

Open Educational Resources and an International Audience: Google Analytics as a tool for discovery

ABOUT THIS REPORT

This report was compiled in January 2013 For the Oxford University Academic IT Services OER Internationalisation project.

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<http://www.heacademy.ac.uk/oer>

Further details on Open Education projects at the University of Oxford can be found at: <http://podcasts.ox.ac.uk/open>

Its based on the latest version of Google Analytics at that time. The data samples are provided by Oxford University and come from:

- <http://podcasts.ox.ac.uk/open>
- <http://writersinspire.org/>

About the Author

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Using Google Analytics to Improve Open Learning Resources for Overseas Visitors by Simon Wallace-Jones

Abbreviations:

OER (Open Educational Resources)

SEO (Search Engine Optimisation)

Note

The suggestions and screenshots offered here were current at the time of writing this report in January 2013. Google have a policy of changing the user interface to the Analytics platform, so some of the screenshots may differ from the version you are using. However, the features rarely get dropped, they are mostly just presented in a different way and it is usually relatively easy to work out how Google has changed the Analytics interface to achieve the same result.

EXECUTIVE SUMMARY

This report contains ideas for ways to plan, monitor and improve the exposure and consumption of your Open Education Resources (OER) materials to overseas audiences using Google Analytics as a cornerstone system to achieve that.

The report provides detailed examples of which reports you can use in Google Analytics and also provides ideas and tips for increasing the discoverability of your OER materials.

Method Overview

The report describes a simple 5-step methodology you can use to understand and improve the performance of your OER materials. This approach can be applied to more than just your International visitors however for the purposes of this report we are focussing specifically on the International visitors.

The Primary Steps in the Method

1. Getting a feel for your Audience
 - a. Focussing in on your target audience
 - b. Understanding some key aspects of their data for example:
 - i. Most popular pages
 - ii. Best traffic sources
 - iii. Most popular countries and languages
 - iv. Key landing pages and content performance
2. Framing Your Objectives
 - a. Avoiding vanity metrics
 - b. Working out metrics for your key stakeholders
3. Audit Where You are in relationship to your Objectives
 - a. What are your primary traffic sources?
 - b. What behaviour can you see them making?
 - c. What can you tell about your geographical visitors?
4. Revising Your Objectives, Planning and Implementing some Improvements
 - a. Increase your traffic sources
 - b. Optimise your content for searches
5. Repeat step 3 and 4

The report also contains guidance on using Analytics for the first time user as well as the more experienced user.

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INTRODUCTION

Why Should I bother with Analytics?

The rationale for using Analytics data is to help you understand more about the behaviour of people visiting your web pages.

The two important concepts in that sentence are “behaviour of people” and “visiting web pages”.

Google Analytics tracks the actions of people when they are browsing your website. These are the most important metrics. If your team has historically monitored web activity using server log analysis, then for the purposes of this report that is not sufficient. You are interested in understanding people behaviour so you want as much as possible to be looking at the stats from the point of view of actual visitors.

Because Google Analytics uses JavaScript as its primary means of data capture, the majority of visits that trigger data capture will be via browsers.

Server log analysis does not allow you to understand what is happening in the visitors’ browser in as much details as a browser-based solution.

A few Caveats

1. Make sure you set your Google Analytics up correctly

At the very basic level you should make sure that ideally all of the pages you want to track have the Google Analytics tracking code installed on them. If you are tracking video content and not using the advanced techniques available, one of the most common mistakes to watch out for is to make sure the page playing the video is being tracked.

2. Google Analytics data should be considered 80-90% accurate

I always assume that the data in Google Analytics is only 80-90% accurate. This is not a fault of Google Analytics but rather because of the nature of the web and how individual visitors have their machines set up. This should not be seen as a problem as it is usually the best source of data available, however, it is not perfectly accurate nor could any analytics system be so. The way to read the data is as a useful and consistent indicator of performance.

3. Do not try and compare the analytics numbers offered by Google with other sources

Partly because of point 2 and partly because systems differ in the ways they count data, I have found it almost impossible to compare the numbers generated by two different analytics systems. If you are trying to compare data from two different analytics tools, you are like to waste a lot of time and may be disappointed by the results. I would focus on one system and learn how to interpret the data from that one system.

4. Is Google Analytics sufficient? Are there better tools?

Google Analytics is a very broad-based tool, offering a solution for many points of analysis. There are tools that specialise in certain elements like on-page performance analysis and there are tools aimed at the high-end corporate market. These tools definitely have their place in a mature analytics team. However, when Google launched the free analytics service in 2005, the previous market incumbents, who had been selling equivalent solutions that started at £10,000, could no longer compete. I always make sure I have Google Analytics tracking data, even if I use other specialise tools in addition.

Convention Used

Throughout the report we will use the convention

Audience → Demographics → Location

to describe where to find the report from which we are displaying data. It is assumed that these reports are found in the left hand navigation menu of Standard Reports unless told otherwise.

1ST STEP: GETTING A FEEL FOR YOUR DATA

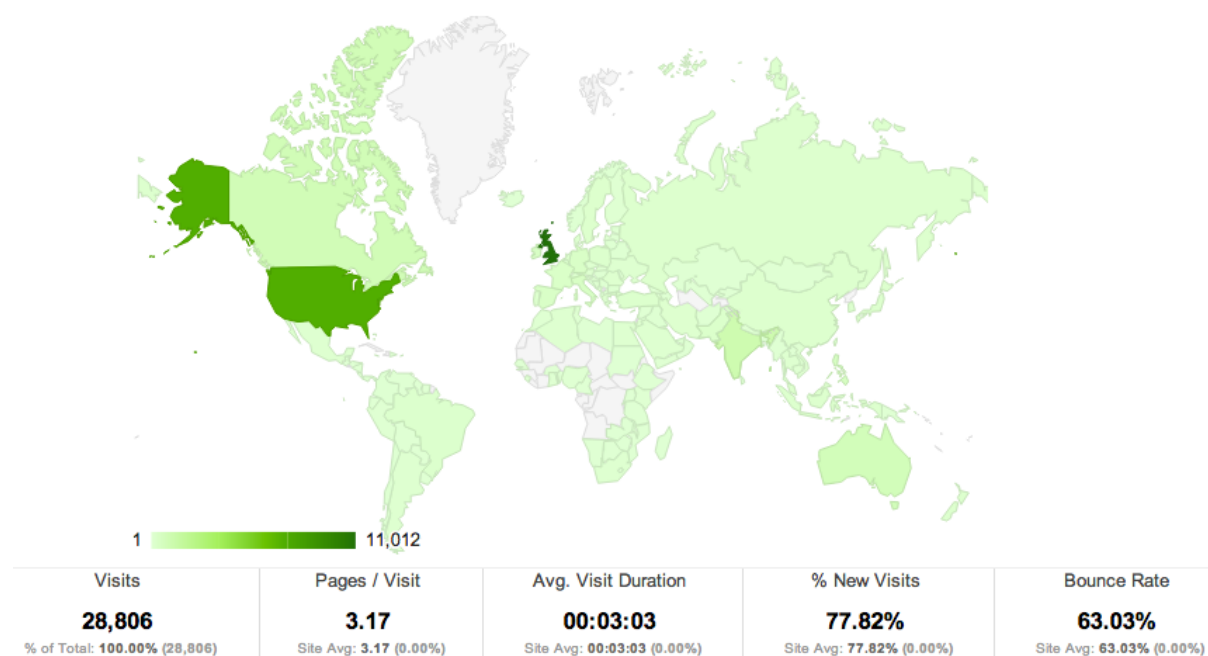
When I work with a client (either in a consultation or when I am teaching people how to get the most from Google Analytics data) I recommend that if they are new to the website, they initially set aside some uninterrupted time to really explore the data available from Google Analytics and start to get a feel for the data.

Usually this will reveal useful insights into how to monitor the site going forward and input into the next step of framing some objectives. To do this you should ideally dedicate one or more hour-long sessions to form some initial impressions and see what you can learn.

As we are particularly focussed on understanding the International visitors within this report, this makes the job a little easier.

Getting an Overview of Your International Visitors

Firstly it is worth looking at the Location report (found under Reporting → Audience → Demographics → Location). This report will provide you with an interactive map that allows you to explore your visitors by Country/Territory, Town/City, Continent and Subcontinent.



Interactive Map From the Audience → Demographics → Location Report

This chart is interactive and allows you to click into each country/region. Below the chart you will see an interactive table that helps you to understand the numbers in the chart in more detail.

Country/Territory	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. United Kingdom	11,012		4.83	00:04:38	66.22%	54.43%
2. United States	7,179		2.09	00:01:51	83.19%	71.07%
3. India	1,087		2.27	00:02:24	90.43%	65.69%
4. Canada	862		1.77	00:01:44	88.75%	69.26%
5. Australia	791		2.43	00:02:44	87.86%	59.92%
6. (not set)	587		1.80	00:01:26	89.10%	76.15%
7. Philippines	472		1.63	00:01:31	96.40%	70.55%
8. Italy	432		1.75	00:02:28	86.57%	68.06%
9. Ireland	431		1.94	00:02:53	59.40%	75.87%
10. Germany	374		1.87	00:02:19	87.70%	66.31%

Interactive Data Table from the Audience → Demographics → Location Report

As you can see, approximately 33% of the visits in the example above are from the UK (134k visits from the UK out of 404k visits in total). Given our focus is on understanding visitor behaviour from countries other than the UK, it would be ideal to temporarily exclude the UK visitor data from our reporting.

Google Analytics provides you with a way to exclude data from reports using what is called an Advanced Segment.

Excluding Traffic from the UK

To do this you will need to create an advanced segment. (See instructions for doing this in Filtering Analytics Section later in this report on page 59.)

I would create an Advanced Segment called Exclude UK Visits using the criteria below.

Advanced Segments
Customise
Email
Export ▼
Add to Dashboard
Shortcut BETA

Name: Exclude UK Visits

Exclude
Country/Territory
Containing
United Kingdom

or

Add 'OR' statement

and

Add 'AND' statement

Once I apply this segment to my current Analytics session, all reports will only show me data from overseas visitors.

Having narrowed the focus of my reports I want to start to understand some key elements about the overseas traffic. These are:

1. Which primary traffic sources bring overseas visitors to the site?
2. Which countries bring you the biggest numbers of visitors?
3. What correlations exist between countries and content i.e. visitors from the US are mostly interested in x?
4. What language spread exists for overseas visitors?
5. If you have translated materials, is there any evidence that more people from those languages come to that content
6. What pages do visitors from overseas mostly visit?
7. What are the top exit pages for overseas visitors?

Which primary traffic sources bring overseas visitors to the site?

Traffic to the pages on your website will come from multiple sources. Usually one of the largest sources is that produced by people searching in Google and finding references to your traffic (see section in appendix on optimising your pages for Google on page 56). In addition to search, encouraging other relevant websites to link to your OER resources will bring visitors (and also help your pages rank better in their own right in Google's search results). The more quality sources you have linking to your web pages with OER material the more your content will be discovered in Google searches and the more you will have people clicking through from referring sites.



To understand the primary traffic sources you will firstly want to look at Reporting → Traffic Sources reports. I recommend dividing your traffic analysis into 4 primary areas:

- Search traffic
- Referral traffic
- Campaign traffic
- Social Traffic

Each of these traffic sources I would investigate in different ways. Lets take each one at a time.

Before I do any detailed looking at traffic sources I would make sure the date range you are searching with, is set to at least a year. To set the date range for your data, use the date picker in the top right of any report. Once you have set the date range, all reports that you show will use that date range until you change it.

1. Search Traffic

This will usually be the largest source of traffic and what you want to understand about search traffic is:

- a. What search phrases bring you the most traffic?
- b. What search phrases do you think you could be performing better for?

To understand this I would look at the Reporting → Traffic Sources → Search → Organic Report. This will give you a list of the keywords that are bringing you the most traffic.

Below is a screenshot showing an example of this report with some starred areas that I want to bring to your attention.

Exclude UK Visits	<div>1</div> Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate		
	12,692 % of Total: 44.56% (28,486)	1.67 Site Avg: 2.99 (-44.08%)	00:01:32 Site Avg: 00:02:53 (-46.76%)	89.05% Site Avg: 78.33% (13.68%)	73.79% Site Avg: 63.45% (16.30%)		
Primary Dimension: Keyword Source Landing Page Other							
Plot Rows		Secondary dimension	Sort Type: Default	<div>advanced</div> <div><div></div><div></div><div></div><div></div><div></div><div></div></div>			
<input type="checkbox"/>	Keyword	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<input type="checkbox"/>	1. (not provided)	3,702		1.64	00:02:06	89.14%	73.26%
<input type="checkbox"/>	2. great writers	138		3.43	00:02:56	84.06%	36.96%
<input type="checkbox"/>	3. the coffee-house politician	118		1.21	00:00:41	0.85%	97.46%
<input type="checkbox"/>	4. great writers inspire	94		4.88	00:02:45	47.87%	45.74%
<input type="checkbox"/>	5. what is literature	69		1.67	00:01:33	97.10%	68.12%
<input type="checkbox"/>	6. john webster playwright	59		1.47	00:03:58	77.97%	71.19%
<input type="checkbox"/>	7. feminist approach to literature	56		1.79	00:01:44	92.86%	58.93%
<input type="checkbox"/>	8. writersinspire.org	49		3.41	00:01:35	30.61%	65.31%
<input type="checkbox"/>	9. joseph conrad	47		2.53	00:01:16	80.85%	44.68%
<input type="checkbox"/>	10. the english renaissance timeline	45		1.20	00:00:57	97.78%	75.56%

Example Data From Google Analytics Traffic Sources → Sources → Search → Organic Report

The report above has the following interesting points of note:

1. You will notice that the visits are showing as a percentage of the total visits because we have applied our Advanced Segment so it is excluding UK visits.
2. Not provided (which represents a growing number of searches) is a result of Google deciding that if a user is logged into their Google account when they search, their search terms should not be provided for aggregated analysis.
3. You will notice that the term great writers(s) and writersinspire appear multiple times. Every site has terms like these, which I call brand search terms (in that they are related to the name, brand, core function or a personality related to the site). All that these search terms tell us, is that the searcher knew the name of the site or some primary term related to the site when searching. We are more interested in searches based on the contents of pages.
What you can do is remove these either by creating an additional Advanced Segment excluding these words or by excluding terms using the Advanced Search link above the table here.

It is relatively easy to see which keyword search terms bring you the best traffic. Make sure you drill into the best terms to double check for any seasonal trends or peaks. Sometimes because of a topical news item you might get a peak for a search term however, when looked at overall, the term is not one of your best.

If you would like more search traffic you can look for keyword search terms that you would expect to be performing better. You can then use the simple techniques described in the Section on Search and Search Engine Optimisation that starts on Page 52.

If you choose to optimise some of your content to perform better, then you can feed that through to the monitoring stage later in this process.

2. Referral Traffic

What you want to understand about Referral traffic is:

- Which websites refer most traffic to your site?
- Are there any websites you'd expect to be on the list of referrers that you aren't on?
- Are there other similar sites that you could find where you could get a link that would refer more traffic?











To understand this I would look at the Reporting → Traffic Sources → Sources → Referrals report. This will give you a list of the referral sources that are bringing you the most traffic.

<input type="checkbox"/>	Source	Visits	↓	Pages / Visit	Avg. Visit Duration
<input type="checkbox"/>	1. openculture.com	24,190		3.17	00:03:18
<input type="checkbox"/>	2. facebook.com	12,892		2.14	00:02:28
<input type="checkbox"/>	3. philosophy.ox.ac.uk	4,100		4.87	00:05:34
<input type="checkbox"/>	4. fsmevents.com	3,640		1.29	00:01:00
<input type="checkbox"/>	5. ox.ac.uk	2,929		3.55	00:03:54
<input type="checkbox"/>	6. t.co	2,830		1.69	00:01:37
<input type="checkbox"/>	7. itunes.ox.ac.uk	2,620		5.31	00:05:34
<input type="checkbox"/>	8. m.facebook.com	2,149		1.58	00:01:24
<input type="checkbox"/>	9. stumbleupon.com	1,551		1.17	00:00:36
<input type="checkbox"/>	10. oxfordmindfulness.org	1,517		2.52	00:03:27

Example Data From Traffic Sources → Sources → Referrals report

When you have a particularly large referral source, you can drill into it and understand it better. In the screenshot below, I drilled into [openculture.com](#) and then [/freeonlinecourses](#) and added a Secondary dimension to the report to understand from which countries [/freeonlinecourses](#) had referred visitors.

Primary Dimension: **Referral Path** **Other** ▼

Plot Rows		Secondary dimension: Country/Territory ▼	Sort Type: Default ▼		Q
<input type="checkbox"/>	Referral Path	Country/Territory ✕	Visits	↓	F
<input type="checkbox"/>	1. /freeonlinecourses	 United States	8,533		
<input type="checkbox"/>	2. /freeonlinecourses	 Canada	977		
<input type="checkbox"/>	3. /freeonlinecourses	 Ukraine	782		
<input type="checkbox"/>	4. /freeonlinecourses	 Australia	634		
<input type="checkbox"/>	5. /freeonlinecourses	 India	439		
<input type="checkbox"/>	6. /freeonlinecourses	 New Zealand	364		
<input type="checkbox"/>	7. /freeonlinecourses	 Brazil	363		
<input type="checkbox"/>	8. /freeonlinecourses	 Germany	359		
<input type="checkbox"/>	9. /freeonlinecourses	 Greece	336		
<input type="checkbox"/>	10. /freeonlinecourses	 Russia	280		

Traffic Sources → Sources → Referrals report showing Secondary dimension

Secondary dimensions can be added to most listing reports by simply clicking the Secondary dimension button at the top left of the table and selecting the secondary dimension. In the previous example I added Country/Territory as the secondary dimension. To see how this is done please refer to Page 49.

3. Campaign Traffic

This data source will only show results if you have included specially crafted tracking links in promotional materials, for example, in posters, PDF's and emails.

Tracking links are easy to create and insert into these types of promotions. Further details about tracking links is provided in on page 62.

From your campaign data you want to understand a few things:

- a) Which campaigns bring the most overseas visitors?
- b) Which campaigns could you run to attract visitors from other countries?
- c) Could you translate some PDF's with tracking links and distribute those openly to advertise your OER content?

Below is an example of traffic coming from several campaigns with a Secondary Dimension of Country set. This can help you understand the performance of campaigns by country.

Plot Rows	Secondary dimension: Country/Territory ▾	Sort Type: Default ▾	
<input type="checkbox"/>	Campaign	Country/Territory ⓧ	Visits ↓
<input type="checkbox"/>	1. LeapYear	United States	205
<input type="checkbox"/>	2. LeapYear	Germany	203
<input type="checkbox"/>	3. BookDay	United States	117
<input type="checkbox"/>	4. LeapYear	Turkey	72
<input type="checkbox"/>	5. LeapYear	Oman	52
<input type="checkbox"/>	6. HobbitDay	United States	50
<input type="checkbox"/>	7. BookDay	India	49
<input type="checkbox"/>	8. LeapYear	Canada	42
<input type="checkbox"/>	9. LeapYear	Pakistan	42
<input type="checkbox"/>	10. LeapYear	Morocco	41

Traffic Sources → Sources → Campaigns report with Country as Secondary dimension

4. Social Traffic

This data source tracks the traffic you have coming from people linking to your website content from Social Media platforms like Facebook, Twitter, Digg, LinkedIn and Google+.

To access these reports go to Reporting → Traffic Sources → Social.

Note: At the time of writing some Social Media reports do not pay attention to Advanced Segments that are currently set and you will need to set them manually for these reports.

Examples of the questions you might like to have answered when looking at Social Data are:

- a) Which Social Media Platforms bring you the most overseas visitors?
- b) Is your content clicked through to, when you promote it on these Social Media platforms?
- c) What amount/percentage of overseas visitors who come from Social Media, actually take any further action?

Understand which countries bring you the biggest number of visitors

With the Advanced Segment still in place explore which countries bring you the most visitors.

- a) Which countries are you getting most traffic from?
- b) Is the traffic you are getting growing in the ways you would expect?
- c) For those countries where the traffic is lower than desired what sources are you missing?

When you review the top countries, look for countries where you are hoping to get traffic but are getting less than desired.

	Country/Territory	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1.	United Kingdom	134,069		3.32	00:03:03	58.61%	52.59%
2.	United States	82,777		2.96	00:02:59	65.01%	56.10%
3.	Canada	15,638		3.13	00:03:20	63.72%	52.46%
4.	Australia	13,754		3.31	00:03:30	61.65%	51.32%
5.	India	11,038		3.78	00:04:06	77.22%	49.73%
6.	Germany	10,596		4.65	00:03:58	57.98%	48.25%
7.	France	6,330		3.54	00:03:07	63.70%	51.56%
8.	Spain	6,074		3.21	00:02:49	64.14%	56.06%
9.	(not set)	5,478		2.98	00:03:40	70.46%	53.69%
10.	Russia	5,421		3.44	00:03:12	47.06%	52.68%

Interactive Data Table from the Audience → Demographics → Location Report

The countries you expect to get visitors will depend to some extent on how you frame your objectives for your OER content.

For the countries where you are getting lower traffic than desired, I would then look at the traffic sources for each country. For example, the screenshot below examines the traffic coming from China.

To achieve this report I used the Traffic Sources → All Traffic report added Country as a Secondary Dimension (1) and set an Advanced Filter to only include Country: China (2). (For more on how to set Advanced Filters go to Appendix 2 Page 60.)

Plot Rows		Secondary dimension: Country/Territory	Sort Type: Default	Advanced Filter ON			
<input type="checkbox"/>	Source	Country/Territory	Visits	↓	Pages / Visit		
<input type="checkbox"/>	1. guokr.com	China	514		1.54		
<input type="checkbox"/>	2. openculture.com	China	176		6.43		
<input type="checkbox"/>	3. ox.ac.uk	China	174		3.13		
<input type="checkbox"/>	4. fsmevents.com	China	109		1.40		
<input type="checkbox"/>	5. philosophy.ox.ac.uk	China	109		8.19		
<input type="checkbox"/>	6. renren.com	China	81		1.51		
<input type="checkbox"/>	7. weibo.com	China	76		2.16		
<input type="checkbox"/>	8. millican.org	China	72		5.01		
<input type="checkbox"/>	9. itunes.ox.ac.uk	China	33		11.18		
<input type="checkbox"/>	10. zhidao.baidu.com	China	28		1.68		

Data from the Traffic Sources → All Traffic Report with Secondary Dimension and Country Filter set

Armed with the knowledge of which sources are bringing you the most visitors, you could explore which sources you could add or improve to achieve better results.











Understanding your key Landing Pages

Certain content will be bringing you the majority of your traffic. Certain content is more popular than other content. It is good to understand which content attracts overseas visitors, as it can give you ideas for other content you can create related to the most popular material.

Some questions to answer include:

- a) Which are your most popular pages of content?
- b) Which pages bring visitors to the site?
- c) How are visitors finding it? (Source)
- d) What experience do your visitors get when they first come to the site?

Using the Content → Site Content → Landing Pages Report, you can understand which pages attract the most visitors. It is common to see the home page (in this case /index.html as a major landing page. For the purposes of this analysis you are more interested in the inner pages that are bring traffic.

Landing Page		
1.	/index.html	
2.	/nature-human-beings-and-question-their-ultimate-origin-video	
3.	/series/new-psychology-depression	
4.	/aung-san-su-kyi-honorary-degree-acceptance-speech-video	
5.	/series/approaching-shakespeare	
6.	/keywords/old-english	
7.	/series/philosophy-religion	
8.	/series	
9.	/series/demographic-trends-and-problems-modern-world	
10.	/open	

Data from Content → Site Content → Landing Page Report

The Content → Site Content → Landing Page Report can also help you understand more about the performance of your key content.

What pages serve as an introduction to your website?

The Landing Pages report shows you which pages are greeting your website visitors. These landing pages are often the first experience a visitor has with your website.

You may have optimised your homepage, but if most of your visitors are landing on your site via your blog posts, you may want to be more strategic about what they see when they arrive. It may be helpful to include easily accessible information about your organization since many blog readers won't know who you are or what you do.

How well is each landing page performing?

Which pages are prompting your visitors to explore further? And which pages are causing visitors to leave straight away (bounce)? The Content → Site Content → Landing Pages Report can show you which of your pages are most effectively drawing visitors into your site. Armed with this knowledge you could take best practices from a page that's working well and apply them to other pages.

3 examples of best practices for landing pages might be:

1. Have a call to action that the visitor can take to further engage them with your content.
2. Make sure the landing page delivers on what is expected given how the visitor arrived at the page.
3. Keep distractions to a minimum. These could include having too many links leaving the page, having banner ads promoting other pages.

Which blog posts are driving the most traffic to your website?

If you are using blog posts to attract overseas visitors, by applying an Advanced Filter, you can see which of your blog posts are driving the most visitors to your website. You can also see which posts are driving visitors that end up viewing more pages on your website.

To filter your landing pages to just show those in a section like your blog you can use the filter like this:



The image shows a screenshot of an 'Advanced Filter' interface. It consists of a horizontal bar with several components: a button labeled 'Include' with a downward arrow, a green dropdown menu currently showing 'Landing Page', a button labeled 'Containing' with a downward arrow, and a text input field containing the text '/blog'.

This can be useful as an Advanced Segment and also just for use as an Advanced Filter on the Content → Site Content → Landing Page Report.

It can also be useful to consider which landing pages are attracting traffic by country as in the report below.

Plot Rows	Secondary dimension: Country/Territory	Sort Type: Default	
<input type="checkbox"/>	Landing Page	Country/Territory	Visits
<input type="checkbox"/>	1. /series/approaching-shakespeare	United States	3,159
<input type="checkbox"/>	2. /series/approaching-shakespeare	Canada	465
<input type="checkbox"/>	3. /series/approaching-shakespeare	Mexico	302
<input type="checkbox"/>	4. /series/approaching-shakespeare	India	226
<input type="checkbox"/>	5. /series/approaching-shakespeare	Australia	198
<input type="checkbox"/>	6. /series/approaching-shakespeare	France	166
<input type="checkbox"/>	7. /series/approaching-shakespeare	Germany	154
<input type="checkbox"/>	8. /series/approaching-shakespeare	Brazil	115
<input type="checkbox"/>	9. /series/approaching-shakespeare	China	114
<input type="checkbox"/>	10. /series/approaching-shakespeare	Italy	111

Data from Content → Site Content → Landing Page Report with Secondary Dimension

How visitors are finding Landing Pages by Source

Plot Rows	Secondary dimension: Source	Sort Type: Default	
<input type="checkbox"/>	Landing Page	Source	Visits
<input type="checkbox"/>	1. /series/approaching-shakespeare	openculture.com	4,856
<input type="checkbox"/>	2. /series/approaching-shakespeare	google	875
<input type="checkbox"/>	3. /series/approaching-shakespeare	(direct)	741
<input type="checkbox"/>	4. /series/approaching-shakespeare	192.168.5.1	72
<input type="checkbox"/>	5. /series/approaching-shakespeare	itunes.ox.ac.uk	57
<input type="checkbox"/>	6. /series/approaching-shakespeare	facebook.com	46
<input type="checkbox"/>	7. /series/approaching-shakespeare	blackboard.viterbo.edu	41
<input type="checkbox"/>	8. /series/approaching-shakespeare	infocobuild.com	26
<input type="checkbox"/>	9. /series/approaching-shakespeare	bing	13
<input type="checkbox"/>	10. /series/approaching-shakespeare	blogs.oucs.ox.ac.uk	13

Data from Content → Site Content → Landing Page Report with Secondary Dimension

How visitors are finding Landing Pages by Keyword

By setting Keyword as the Secondary dimension you can understand what keywords attract people to specific pages. This is another useful way to understand how your landing pages are behaving in the search engines.

It also might give you ideas for creating other landing pages optimised for related but different keywords. (See the section in Search Engine Optimisation later in the report on Page 56.)

<input type="checkbox"/>	Plot Rows	Secondary dimension: Keyword ▾	Sort Type: Default ▾	
<input type="checkbox"/>	Landing Page	Keyword	Visits	↓
<input type="checkbox"/>	1. /series/approaching-shakespeare	(not set)	5,971	
<input type="checkbox"/>	2. /series/approaching-shakespeare	(not provided)	390	
<input type="checkbox"/>	3. /series/approaching-shakespeare	approaching shakespeare	44	
<input type="checkbox"/>	4. /series/approaching-shakespeare	shakespeare lecture videos	39	
<input type="checkbox"/>	5. /series/approaching-shakespeare	podcasts.ox.ac.uk/series/approaching shakespeare	36	
<input type="checkbox"/>	6. /series/approaching-shakespeare	shakespeare podcasts	18	
<input type="checkbox"/>	7. /series/approaching-shakespeare	shakespeare podcast	16	
<input type="checkbox"/>	8. /series/approaching-shakespeare	shakespeare	15	
<input type="checkbox"/>	9. /series/approaching-shakespeare	podcasts shakespeare	10	
<input type="checkbox"/>	10. /series/approaching-shakespeare	approaching shakespeare podcasts	8	

Data from Content → Site Content → Landing Page Report with Secondary Dimension

The line showing “not set” is there because those visits did not come as a result of a keyword search (i.e. they would have come from other Traffic Sources like Referral sites, Social Media, Campaigns and Direct traffic).

Understand the Language Spread of your Overseas Visitors

Web browsers are most commonly configured with a default language usually set to the same as the operating system of the users machine. Whilst this is not always the case, by looking at this information via the Audience → Demographics → Language Report you can understand more about the primary languages of your overseas visitors. This might help you decide what content you could translate to support these visitors.

In the example screenshot below you can see that Russian speakers (1: ru) and Chinese speakers (2: zh-cn stands for Simplified Chinese) appear high in the list.

Language	
1.	en-us
2.	en-gb
3.	en
4.	ru
5.	fr
6.	de-de
7.	es
8.	zh-cn
9.	de
10.	es-es

Sample Data from Audience → Demographics → Language Report

You can then drill down further to see below that the majority of these Chinese speakers are visitors from China.

<input type="checkbox"/>	Language	Country/Territory 	Visits 
<input type="checkbox"/>	1. zh-cn	China	3,273
<input type="checkbox"/>	2. zh-cn	United States	207
<input type="checkbox"/>	3. zh-cn	(not set)	78
<input type="checkbox"/>	4. zh-cn	Australia	68
<input type="checkbox"/>	5. zh-cn	Canada	59

Sample Data from Audience → Demographics → Language with Country as Secondary Dimension

Key Exit Pages

It can sometimes be useful to examine which key pages visitors exit your website via. I am interested to try and work out why, for example, in the table below there are quite a high number of exits from the /writers, /themes/ and /ebooks pages. I would want to investigate that and see if there are some anomalies. I'd go and look at these pages and make sure that we did not have an issue and see if I can devise a way to have the visitor stay more engaged.

With the Advanced Segment excluding UK visits still in place, go to Content → Site Content → Exit Pages to learn more about how your overseas visitors exit your website.

Exit Page	Exits ↓
1. /	1,459
2. /content/english-renaissance-timeline-some-historical-and-cultural-dates	687
3. /content/gothic-elements-strange-case-dr-jekyll-and-mr-hyde	449
4. /writers	406
5. /ebooks	257
6. /content/jonathan-swift-and-gullivers-travels	255
7. /sub-theme/feminist-approaches-literature	218
8. /content/geoffrey-chaucer-father-modern-english	205
9. /themes/	185
0. /library	179

Sample Data from Content → Site Content → Exit Pages

Sometimes you will see an interesting Page View pattern like the one below.



Traffic Pattern of one exit page

This graph demonstrates a spike in the data (which is an anomaly caused by a viral traffic spike.) A viral traffic spike is caused when a page gets picked up in the social media or news channels or is heavily promoted via email and other means, and it causes an abnormal amount of visitors to visit the page.

When you spot a viral traffic spike, it is a good idea to add a comment about it so that people who read the data in the future can benefit from your discovery.

Traffic Flow Reports

One other way you can look at the data is by using the Audience → Flow Reports. These allow you to understand how different Advanced Segments of visitors, flow through the site.

In the example below you can see the way visitors from India are flowing through the site. This report is often very useful when looking at a tight segment of visitors.



Audience → Flow Report highlight visitors from India

The flow report above is filtered down to just show visitors from India. The report is highly interactive and allows you to understand a) which paths people follow through your website and b) which pages lose the most visitors.

Once you understand the general flow through the site, you can look for anomalies by country, which might give you clues as to how to develop your content further.

2ND STEP: WAYS TO FRAME YOUR OBJECTIVES

Having started to understand your audience metrics in some detail you will probably have started to formulate some objectives. These tend to drop out of some of the analysis. For example if you are disappointed by the number of sites referring Russian traffic to your website, then one of your objectives could be to find more Russian websites that are relevant to your content and contact them to see if they would be interested in linking to your content.

As the content is free OER content, it should be reasonably easy to promote your content to these sites and ask webmasters to link through to your resources and you should be able to get more referral partners.

When considering your objectives, it could be useful to consider them in relationship to the following:

- a) What metrics can help you monitor the end-result of publishing OER?
- b) What metrics can help your key stakeholders?

Avoiding Vanity Metrics

Before we get into the actual ideas for metrics I would like to encourage you to avoid “vanity metrics”.

I define vanity metrics as those numbers that leave one with a sense of “so what” or “what can I do with that?”

The metrics you monitor need to help you understand more about the content you are creating and the marketing you are doing to bring customers to your content.

Metrics that Can Help Monitor the End-Result of your OER

Let us suppose that one of the rationales of publishing OER is to build the International profile of your department and attract more foreign students. How could you measure that you are achieving that?

We have discussed a number of metrics already that could be monitored to help understand more about those types of objectives.

These might include:

- a) The number of visitors you are getting from a particular country. By understanding the number of visitors you are getting, you could set some goals in Analytics to monitor the increases in traffic from particular countries.
- b) The number of visitors you are getting from a particular foreign University that runs an Undergraduate Course that is a good feeder for your Post Graduate programme.
- c) Can you monitor student enquiries that come from banners presented on the pages where the OER is loaded?

Working Out the Metrics for Your key Stakeholders

If particular department stakeholders provide your OER content, then it should be possible to agree with them some objectives for each of those departments.

The questions below are some ideas that you could use to help you formulate objectives per department. These would need to vary by department because the answers would be very different for most of the questions below for a Mechanical Engineering Department vs. a Department of Psychology.

- Who are the target audience for the courses you are trying to attract?
 - Which countries are they most likely to come from?
- What expectations do you have for these people coming to your site?
- Where are you currently most likely to attract foreign students?
 - What types of sites?
 - What types of campaigns can you run?
- Would translated PDF's with tracking links provide be worth testing as an additional traffic source to the content?
- What other courses or University departments are you competing with on the web?
 - How do you assess this?
- What websites are your target foreign students most likely to read/visit?
 - Are these websites aware of your courses?
 - Are they linking to your course pages?
 - If not can you get them to link to your OER materials?

3RD STEP: MONITORING YOUR PERFORMANCE

The 3rd step in the process involves setting up a means to monitor your performance (or if it is the first time you are doing this then just benchmarking your performance).

The auditing process will record the output from a set of analysis steps that you define in Step 2.

Auditing for the First Time

The first time you audit you metrics you have:

- No previous data to compare
- No data against which you can compare any improvements you make

Therefore you should consider which performance metrics it is good to record, based on the work you have done in Steps 1 and 2.

Auditing for a Subsequent Time

After you have defined what you want to improve, you will be able to understand more usefully how things are changing on a subsequent cycle of monitoring against a baseline.

How Frequently Should I Be Monitoring?

This will depend on a number of things:

- a) Your resources, in terms of time available to carry out analysis using Google Analytics.
- b) How frequently stakeholders want the information.
- c) Campaign activities.

It is reasonable to assume that you will only carry out a really deep analysis of your Analytics data once a Quarter at the most. However, you may also have certain metrics you look at monthly and some even more frequently (although looking at Analytics more frequently than weekly might be considered a little obsessive).

However you can also set Goggle Analytics up to report back to you.

Setting Up Analytics to Report to You

By using a combination of Goals and Custom Alerts you can set your Analytics system to monitor some of your objectives and alert you via email if a threshold is passed.

You can set up a custom alert to monitor multiple conditions being achieved.

To create a custom alert: Open one of the Intelligence Reports (Daily, Weekly or Monthly Alerts) under the Home Menu Tab. Below the bar graph, in the Custom Alerts Field, click Create a Custom Alert.

The screenshot shows the 'Create a Custom Alert' form. It includes fields for 'Alert name' (labeled 1), 'Apply to' (with a dropdown and '0 other profiles'), 'Period' (labeled 2), and a checkbox for email notifications. Below is the 'Alert Conditions' section with two rows of conditions. The first row has 'This applies to' (Country/Territory), 'Condition' (Matches exactly), and 'Value' (China, labeled 3). The second row has 'Alert me when' (Visits), 'Condition' (Is greater than), and 'Value' (500, labeled 4). At the bottom are 'Save Alert' and 'Cancel' buttons.

Alert name: Chinese Visitors above 1

Apply to: [dropdown] and 0 other profiles

Period: Month 2

☒ Send me an email when this alert triggers. Also include 0 other email addresses

Alert Conditions

This applies to	Condition	Value
Country/Territory	Matches exactly	China 3
Alert me when	Condition	Value
Visits	Is greater than	500 4

Save Alert Cancel

1. Name your alert.
2. Specify the monitoring period.
3. Set what the alert applies to.
4. Set the condition to monitor.

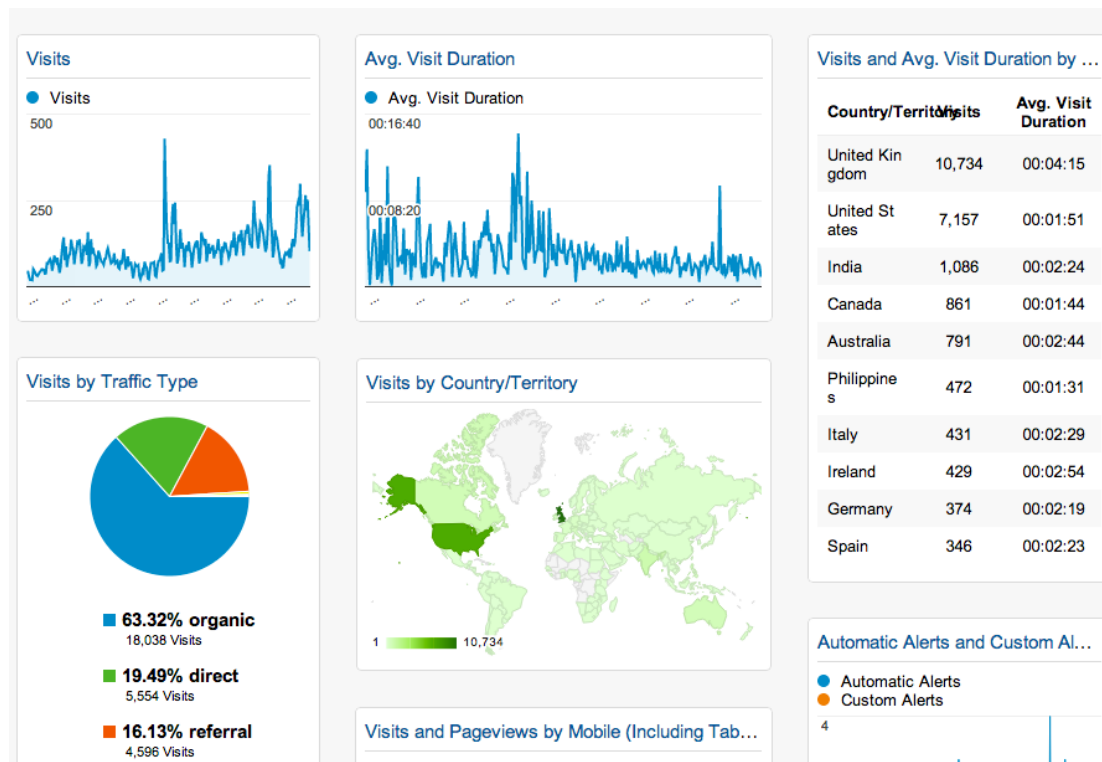
You can optionally have the alert emailed to you when the condition is achieved. Alternatively Analytics will record the alert in the relevant Intelligence Report area.

Using Custom Alerts you can also monitor when one of your goals are achieved.

Lets say you set a goal in Google Analytics to track when a visitor goes through to your enquiry form. The goal would be simply defined as any visit that ended on the enquiry form Thank-You page.

Once that goal is defined Analytics will start to track it. If you then wanted to be alerted every time you had more than 5 enquiries from visitors from China in a day. That would be a simple Alert to configure. The alerts can also be configured to email a content stakeholder upon the achievement of a goal like that.

Dashboards can provide a useful summary of statistics of useful data for people to receive.



Reporting → Dashboards

Summary charts and tables can be simply added to these dashboards by clicking the Add to Dashboard link at the top of most reports. Once the dashboard is configured it can be set up to be sent out via email on a regular basis to anyone who needs to receive it.

4TH STEP: REVISING YOUR OBJECTIVES, PLANNING AND IMPLEMENTING SOME IMPROVEMENTS

Whatever you set as your objectives, the more data you gather over time, the more you will end up refining and even scrapping some of those objectives.

3 Ways to consider improvements

Initially it is useful to consider things you can improve in relationship to your OER in 1 of 3 ways.

1. You can make sure more people know the content is there.
2. You can increase the amount people who consume it.
3. You can measure if as a result of consuming the OER materials, visitors have gone on to enquire about courses (or whatever primary outcome you want to achieve)

Ways to measure improvements

Here are some examples of how you can measure if there has been an improvement. As you iterate through these steps, you will find that you have not been monitoring a specific element and so you have no data on it. For example you may not yet be monitoring video consumption i.e. how many people watch to the end of a video vs. how many drop off. So in your next cycle of improvements you decide to start tracking video views in more detail and this will allow you to subsequently track any correlation between video views and enquiries.

Ways to measure if people know it's there:

1. You will want to monitor for each of your OER content blocks (however you define those) some or all of the following:
 - a. Are you getting found in more International search engines?
Initially you will have to do some work to make sure your pages are indexed by more International search engines and that the content performs well in those International indexes. Once you believe you have done that, you would expect to see an increase in the amount of traffic coming from your target country via organic search. This could be monitored using a Custom Alert (see Page 31).

- b. Increasing the amount of referral traffic from International sites
This will involve learning about new sites that promote OER in countries you wish to target, approaching them to get a link to your course material and then monitoring to see if you are getting links from that Referral Path.
 - c. Are overseas visitors clicking through to your site when you promote content via email? Let's assume that you encourage people who are interested to sign up to be alerted when more content becomes available. At some point you send them out an email to say more is available.
 - d. Is your site getting clicked through to when you promote the content via Social Media? Again the assumption would be that you'd be promoting via Facebook or another Social Platform and you would want to see a reasonable number of people click through.
2. Are your promotions improving results?
- a. On your site e.g. with banner ads
 - b. Via email, social media or off-line campaigns.

Ways to Measure Consumption

Getting overseas visitors to the site is the first step. Next you need to consider ways to learn about and increase their consumption of your OER materials.

- 1. Tracking sign-ups to be notified of new content
 - a. This should be broken down into tracking the sign-up process (using a URL destination goal, which is one of the three types of goals that can be defined in Google Analytics) and then monitoring it.
- 2. Seeing how much is consumed using video and audio tracking events
 - a. Certain off-the shelf solutions allow you to embed analytics tracking code in the video player. This will allow you to monitor when videos are watched, when they drop off and other information about the video watcher.
By understanding this data and comparing it with the language of viewers you will be able to work out if the video has some issues for non-native English speakers. The same could be applied to audio content embedded in web players

Way to Measure Enquiries from Overseas Visitors who Consume OER

If one of the objectives of publishing OER is to attract overseas visitors who ultimately enquire about becoming a paying student, then it will be important to understand the following.

- 1. Which overseas visitors who watch/listen to your content then go on to enquire about a paid course.

- a. To do this you will need to get some assistance from someone who knows how to set up a special cookie, which is very simple to do if you know how.

It will be easiest to monitor this by setting a special cookie (that you are in control of) that gets set initially when a user has consumed some content.

Then whenever that user visits the site, the value from that cookie can be used to update a custom field in Google Analytics. So for example the cookie could store the number of pieces consumed, which ones and over what time period. Each of these values could be set in Google Analytics custom fields when that user makes a return visit and then you could monitor a goal achievement by each of those custom fields in turn.

Google Analytics custom fields allow you to store your own data and are available throughout the system for reporting. Custom alerts, goals etc.

By doing this you will be able to develop an understanding of which of your content elements leads to overseas student enquiries.

Types of Goals

You can define three types of goals in Google Analytics.

- A URL Destination goal
 - Counted when a visitor views a specified page on your site. So using this type of goal you could set the system to alert you when less than 10% of people who visit page a end up on page b. This would be useful if you expect the threshold to be higher.

- Time on Site goals
 - Counted when a visitor spends more or less time on your site than a value you specify

If you have a very video rich set of content, then you would expect to see your time on site be driven much higher because of this.

Again you could have Analytics alert you when the

- A Pages/Visit goal triggers a conversion when a visitor views more pages or fewer pages than the threshold you have specified.

Tracking Campaign Links

Using specially crafted tracking links (described on Page 62 Creating Special Links) in emails and other online promotional activity can provide you with a means of tracking the effect of your marketing activity.

Another example use of this approach is to create PDF “brochures” describing the content of your OER with links to the OER learning resources and also with links to further information that the potential student can register to acquire.

By using the UTM variables (Source, Media and Campaign), you can even record these variables in hidden fields in the form used to register interest in courses and store these in the database against each person who registers. Doing this will allow you to use the UTM variables to analyse the data in both Google Analytics and also in your registration system. So, for example, you would be able to see registrations by Campaign.

If you distribute links to this brochure far and wide, in forums, OER directory sites, special interest sites, OER blogs you will be able to see how many people read each brochure.

Testing Translations

A debate exists about the value of translating some amount of material specifically to help overseas non-English speaking visitors.

One way to test the potential value of translation is to translate the PDF “brochures” which you created above.

By recording the language as part of the Campaign variable, you would be able to see which of the translated brochures attracted visitors from overseas.

The same approach could be made using email or indeed offline promotional materials.

Alternatively, you may have functionality in your web site to show translated version of pages according to a language preference being clicked. If this is the case, you could ask your technical team to add what is called an event to track when the button that changes the language is clicked. Once this is set up you can monitor how many people use this option via the Reporting → Content → Events reports. You can also set up a special category of Goals based on events which would allow you to set a threshold which would alert you when you were falling below that threshold.

Building Links to your OER’s from other Websites

As the Open Learning movement has developed there are a growing number of sources that you can use to promote your OER’s. Two activities you should have on your to do list is to make sure you are regularly reviewing the available OER promotional resources

You should definitely make sure you are registered with all of the OER blogs (e.g. Open Culture), directories etc. and have links back to your relevant pages

OER Search engines

A number of directories and search engines exist to search for or link to Open Educational Resources. These include:

- [DiscoverEd](#) - "Discover the Universe of Open Educational Resources"
- [Jorum](#) - "Free learning and teaching resources, created and contributed by teaching staff from UK Further and Higher Education Institutions"
- [OCWFinder](#) - "Search, recommend, collaborate, remix"
- [OER Commons](#) - "Find Free-to-Use Teaching and Learning Content from around the World. Organize K-12 Lessons, College Courses, and more."
- [Temoa](#) - "A knowledge hub that eases a public and multilingual catalogue of Open Educational Resources (OER) which aims to support the education community to find those resources and materials that meet their needs for teaching and learning through a specialized and collaborative search system and social tools."
- [University Learning = OCW+OER = Free custom search engine](#) - A meta-search engine incorporating many different OER repositories (uses Google Custom Search)
- [XPERT](#) - "A JISC funded rapid innovation project (summer 2009) to explore the potential of delivering and supporting a distributed repository of e-learning resources created and seamlessly published through the open source e-learning development tool called Xerte Online Toolkits. The aim of XPERT is to progress the vision of a distributed architecture of e-learning resources for sharing and re-use."
- [OER Dynamic Search Engine](#) - A wiki page of OER sites with accompanied search engine (powered by Google Custom Search)
- The [UNESCO OER Toolkit](#) - Links to further useful, annotated resources and repositories.
- [JISC Digital Media](#) - Maintain guidance on finding video, audio and images online, including those licensed as Creative Commons.
- [OER Glue](#) - Tool aiming to facilitate course building by 'stitching' together OERs from a range of sources.

Some of these provide a very important place for you to publicise your OER content and if you are not already in the appropriate one can provide a source of traffic to your website.

YouTube EDU

<http://www.youtube.com/education>

YouTube EDU is aggregating high quality educational videos from over 800 channels covering subjects ranging from Astrophysics to Zoology and K12, (such as PeriodicVideos), to University (such as Stanford), to lifelong learning (such as TED).

As a way to promote some of your OER materials the channel could bring new audiences to your OER materials from around the world. It would also be

possible to use Tracked links to understand how some of the traffic comes back to your main website. (Tracked links are described in detail in the section titled Creating Special Links on page 62.)

International Search Engines and Beyond Google

An important thing to understand about International search is the fact that a) there are many country indexes for Google and b) Google is not necessarily the leading search engine in all markets. The 6 markets that have significant other search engines to Google are:

Country	Major Search Engine	Approximate Market Share
China	Baidu	75%+
Japan	Yahoo! Japan (independent entity from Yahoo! Corporate)	56%+
Hong Kong	Yahoo!	50%
Russia	Yandex	60%+
Czech Republic	Seznam	45% although Google catching up
South Korea	Naver	70%+

What this means is that if you decide you want to attract more search traffic from foreign students you may need to target both local country indexes and sometimes different search engines in the cases of any of the countries in the list of the 6 above that you want to perform better in.

Yandex also have a directory where it is good to get your site listed if Russia is on your target list.

If you are going to try and get content indexed in different indexes, you will probably need to create a section of the site (e.g. [yourdomain.com/de/](#)) or a subdomain targeting the country (e.g. [de.yourdomain.com](#)). Both of those scenarios will allow you to specify the section/subdomain as targeting that country in Google Webmaster tools which will help the subsection of pages perform better in the country indexes.

You must be careful when doing this to create unique content and not just duplicate existing pages under a separate subdirectory.

Most of the normal on-page optimisation factors you implement to rank well in Google, will also improve your rankings in Baidu. The big thing with Baidu is the site needs to be in Chinese and also will perform better if it is located on a

Chinese hosting site due to the Government firewalls and poor connectivity issues.

Summary

I hope that this has provided you with plenty of ideas for ways to plan, monitor and improve the exposure and consumption of your Open Education Resources (OER) materials to overseas audiences using Google Analytics as a cornerstone system to achieve that.

I also hope that the simple 5-step methodology provided is one you can use to understand and improve the performance of your OER materials.

(It is also possible to apply this approach to more than just your International visitors however for the purposes of this report we have focussed specifically on them.)

And to remind you of the Primary Steps in the Method

1. Get a Feel for Your Audience
 - a. Focus in on your target audience
 - b. Understand some key aspects of your data for example:
 - i. Most popular pages
 - ii. Best traffic sources
 - iii. Most popular countries and languages
 - iv. Key landing pages and content performance
2. Frame Your Objectives
 - a. Avoiding vanity metrics
 - b. Working out metrics for your key stakeholders
3. Audit Where You are in Relationship to Your Objectives
 - a. What are your primary traffic sources?
 - b. What behaviour can you see them making?
 - c. What can you tell about your geographical visitors?
4. Revising Your Objectives, Plan and Implement Improvements
 - a. Increase your traffic sources
 - b. Optimise your content for searches
5. Repeat step 3 and 4

The appendix contains more general training material that you may find useful if you are less familiar with Google Analytics.

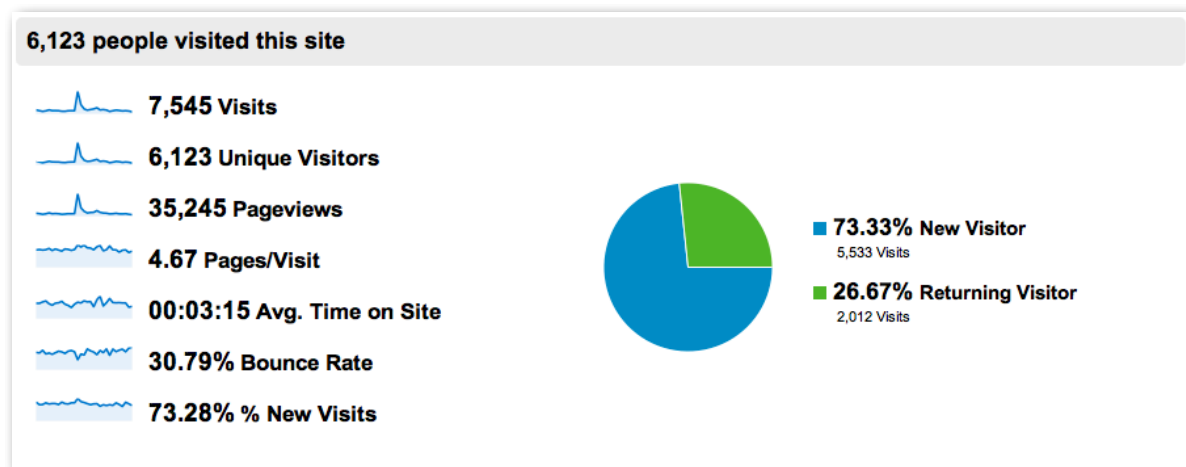
Good luck with your endeavours.

APPENDIX: USING ANALYTICS

If you are reading this report and are unsure how to do a particular technique that I refer to, this section is designed to fill in any gaps in your knowledge.

Primary Metrics Found In Analytics

Analytics provides good information to help you understand what your visitors are doing on your website.



Visits

Visits: The number of visits your site receives is the most basic measure of how effectively you promote your site.

Improving SEO, starting and stopping ads and viral marketing events are some examples of factors that influence the number of visits your site receives.

Number of visits allows you to see what is working.

New vs. Returning: How many new and returning visitors come to your site and how extensively do they interact with your content?

Page Views

Average Pageviews: Tracking the average number of pages viewed by a visitor is one way of measuring visitor quality.

High Average Pageviews results from one or both of:

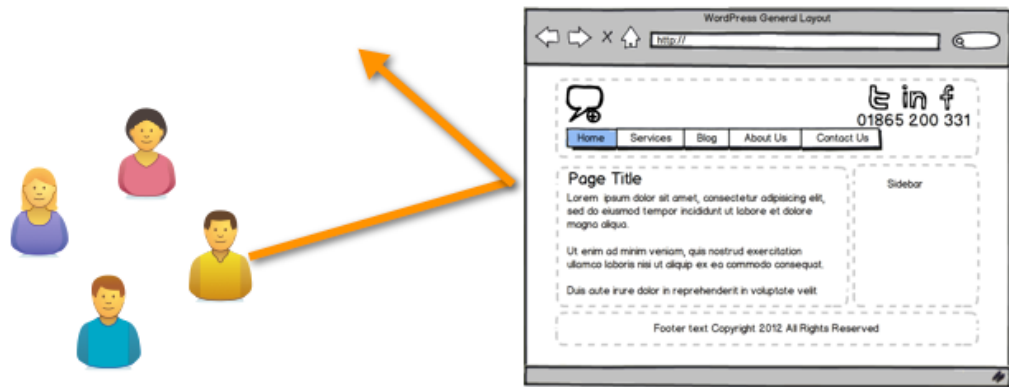
Appropriately targeted traffic (i.e. visitors who are interested in what your site offers)

High quality content effectively presented on the site.

Low Average Pageviews indicates that the traffic coming to the site has not been appropriately targeted or that the site does not deliver what was promised to the visitor.

High and low in this content will be determined by the site. I usually take the upper and lower quintiles as indication of high and low marks.

Bounce Rate



Bounce rate is the percentage of visits where the person leaves your site from the entrance page.

Bounce rate is a measure of visitor quality and a high bounce rate can indicate that site entrance (landing) pages aren't relevant to your visitors.

You can minimise Bounce Rates by tailoring landing pages to each keyword and advert that you run.

There is no such thing as a good bounce rate. Some pages you expect to have a high bounce rate. To illustrate this point I always cite a popular blog with a regular following. If I read a blog regularly then it is likely that I will visit the blog to only read a new post and then I'll leave. This usually means that blog pages commonly have a very high bounce rate (often as much as 80%).

Again by dividing your bounce rate into quintiles, you have a useful measure for this site. Remember however, a high bounce rate is not always a bad thing. It might be quite normal under the circumstances.

Time on Site

Time on site is one way of measuring visitor quality.

If visitors spend a long time visiting your site, they may be interacting extensively with it.

Time on site can be misleading because some visitors leave browser windows open when they are not actually viewing your site.

At the page level this measurement is often expressed as Average time on Page.

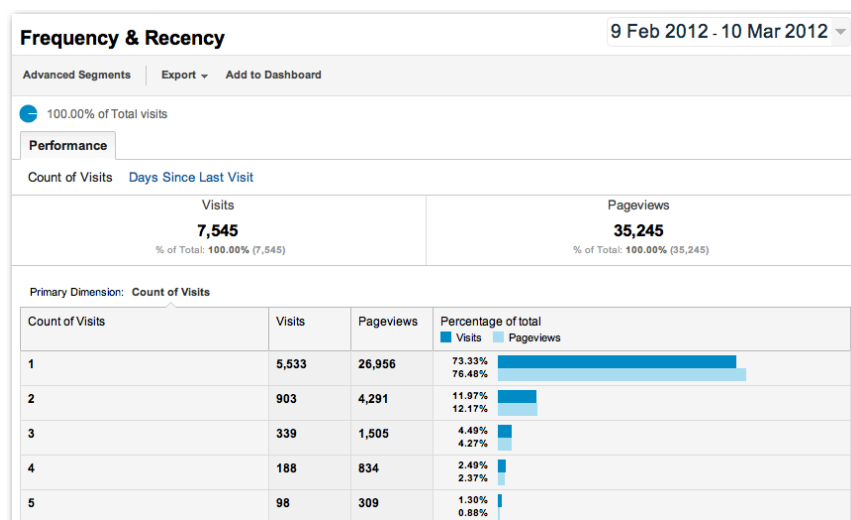
On pages with video on, you will often notice the average time on page is related to the length of the videos

Frequency and Recency

This report is found under Reporting → Audience → Behaviour → Frequency & Recency. It describes statistics about the number of visits and page views, how frequently visitors return and how recently (in days) those visits have occurred.

Click Count of Visits to see visits and page views distributed by the number of times that visitors return to your site.

Click Days Since Last Visit to see visits and page views distributed by the number of days since visitors have been to your site.



If you have marketing (e.g. via email) going out to a large portion of the people who visit your site providing them with regular content which they might find very valuable, then this might increase the percentage of visitors who visit frequently and also might increase the portion who visited recently.

In commercial settings RFM analysis (see <http://en.wikipedia.org/wiki/RFM>) can be used to demonstrate a propensity to purchase (especially recency). a correlation between have determined that

If you have mechanisms in place to drive visitors to return to consume your OER materials you could use these indicators to monitor that.

Frequency: Loyal visitors are usually highly engaged with your material and a high number of multiple visits indicate good customer/visitor retention.

Recency: Having people have reasons to visit your site again, can help to drive their level of engagement with your OER material.

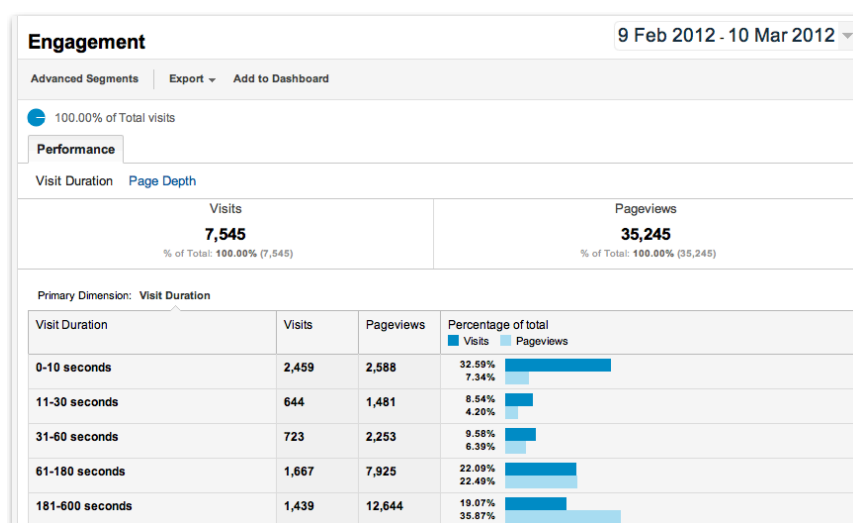
Engagement

This report is found under Reporting → Audience → Behaviour → Engagement.

This report provides statistics about the number of visits and page views, how much time (in seconds) visitors spent on your site and how many pages they viewed per visit.

Click Visit Duration to see visits and page views distributed by the number of seconds that visitors spent on your site during each visit.

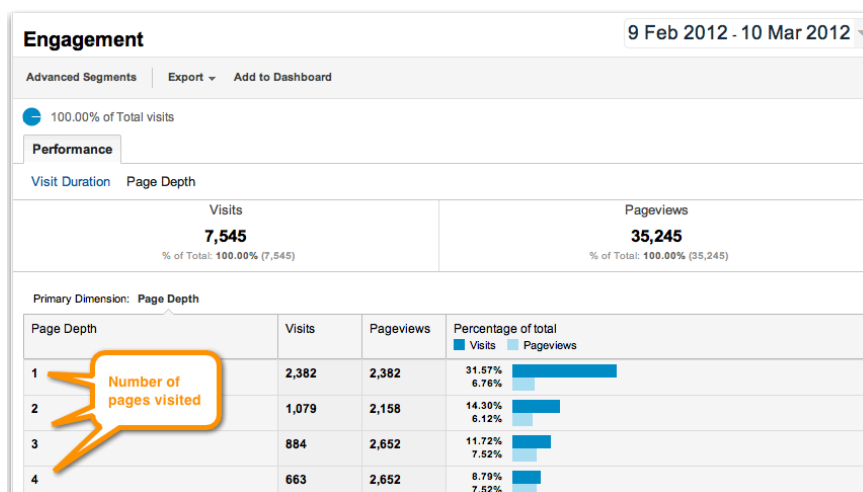
Click Page Depth to see visits and page views distributed by the number of pages viewed during a visit.



Visit Duration can be an indication of visit quality.

A large number of lengthy visits suggest that visitors interact more extensively with your site content.

Number of Pages Visited (Page Depth)



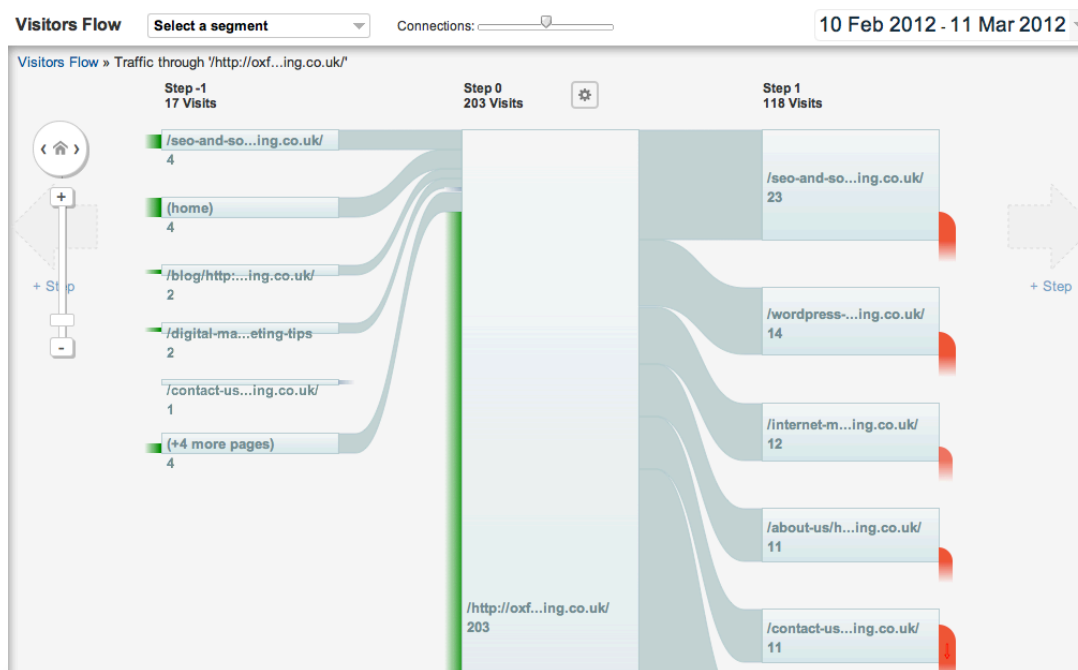
Page Depth is a measure of visit quality. A high number of page views per visit suggest that visitors interact extensively with your site.

Visitors Flow

This report can be found under Reporting → Audience → Visitors Flow.

This report allows you to interactively explore how visitors flow into and out of your pages. The Visitors Flow shows you the paths that visitors take through your site — where they come from, pages they see and where they exit. Each node represents a page (or a collection of pages) on your site. Hover of a node or connection for more information and click to highlight or isolate that segment. With this report, you can see:

- The relative volume of visits to your site by the dimension that you choose (e.g. traffic sources, campaign, browser).
- The relative volume of page views per page or collection of pages.
- Specific metrics for connections, nodes and node exits.



What can you do to improve visitor Loyalty?

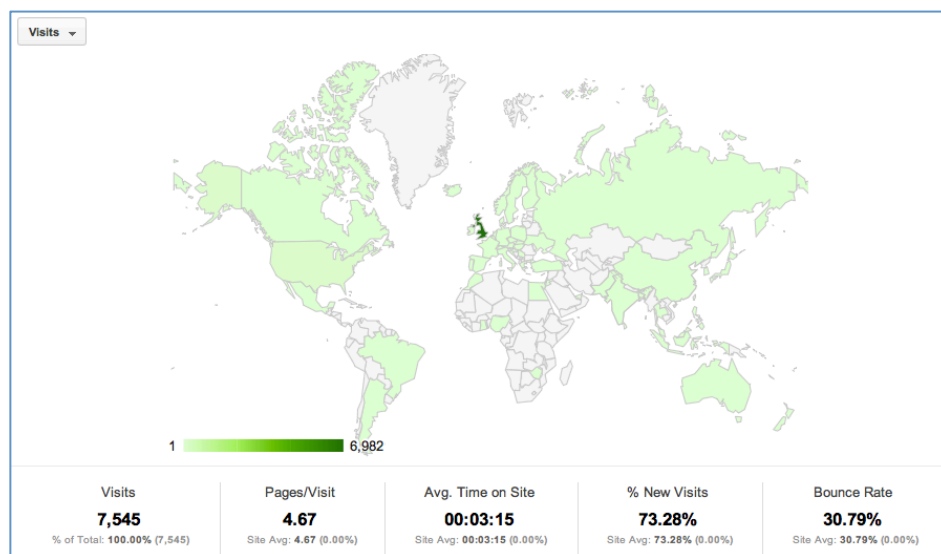
1. Check regularly to make sure your numbers are improving.
2. Use Google Analytics to see which pages perform the best in each of these areas, analyse the pages and try to replicate the things on the page that are working for you.
 - Is it that your content is longer and more interesting?
 - Is it that you are linking to good relevant content elsewhere on your site?
 - Is it that you are using more enticing anchor text?

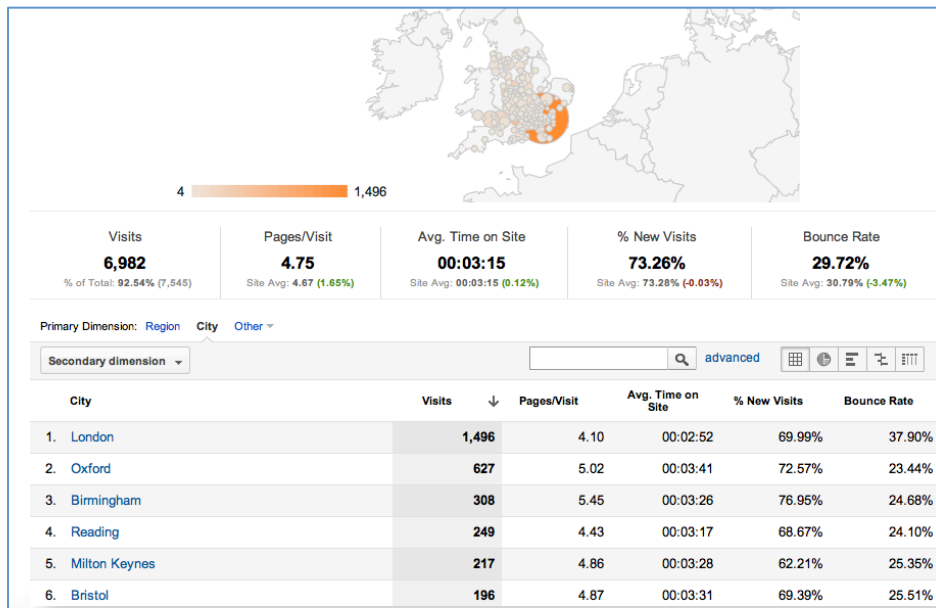
- Is it that your content is part of a series of posts or articles?
 - Is there an offer your users cannot resist on the page?
 - Can you add something that will engage your visitors, start a discussion, encourage commenting or include a poll?
3. Use Google Analytics to see which pages are performing the worst on your site
- Can you delete or redirect these posts or pages?
 - Can you add links to other relevant posts or pages?
 - Can you improve the usefulness or quality of the page?
 - Can you add or move buttons or links on the page to make them more visible and inviting?

Where do Visitors Come From?

The Location report (as see earlier in this document) can be found under Reporting → Audience → Demographics → Location.

Built in mapping overlays allow you to explore and understand which countries, regions, and even cities visitors come from.





Map Overlay allows you to visualise volume (visits, page views) and quality (page views per visit, conversion rates, per visit value, etc.) metrics by geographic region.

You can click on any region to zoom right down to the city level.

Languages

The Language report (as see earlier in this document) can be found under Reporting → Audience → Demographics → Language.

Many times, geo-location is not enough because many countries have diverse populations, speaking different languages.

By understanding the language preferences of your users you can see if it is worthwhile getting the content translated.

This report captures the preferred language that visitors have configured on their computers.

What Technology do Visitors Use?

Web Browser Capabilities

- Which browsers?
- Which operating systems?
- Which browser/operating system combinations?
- How many screen colours can your visitors see?
- Which screen resolutions do your visitors use?
- Which versions of Flash do your visitors have installed?
- Is Java supported on your visitors' platforms?

Network Properties

Which Internet service providers do your visitors use?

From which hosts are people visiting your site? (Hostnames sometimes provide insight into organisations that are interested in what you offer.)

Which connection speeds are your visitors using?

Optimising your site so that it loads quickly for most visitors can result in higher conversion rates and more sales.

Tracking Your Own Customised Data

For example, if visitors fill out a form on your site in which they provide you with some information, you can store that in Google Analytics.

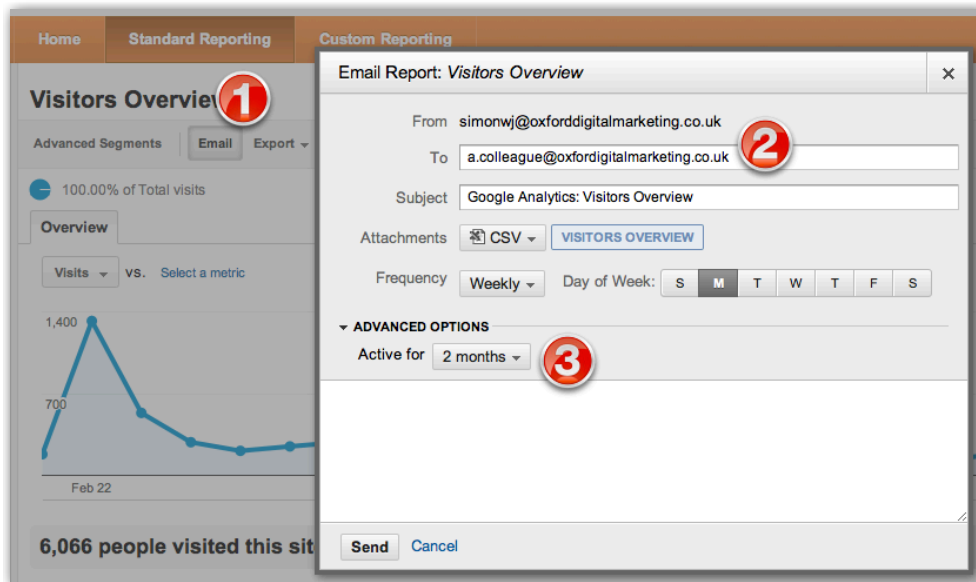
You could use this to track things like:

- Whether users are logged in
- Members and non-members
- Which authors draw most traffic
- Which sections on your site are most popular
- People who comment
- RSS Subscribers
- Visitor demographics
- Social Media users

Quick Tips for Using Analytics

Emailing Reports

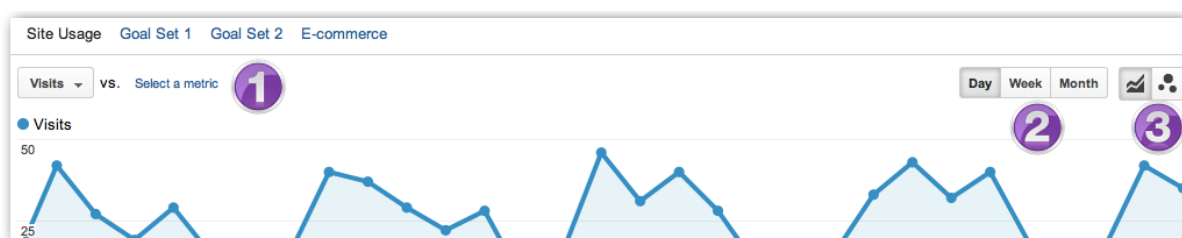
It is simple to have Google Analytics Email out reports by clicking the Email button at the top of each report page.



1. Click the Email button on the report you want to schedule.
2. Specify who you want to receive this report, how frequently, format etc.
3. Control how long the report gets sent to this person.

Graph Controls

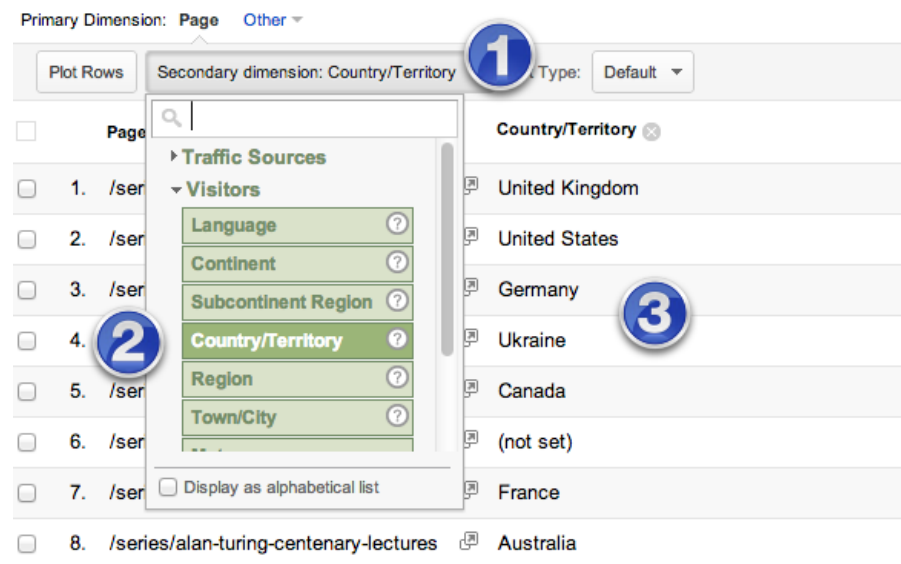
There are a few standard controls that are offered with most graphs.



1. Graph different metrics: Select second metric from the drop down
2. View data by Day, Week or Month
3. Switch a graph between Line Chart and Motion Chart (motion chart is only useful with high volumes of visitors).

Adding a Secondary Dimension to a List

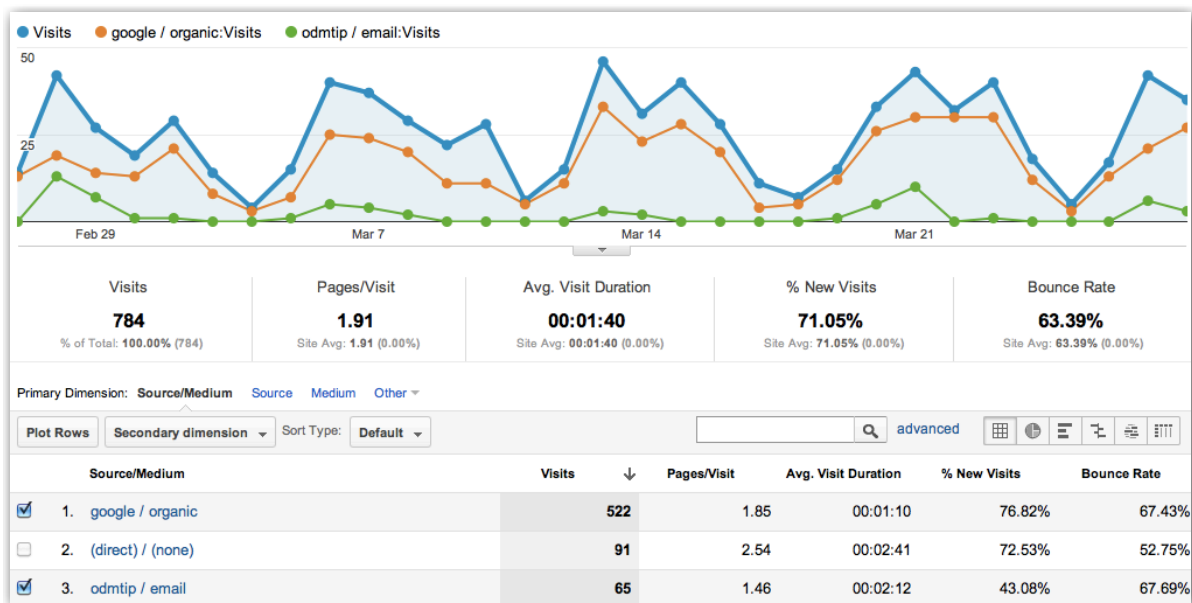
Often when trying to better understand data in Google Analytics it is useful to further analyse the data. At any point you can introduce a secondary dimension into a listing report. To try this go to Content → Site Content → All Pages and click on a page to analyse.



1. Click the Secondary Dimension button at the top of the listing screen.
2. Select the dimension you'd like to add to the report (here I've selected Visitors → Country/Territory).
3. The page will refresh with the data now analysed by the secondary dimension you selected.

Plotting Multiple Rows

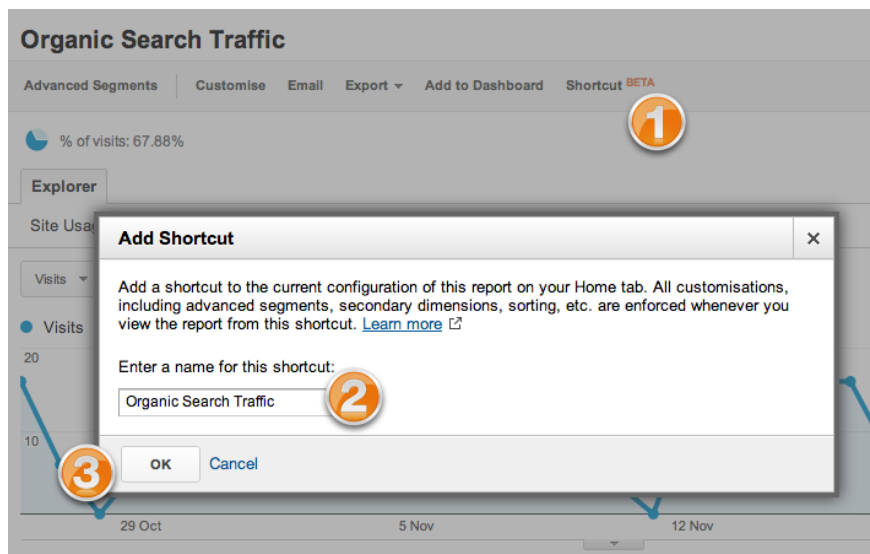
By simply ticking the rows below the graph that you want to compare and clicking the Plot Rows button, you will see multiple rows plotted in the graph.



1. Tick the rows you want to compare.
2. Click the Plot Rows button.

Shortcuts

Shortcuts allow you to create links to your reports configured just the way you like them.

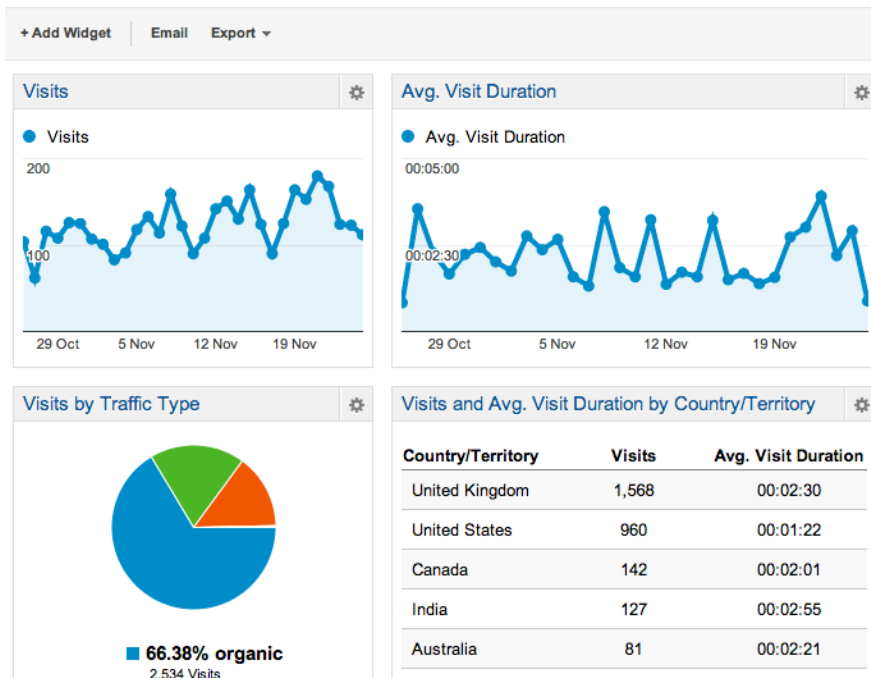


To use them configure the report in the way you like it, Click the Shortcut button (1), Name the shortcut (2) and click OK (3). Your shortcut will be saved under you home menu.

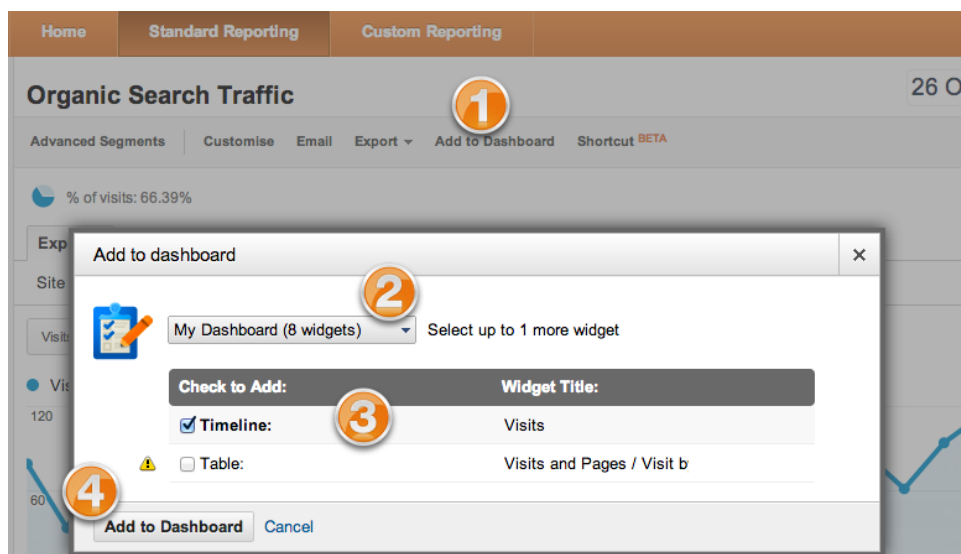
Add To Dashboard

Dashboards can be configured under the main Home menu to give a simple interface to monitor multiple metrics.

My Dashboard



To add a report to a dashboard,



1. When you are looking at a report that you would like to show as a summary in a dashboard click Add to Dashboard.
2. Choose which Dashboard you want to add this report data to, from the dropdown.
3. Refine the display options.
4. Click Add to Dashboard to complete the process.

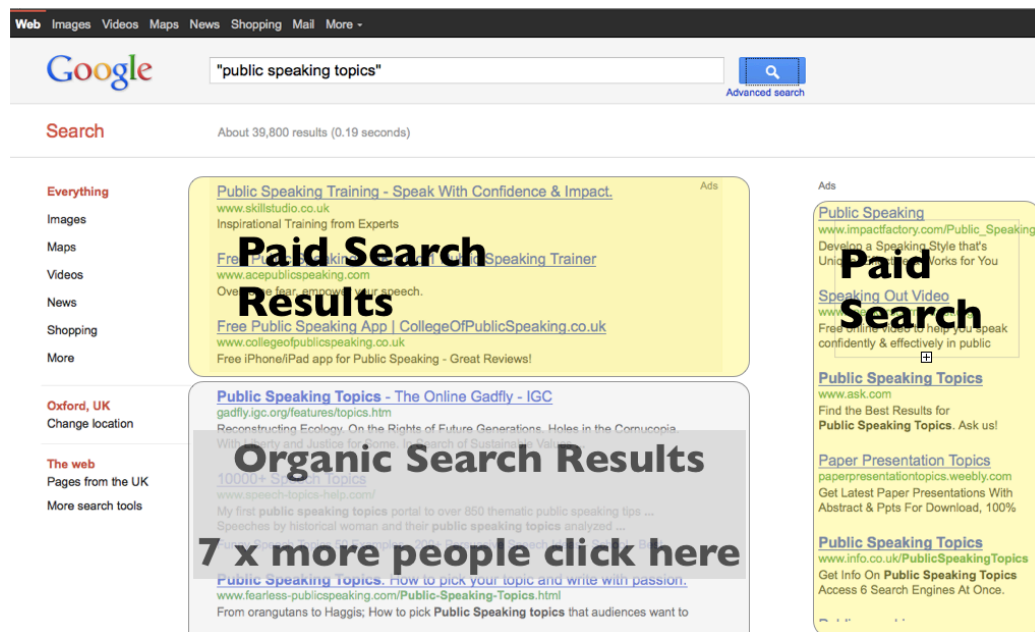
Basics of Search

Paid vs. Organic Search

Google represents 90% of search in the UK and the lion's share of search worldwide.

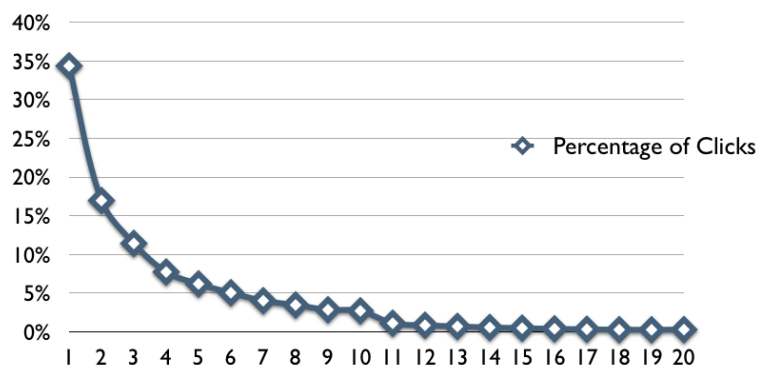
Organic search (i.e. search results that are not paid for) represents 7 times more traffic than Paid search.

The careful selection of the best keywords (search terms typed into Google) can help to bring good quality traffic to your website.



Why Target Page 1?

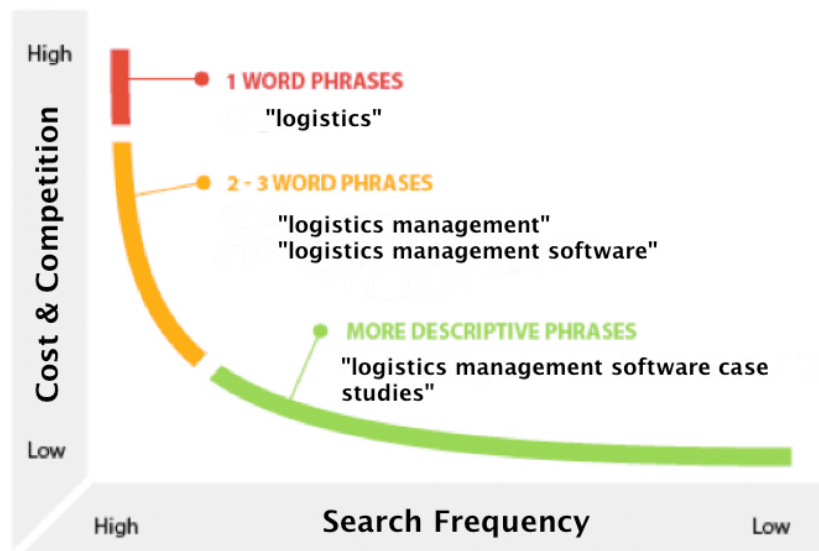
The vast majority of clicks go to the search results that show on page 1 of Google. This is why organisations aspire to be on the first page of Google for various search terms.



Based on a sample of 8.25 million impressions across the Chitika advertising network in May, 2010

Targeting Longtail Keywords

Longtail keywords are keywords made up from more descriptive phrases that can bring very targeted visitors to your website. These keywords are often much less competitive and more targeted. Sourcing good longtail keywords can be a very valuable investment.



Examine the phases of Expertise

As people investigate a subject, whether that is for research or with the purpose of buying a service or a product, their expertise tends to develop, as they get closer to a decision.

A pattern like this can be defined for any subject, product or service that is being researched.

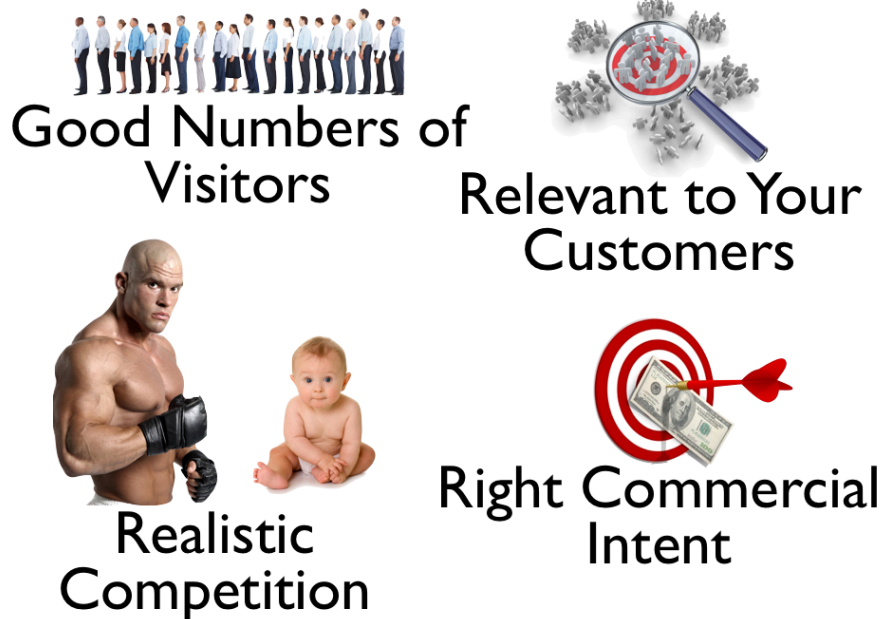


As someone moves through the phases of expertise on a subject, the keywords they search with become more sophisticated and targeted.

Selecting Good Keywords

To select good keywords it is important to balance 4 criteria:

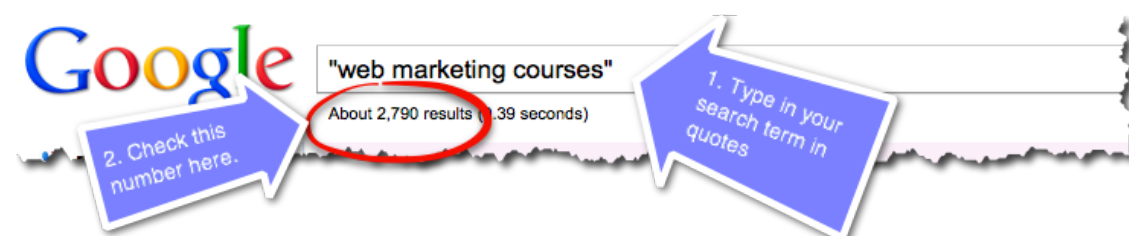
1. Good potential visitor numbers
2. Realistic competition for the keyword
3. Relevance to your customer
4. The right commercial intent



By making sure the keywords you choose to focus on tick each of these areas above you will end up investing time in the best keywords for your needs.

How to Assess Competition

An initial assessment of competition can be achieved by typing the search term into Google in double quotes. This will return the number of pages in Google that have that phrase on the page.



Competition can be initially assessed against the following benchmarks:

- Less than 30k competing pages - low competition
- 30k-100k competing pages - medium competition
- 100k+ competing pages - high competition

If you then compare the competition against the visitors per month (taken from Google's AdWords Keyword Tool) you will have the beginnings of a useful assessment of keywords worth targeting.

In the example below, you can see that "public speaking lessons" will probably satisfy the 4 criteria for selecting good keywords described earlier.

Keyword	Visitors per month *	Competing Pages **	Competition ***	Commercial Intent
public speaking	9,324	12,600,000	Very High	Vague
tips on public speaking	546	77,700	Medium	No
public speaking lessons	109	34,000	Medium	Possibly
public speaking topics	202	25,700	Low	No

*Visitors per month - Google Keyword Tool

** Competition: less than 30k low, 30k-100k medium, 100k+ high

Search Engine Optimisation

Armed with a shortlist of keywords, you can focus on 3 steps to give your pages the best chance of ranking in the search engines.

1. Focus on 1 keyword per page
2. Do the 6 basic on-page optimisations - (see below)
3. Build links back to each page

Help Google to work out what each page is about

Use one Keyword per page and put it in the:

1. URL (<http://yourdomain.com/keyword>)
2. Body Text (2 - 3 times)
3. Title tag
4. Meta Description
5. Headings on the page
6. Alt tags of images on the page

Once that page has been optimised in this way, wait for a week or so to see where the page appears in the search results. Depending on the power of your domain, you may find that the page ranks very well in the search results just by doing these few things. If it does not, you will need to support the page with backlinks.

Build Links to a Page to help it Rank Better

To support the page, you will need to start a campaign to get other websites to link back to your page. The number of links you will need to build will be based on the pages you are competing against in the search results for the targeted keyword.

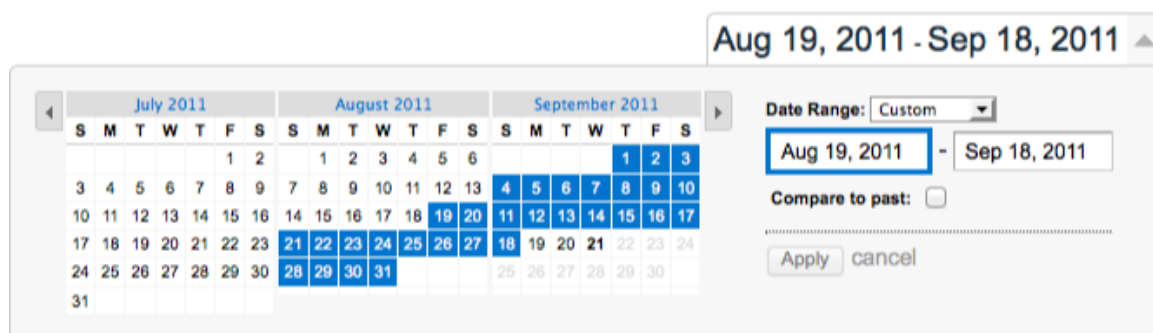


Filtering Analytics Results

There are several ways to filter results in Google Analytics and you will frequently use these while you work. They include:

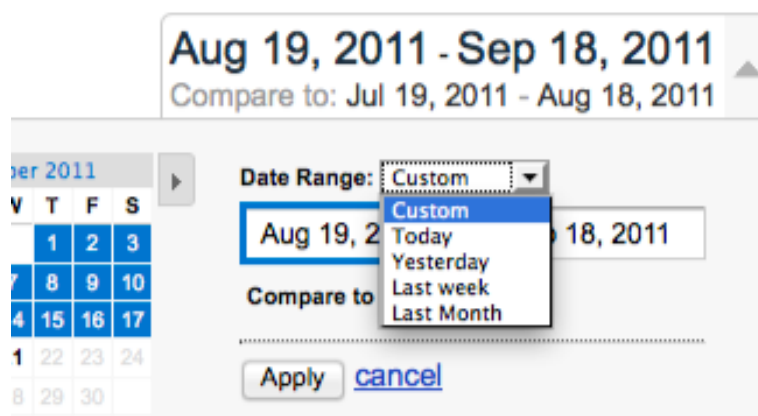
- By Date Range
- By Advanced Segment
- In-report
- Excluding results altogether

Filtering by Date Range



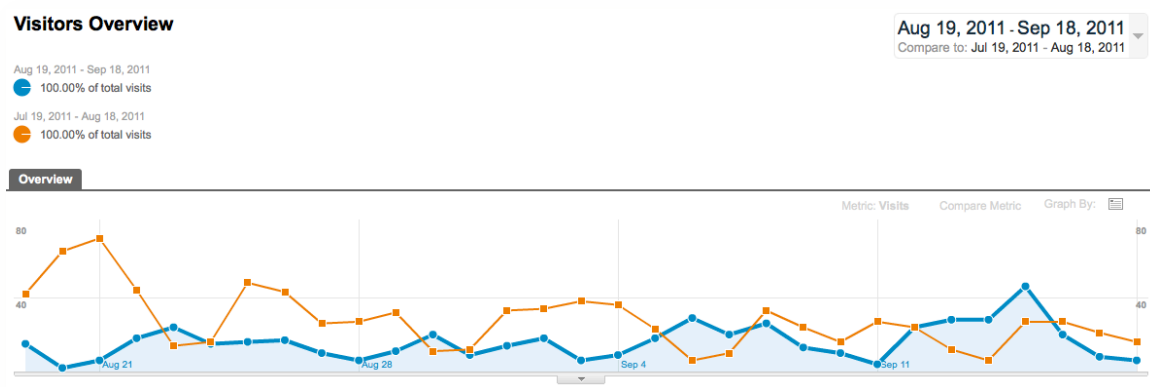
- Top Right of each Analytics Page is the Date Range Filter
- Once set it will show for each page

Custom List



- This makes selecting ranges a little easier

Compare to the Past



- Allows you to look at two date ranges in comparison

Extended Date Range

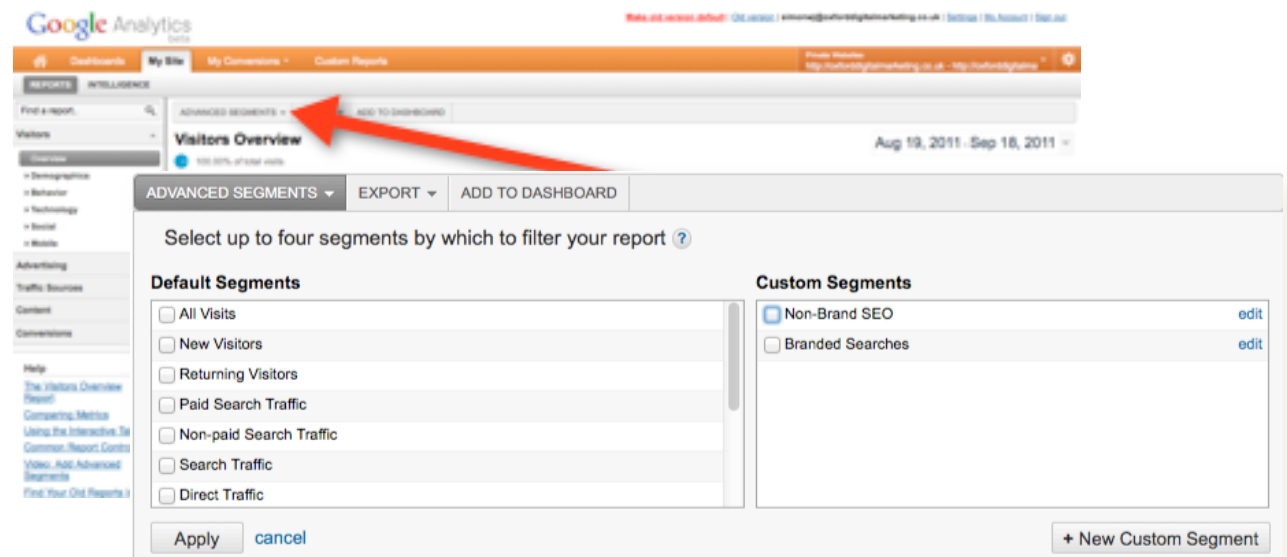
- By extending the date Range you sometimes see interesting data

	Keyword	Visits	↓
<input type="checkbox"/> 1.	google plus one uk	306	
<input type="checkbox"/> 2.	google plus uk	176	
<input type="checkbox"/> 3.	google+ uk	94	
<input type="checkbox"/> 4.	sample social media policy	43	
<input type="checkbox"/> 5.	google +1 uk	37	
<input type="checkbox"/> 6.	social media policy examples	34	
<input type="checkbox"/> 7.	google plus 1 uk	23	
<input type="checkbox"/> 8.	google+ in uk	20	
<input type="checkbox"/> 9.	social media policy example	20	

Filter by Advanced Segments

Advanced Segments allow you to create permanent filters that you can switch on and off to filter the data you are looking at for a report.

- Some segments are predefined
- You can also create your own custom segments



Defining a Custom Segment

Name:

Non-Brand SEO

Exclude Keyword Containing oxford

or

Add 'OR' statement

- You can choose multiple criteria to filter report data and give it a friendly name.

Combine Segments to Filter Results

ADVANCED SEGMENTS ▾ EXPORT ▾ ADD TO DASHBOARD

Select up to four segments by which to filter your report ?

Default Segments

- ☐ All Visits
- ☒ New Visitors
- ☐ Returning Visitors
- ☐ Paid Search Traffic
- ☐ Non-paid Search Traffic
- ☐ Search Traffic
- ☐ Direct Traffic

Custom Segments

- ☒ Non-Brand SEO [edit](#)
- ☐ Branded Searches [edit](#)

[Apply](#) [cancel](#) [+ New Custom Segment](#)

- This will show New Visitors and only the people who have searched via any keyword that does not include Oxford

Combine Segments and Date Ranges

ADVANCED SEGMENTS ▾ EXPORT ▾ ADD TO DASHBOARD

Organic Search Traffic Aug 19, 2010 - Sep 18, 2011 ▾

- Non-Brand SEO** 30.32% of total visits ✕
- New Visitors** 38.79% of total visits ✕

- This will show only those people who have searched with a non-brand keyword and are new visitors who have not visited the site before.

In-Listing Filters

Viewing: **Keyword** Source Landing Page Other ▾

Secondary dimension: **Select...** Sort Type: **Default** ▾ **1** **advanced** View: 1 - 25 of 1059 < >

Exclude **Keyword** **Containing** **2**

and

+ Add a dimension or metric ▾

[Apply](#) [cancel](#)

	Keyword	Visits	↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<input type="checkbox"/> 1.	google plus one uk						

- Simple filter at the top of listings
- More complex filters

Excluding Results Altogether

The screenshot shows the Google Analytics 'Edit Filter' interface. At the top, the navigation bar includes 'My Conversions', 'Custom Reports', and 'Private Websites'. The main header displays the website 'http://oxforddigitalmarketing.co.uk' and its Web Property ID. Below this, tabs for 'Profiles', 'Tracking Code', and 'Web Property Settings' are visible. The 'Filters' tab is active, showing a list of filters with 'Exclude traffic from ODM' selected. The 'Filter Information' section shows the filter type as 'Predefined filter' and the action as 'Exclude traffic from the IP addresses'. The IP address field is populated with '82', '69', '83', and '85'. The 'Save' button is highlighted. Two red arrows with circular numbers point to specific elements: arrow 1 points to the 'Private Websites' dropdown menu, and arrow 2 points to the 'Filters' tab.

Site ▾ My Conversions ▾ Custom Reports Private Websites http://oxforddigitalmarketing.co.uk - http://oxforddigitalma

All Accounts ▸ Private Websites ▸
http://oxforddigitalmarketing.co.uk
Web Property ID: UA-4545103-15
Default URL: http://oxforddigitalmarketing.co.uk

Profiles Tracking Code Web Property Settings

Profile: oxforddigitalmarketing.co.uk ▾ + New Profile

Assets Goals Users Filters Profile Settings

Edit Filter

Filter Information

Filter Name Exclude traffic from ODM

Filter Type ☒ Predefined filter ☐ Custom filter

Exclude ▾ traffic from the IP addresses ▾ ▾

IP address 82 69 83 85 ☐ IPv6
(e.g. 74.125.19.103 or 2001:db8::1)

Save Cancel

- Create various filters to exclude data altogether e.g. from specific locations

CREATING SPECIAL LINKS

By using specially crafted links you can tell Google Analytics those links came from e.g. Emailshots, Banner ads, Posters or PDF's. You can even tell which link the user clicked.

One of these special links looks like this:

- http://oxforddigitalmarketing.co.uk/analytics-training/?utm_source=crm&utm_medium=email&utm_campaign=analytics-training

Variable Definitions

- *These variable should Always be set*
- **utm_source:** The source that is sending the traffic e.g. PDF name, Poster name, email campaign name.
- **utm_medium:** The promotional medium e.g. PDF, banner, email or poster
- **utm_campaign:** Campaign name e.g. product, promo code, or slogan
- *These variables are optional*
- **utm_term:** Paid search keyword or tagged keyword.
- **utm_content:** Different versions of an ad or link e.g. two call-to-action links within the same email message.

Create Links with Google's URL Builder

You create the links using a special URL Builder provided by Google. To access the URL build search in Google for Google URL builder.

The values you choose for your variables are under your control however try to make them

- a) A little obscure so they do not pique the interest of nosey people whom fiddle with URL strings
- b) Easy to remember in a years time without having to look them up

Using the URL Builder

The URL builder is very easy to use and you simply set the following 5 elements:

Google Analytics URL Builder

Fill in the form information and click the **Generate URL** button below. If you're new to tagging links or this is your first time using this tool, read [How do I tag my links?](#)

If your Google Analytics account has been linked to an active AdWords account, there's no need to tag your AdWords links - [auto-tagging](#) will do it for you automatically.

Step 1. Enter the URL of your website.

Website URL: *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source: *

(referrer: google, citysearch, newsletter4)

Campaign Medium: *

(marketing medium: cpc, banner, email)

Campaign Term:

(identify the paid keywords)

Campaign Content:

(use to differentiate ads)

Campaign Name*:

(product, promo code or slogan)

Step 3