Using Google Analytics to Assess IR Website Effectiveness

At HSU, the website is critical to the Office of Institutional Research and Planning’s mission which is to provide key data measures and engage in high quality research, planning, and assessment that improves evidence-based decision-making, institutional effectiveness, and success for all students and the institution.

Historical Website Sessions (June 2010 – April 2015)

Website Sessions (May 2014 – April 2015)

Metrics

User (visitor): the client that visits the site (browser operated by a person).

Session (visit): period of time during which the visitor is active on the site.

Interaction (hit): the individual activities, typically characterized by a pageview.

Top 10 viewed Webpages (May 2014 – April 2015)

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Center</td>
<td>5,712(7.38%)</td>
<td>3,336(6.04%)</td>
<td>0:03:38</td>
<td>1,554(6.67%)</td>
</tr>
<tr>
<td>Home Page</td>
<td>4,399(5.64%)</td>
<td>2,423(5.30%)</td>
<td>0:00:47</td>
<td>3,216(13.81%)</td>
</tr>
<tr>
<td>Fast Facts</td>
<td>2,831(3.65%)</td>
<td>2,420(4.38%)</td>
<td>0:02:51</td>
<td>2,006(8.61%)</td>
</tr>
<tr>
<td>Data Dashboards</td>
<td>2,755(3.56%)</td>
<td>1,564(2.89%)</td>
<td>0:00:26</td>
<td>369(1.89%)</td>
</tr>
<tr>
<td>VP Enrollment DB</td>
<td>937(1.21%)</td>
<td>543(0.98%)</td>
<td>0:00:33</td>
<td>278(1.19%)</td>
</tr>
<tr>
<td>University Enrollment DB</td>
<td>749(0.97%)</td>
<td>596(1.08%)</td>
<td>0:01:56</td>
<td>560(2.47%)</td>
</tr>
<tr>
<td>Facebook</td>
<td>726(0.94%)</td>
<td>595(0.88%)</td>
<td>0:01:30</td>
<td>582(2.52%)</td>
</tr>
<tr>
<td>Twitter</td>
<td>520(0.66%)</td>
<td>450(0.82%)</td>
<td>0:00:20</td>
<td>452(1.97%)</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>450(0.58%)</td>
<td>401(0.72%)</td>
<td>0:01:48</td>
<td>126(0.54%)</td>
</tr>
</tbody>
</table>

Digital Analytics Fundamentals

This course provides a foundation for analysts seeking to understand the core principles of digital analytics and to improve business performance through better digital measurement.

- An overview of today’s digital measurement landscape
- Guidance on how to build an effective measurement plan
- Best practices for collecting actionable data
- Descriptions of key digital measurement concepts, terminology and analysis techniques
- Deep dives into Google Analytics reports with specific examples for evaluating your digital marketing performance

Google Analytics Platform Principles

Do you ever wonder if you’re getting the most out of your Analytics reports? In this self-paced online course we’ll dive deeper into how the platform collects, transforms, and organizes data in Analytics. Understanding how this works can help you refine your implementation and uncover more valuable insights about your business.

Ecommerce Analytics: From Data to Decisions

Discover useful reporting and analysis techniques to help your ecommerce business make informed decisions using Google Analytics data. In this self-paced online course, you’ll immerse yourself in the measurement planning process and practice navigating Google Analytics to improve the performance of an example ecommerce business.

https://analyticsacademy.withgoogle.com/explorer

In-page Analytics

VSA College Portrait

Voluntary System of Accountability (VSA) added Google Analytics to our College Portrait on April 25, 2012. By sending an email to Nathalie Argueta, Project Coordinator, at VSA I was able to get a sub user account. You can do the same by sending an email to (support@collegeportraits.org).

VSA Google Analytics (April 2014–April 2015)

VSA Webinar: Google Analytics 101

College Portrait teamed up with Endai Worldwide to provide information on who is visiting your College Portraits page through Google Analytics reporting. In the webinar, Endai Senior Analyst Yusuke Tomizawa answers questions such as: how to determine how many visitors you are getting and where they are coming from, how often they come back, where they live, and if they are browsing your site on their phone. https://vimeo.com/44830870