Intro to Online Channel Analytics

These training materials have been prepared by Aspiration and Radical Designs

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Learning Goals

► See the tools that provide you with analytics for your messaging
► Get introduced to the statistics different online channels can provide about your messaging
► Learn about ways in which to use analytics to improve your online messaging
Analytics Overview

► Attached to measurable goals, analytics are your thermometer
  - Make sure you know what goal the data is speaking to
► Helps determine what value you’re providing to whom
► Tracking is key!!
  - Trends more important than isolated numbers
How do you keep track of your analytics data?

Start with a simple spreadsheet tracking basic web site traffic
- Update once a week

Iterate (small steps) to tracking your other channels over time
- Email open rates over time
- Twitter Clicks, Facebook interactions, etc.

Make notes on peaks and dips to describe what content caused them
# Tracking Doc Example

<table>
<thead>
<tr>
<th>SSC Blog</th>
<th>09/09/11 to 09/15/11</th>
<th>09/16/11 to 09/22/11</th>
<th>09/23/11 to 09/29/11</th>
<th>09/30/11 to 10/06/11</th>
<th>10/07/11 to 10/13/11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>278</td>
<td>230</td>
<td>206</td>
<td>170</td>
<td>251</td>
</tr>
<tr>
<td>Clicks</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CTR</td>
<td>0.36%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Avg CPC</td>
<td>$1.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Cost</td>
<td>$1.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Avg. Position</td>
<td>5.9</td>
<td>5.5</td>
<td>6.4</td>
<td>5.9</td>
<td>5.4</td>
</tr>
<tr>
<td>Visits</td>
<td>344</td>
<td>329</td>
<td>358</td>
<td>370</td>
<td>384</td>
</tr>
<tr>
<td>Page Views</td>
<td>451</td>
<td>427</td>
<td>443</td>
<td>599</td>
<td>505</td>
</tr>
<tr>
<td>Bounce Rate %</td>
<td>85.17%</td>
<td>88.15%</td>
<td>87.99%</td>
<td>81.62%</td>
<td>83.33%</td>
</tr>
<tr>
<td>Avg. Time on Site</td>
<td>01:09</td>
<td>00:56</td>
<td>01:48</td>
<td>01:09</td>
<td>01:09</td>
</tr>
<tr>
<td>% New Visits</td>
<td>88.95%</td>
<td>86.02%</td>
<td>89.66%</td>
<td>81.35%</td>
<td>81.77%</td>
</tr>
</tbody>
</table>

**Bit.ly Referrers:**
- hosted_vertical (18)
- hosted_vertical (17)

**Twitter Referrers:**
- t.co (18)

**FB Referrers:**
- community.mis.temple.edu (17)

**Notable Referrers:**
- hosted_vertical
- hosted_vertical
- socialsources
- t.co
- community.mis.temple.edu

**Top Page**
- /2011/04/facebook-page-vs-group/

**Second Most Popular Page**
- /2011/03/creating-share-this-on-facebook-twitter-links/

**Third Most Popular Page**
- /2011/04/creating-share-this-on-facebook-twitter-links/
Traffic Doc Example

SSC Blog Visits

# Visits

07/27/09 to 09/02/09
12/28/09 to 01/03/10
06/04/10 to 06/10/10
11/05/10 to 11/11/10
04/08/11 to 04/14/11
09/09/11 to 09/15/11

Week

Visits

ASPIRATION
Web Site

Dashboard

- **4,103 Visits**
- **7,688 Pageviews**
- **1.87 Pages/Visit**
- **59.30% Bounce Rate**
- **00:01:48 Avg. Time on Site**
- **84.13% % New Visits**
Web Site

Tools

- Many free tools out there
- Google Analytics
  - Free
  - Stores visitor data on their servers
  - Incredible info w/some limitations
- Urchin
- Awstats
- Piwik

Stats you can Track

- # Visitors
- # Bounces
- # Pageviews
- Referring Sites
- Search keywords used
- Top landing/exit pages
- Countries of Visitor Origin
- Mobile devices used
- and so much more...
Using Web Site Analytics

There are many things to track; What is your goal?

- Determining your audiences?
  - Start at your most popular pages
- Figuring out if social media is driving your traffic?
  - Check out your referring sites
- Just simply monitoring basic traffic trends?
  - Visitors, PageViews/Visitor, Referring Sites, Bounces
Email

Percent Opened:

Percent Clicked:

Percent Bounced:

Percent Unsubscribed:
Email

► Analytics come from your blasting software
  ▪ Vertical Response, MailChimp, MyEmma, etc.

► All should have ability to track:
  ▪ Open Rates (Standard ~16%)
  ▪ Click Rates (Standard ~3%)
  ▪ Unsubscribes
  ▪ Bounces (hard & soft)
Using Email Analytics

► **Subject Line Optimization**
  - A/B Testing
  - What gets the most opens?

► **Message Content Optimization**
  - What gets the most clicks?

► **Segmentation after Sign-Up**
  - Those who clicked on this get this email in the future
  - Those who clicked on that get that email in the future

► **Determining proper pacing for messaging**
  - Pay attention to jumps in unsubscribe rates to determine your spamming potential
What's happening?

johnhaydon John Haydon
53 million WordPress websites and counting -&gt; http://ow.ly/5YW2M
3 minutes ago

ntenhross Holly Ross
If you haven't, check out Blue Avocado. It rocks, and I read every article: http://bit.ly/ruoTw np tech
0 minutes ago

nonprofitstrule CompassPoint Nonprofit
More than 1/3 of presenters @ #11nlp authored incredible books on nonprofit #strategy #management #fundraising #ROWE.
http://ow.ly/5YVvK
8 minutes ago

msurman Mark Surman
Hacks and hackers meld minds http://wp.me/p1pBB-FR
11 minutes ago

amyrsward Amy Sample Ward
@dkrumlauf hehe, you always get a point in my book!
17 minutes ago

Your Tweets 578
2 Aug. Apply for Doc Camp with FLOSS Manuals/Book!

Following 117

Who to follow
refresh view all

GuideStarUSA GuideStar USA Follow
Promoted

mstein68 Michael Stein Follow
Followed by @benrigby and others.

SmartNonprofits NN Nonprofits Follow
Followed by @learnphil and others.

Trends Worldwide change
#TheHelpMovie Promoted
#ProfissaoTwitter
#prayforlondon
#WhyAreYou
Happy Women's Day
Darcus Howe
Matthew Upson
Ryo Miyaichi
Twitter

► No Built-in Analytics :(  
  ▪ YET

► There are ways to track interaction
  ▪ Followers
  ▪ Retweets
  ▪ @ Mentions
  ▪ Use of your hashtag
  ▪ Outside Services
    ▪ URL shorteners (e.g. Bit.ly)
    ▪ Favstar.fm
    ▪ Klout

@aspirationtech
Aspiration

How to stop Facebook from using Facial Recognition on You:
lifehac.kr/k9Hqk8 #privacy via @lifehacker

8 Jun via Twitter for Mac
☆ Favorite afc Reply  Delete
Retweeted by ClaireInParis and 8 others
Using Twitter Analytics

► Message Optimization
  ▪ What content gets most clicks, retweets?
  ▪ What time of day gets most clicks, retweets?

► Determining proper pacing for messaging
  ▪ useQwitter.com
  ▪ who.unfollowed.me
Facebook

Page Views

- Page Views
- Unique Page Views

Total Tab Views
- 536 Wall
- 42 Photos
- 27 Information
- 26 Events
- 4 Events | pe

External Referrers
- 7 aspirationtech.org
- 4 blog.socalsourcecommons.org
- 2 search.creativecommons.org
- 1 us.nc.yhs.search.yahoo.com
- 1 google.com
- 1 google.co.th
Facebook

Facebook PAGES have "Insights"

- Groups do not
- Profiles do not

Stats you can Track

- # Likes
- # Post Views
- # Active Users
- Demographics (e.g. Age)
- # Page Views
- Media Consumption
- Post Impressions
- Post Feedback
- and so much more...
Using Facebook Analytics

► Message Optimization
  ▪ What content gets most interaction?
  ▪ What content gets most impressions?
  ▪ Country or Language-specific statuses

► Determining your audience
  ▪ Facebook has amazing demographic information

*Gender and Age*

<table>
<thead>
<tr>
<th>Gender</th>
<th>13-17</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>1.1%</td>
<td>3%</td>
<td>13%</td>
<td>12%</td>
<td>7.6%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Male</td>
<td>1.2%</td>
<td>6.3%</td>
<td>17%</td>
<td>17%</td>
<td>8.9%</td>
<td>3.8%</td>
</tr>
</tbody>
</table>
Social Media Dashboard

► Your real-time window into your mentions online
Workflow

- Send Action Alert
  - Go through Pub Matrix and send according to message calendar
  - After action time period complete, check out analytics
    - Use Dashboard to SEE the content that corresponds with the #s
  - Fill in analytics doc to compare to past messaging
    - Adjust publishing matrix, message calendar accordingly
Section Summary

► What are your goals for these channels?
  ▪ Identifying them clears up the utility of analytics

► Use a document to track stats over time
  ▪ A simple spreadsheet works fine

► Start small. Iterate up

► Make small changes to messaging over time to take advantage of what analytics tell you