

# Analyzing Web Traffic

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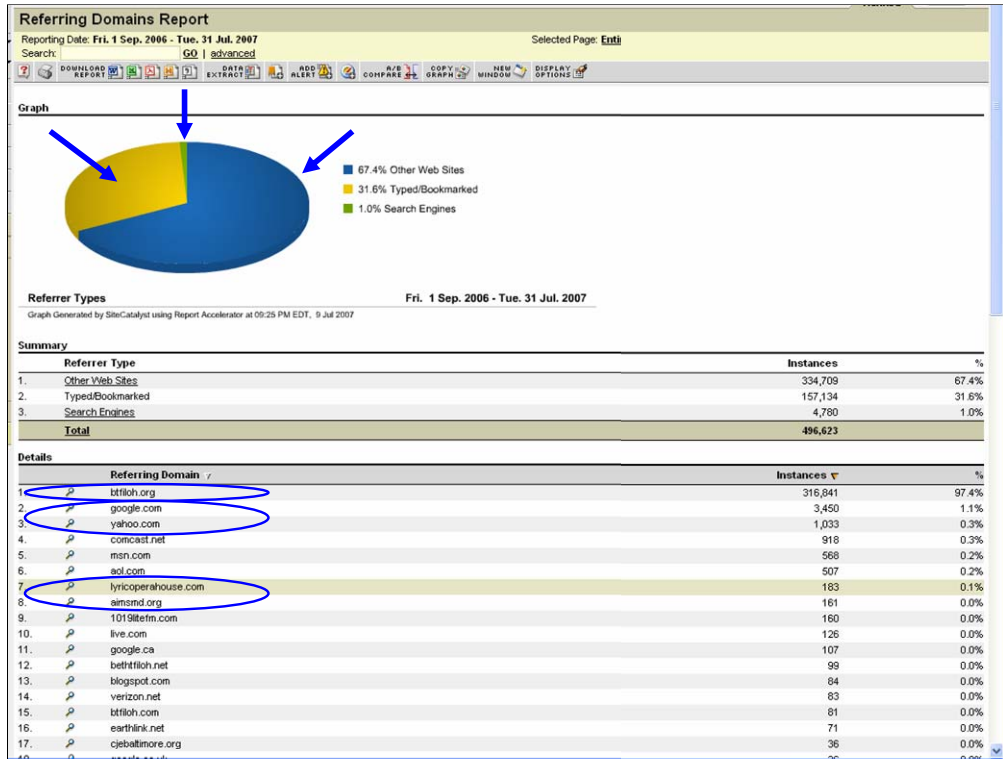
## GOALS

- WHY web traffic statistics can be a valuable tool.
- WHY you should learn to harness Omniture's powerful site analysis tools.
- Not a "HOW TO" lesson on Omniture.

# HOW are people getting to your site ?



Are people navigating to your site as a bookmarked or favorite URL, are they being directed to your site by a referring site (such as an online independent school directory) or are they surfing the net with a particular search engine?



This is a Referring Domains report. A referrer is the web page that a visitor is viewing before arriving at your site. This report provides an overview of referring domains for your site as a whole or for any individual page on your site. It helps analyze which search engines are directing people to your site as well as other sites that are linking to yours.

#### WHAT WE LEARNED:

32% of the visitors to our site were either in the “Typed/Bookmarked” category and accessing it through their saved bookmarks or typing in our domain name. They were most typically members of our school community – teachers, students and parents. However, this number could include people who saw our print ads, our viewbook or other materials publicizing our website.

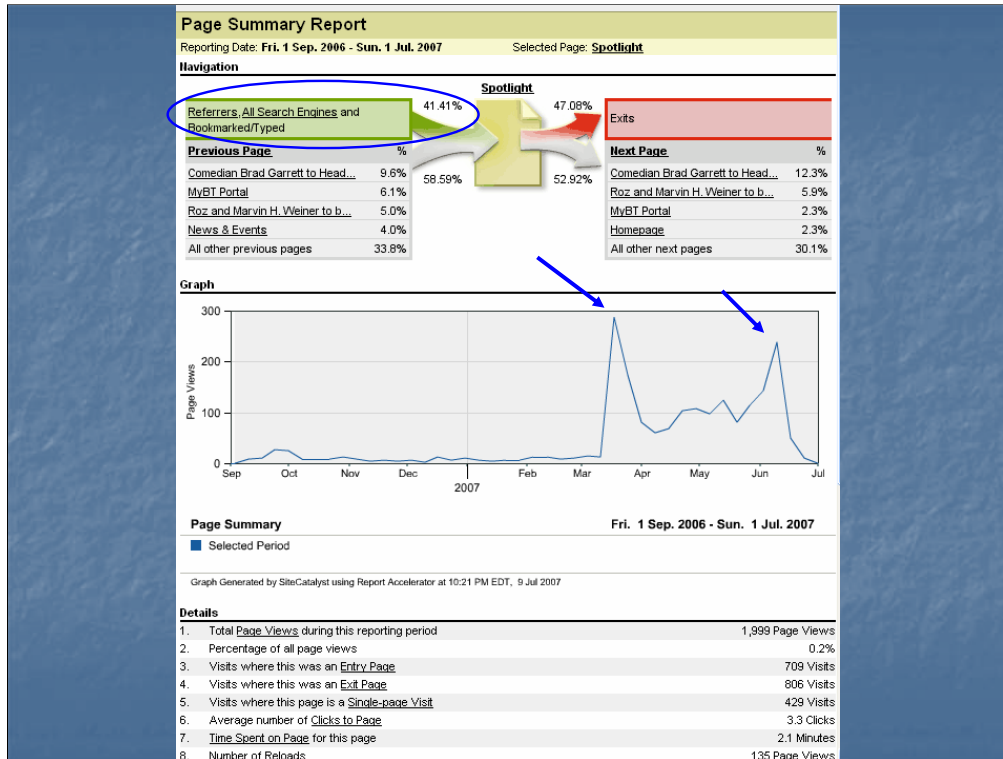
1% of our visitors used search engines – overwhelmingly Google and Yahoo – to find our site.

Of the 67% the remained, the vast majority got to our site using our mirror domain name (these would typically be members of our school community), and a small number came from other referring sites, such as a listing of independent Maryland schools (aimsmd.org) and the site of a local opera house where we held our school benefit concert and which linked to the event on our site (lyricoperahouse.com).

## How much is a SPECIFIC PAGE being viewed ?



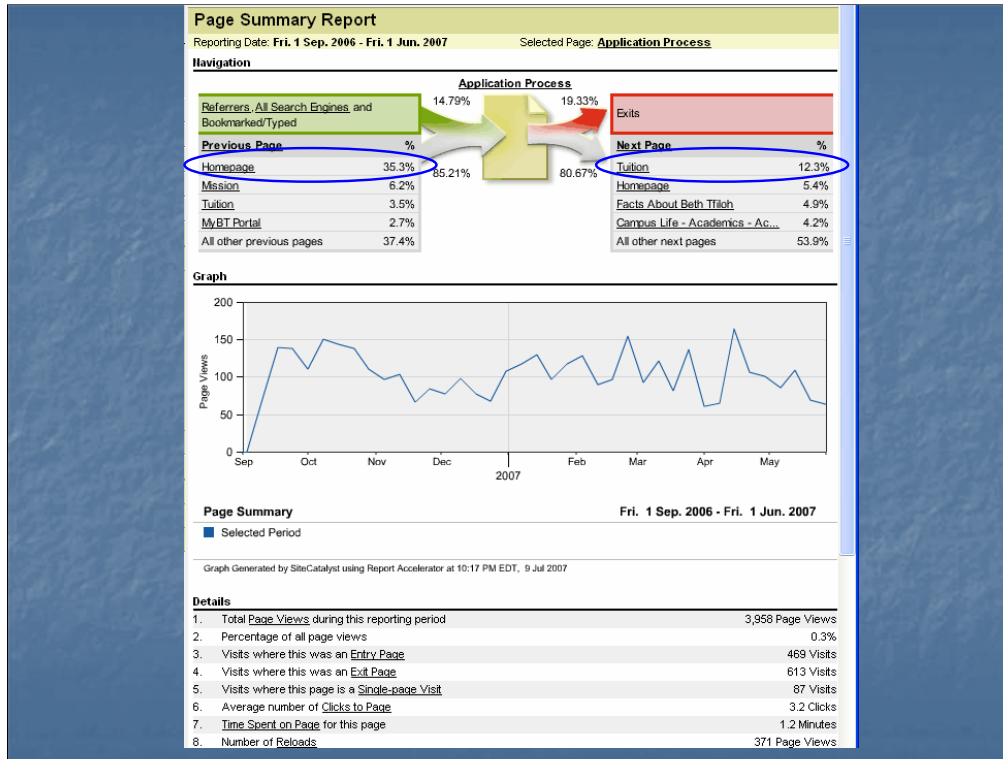
So now that we have a feeling for how people are locating our site, we want to find out which of all of the pages we have posted on the web is most attracting attention. This is like getting a Nielsen television ratings for every page of your website.



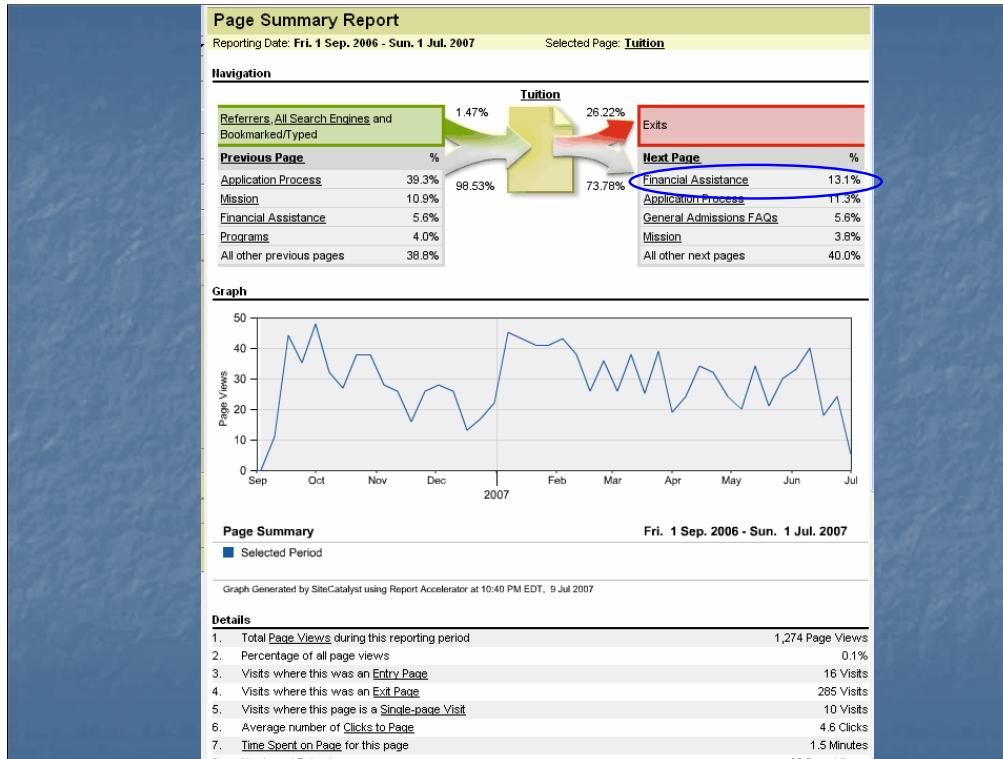
We created a page for our spring benefit concert, “Spotlight” last March. We posted a news story on our portal and then sent out a pushpage publicizing the event.

What you are seeing is a Page Summary Report – it pulls together a lot of information about any particular page in your site. There is a navigation section which indicates where visitors were before viewing your page and where they went after viewing the page. The Metrics section provides a variety of statistics about the page – with links to provide even more detailed reports.

The spike in activity in mid-March coincided with the push page for the concert. We are also able to see that a significant percentage of those visiting the Spotlight page came from a referring page or bookmarked page (THIS INCLUDES A PUSHPAGE LINK). And by drilling down further to see the referring pages, we saw links to our media sponsors for the event. The second spike in activity took place on the day of the event – possibly with ticket holders checking the time of the event or other details.



In contrast to our Spotlight event, our Admissions landing page was visited throughout the entire school year with the majority of the visitors accessing the Admissions page AFTER first locating our homepage. This report also gave us valuable insight into the sequence of links that visitors followed once on the Admissions page. It was noteworthy to us that the most frequent page that they viewed after the Admissions landing page was the Tuition page.

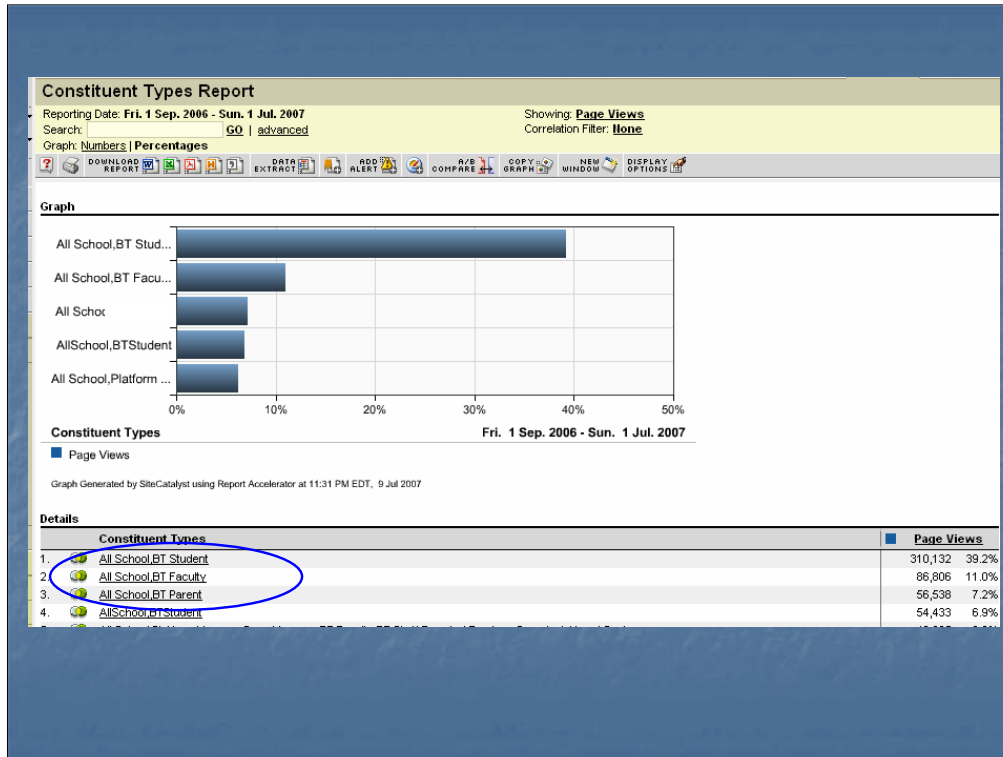


It then wasn't very surprising to see that those people who visited the tuition page most often navigated next to the financial assistance page.

# WHO's visiting your site ?

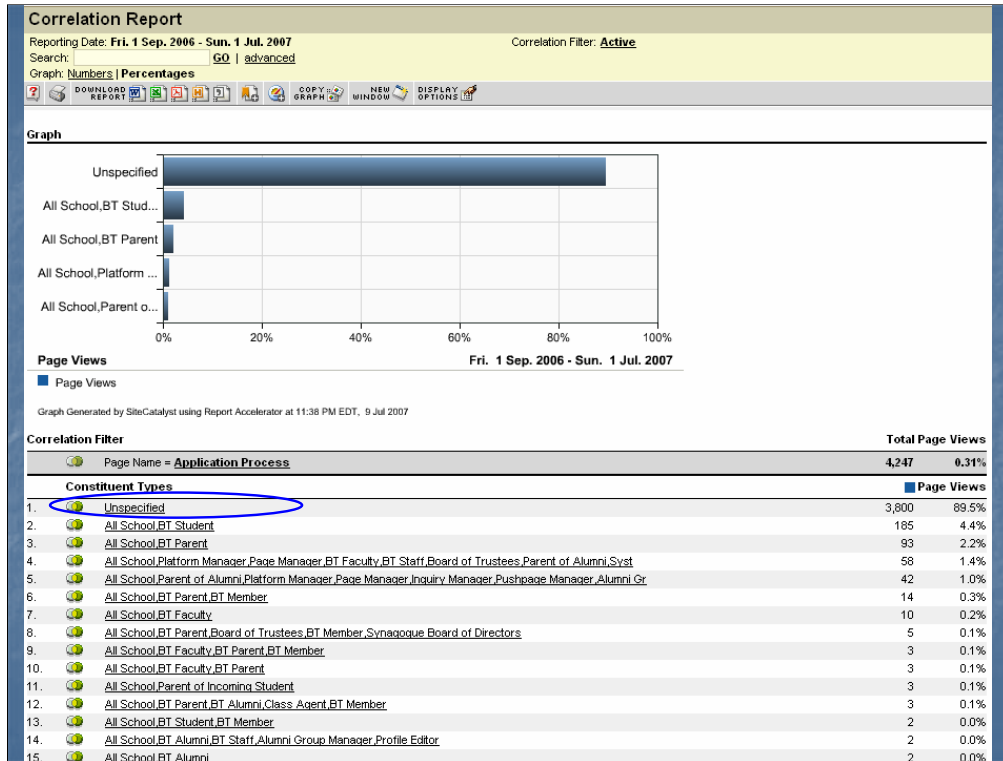


One of the main reasons we launched our WH site was to improve school-wide communication. Therefore, it was important to us to determine Which members of our school community – our students and parents, our faculty and our alumni -- were making the most use of our site.



Omniture’s “Constituent Types Report” allows you to easily see the usage of your website broken down by constituents – the role that you are using in Podium to categorize your users (e.g. parents, students, faculty, alumni, etc.)

By analyzing the constituent types who are logging into our site as a whole, we were able to determine that our students were by far the most frequent users of our website, followed by our faculty and then current parents.

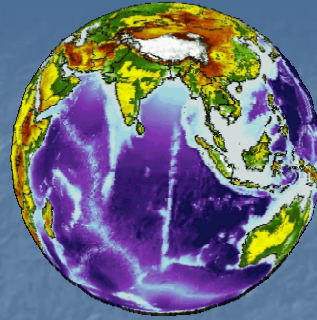


In contrast to the use of our site overall, we were able to drill down into the composition of constituents who used a specific page, such as our Admissions page.

We used a Correlation Report to try to get more information about the identity of the visitors landing on our Admissions page.

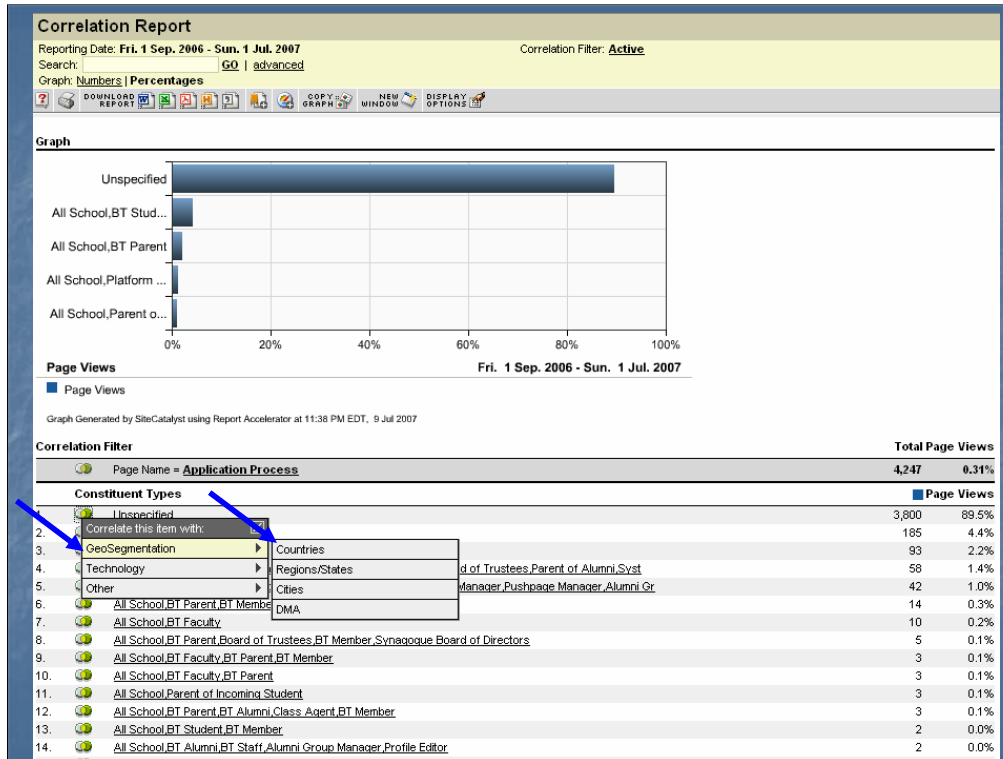
Using a Correlation Report, we could see that most of the visitors to our Admissions page were categorized as “unspecified” and therefore were not logged in constituents and probably were visitors from outside our school community (hopefully prospective students and parents).

# WHERE are they coming from ?



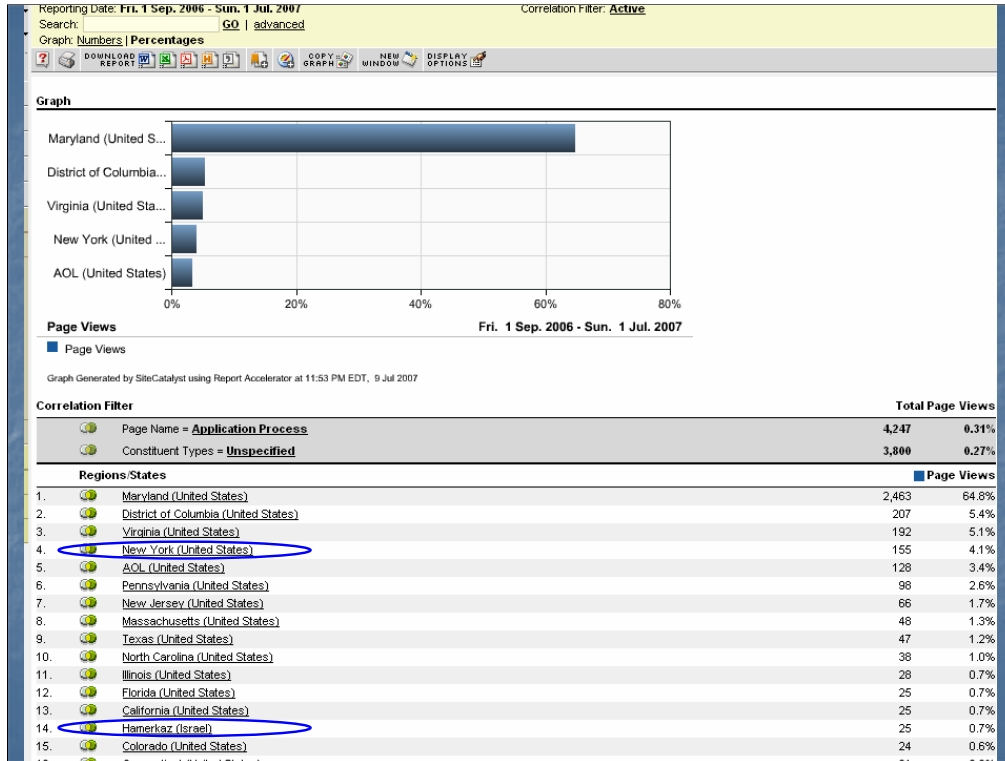
From where in Cyberspace?  
From which cities, states &  
countries?



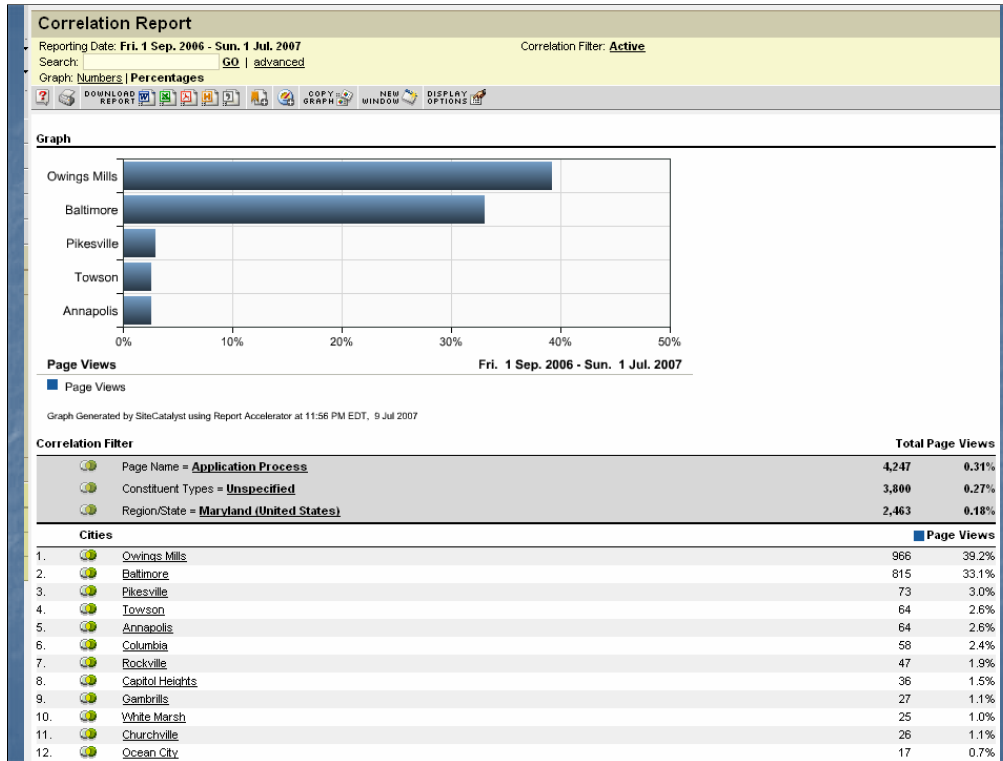


We obtained some very interesting information for our school's Admissions and Marketing efforts by digging into the geographical segmentation of the "unspecified" visitors to our Admissions page.

We were able to do this by clicking on the "drill-down" icon to get more detail about the page views for any particular constituent type.



We were able to track them by country, regions, and states. Since we are a Jewish day school, it wasn't surprising that we had a number of visitors from Israel, as well as from the New York area, since we typically have new parents from these locales.

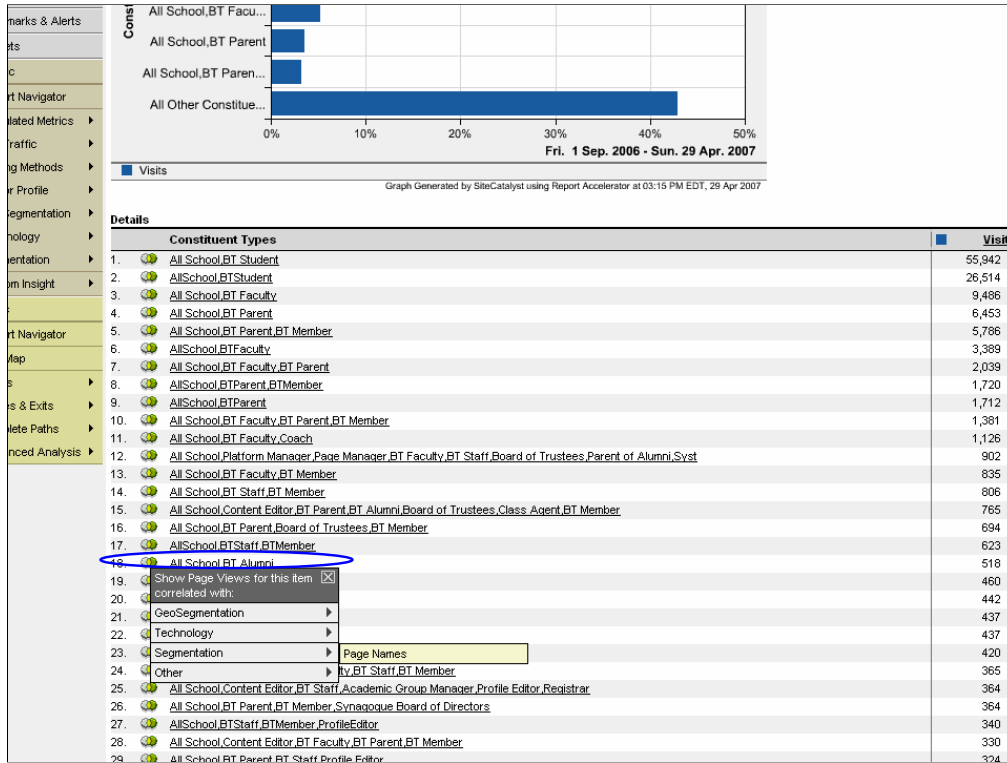


It was also fascinating to see which local cities had visitors to our Admissions page and this information was extremely valuable to our overall marketing strategy, including some outlying areas which we might consider adding to our next direct mail campaign.

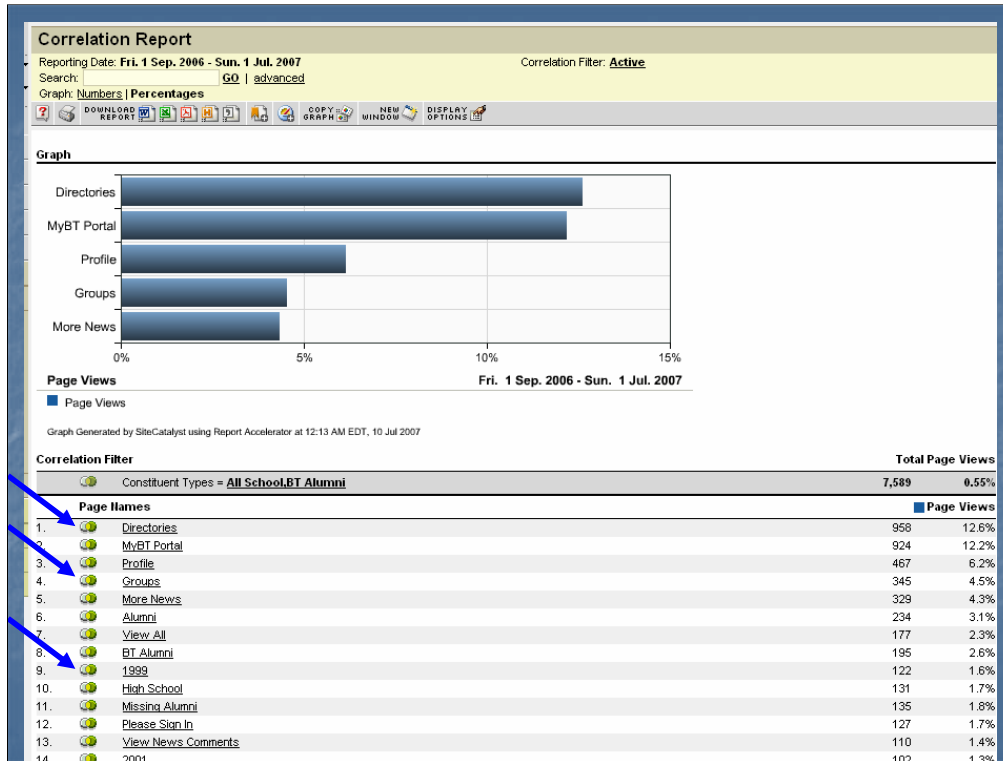
**WHERE** are  
they going  
on your site ?



Omniture also gave us the ability to delve into the what pages a particular constituent group was visiting.



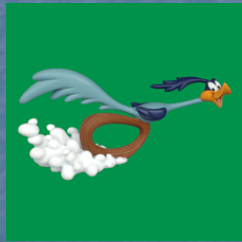
For example, our Alumni Director was concerned that our alumni were not making as much use of the website as they had hoped. We were able to analyze our alumni visits and determine where they were going once they were logged into our site.



We saw that they most of our alumni were going to the Directories instead of accessing their class pages. And we could see which class pages were getting the most page viewed by alumni. This helped us develop a communications strategy, using a push page with screen shots to help better direct alumni to the class pages.

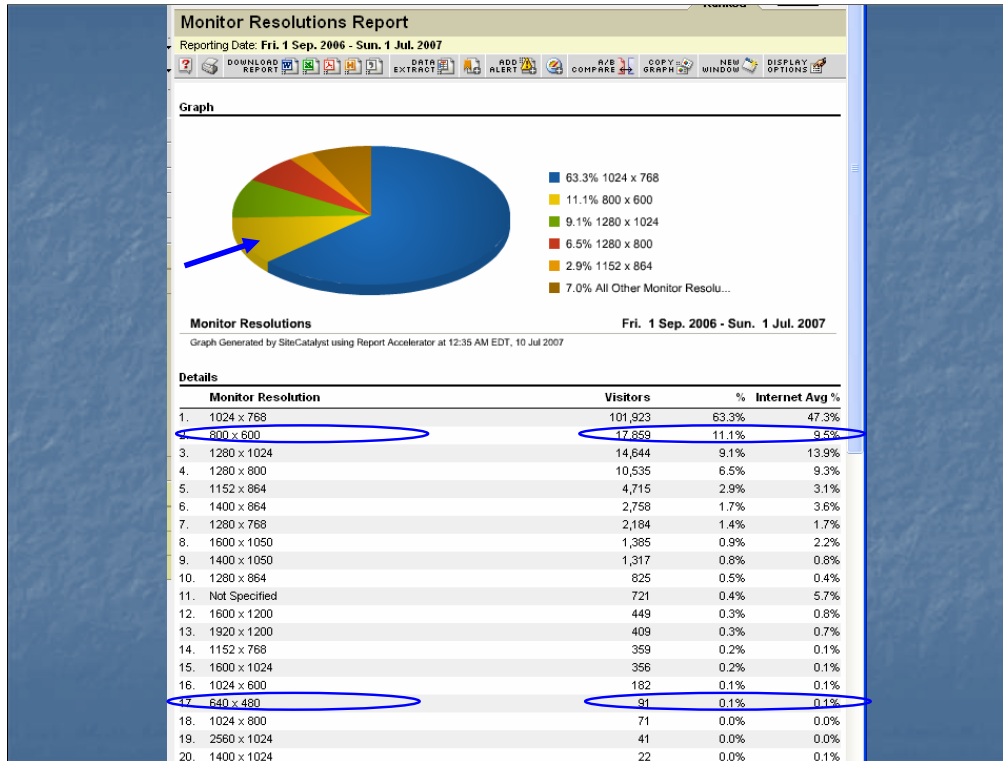


# HOW are they viewing your website ?



Browser  
Bandwidth  
Screensize





This information could be helpful if we were deciding whether or not to increase the width of our portal pages. It shows that only 11% of our visitors have a screen resolution of 800 x 600 or less.

Similar reports are available to show what BROWSERS your visitors are using as well as the speed of their INTERNET CONNECTIONS.

Matt Toy will be speaking in more detail about overall trends in browser types, sizes and connection speeds in his presentation.