Using Google Analytics - Make your Website Work for You
What is Google Analytics?
What Reporting Tools are built in?
What are Web Reports & how can they help you understand the way your constituents use your website?
Live walk through of the interface
What is Google Analytics?

A Mile Wide and A Mile Deep

- Website Statistics service that tracks website traffic, interactions and transactions

- Can provide an outline and specific reports about all aspects of website visitation

- Broad overview at-a-glance as well as detailed specific reports with visualization options.
What is Google Analytics?

A tool that can help you understand your constituents

- Development of engaging content and optimization of your website
- Highlight navigation challenges that may influence visitors experience with your website and services
What is Google Analytics?

Keywords

- **Hit**: an interaction that sends data to Google Analytics

- **Conversion**: the percentage of users who take a desired action

- **Pageview**: a record of every time a page is viewed

- **Session**: the period of time a user is active on the site

- **Visit**: consists of a series of pageviews that a single user makes during a period of activity

- **Segment**: A set of users that share common attributes

- **Bounce**: a visit with only one pageview that is shorter than default session

- **Direct Traffic**: user traffic that arrives at the site via bookmarks or by directly typing a URL

- **Referring Traffic**: user traffic for which a referrer funnels the visit
Audience Reports

- Insights into audience
- Who they are
- What devices are they using
- What their interests are
- What their location is
Reporting Tab in Google Analytics

Acquisition Reports

• Reveal where users are coming from

• Outline their behavior on the site

• Provide their conversion pattern
Reporting Tab in Google Analytics

Behavior Reports

• How users interact with the website

• How they enter the site

• Paths taken as users interact with pages
Conversion Reports

- Demonstrates how all channels work together
- Not typically enabled for Student Affairs*
Some things to remember

Pageview Traffic

- Analytics records total number of page visits
- A page visit is counted every time that page is *loaded*.
- The pageview count includes all page loads including refreshes by the same user
- Can seem disproportionately high relative to the rest of the data
Some things to remember

Session Traffic

- New vs. Returning Users

- This unique visit count is lower than the overall pageview count

- It more accurately reflects website usage and engagement
SAIRO Snapshot: July 1, 2014-July 31, 2015

Audience

- 15,684 Pageviews  
  - most visits on July 1, 2015
- 5,902 Sessions  
  - 67% New sessions
- 4,050 Users  
  - 32% Returning Visitors
- 2.6 SAIRO Pages per session
- 1.5 minutes Average Session Duration
- 62% Bounce Rate
Acquisition

• 33.7% arrive via organic search
  - top search terms (excluding secure search)
    - sairo
    - sairo.ucla.edu
    - ucla sairo

• 33.3% arrive via direct url
  - 54% to sairo.ucla.edu
  - 14% to /ideals

• 33% arrive via referral sites
  - top referrers
    - admissions.ucla.edu
    - studentaffairs.ucla.edu
    - studentvoice.com
SAIRO Snapshot: July 1, 2014-July 31, 2015

Behavior

• 10,143 Unique Pageviews

• Top Landing Pages on the old site
  Home page - 29%
  Ideals - 8%
  Reports and Data - 7%
  Assessment Support - 3%

• Top Paths
  - Data
  - Home ➔ Assessment Support ➔ Reports
Case Study SAIRO

Google Analytics helped inform SAIRO’s New Website

WELCOME TO SAIRO

2015-16 Undergraduate Research Partnership Initiative Study Underway

This year, a team of five undergraduate student researchers led by SAIRO is conducting a study on the use of social media as a space for dialogue.

2014 National College Health Assessment Report Now Available

In the fall of 2014, the NCHA was administered to a sample of 4,000 undergraduate and 2,000 graduate students. View SAIRO’s report based on 2014 NCHA data regarding...

SAIRO Training in the Spotlight: “Conducting Focus Groups”

At the beginning of the 2015-16 academic year, SAIRO provided an extended half-day training session to UCLA SA staff on the basics of conducting a focus group. Access...
Case Study SAIRO

Preliminary impacts to website usage since February 2016 re-launch:

Audience:
• 50% Bounce rate
• 4 SAIRO pages per session
• 44% Returning Users

Acquisition:
• 40% arrive via organic search
• 33.3% arrive via direct url
• 26.7% arrive from referrals

Behavior:
- Top 3 pages viewed on the new site
  Home
  Reports-Data
  Assessment Support
Let’s take a closer look...

http://www.google.com/analytics/