

Web Sites For Advocacy and Community Organizing: Basics, Essentials, and Best Practices

Web Site Traffic Analysis

These training materials have been prepared by Aspiration in partnership with Radical Designs

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Learning Goals

- ▶ Appreciate the importance of analyzing web site traffic
- ▶ Understand what information is available
- ▶ Learn tricks for advance tracking
- ▶ Know what tools are available to use
- ▶ Consider privacy issues

Web Site Traffic Analysis

- ▶ To increase traffic and provide the most useful, effective site, you must review and analyze traffic to your site
 - Responding to trends in your site traffic lets you deliver the most effective content to users
- ▶ “Log files” are kept by almost all web hosts
- ▶ Most web hosts provide traffic analysis tools

Web Site Traffic Analysis

- ▶ Site traffic tools can tell you:
 - How many people come to your site
 - Understand “unique visitors” vs “page views” vs “hits”
 - Length of each visitor's stay
 - “Entry” and “Exit” pages for each visitor
 - Most (and least) popular pages
 - Referrer – page a visitor clicked on to get to you
 - Search keywords: which queries led to you

Web Site Traffic Analysis

- ▶ Site traffic tools can tell you
 - Duration of visit
 - Decision made in first few seconds
 - Good guage of the effectiveness of your homepage
 - Good to keep for longer than a minute
 - Even simple browsing keeps browser open for a while
 - Traffic patterns
 - Can be correlated to campaign events
 - Times of day/week/month
 - Peaks and valleys

Web Site Traffic Analysis

▶ Advanced tracking

- Giving each page different URLs for print materials or links from various sites
 - www.mysite.org/issue/org1
 - www.mysite.org/issue/org2
 - www.mysite.org/issue/printurl
- I want to know how many people clicked onto my site from ...

Statistics for:
foresthethics.org

Last Update: 22 Sep 2006 - 00:47



Reported period:

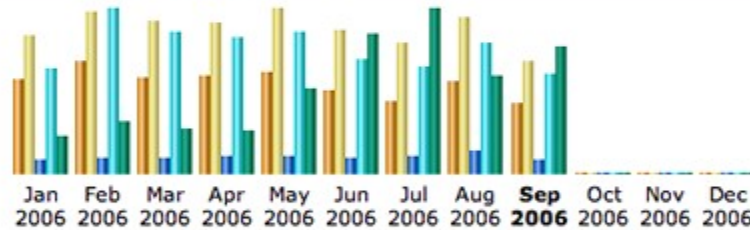
- Summary
- When:**
 - Monthly history
 - Days of month
 - Days of week
 - Hours
- Who:**
 - Countries
 - Full list
 - Hosts
 - Full list
 - Last visit
 - Unresolved IP Address
 - Robots/Spiders visitors
 - Full list
 - Last visit
- Navigation:**
 - Visits duration
 - File type
 - Viewed
 - Full list
 - Entry
 - Exit
 - Operating Systems
 - Versions
 - Unknown
 - Browsers
 - Versions
 - Unknown
- Referers:**
 - Origin
 - Referring search engines
 - Referring sites
 - Search
 - Search Keyphrases
 - Search Keywords
- Others:**
 - Miscellaneous
 - HTTP Status codes
 - Pages not found

Summary

Reported period	Month Sep 2006				
First visit	01 Sep 2006 - 00:06				
Last visit	21 Sep 2006 - 23:54				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	7689	12322 (1.6 visits/visitor)	50085 (4.06 pages/visit)	363520 (29.5 hits/visit)	9.85 GB (838.42 KB/visit)
Not viewed traffic *			54709	57839	3.70 GB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2006	10371	15126	47117	379756	2.87 GB
Feb 2006	12376	17698	58156	599558	4.03 GB
Mar 2006	10548	16828	57593	516750	3.51 GB
Apr 2006	10705	16536	60398	495597	3.31 GB
May 2006	11165	18062	63236	518089	6.51 GB
Jun 2006	9045	15764	58276	416500	10.75 GB
Jul 2006	7987	14307	61102	389167	12.68 GB
Aug 2006	10095	17231	81985	477844	7.49 GB
Sep 2006	7689	12322	50085	363520	9.85 GB
Oct 2006	0	0	0	0	0
Nov 2006	0	0	0	0	0

Web Site Traffic Analysis

- ▶ If your provider does not have a tool offering, you still have options:
 - Google analytics - www.google.com/analytics
 - Alexa.com
 - Sitemeter.com
 - Crazyegg.com
 - Install your own (assembly required!)

Web Site Traffic Analysis

► Privacy considerations

- Your log files can be subpoenaed or snooped
- Don't retain information that allows identification of individual visitors
 - Aggregate data is adequate for analysis
- Resources
 - EFF Guide: <http://www.eff.org/osp/>
 - Riseup.net Apache logging patch:
<http://dev.riseup.net/privacy/apache/>

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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