



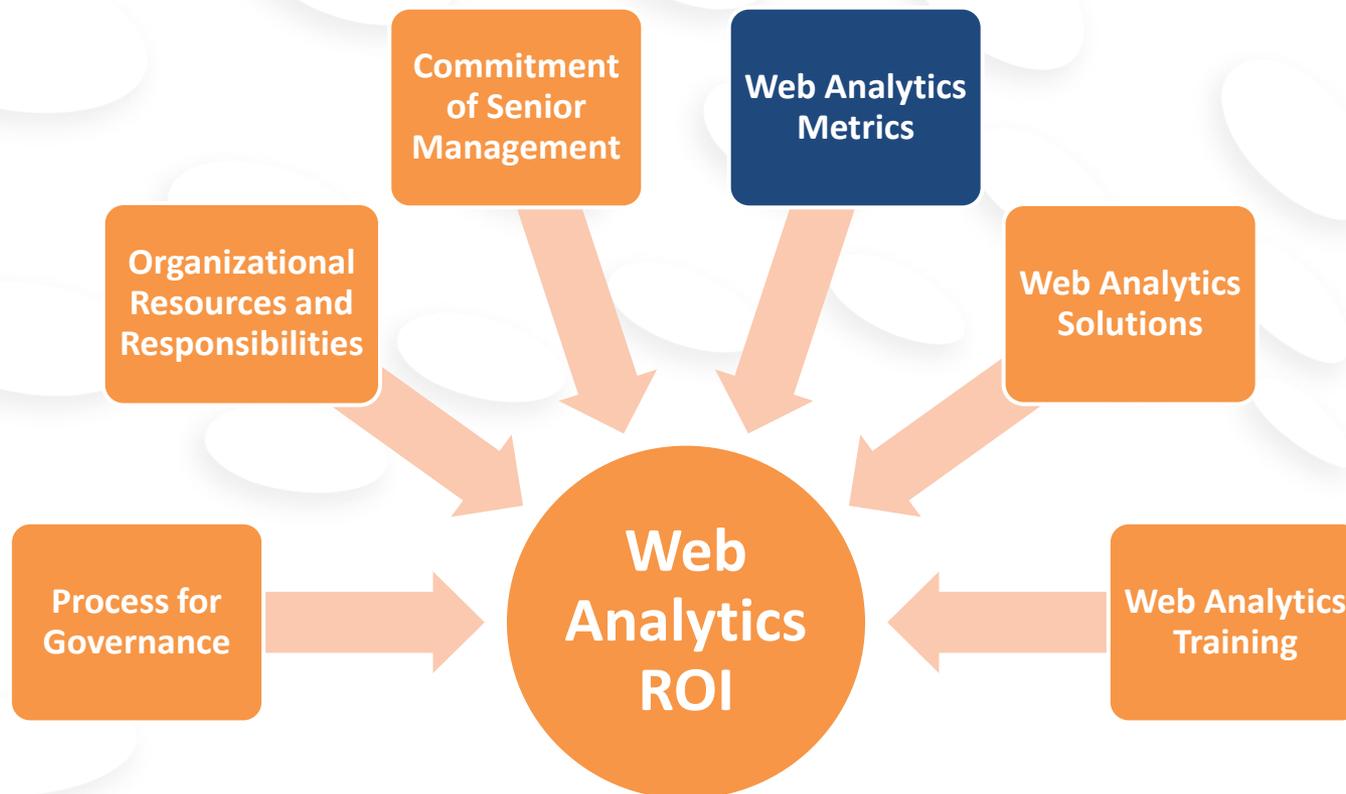
# Metrics for Government Web Sites

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November 1, 2012

**Once Upon a Time...  
At a Federal Agency  
In Bethesda, MD  
It Was Decided to Develop  
A Strategic Plan for Web Analytics**

# Developing Web Analytics Best Practices for NIH

## Web Analytics Return on Investment Framework



# Standard NIH Analytics Method

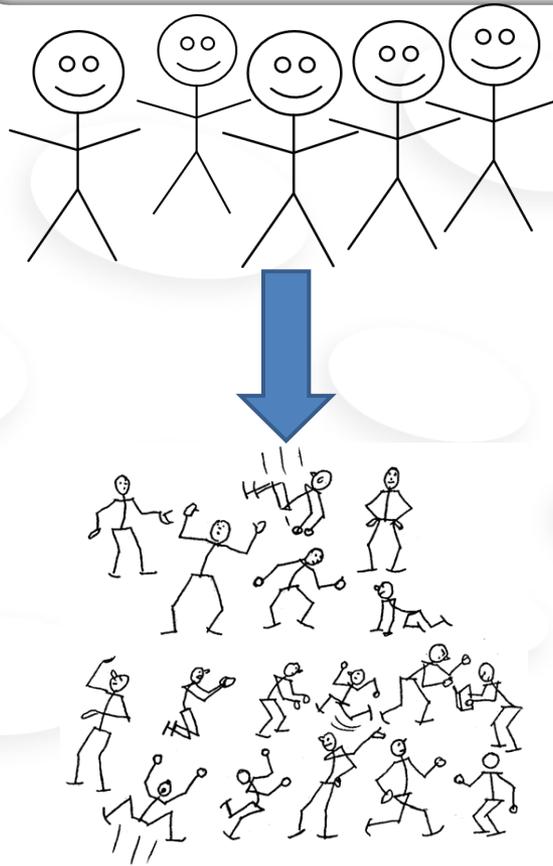
Segmentation

Success Metrics

Dashboards and Reports

Deep-Dive Analysis

# Segmentation...Getting to Know Your Visitors



**Categorize groups of visitors by origin, behavior, audience type**

## Visitors

- **Known Target Audience**
  - Email and postal lists
  - Private, government, NPO
  - Target geography
  - Self-selection
- **Visitor Origin**
  - Geolocation
  - Organization
- **Type**
  - New Visitors
  - Repeat Visitors
  - Frequent Visitors

# Behavior...What Do Visitors Do?

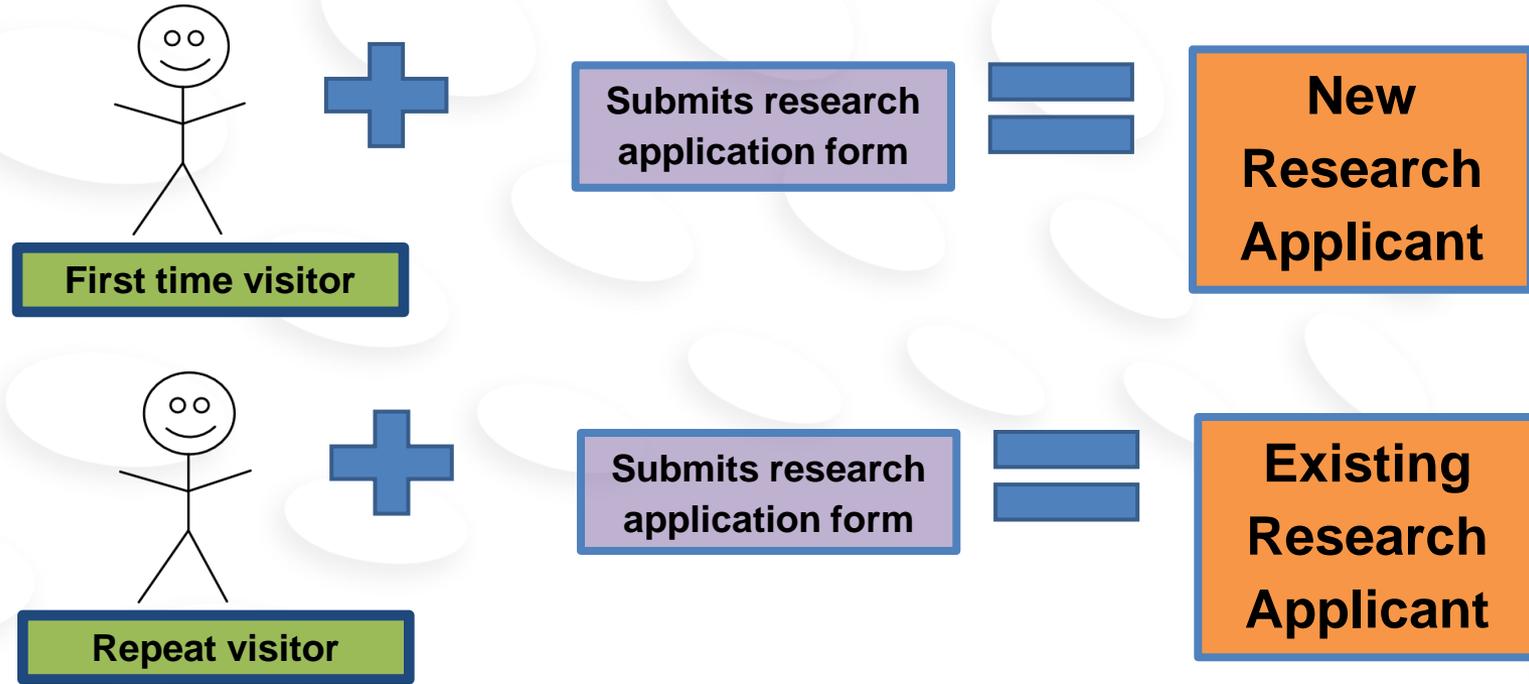


## Visits

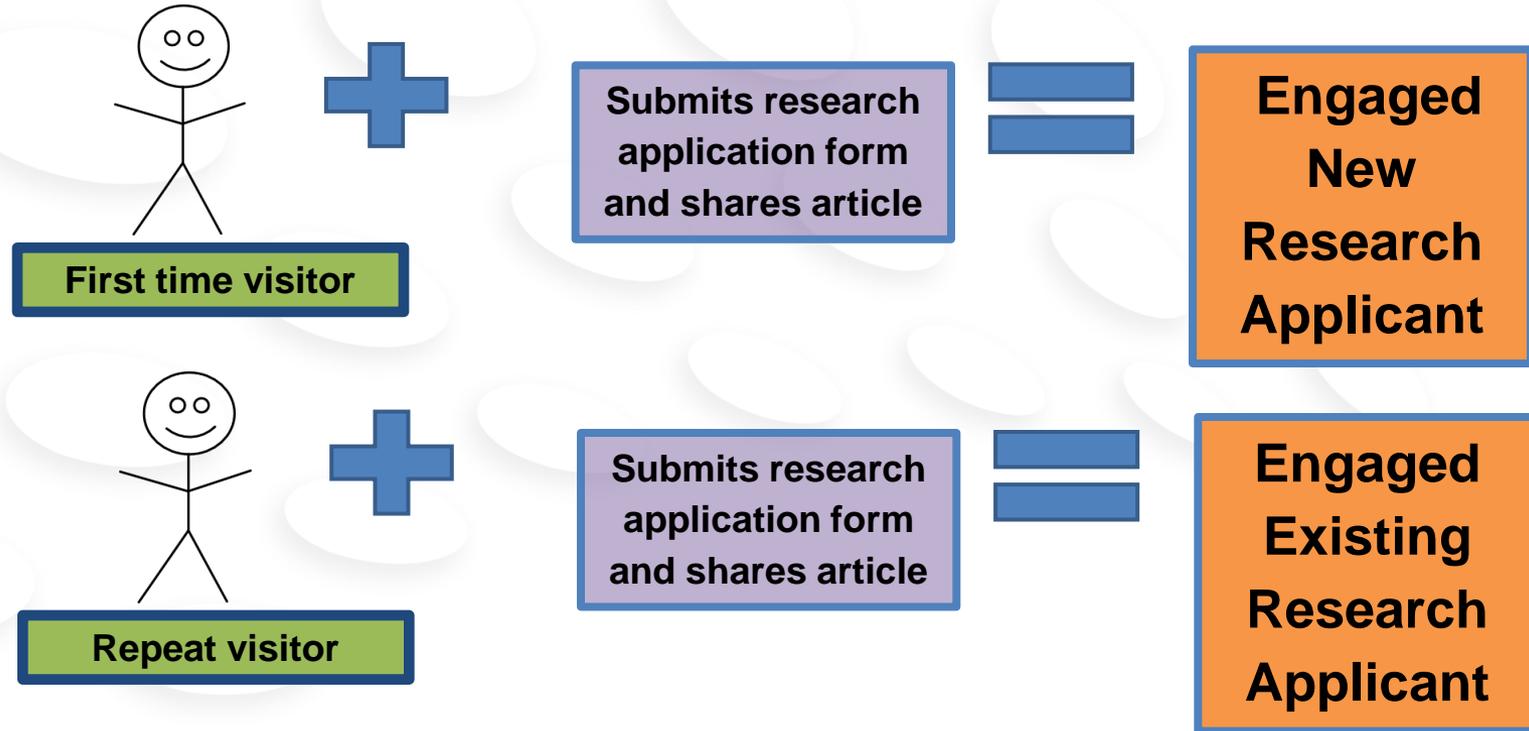
- **Begin**
  - Direct
  - Referrals
  - Entries
- **End**
  - Exits
  - Task completion
  - Sharing
  - Advocacy
- **During**
  - Pages viewed
  - Searches performed
  - Task completion

**How the visit begins, how it ends and/or what happens during the visit**

# Visitor + Behavior = Insight



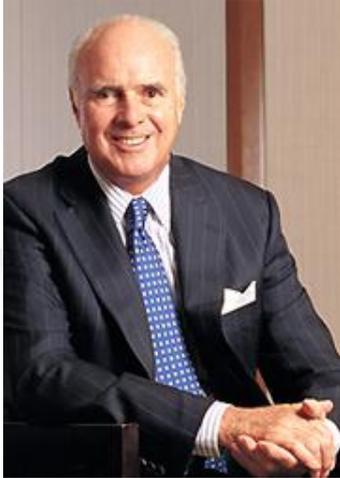
# Engagement



# Sample Visitor/Visit Segments for NIH

Segment Name	Visitor Information	Visitor Behavior	Visitor Activity
Grant-Funds Seeker	Visitors from .edu domains	New and Repeat Visitors over one month	Views three or more pages of Research and Funding content per visit
Grant-Funds Applicant	Visitors from .edu domains	New and Repeat Visitors	Clicks on link to grants.gov
Informed Health Care Professional	Specific hospital domain name, such as <a href="http://www.mountsinai.org/">http://www.mountsinai.org/</a>	Repeat Visitors within a month	Views three or more pages of Health Care Professional Content per visit; visits three or more times per month
Engaged Consumer	All Visitors	Repeat Visitors within a month	Receives IC newsletter and clicks through to at least one article per newsletter

# Success Metrics – A Goal Based Approach



**Ronald Daniel –  
McKinsey and Co.**



**John F. Rockart –  
Sloan School of Mgt.**

**Success  
Metrics**

**Brings goals, objectives  
and evaluation together**

# Goal → Objective → Success Metrics

- **Completing Tasks**
  - Sending site-based emails, sharing content
  - Registering for events, webinars, email lists, etc.
  - Submitting forms or research grant applications
  - Using onsite tools, calculators, or applications
- **Consuming Content**
  - Mission-critical topics
  - High brand recognition
  - Multimedia

**Encourages a logical process for creating metrics**

**Provides business context for interpreting Web analytics data**

**Does not require complicated data collection**

**Can use basic numbers like page views, visits, and visitors**

# Put a Frame Around the Data

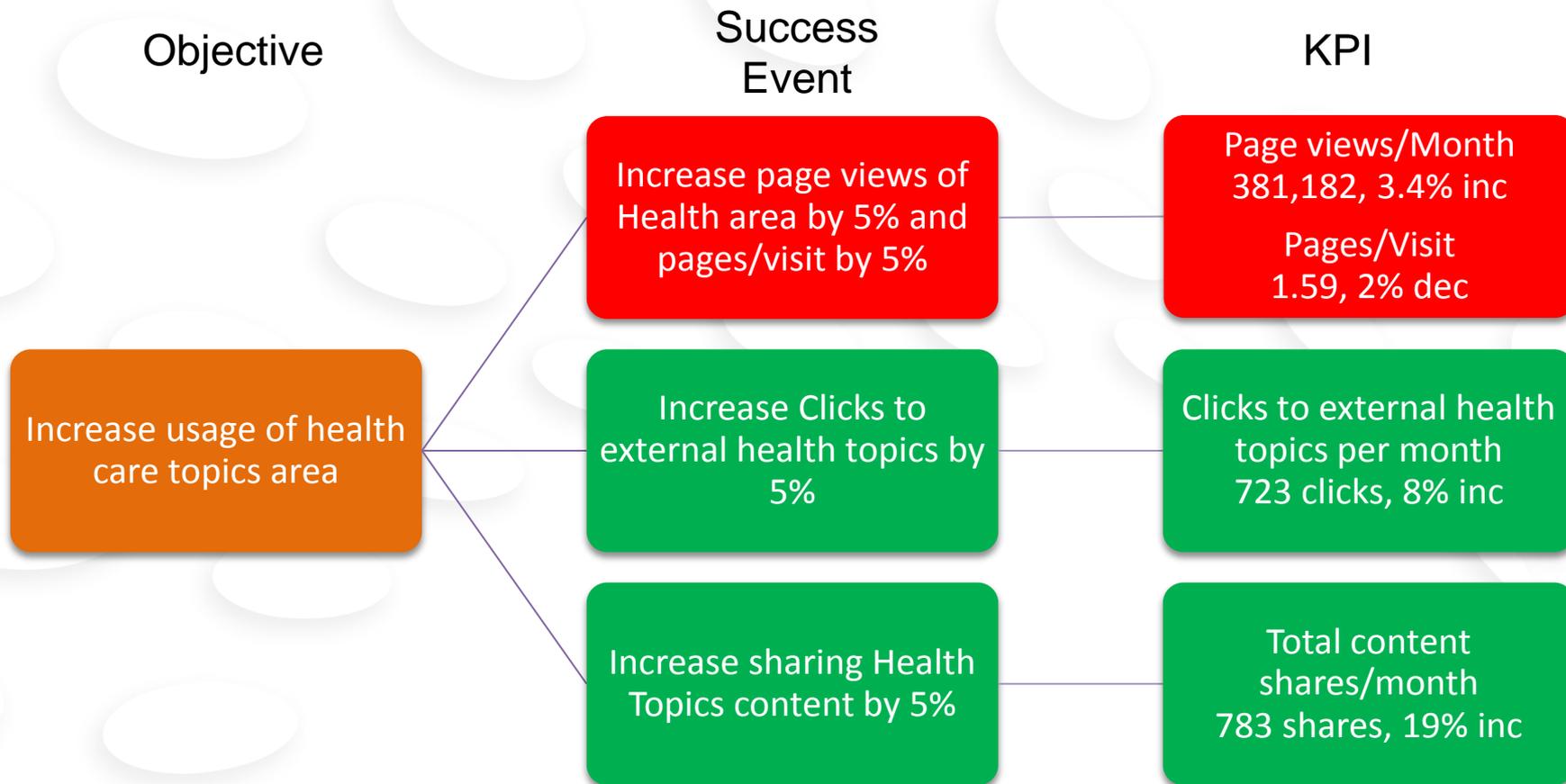
- **Identify strategic goals**

- Determine concrete and **Measurable Objectives**
  - Define **Success Events** that evaluate the objectives
    - Develop **Key Performance Indicators (KPIs)** to measure whether Success Events meet goals or targets

- **Goal - Provide reliable, objective and evidence based information to health care providers**

- Objective – Increase the usage of health care provider content area
  - **Success Event #1** – Increase page views of health care provider area
    - **KPIs** – page views of health care provider area per month, pages per visit in the health care provider area per month

# Provide reliable, evidence based information to help the public make informed decisions

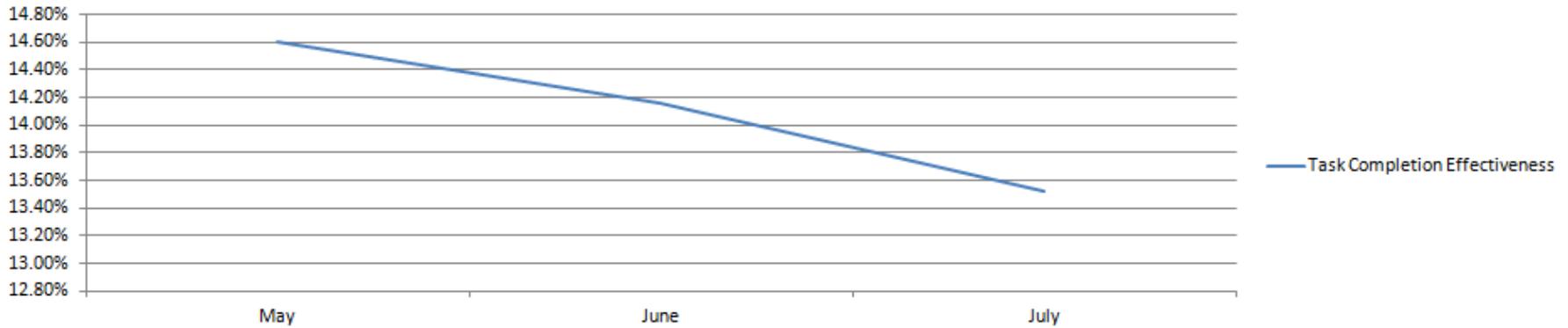


# Seven Success Metrics for Benchmarking, Problem Solving and Planning

1. **Task Completion Effectiveness**
  - Indicates visitor interest in and successful completion of tasks
2. **Mission Critical Content Effectiveness**
  - Evaluates visitor interest in content determined to be central to mission and strategy
3. **Content Relevance Barometer**
  - Evaluates content value to audiences
4. **Content Distribution Score**
  - Indicates content and site credibility and authority.
5. **Navigation to Content Score**
  - Evaluates effectiveness of site navigation.
6. **Mission Success Score**
  - Evaluates engagement of site visitors based on the reading of mission-critical content and task completion.
7. **Return on Investment**
  - Provides quantifiable cost-benefit analysis of budget and time expended on Web site operations.

# Do Visitors Complete Tasks?

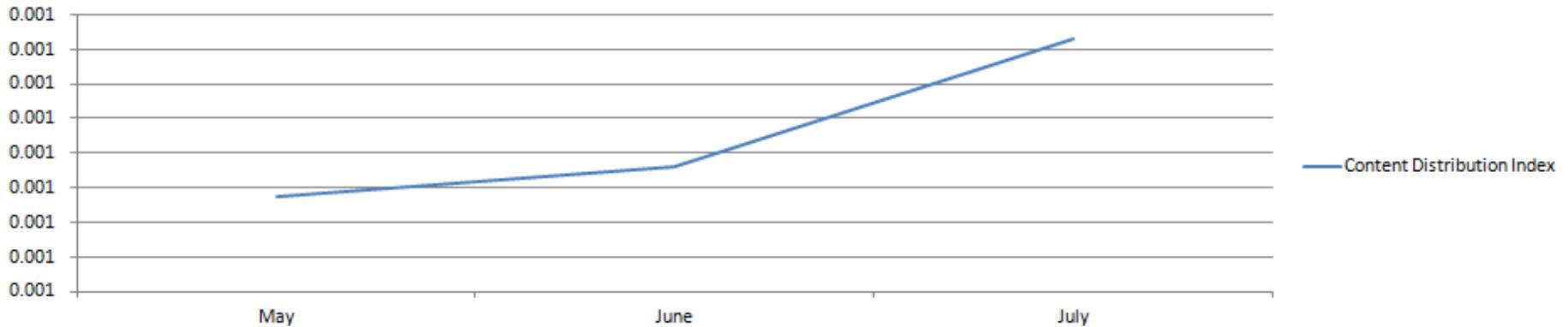
**Task Completion Effectiveness**



	Three Month Trend			Month Over Month Change	Year to Date Total
	May	June	July		
<i>Total Visits</i>	332,352	301,600	318,273	5.53%	2,321,632
<i>Task Completion Visits</i>	48,541	42,695	43,031	0.79%	278,307
<i>Task Completion Effectiveness</i>	14.61%	14.16%	13.52%	-4.49%	11.99%

# Is Content Valuable Enough to Share?

**Content Distribution Index**



	Three Month Trend			Month Over Month Change	Year to Date Total
	May	June	July		
<i>Total Page Views</i>	589,632	533,907	552,963	3.57%	4,276,502
<i>Total Shares</i>	700	657	783	19.18%	3,720
<i>Content Distribution Index</i>	0.001	0.001	0.001	15.07%	0.001

# The Takeaways

**Goals and objectives give context**

**Visitor and visit segmentation get you beyond high level traffic**

**Think of metrics as tools for benchmarking, problem solving and planning**

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