

The knowledge you gain from observing your core metrics can help you better understand what your visitors are doing on your site. Please use this worksheet as a guide in helping you identify your organizations' website goals and why setting up a web analytics package is important in measuring your online success.

- 1) **WEB ANALYTICS MYTHS:** We have busted a few myths on web analytics. To help you better understand the basics of web analytics we provided you some tips.

Myth	Busted	Tips/Tools
<p>Analytics tell us why our (inscrutable) constituents do what they do.</p>	<p>Traffic data gives us the "what" - and only part of the "what" - of how visitors use our site. It doesn't give us the "why."</p>	<p>To get the "why," nothing beats talking directly to your constituents. Ask your constituents about their reasons for coming to your site and their experience using it during informal interviews. Perform low-cost usability testing by observing one or two people using your site and noting those points where they have difficulty.</p> <p>Traffic data is a critical - but singular - pillar of user research. Without alternative techniques like user interviews or surveys, usability tests or focus groups, even the best-laid plans of analysts can only answer part of the eternal question:</p> <p style="text-align: center;">Who are our constituents, what do they want, and why do they do what they do online?</p>
<p>Accuracy is what we're shooting for.</p>	<p>There are far too many variables inherent in the medium of the web to feasibly be able to expect hard and fast numbers from an analytics package. Cookies or JavaScript can be disabled, pages are cached, or a script is pinged twice - these are just a few of any number of scenarios which can conspire to make your numbers less than %100 accurate.</p>	<p>That being said, it doesn't really matter. The data you derive from web analytics is still good enough to derive a lot of useful insights.</p>
<p>Traffic data is all numbers - hard quantitative stats, my friends</p>	<p>Analytics is less about hard numbers and more about directionality</p>	<p>The most valuable information you can obtain from tracking your web analytics are trends across time. By observing changes to your key metrics across time, you can begin to get a sense of how effective your online campaigns and changes to your web site are.</p>

- 4) **IDENTIFY SPECIFIC PAGES ON YOUR SITE WHICH INDICATE A CONVERSION:** In order to track the success of each of the goals you identified above within web analytics, you need to identify key pages which indicate a successful conversion for each of them. These are the pages which you will set up as “goals” within your web analytics package.

KEY PAGES

- 5) **CORE METRICS:** The essence of web analytics is in having key metrics. Listed below are a few key metrics you can use. There are a lot of metrics out there so we encourage you to explore. You’ll discover the ones that work best for you after time. Once you have your core metrics and have compared them over time, use them to drive key business and design decisions.
- a. Conversions per search phrase.
 - b. Bounce rates per referrer.
 - c. Bounce rates per landing page.
 - d. Landing page entrance paths.
 - e. Outcomes by all traffic sources.



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