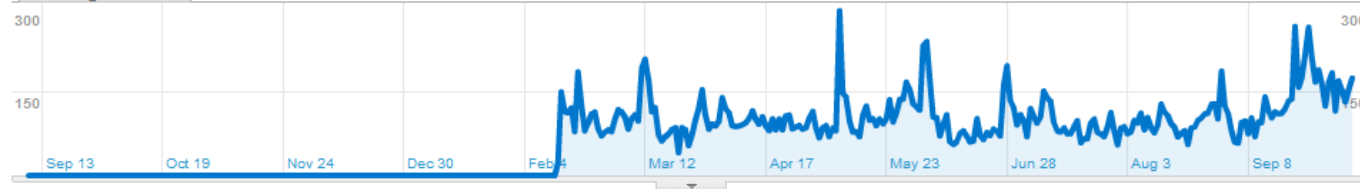
Content Detail:

/m/index.html

Sep 9, 2010 - Oct 9, 2011

Pageviews

Graph by:



This page was viewed 25,428 times

Visit this page

Analyze:

Content Detail

Content

/m/index.html

None

25,428 Pageviews

18,960 Unique Views

00:00:17 Time on Page

23.78% Bounce Rate

24.08% % Exit

\$0.00 \$ Index

Navigation Analysis

Navigation Summary

How visitors found your content

Entrance Paths

Paths visitors used to get to your content

Landing Page Optimization

Entrance Sources

Top sources per page

Entrance Keywords

Top keywords per page

Click Patterns

In-Page Analytics Beta

Click data on top of your website

This page was viewed 21,399 times

[Visit this page](#) [Analyze](#)

Navigation Summary ▾

Content **/m/index.html** ▾

74.39% Entrances

25.61% Previous Pages

Content	% Clicks
/m/hours/index.html	5.17%
/m/catalog/index.html	4.05%
/m/research-tools/index	1.72%
/m/hours/locations/geise	1.28%
/m/maps-directions/inde	1.00%
/m/hours/locations/arts.t	0.95%
/m/hours/locations/bml.t	0.87%
/m/research-tools/gener	0.77%
/m/ask/index.html	0.73%
/m/contacts/index.html	0.63%



23.37% Exits

76.63% Next Pages

Content	% Clicks
/m/hours/index.html	50.34%
/m/catalog/index.html	20.67%
/m/research-tools/index	8.86%
/m/maps-directions/inde	5.40%
/index.html	5.34%
/m/contacts/index.html	3.92%
/m/ask/index.html	2.94%
/m/hours/locations/arts	0.30%
/resources/course-rese	0.23%
/about/press/releases/2	0.19%
/services/places-to-stuc	0.15%

Summary

- Top Content Reports
- Traffic Source Reports
 - Direct traffic
 - Referring sites
 - Search engines
 - Keywords
- Content Navigation Reports
 - Navigation Summary

Help Decisions on

- Search engine optimization
 - What keywords do visitors use to get to this page?
 - What keyword should I use to attract visitors?
- Top task management

My users' top tasks?

 - Hours
 - Reserves
 - Remote access to resources
- Information architecture
- Content life cycle management

Help Evaluate and Direct Services

- Why didn't my page receive a lot of traffic?
- Better keywords?
- More marketing?
- Virtual embedded librarian model

Resources

- Google Analytics, 3rd Edition
by Jerri Ledford, Joe Teixeira, and Mary E. Tyler
- Instructions on setting up Google Analytics
http://www.google.com/analytics/discover_analytics.html

Thank you!

- Contact: suho@ucsd.edu
- Slides: <http://www.slideshare.net/shh2>