Evaluating Websites & Social Media

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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

Brief Google Analytics Introduction

Visitor Overview: Wide

Brief Google Analytics Introduction

Visitor Overview: Close

Brief Google Analytics Introduction

Limitations

- Tracking code must be installed

- Data overload / overwhelming
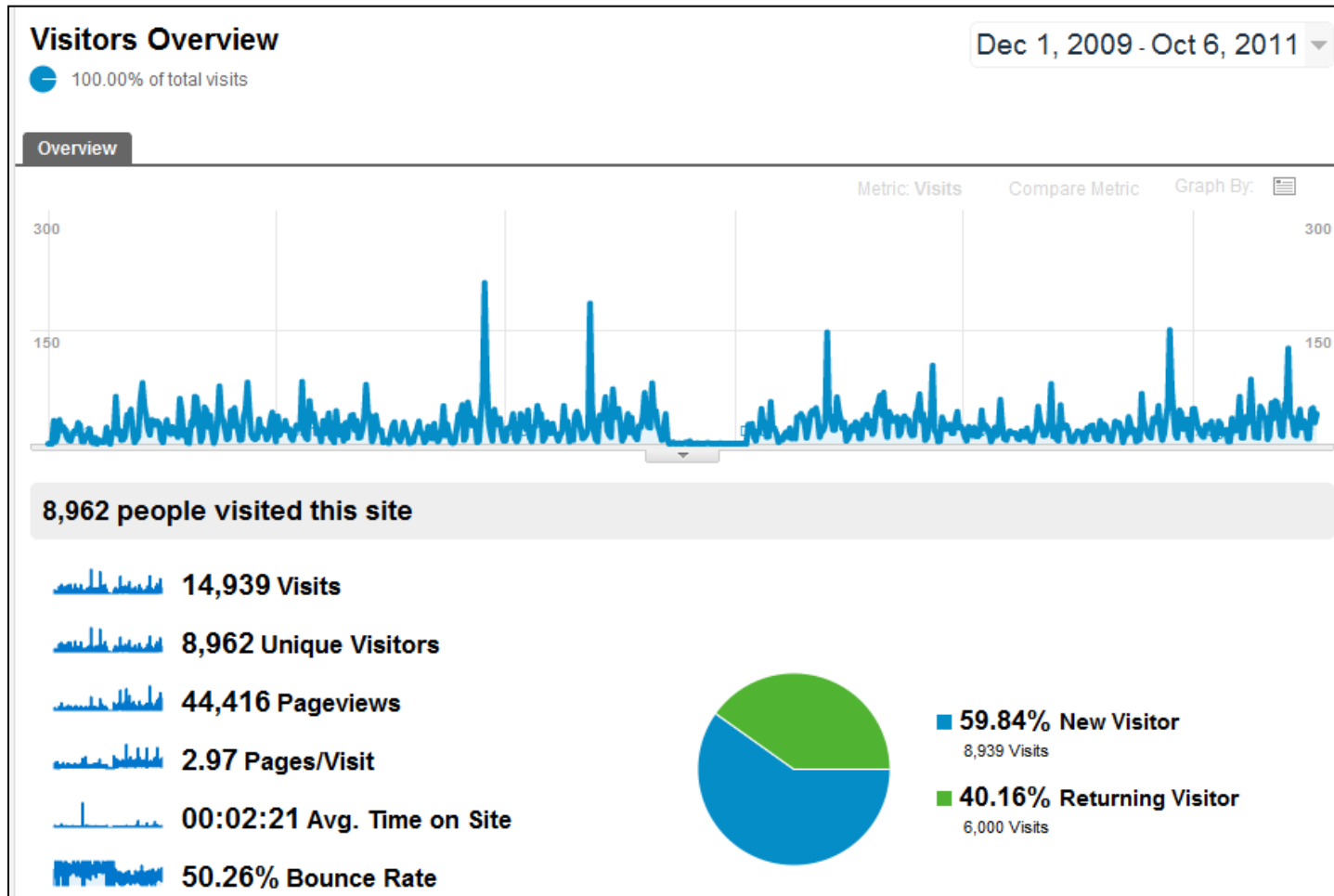
- Relevant benchmarks

EvaluATE Case Example: Evaluation Questions

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: Wide

How many people are we reaching through the Web?

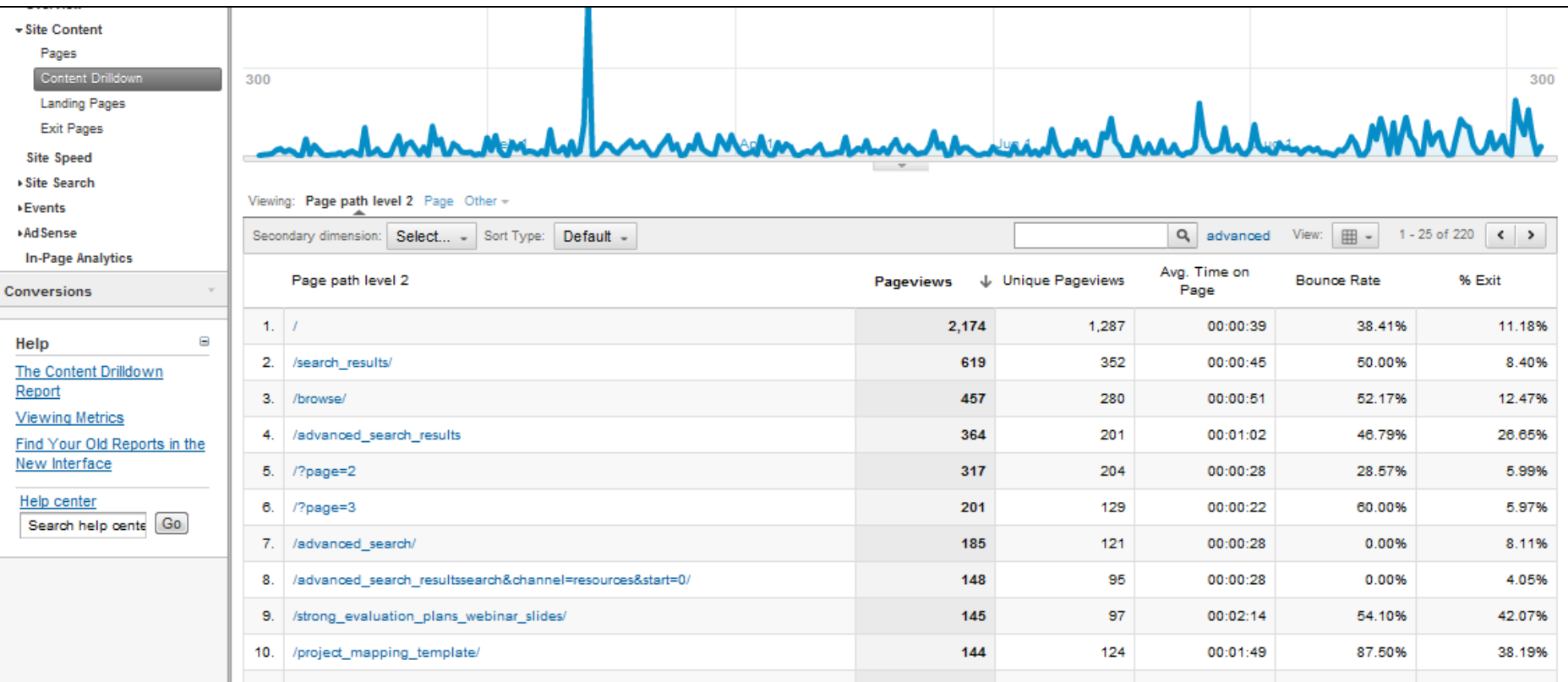8,933 people visited this site

14,846 Visits

8,933 Unique Visitors
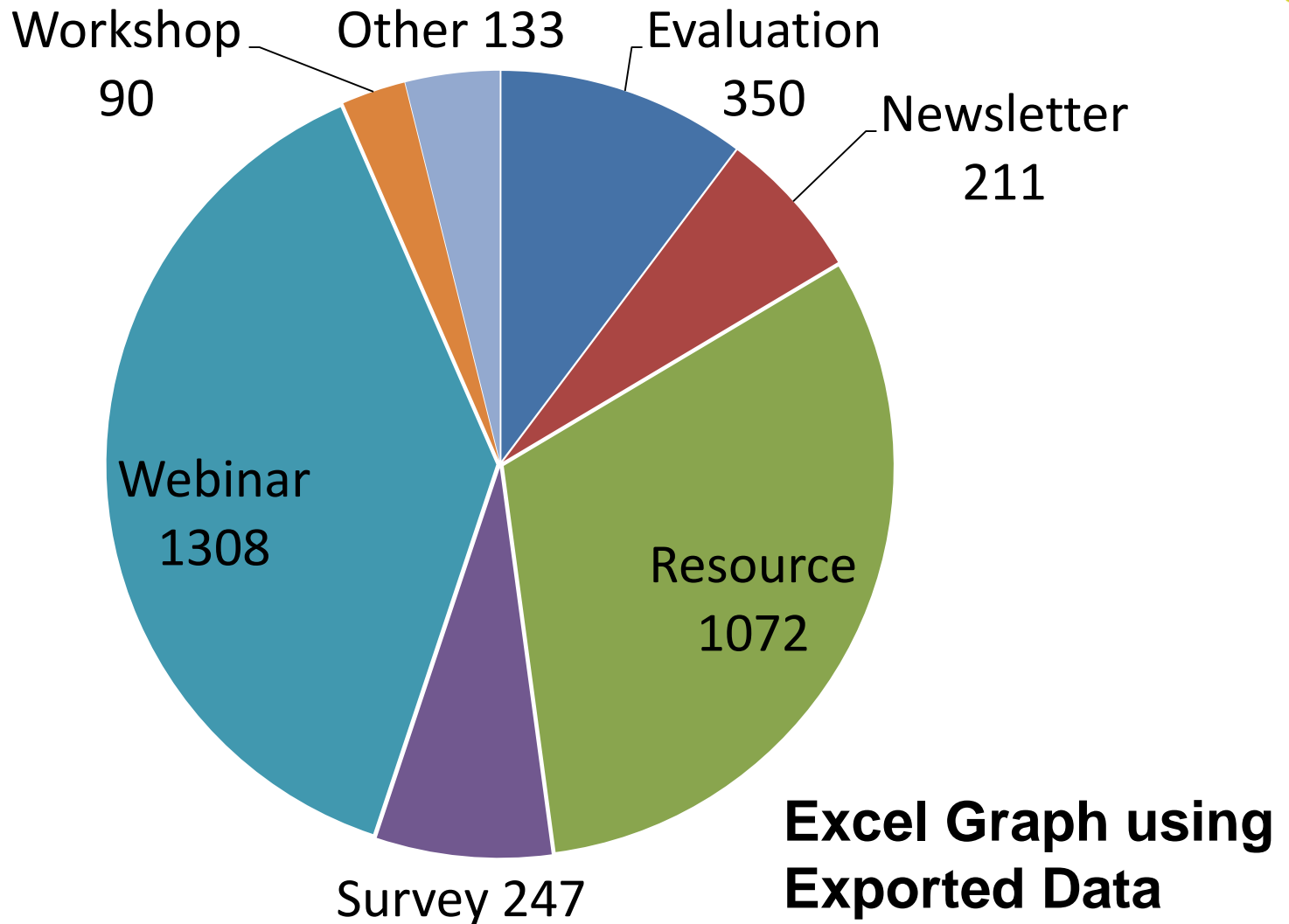
44,197 Pageviews

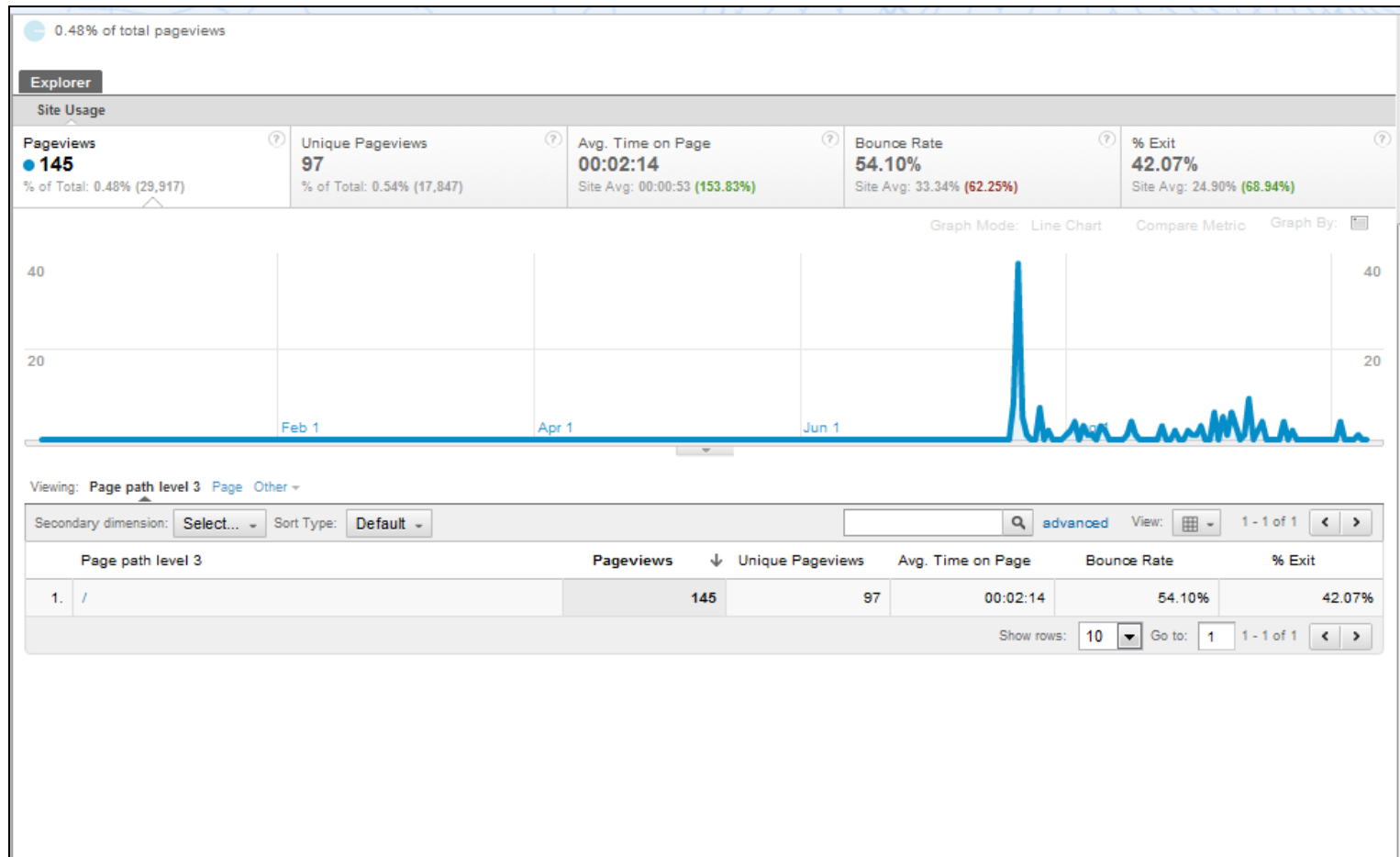2.98 Pages/Visit

Visitors: Close

Are people using our resources?

Content Drill Down: Wide

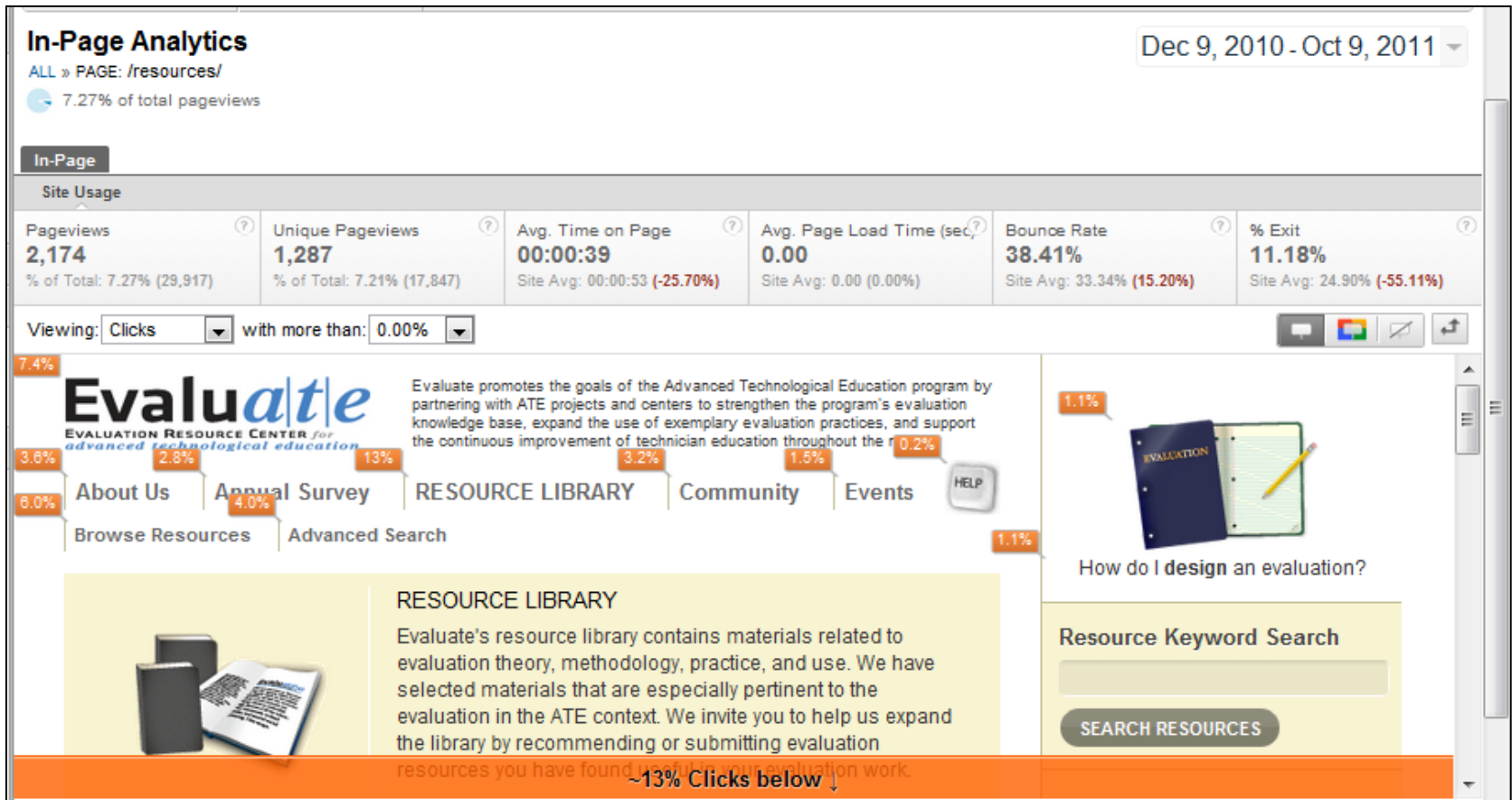# Are people using our resources?
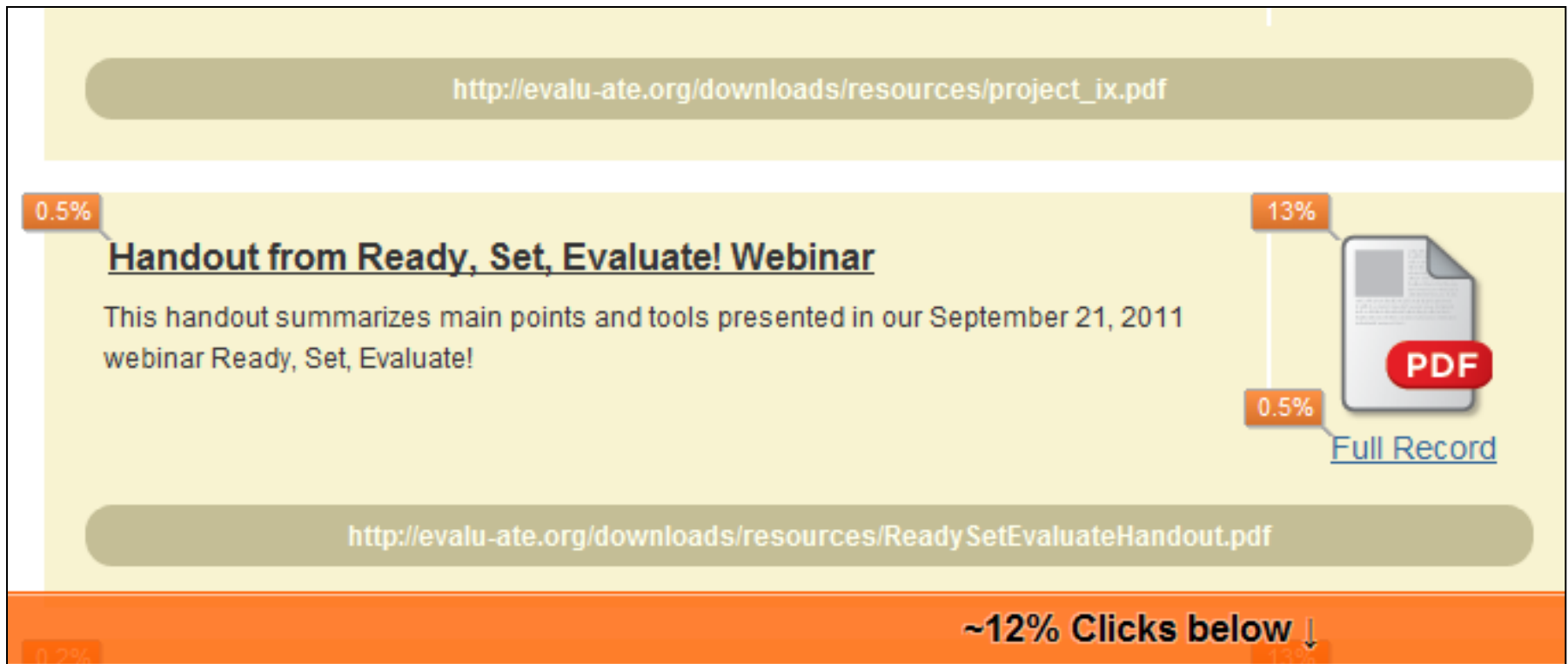
Are people using our resources?

Content Drill Down: Wide
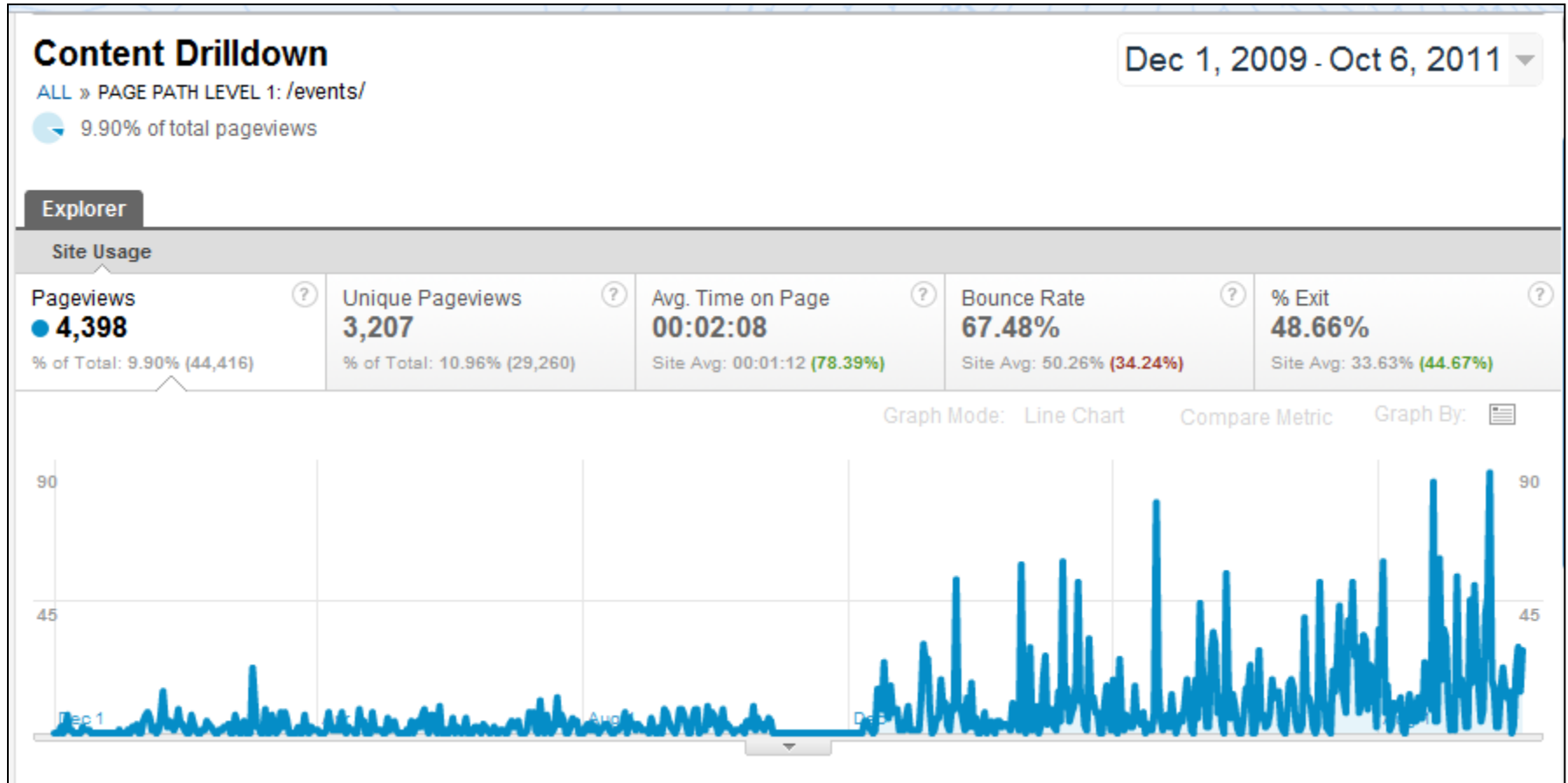
Are people using our resources?

Content In-Page Analytics: Wide

Are people using our resources?

Content In-Page Analytics: Close

Did web traffic increase after our website redesign?

Content Drill Down: Wide

How strong are our partnerships?

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

**Traffic Sources – Referrals: Wide**

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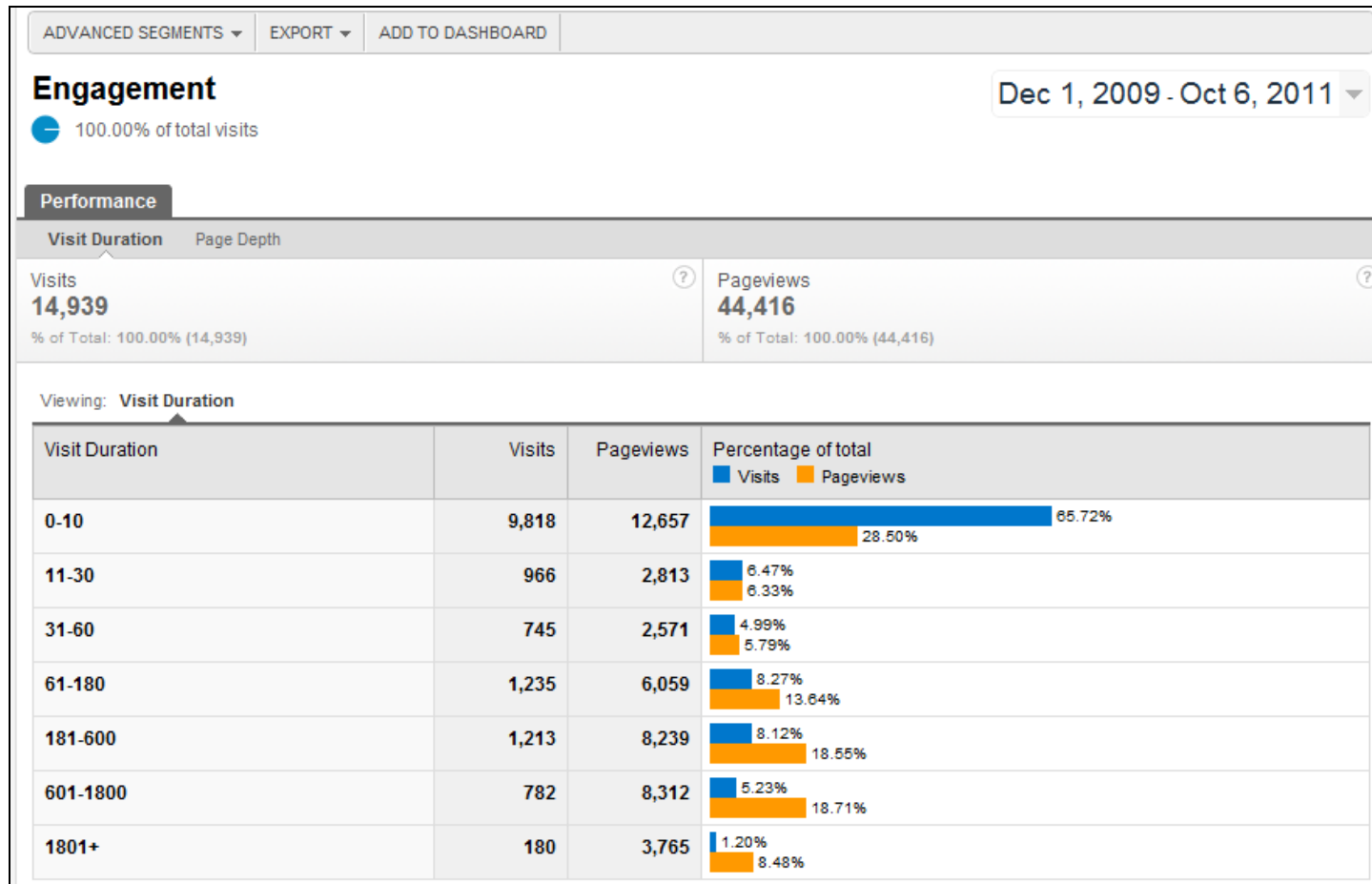
Visitors - Engagement: Wide

How engaged are people with our content?

| Visit Duration	Visits	Pageviews	Percentage of total
			■ Visits ■ Pageviews
0-10	9,818	12,657	65.72% / 28.50%
11-30	966	2,813	6.47% / 6.33%
31-60	745	2,571	4.99% / 5.79%
61-180	1,235	6,059	8.27% / 13.64%
181-600	1,213	8,239	8.12% / 18.55%
601-1800	782	8,312	5.23% / 18.71%
1801+	180	3,765	1.20% / 8.48%

Visitors - Engagement: Close

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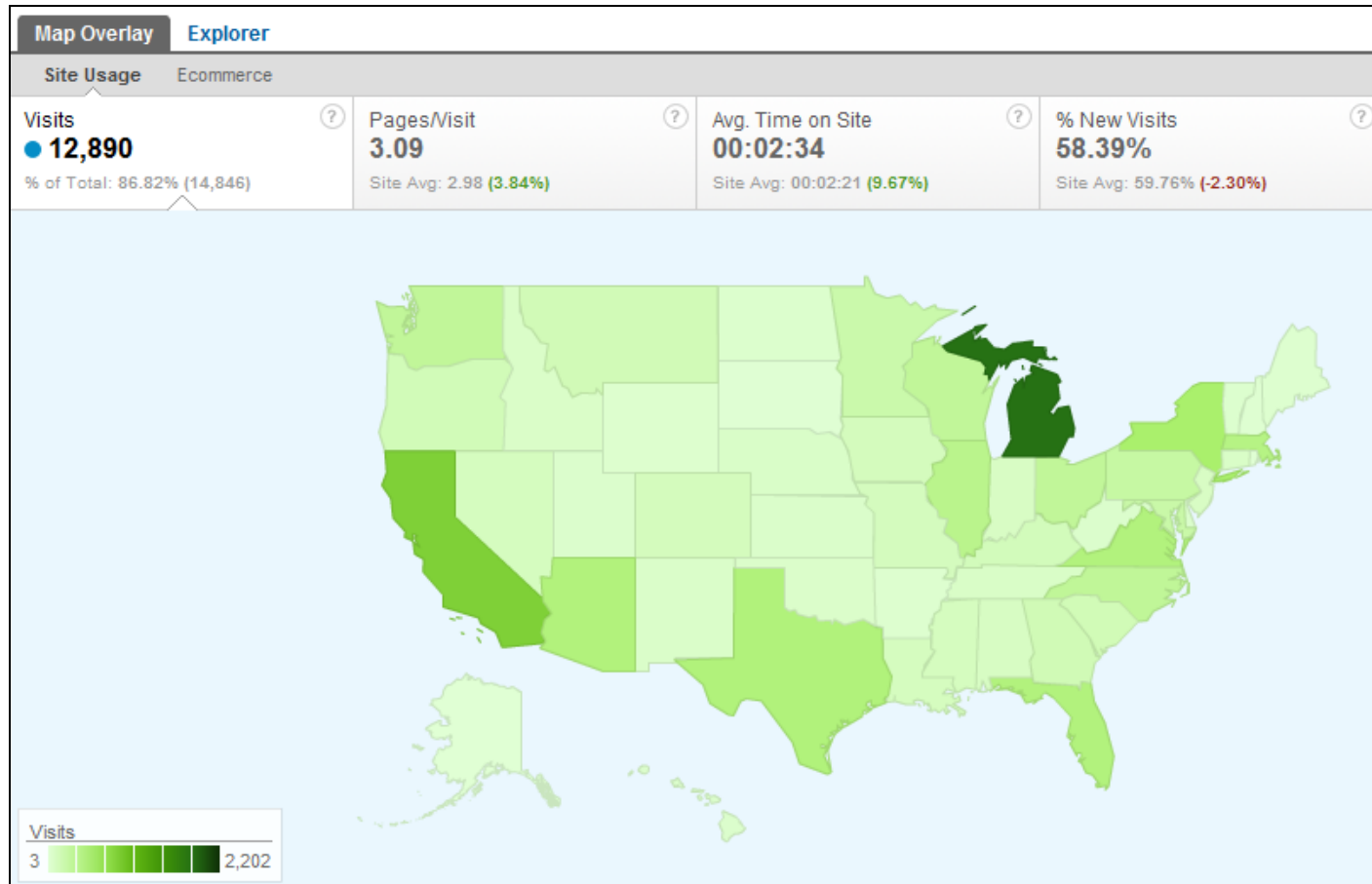
Visitors – Location : Wide

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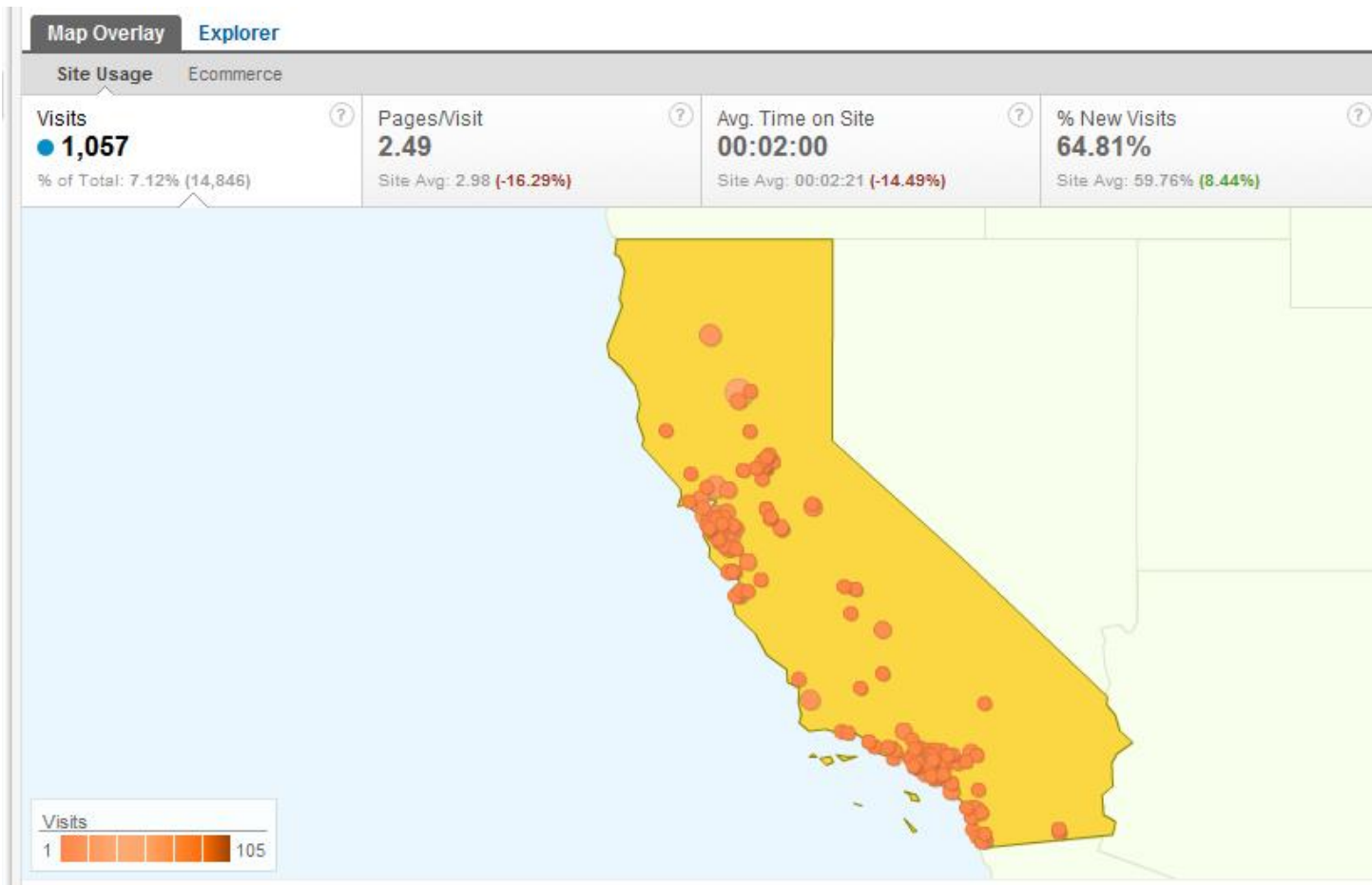
Visitors – Location : Drill down

Where are the people we are reaching located?

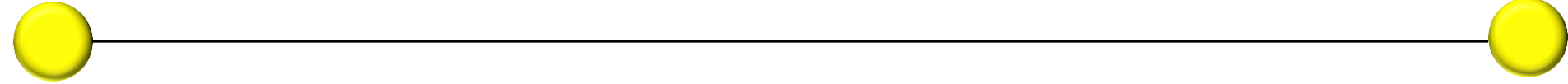|	City	Visits ↓	Pages/Visit	A
1.	San Francisco	112	2.70	
2.	San Jose	81	2.17	
3.	Modesto	51	2.67	
4.	Santa Cruz	44	2.09	
5.	Chico	40	2.20	
6.	Sacramento	39	3.08	
7.	San Diego	31	2.32	
8.	Los Angeles	30	1.50	
9.	Napa	25	4.24	
10.	Oakland	23	2.96	

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?