Digital Analytics Dashboard
Understanding and presenting commonly used digital metrics

16 June 2015 – Stephen Sangar
Overview

- Where are we now?
- Some common Google Analytics terms
- Strategy
- Different sources of data
- Digital Dashboards
Current situation?

• Google Analytics – look at occasionally or for particular campaigns/goals

• Social media accounts – look at “followers” but not any analytics
Defining some Google Analytics terms (1)

- Users, Sessions, Page views, Unique Page Views, Pages/session, Average session duration
- Average Time on Page, Bounce rate, Exit (%)
- Referral, Direct, Organic/Paid search, Social, Email, Other
- Campaign, Source, Medium
Defining some Google Analytics terms (2)

- Conversions, Goals
- Events
- Any others?
- Not from Google Analytics – Followers, Subscribers, Likes, Shares, Engagement (per post)
Strategy

• What are you trying to do?
• How will you define success/failure?
• What are you measuring over what time frame? E.g. in May 2015:

  1,205,916 sessions
  
  Prev. month  ▲  3%
  Prev. year   ▼  -8%

• Write down 4 or 5 measures for your digital communications.
Some data sources (1)

- Google Analytics – Campaigns, segments, goals
- Google Tag Manager
- Link shorteners (e.g. TinyURL, Po.st)
- Facebook insights
- analytics.twitter.com
Some data Sources (2)

- YouTube (www.youtube.com/analytics)
- Instagram (InsTrack app)
- E-Newsletters
- Search
- SiteImprove
- Any others?
Digital Dashboards

• Monthly overview of key statistics
• Single page of A4 (separate dashboard for more details)
• Attractively presented
• Professional, example: Ranjit Sidhu – SiD, Statistics into Decisions, sidspace.info
Tate and our dashboards

- www.tate.org.uk/about/our-work/digital/digital-metrics
How they work

• Single Excel file – one sheet for dashboard, on sheet for data
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<tbody>
<tr>
<td>Top</td>
<td>1,250,003</td>
<td>1,283,920</td>
<td>1,324,331</td>
<td>1,373,711</td>
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<tr>
<td>Users</td>
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<td>978,343</td>
<td>891,328</td>
<td>934,221</td>
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<td>Pages/visit</td>
<td>3.31</td>
<td>3.28</td>
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<td>3.54</td>
<td>3.30</td>
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**Traffic sources**

- Search engines: 992,127, 1,071,722, 1,246,707, 1,518,151, 1,515,897, 1,213,856, 1,243,680, 1,168,873, 1,095,458, 970,462, 970,039
- Referring sites: 8%  6%  19%  22%  16%  11%  16%  10%  7%  6%  5%  1%
- Social: 2%  2%  3%  3%  2%  1%  0%  0%  0%  0%  0%  0%

**Device**

- Desktop: 76%  77%  78%  77%  74%  75%  72%  71%  71%  71%
- Mobile: 24%  23%  22%  23%  25%  28%  29%  30%  30%  30%

**Social media**

- Facebook: 1,654,620, 1,720,707, 1,913,572, 2,024,806, 2,073,871, 2,133,387, 2,103,577, 2,133,409, 2,182,950, 2,200,551
- Twitter: 139,070, 146,377, 171,975, 176,601, 182,855, 188,969, 194,682, 201,153, 209,085, 215,239

**Content**

- Home: 51%  24%  21%  22%  24%  25%  26%  27%  28%  29%  30%
- Undergraduate Admissions: 1%  1%  1%  1%  1%  1%  1%  1%  1%  1%  1%
- Graduate Admissions: 2%  2%  2%  2%  2%  2%  2%  2%  2%  2%  2%
- Research: 5%  5%  5%  5%  5%  5%  5%  5%  5%  5%  5%
- News: 1%  1%  1%  1%  1%  1%  1%  1%  1%  1%  1%
- Events: 1%  1%  1%  1%  1%  1%  1%  1%  1%  1%  1%

**Notes**

- Additional data sheet for May 2015.
Digital metrics report
May 2015

Highlights
A mixed bag of headline figures with comparisons to last month up, but comparisons to last year (generally) down. The pages per visit are up 4% compared to last year, which may indicated more serious users of the site than those just visiting the home page of the newly designed site last year. In "content"
Undergraduate admissions increases its share by 1% as we move closer to a time when school/college students consider university. Facebook users continue to grow after the company’s purge of unused accounts, and Twitter and YouTube also show modest gains. Instagram continues to receive impressive growth and engagement.

<table>
<thead>
<tr>
<th>Sessions</th>
<th>Users</th>
<th>Pageviews</th>
<th>Pages/visit</th>
</tr>
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<tbody>
<tr>
<td>1,205,916</td>
<td>772,073</td>
<td>3,906,181</td>
<td>3.24</td>
</tr>
</tbody>
</table>

Traffic sources
- Search engines: 35%
- Referring sites: 21%
- Direct: 8%
- Social: 7%
- Other: 67%

Content
- Homepage: 10%
- Undergraduate Admissions: 8%
- Graduate Admissions: 6%
- Research: 6%
- News: 4%
- Events: 4%
- Alumni: 4%
- Staff: 3%
- Students: 3%
- Visitors: 3%
- University community: 3%

Device
- 71% desktop
- 7% tablet
- 7% mobile
- 21% other

Countries of visitors
- United Kingdom: 15.6%
- United States: 14%
- Media: 3.2%
- China: 2.8%

Followers
- Facebook: 2,230,542
- Twitter: 215,299

% Engaged users
- Facebook: 2%
- Twitter: 3%
- United Kingdom: 15.6%
- United States: 14%
- Media: 3.2%
- China: 2.8%