

The Power of Website Analytics



Webinar Presentation
September 20, 2017

Presenters



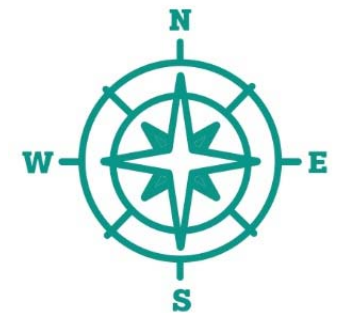
Maria Knight

Director of Online Strategy & Operations, RBFF



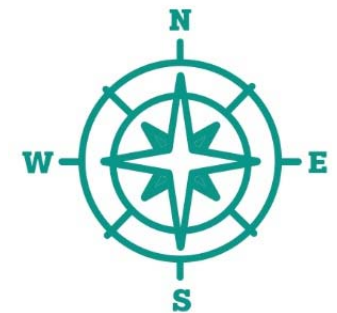
Rachel Factor

Analytics Manager, Brandt Information Services



Overview

- What are website analytics?
- What information does analytics provide?
- Why are analytics important?
- What should be measured?
- Application for Fishing License Purchase Sites





What are website analytics?

Website Analytics

The measurement, analysis and reporting of website activity in order to understand and optimize its effectiveness.



Who visits your website



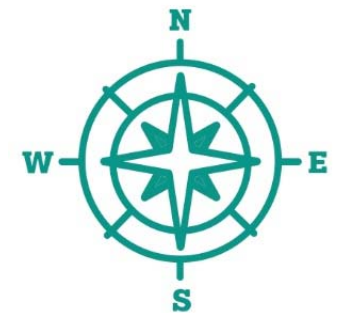
What they did there



How/when they got there



Where they went afterward



Analytics Tools





**What information does
analytics provide?**

Traffic Drivers

- **Direct** – Visitors who came by either typing your URL into their browser or clicking on a bookmark.
- **Organic Search** – Visitors who got to the site by clicking on a link from a search engine results page.
- **Paid Search** – Visitors who got to the site by clicking on your paid search campaigns (i.e., Google AdWords).
- **Referral** – Visitors who came from other websites that link to yours.
- **Social** – Visitors who came from social media sites to yours (i.e., Facebook, Twitter).
- **Email** – Visitors that came to your website from an email campaign.



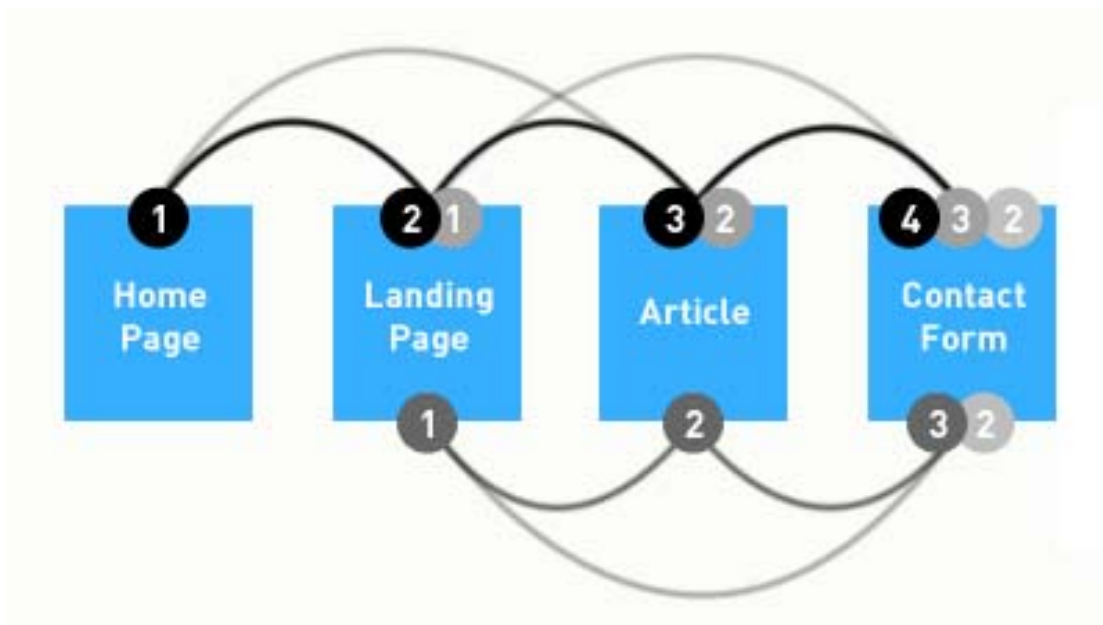
Audience Insights

- How many visitors come to your site
- Demographic information (i.e., age, gender, geography)
- Whether they're new or returning visitors
- What their interests are (i.e., affinity categories, visit frequency)
- What technology they're using (i.e., devices, browsers, operating systems)



Site Activity

- Study how visitors actually move through your site.
- Track actions a user takes within a page or form itself.



How are people interacting with your site?



**Why are analytics
important?**

Website Performance

It's important to measure the vitals of your website... the pulse, temperature and blood pressure to help determine whether your site is "healthy" or needs medical attention.



- 📍 Has there been a sudden increase or drop in traffic?
- 📍 Are there broken links?
- 📍 How well does the site retain its visitors?
- 📍 What are the top pages?
- 📍 How is the site performing against goals?
- 📍 What terms are visitors searching on site search?

Website Design

First impressions last, and your website visitors will judge your business within the first few seconds of their visit. This is why it's extremely important to pay attention to the design and aesthetics of your website.



Are users reaching the key content/conversion areas?



What browsers are site visitors using most?



Which device(s) does it perform better with?



Which pages show the least engagement or highest exit rate?

Design Issues to Prioritize

- ✓ Issues preventing visitors from viewing the page or site in the way you anticipated.
- ✓ Issues adversely affecting a relatively large proportion of the audience.
- ✓ Issues on product pages: these must be designed clearly to enable visitors to complete the conversion quickly and efficiently. (i.e., too much copy, vague calls-to-action)
- ✓ Issues that prevent visitors from filling out forms or completing other conversions on the path to becoming customers.



Partner Relationships

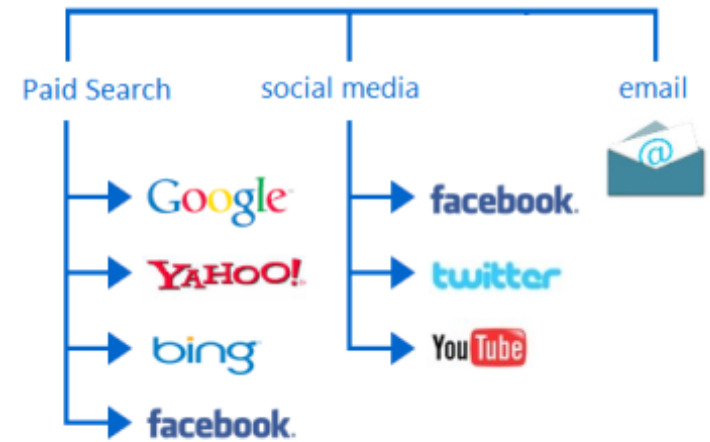
Assessing traffic from various partner sites will pinpoint those most valuable, those underperforming but with potential, and low-quality partnerships that may not be worthwhile to continue.



- **Evaluate Incoming Partner Referrals** – how well links from business partners are contributing to your site traffic and conversions.
- **Evaluate Outgoing Partner Referrals** – how much traffic you're driving and what pages/areas are driving the most.

Campaign Effectiveness

- Determine the top channels driving traffic to the website (quantity)
- See how well each channel drives conversions (quality; justify spending on various channels)
- Discover which campaigns are effectively driving conversions (gain insights about messaging)
- Find out which landing pages are most successful and engaging





**What should be
measured?**

Basic metrics to understand

- **Users or Unique Visitors** – the number of unduplicated (counted only once) visitors to your website over the course of a specified time period.
- **Sessions or Visits** – the number of times visitors are actively engaged on your website.
- **Pageviews** – the number of pages people visited on your website.
- **Bounce Rate** - is essentially the percentage of people who leave your website from the same page they entered without any interaction with the page.

Basic metrics to understand (cont.)

- **Average Session Duration** – the average length of time (in hours, minutes, and seconds) that a visitor spends in a session on your website
- **Pages per Visit** – the average number of pages viewed during a session
- **Traffic Sources** – the sources or channels used by your visitors to arrive at your website
- **Conversion Rate** – the percentage of visitors who achieved a goal or a desired action on your site

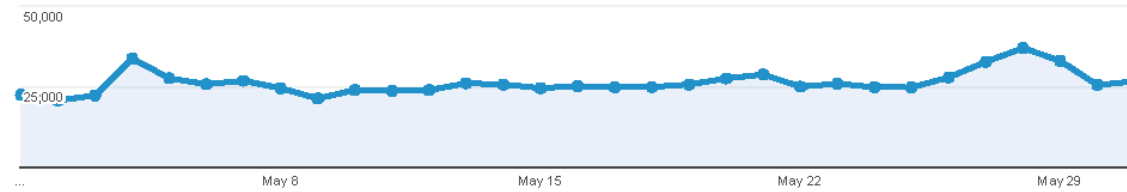
Audience Overview

All Users
 100.00% Sessions

May 1, 2017 - May 31, 2017

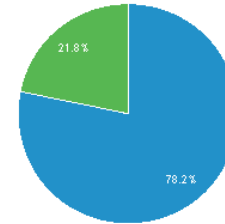
Overview

Sessions



Sessions 818,128	Users 660,442	Pageviews 1,285,839
Pages / Session 1.57	Avg. Session Duration 00:01:18	Bounce Rate 55.44%
% New Sessions 78.22%		

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	773,648	94.56%
2. es-419	15,273	1.87%
3. en-gb	10,475	1.28%
4. es-xl	2,978	0.36%

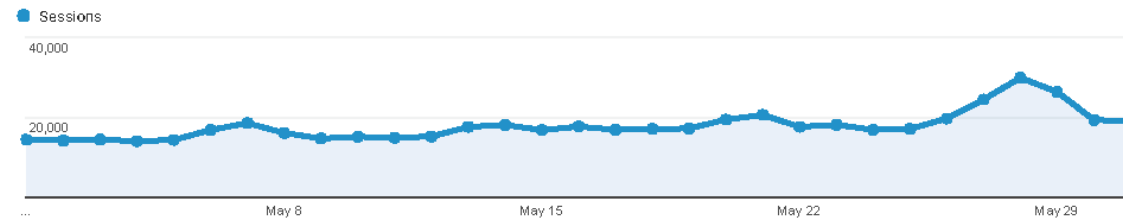
Channels

All Users
 100.00% Sessions

May 1, 2017 - May 31, 2017

Explorer

Summary



This data was filtered using an advanced filter.

Default Channel Grouping	Acquisition			Behavior			Conversions Goal 1: Fishing License		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Fishing License (Goal 1 Conversion Rate)	Fishing License (Goal 1 Completions)	Fishing License (Goal 1 Value)
	556,050 % of Total: 67.97% (818,128)	79.99% Avg for View: 78.22% (2.27%)	444,774 % of Total: 69.51% (639,899)	44.67% Avg for View: 55.44% (-19.43%)	1.70 Avg for View: 1.57 (8.23%)	00:01:41 Avg for View: 00:01:18 (28.42%)	20.48% Avg for View: 14.00% (46.31%)	113,900 % of Total: 99.44% (114,539)	\$0.00 % of Total: 0.00% (\$0.00)
1. Organic Search	285,092 (51.27%)	79.92%	227,858 (51.23%)	51.26%	1.84	00:01:54	8.86%	25,245 (22.16%)	\$0.00 (0.00%)
2. Paid Search	172,531 (31.03%)	81.58%	140,758 (31.65%)	29.38%	1.21	00:01:02	47.58%	82,098 (72.08%)	\$0.00 (0.00%)
3. Direct	72,632 (13.06%)	77.68%	56,418 (12.68%)	50.75%	2.19	00:02:12	6.97%	5,061 (4.44%)	\$0.00 (0.00%)
4. Referral	15,642 (2.81%)	78.30%	12,247 (2.75%)	51.65%	2.22	00:02:14	8.27%	1,294 (1.14%)	\$0.00 (0.00%)
5. Social	6,156 (1.11%)	88.37%	5,132 (1.15%)	78.46%	1.50	00:00:51	1.61%	99 (0.09%)	\$0.00 (0.00%)
6. Email	3,997 (0.72%)	59.07%	2,361 (0.53%)	45.08%	2.64	00:03:02	2.58%	103 (0.09%)	\$0.00 (0.00%)

Analytics Tracking Plan

1. Set goals/objectives
2. Establish Key Performance Indicators (KPI) to measure performance against goals
3. Create a strategy (Acquisition, Engagement, Conversions)
4. Set up regular reporting
5. Discover and alleviate issues; and adjust strategy accordingly





Application for Fishing License Purchase Sites

State Referral Program Report

All Users
 97.69% Fishing License (Goal 1 Completions)

Apr 1, 2017 - Aug 31, 2017

Report Tab

Fishing License (Goal 1 Completions)



Event Label	Fishing License (Goal 1 Completions)	Boat Registration (Goal 2 Completions)
	528,807 % of Total: 97.69% (541,293)	82,486 % of Total: 97.26% (84,811)
1. ohio	28,721 (5.43%)	2,061 (2.50%)
2. newyork	27,131 (5.13%)	1,398 (1.69%)
3. texas	27,088 (5.12%)	5,512 (6.68%)
4. california	27,017 (5.11%)	1,433 (1.74%)
5. wisconsin	23,131 (4.37%)	6,196 (7.51%)
6. pennsylvania	22,018 (4.16%)	5,469 (6.63%)
7. northcarolina	21,491 (4.06%)	3,080 (3.73%)
8. michigan	19,373 (3.66%)	1,676 (2.03%)
9. missouri	17,213 (3.26%)	820 (0.99%)
10. tennessee	15,366 (2.91%)	3,344 (4.05%)



Michigan Reporting Example

Michigan Department of Natural Resources

Michigan.gov DNR Home Contact the DNR

Welcome to E-License

Buy your Michigan hunting and fishing licenses, special hunt applications and permits here!

1. Tell us who you are
2. Choose your items
3. Answer a few questions, if applicable
4. Make your payment

Payment options:

You will receive non-kill tag items like your base, fishing license, and applications immediately at the address you provide. These items are noted as "Online" delivery in the catalog.

Print your "Online" items directly from E-License for up to 7 days or print the PDF that we email to you for future reprinting.

You can show your purchased license on your mobile device. We recommend saving the PDF to your phone and printing a backup copy.

Kill tags and licenses noted as "Mail" will take 7-10 business days to receive. If you plan on receiving items before 7-10 days, please purchase at one of our license agents listed in the navigation link.

[View Sample PDF](#) [View Rules and Regulations](#)

Reserved waterfowl application

Get Started

[Michigan.gov Home](#) | [DNR Home](#) | [Contact DNR](#) | [E-License Home](#)
[Privacy Policy](#) | [Link Policy](#) | [Accessibility Policy](#) | [Security Policy](#)
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Michigan Department of Natural Resources

Michigan.gov DNR Home Contact the DNR E-License Home

Catalog

User Notes

- If you need more information on the item, select the "More Info" link next to the item.
- The caption "Mail" or "Online" indicates whether the item will be mailed, or whether you will need to save/print an electronic copy of the item purchased.
- Please note that items which expire within 90 days will appear in red italics.
- If you cannot find an item in the catalog, review the FAQ section to learn how items are made available to customers.

Select a Category:

Year	Type	Name	Price	Delivery	More Info	Select Item
2016	201	Fish All Species NR <i>This non-resident all species fish license is good for all fishing. License expires on 03/31/2017.</i>	\$68.00	Online	More Info	Buy Now!
2016	203	Fish 24 Hour <i>This all species fish license is good for all fishing, for any designated 24 hour period. License expires on 03/31/2017.</i>	\$10.00	Online	More Info	Buy Now!
2016	204	Fish 72 Hour <i>This all species fish license is good for all fishing, for any designated 72 hour period. License expires on 03/31/2017.</i>	\$30.00	Online	More Info	Buy Now!

Shopping Cart **Cancel Order**

[Michigan.gov Home](#) | [DNR Home](#) | [Contact DNR](#) | [E-License Home](#)
[Privacy Policy](#) | [Link Policy](#) | [Accessibility Policy](#) | [Security Policy](#)
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Take me Fishing Traffic Activity

June 1, 2016 - June 30, 2016

Unique Visitors

2,015

Average Session Duration

00:06:15

Number of Orders (Buyers)

591

Total Visits (Sessions)

2,102

Bounce Rate

32.64%

Items Ordered

917

Items Abandoned

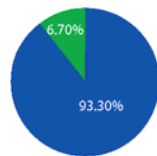
74

Total Sales

\$15,257.00

Sessions by User Type

■ New Visitor ■ Returning Visitor



User Type	Sessions
New Visitor	1,880
Returning Visitor	135

Visits by State (top ten)

Michigan	1,019
Ohio	312
Illinois	167
Indiana	63
California	59
Georgia	76
Virginia	34
New York	47
Wisconsin	44
Texas	46

Top Items	# sold
Fish all species resident:	296
Fish 24 hours:	127
Fish all species non-res:	97
Fish 72 hour:	43
Fish all species senior:	28

Desktop vs Mobile

	New Visitors	Sales
Desktop	415	\$7,815
Mobile	1,465	\$7,442
Tablet	154	\$979

Returning Customer Purchases

Made purchase on first visit:	366
1 previous visit:	118
2 previous visits:	37
3+ previous visits:	70



Continual Improvement Through Analytics



Monthly Report

	begin	end
This Month	7/1/2017	7/31/2017
Last Month	6/1/2017	6/30/2017
Last Year	7/1/2016	7/31/2016



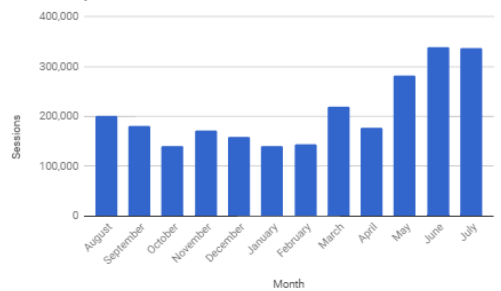
Year-Over-Year Metrics

Timeframe	Sessions	Users	% New Customers	Unique Pageviews	Pageviews per Visit	Avg Session Duration	Bounce Rate	Conversion Rate	Conversions	Revenue
This Month	337,206	212,061	15.07%	1,770,896	5.25	07:03	21.38%	34.18%	115,254	\$3,734,041.47
Last Year	300,479	183,043	17.55%	1,555,819	8.50	07:11	25.28%	0.00%	0.00%	\$0.00
% Change YoY	12.22%	15.85%	-14.15%	13.82%	-38.21%	-1.81%	-15.40%	0.00%	0.00%	0.00%

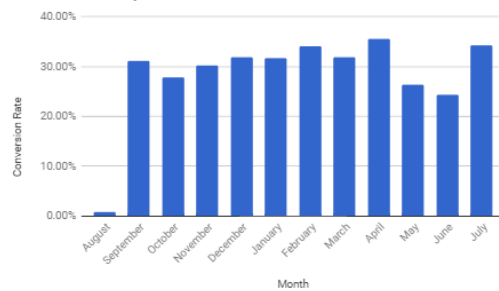
Month-Over-Month Metrics

Timeframe	Sessions	Users	% New Customers	Unique Pageviews	Pageviews per Visit	Avg Session Duration	Bounce Rate	Conversion Rate	Conversions	Revenue
This Month	337,206	212,061	15.07%	1,770,896	5.25	07:03	21.38%	34.18%	115,254	\$3,734,041.47
Last Month	338,776	191,428	11.86%	1,504,166	4.44	06:20	19.08%	24.23%	82,097	\$2,771,108.85
% Change MoM	-0.46%	10.78%	26.99%	17.73%	18.28%	11.40%	12.05%	41.04%	40.39%	34.75%

Sessions by Month



Conversion Rate by Month



Revenue by Month



Marketing Data Report from 7/14/2016 until 8/28/2017

Transaction Information

Spanish Order Count:	Spanish Order Revenue:	Total Cust Count:	License/Item Count:	Total Order Count:	Avg \$ Per Order	Total Revenue:
183	\$5,381.16	67,429	141,446	71,045	\$34.22	\$2,431,300.56

Lapsed and New Customer Stats

	Count	Avg \$ Per Order	Total Revenue	% of overall Sales
# of Customers returning after a 12month lapse	17,510	\$35.22	\$616,723.92	25.37%
# of New Customers	14,633	\$30.51	\$446,444.15	18.36%

Add-On Stats



	Count	Overall %
Number of hard cards ordered	22,438	31.58%
Number of donations	4,739	6.67%
Donation Revenue	\$17,182.01	0.71%

Auto-Renew Analysis Report

Data date begins 10/14/2015 at 10:00pm

Customer Information	Total
# of Customers to be auto renewed within 6 days	216
# of Customers who received notices (All of them)	85,678
# of Customers who have had failures	28300
# of Customers signed up for auto-renew	150,102

Items set to be Auto-Renewed	Total
# of Licenses that signed up for auto-renew (excluding Hard card,Donation)	217,977
# Hard card licenses that signed up for auto-renew	82,324
# Donation licenses that signed up for auto-renew	16,440
Total all items that signed up for auto-renew	316,741

Item & Add Ons Auto-Renewed	Total	Revenue
# of Licenses auto-renewed (excluded Hard card,Donation)	94,070	\$3,987,564.44
# of Hard card licenses auto-renewed	32,195	\$160,217.00
# of Donation licenses auto-renewed	5,697	\$102,530.00
Total of all items that auto-renewed	131,962	\$4,250,311.44

Items Auto-Renewed last night	Total	Revenue
# of Customer auto-renewed last night	220	
# of License auto-renewed last night	344	\$12,647.46
# of HardCard auto-renewed last night	121	\$605.00
# of Donation auto-renewed last night	24	\$308.00
# of Auto-Renewal Failures last night	228	
Total items auto-renewed last night	489	\$13,560.46

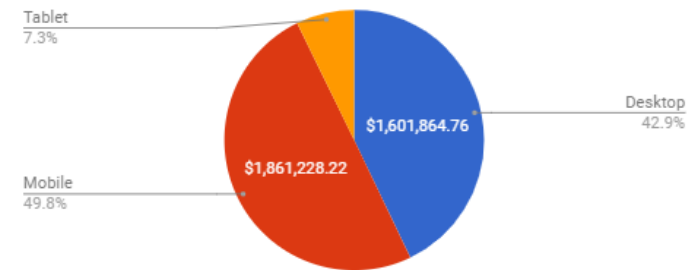
Prioritizing Optimization

📍 By Device Type (Desktop, Tablet, Mobile)

📍 By Browser (Chrome, Safari, IE)

📍 By Device (iPhone, Samsung Galaxy)

Revenue by Device



Browser

Device	Sessions	Users	Unique Pageviews	Pageviews per Visit	Avg Session Duration	Bounce Rate	Conversion Rate	Conversions	Revenue
Chrome	110,544	63,045	596,760	9.47	07:32	19.62%	36.02%	39,820	\$1,263,744.44
Safari	122,080	72,999	586,948	8.04	05:29	30.50%	32.85%	40,104	\$1,310,334.41
Internet Explorer	26,118	16,329	160,264	9.81	08:58	8.00%	36.60%	9,559	\$328,369.97
Firefox	10,285	6,240	66,205	10.61	10:35	11.61%	41.42%	4,260	\$145,674.15

Top Devices

Device	Sessions	Users	Unique Pageviews	Pageviews per Visit	Avg Session Duration	Bounce Rate	Conversion Rate	Conversions	Revenue
Apple iPhone	131,593	79,766	614,818	7.71	05:11	28.20%	30.39%	39,985	\$1,253,273.06
Apple iPad	16,322	10,156	86,499	8.52	06:40	26.46%	36.02%	5,880	\$216,501.20
Samsung SM-G930V Galaxy S7	4,866	2,614	22,573	8.64	06:12	22.56%	30.83%	1,500	\$49,878.30
Samsung SM-G955U Galaxy S8+	3,146	1,726	15,047	8.72	06:26	25.30%	29.05%	914	\$29,541.81

Understanding Demographics

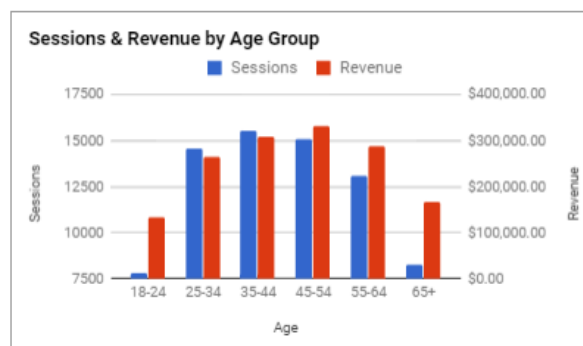
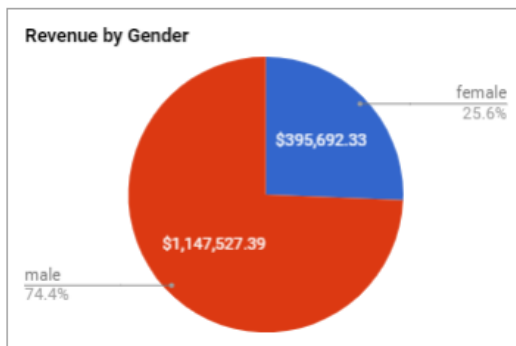
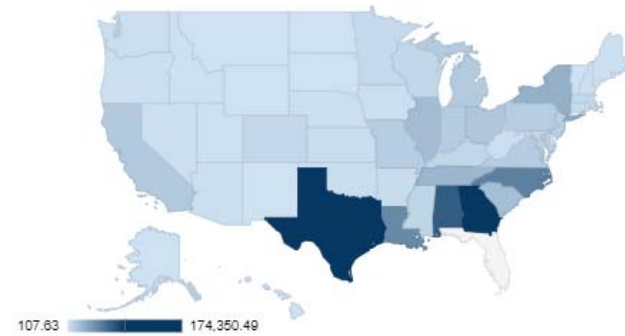
📍 Geography

👤 Gender

👤 Age

📍 Interests

Out of State Users



Interests		
Affinity Interest	Users	Revenue
Media & Entertainment/Movie Lovers	44,333	\$900,771.89
Lifestyles & Hobbies/Outdoor Enthusiasts	43,350	\$884,420.13
Home & Garden/Home Decor Enthusiasts	41,001	\$848,268.82
Shoppers/Shopaholics	40,959	\$823,272.83
Media & Entertainment/TV Lovers	40,244	\$817,726.97
Technology/Techophiles	39,493	\$794,125.99
News & Politics/News Junkies/Entertainment & C	35,740	\$732,981.09
Travel/Travel Buffs	34,610	\$695,036.59
Travel/Travel Buffs/Beachbound Travelers	32,544	\$660,447.13
News & Politics/News Junkies/Political News Jun	29,995	\$619,003.26
Food & Dining/Cooking Enthusiasts/Aspiring Che	29,364	\$555,353.83

Adjusting Exit Pages


 Why are people leaving?

 What can we do about it?

 Are we improving?

	This Month		
	Exits	Pageviews	Exit Rate
/Customer/AutoRenewSettings	530	10,522	5.04%
/Customer/Donation	1,398	139,394	1.00%
/	49,506	135,538	36.53%
/Customer/InternetCustomerLookup	64,513	219,159	29.44%
/Customer/CustomerHelp	1,722	5,122	33.62%
/Portal/faq	5,058	8,735	57.90%
/Customer/InternetHome	893	8,957	9.97%
/Customer/Checkout	6,777	180,476	3.76%
/Customer/CreateNewCustomer	5,556	74,513	7.46%
/CustomerLicense/AvailableLicenses	13,141	233,278	5.63%
/CustomerLicense/AddToCart	466	22,003	2.12%
/CustomerLicense/LicenseCatalog	11,861	86,505	13.71%
/portal/index/	203	366	55.46%
/Customer/CustomerEditInfo	2,292	57,733	3.97%
/Customer/AddHardCard	516	95,823	0.54%

Analyzing Referral Success

 By Channel (Referral, Direct, Paid Search, Organic Search, Social, Email)

 By Referring Site (Agency Site, TakeMeFishing.org, eRegulations)

 By Email (Reminder, Quota Hunt, Marketing Promotion)

 By Advertisement (SEM, Display Ad Location, Display Ad Creative)

	Sessions			Conversion Rate			Revenue		
	This Month	Last Month	% Change	This Month	Last Month	% Change	This Month	Last Month	% Change
Referral	93,017	79,840	16.50%	18.17%	22.18%	-18.07%	\$542,579.00	\$444,948.50	21.94%
Direct	53,305	60,255	-11.53%	16.14%	20.52%	-21.33%	\$305,733.50	\$322,816.25	-5.29%
Paid Search	35,523	25,161	41.18%	13.02%	15.20%	-14.36%	\$152,560.50	\$99,872.50	52.76%
Organic Search	4,692	3,360	39.64%	18.54%	21.37%	-13.23%	\$40,303.50	\$24,502.25	64.49%
Social	185	324	-42.90%	3.78%	5.25%	-27.89%	\$185.00	\$467.25	-60.41%

What Can You Do?

- 📍 Work with a vendor that is capable of providing these services.
- 📍 Understand what you want to track and why.
- 📍 Start now. The more data, the better.

Contact Information



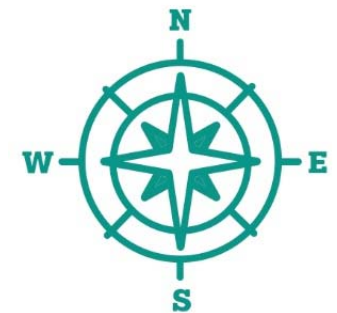
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Questions?



Thank You



TAKEMEFISHING.org



VANDAPESCAR.org