

FROM ANALYTICS TO PERFORMANCE MANAGEMENT



Why measure?



- Continuous improvement of services.
- Provide meaningful content to our visitors.
- Ensure we are working toward a mutually beneficial relationship with our audiences.

Four measures of engagement



- Involvement
- Interaction
- Intimacy
- Influence

Involvement



- Involvement: Track site metrics including site visits, time spent, pages viewed, search keywords, and site logins through standard Web analytics.
- These metrics explain the discovery of our pages by the visitor.

Interaction



- Track the number and frequency of comments, downloads, posts and uploads.
- This is about action and behavior.

Intimacy



- Track the attitudes and opinions about the university on third party sites (blogs, forums, twitter etc...) and through online surveys.
- Are we listening to our audiences?
- How easy is it to interact with us?
- How valuable is the information we provided?

Influence



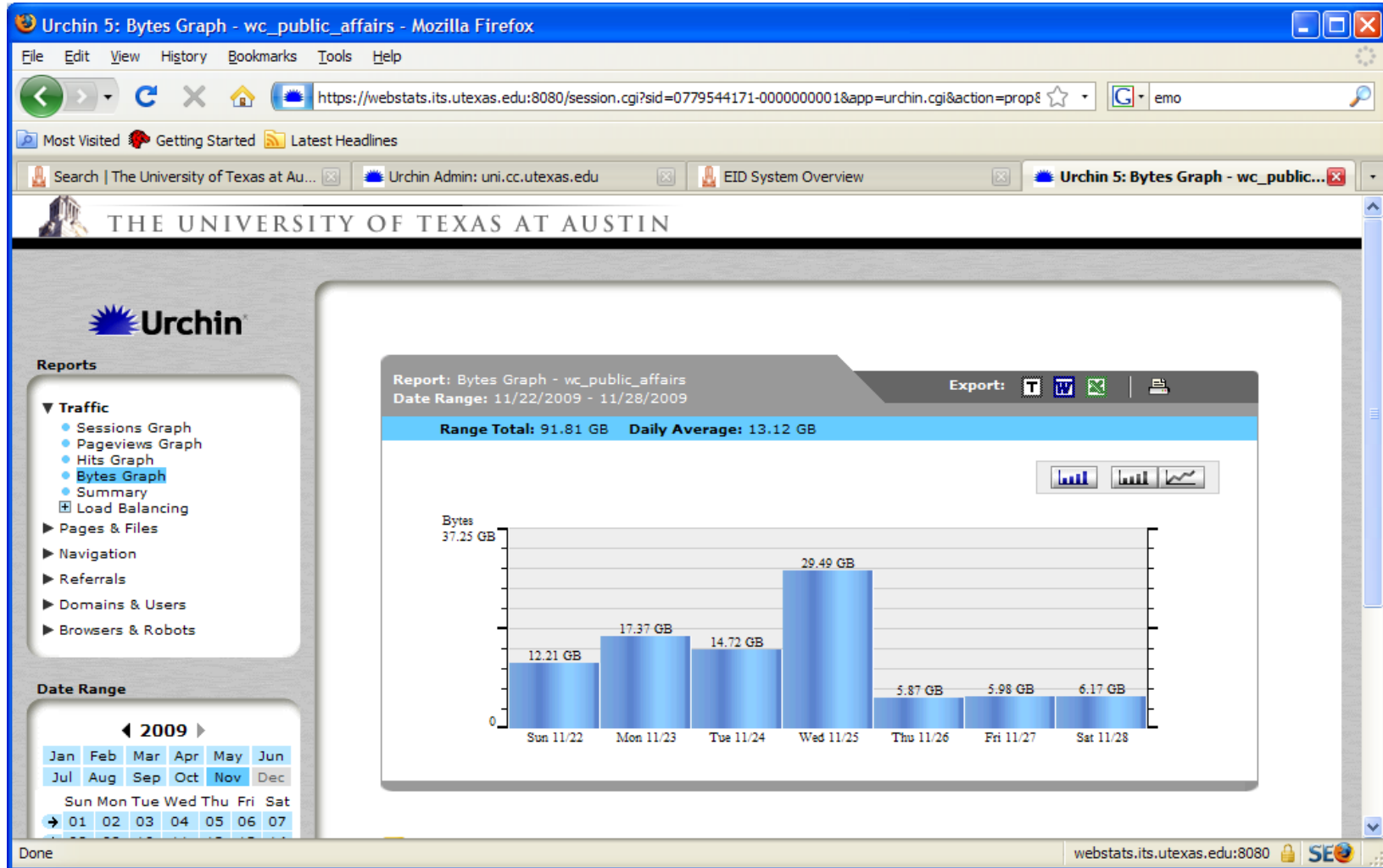
- Track the brand affinity, or the likelihood of our audiences to be "ambassadors" for the university.
- What do they say about us?
- Do they influence others?

Traditional Web Site Analytics

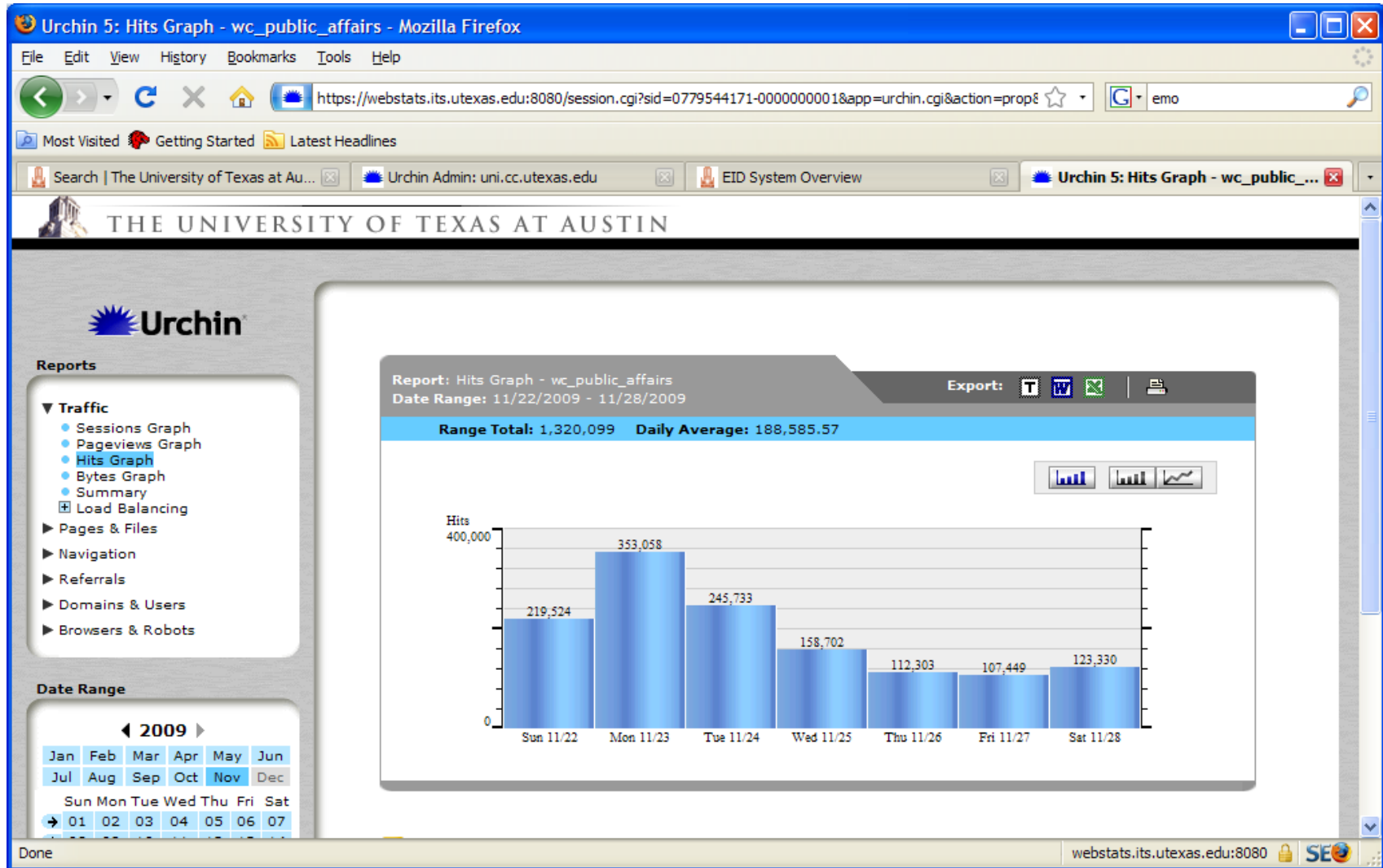


- Bytes
- Hits
- Page views
- Sessions
- Unique visitors
- Referrals and search terms

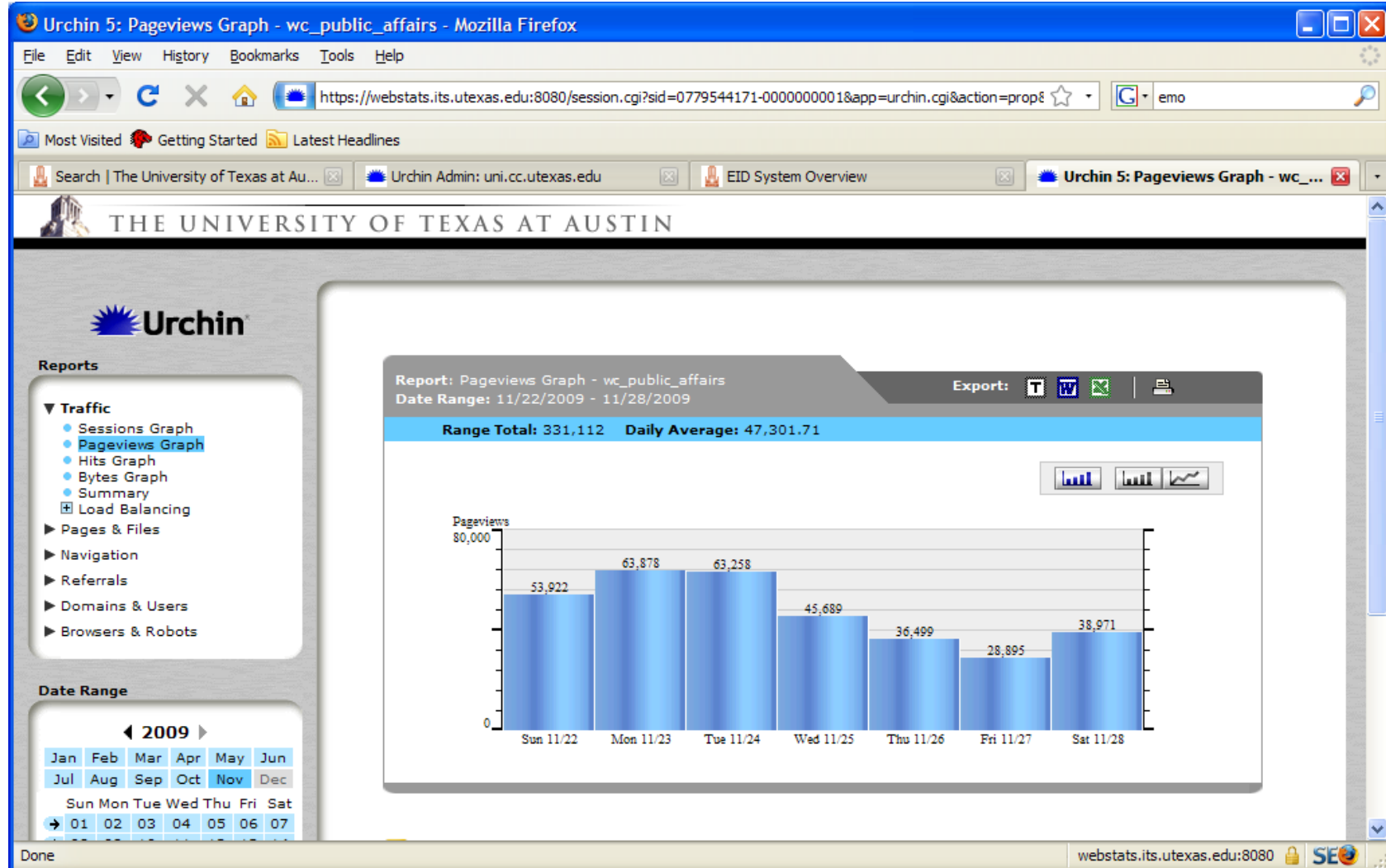
Bytes



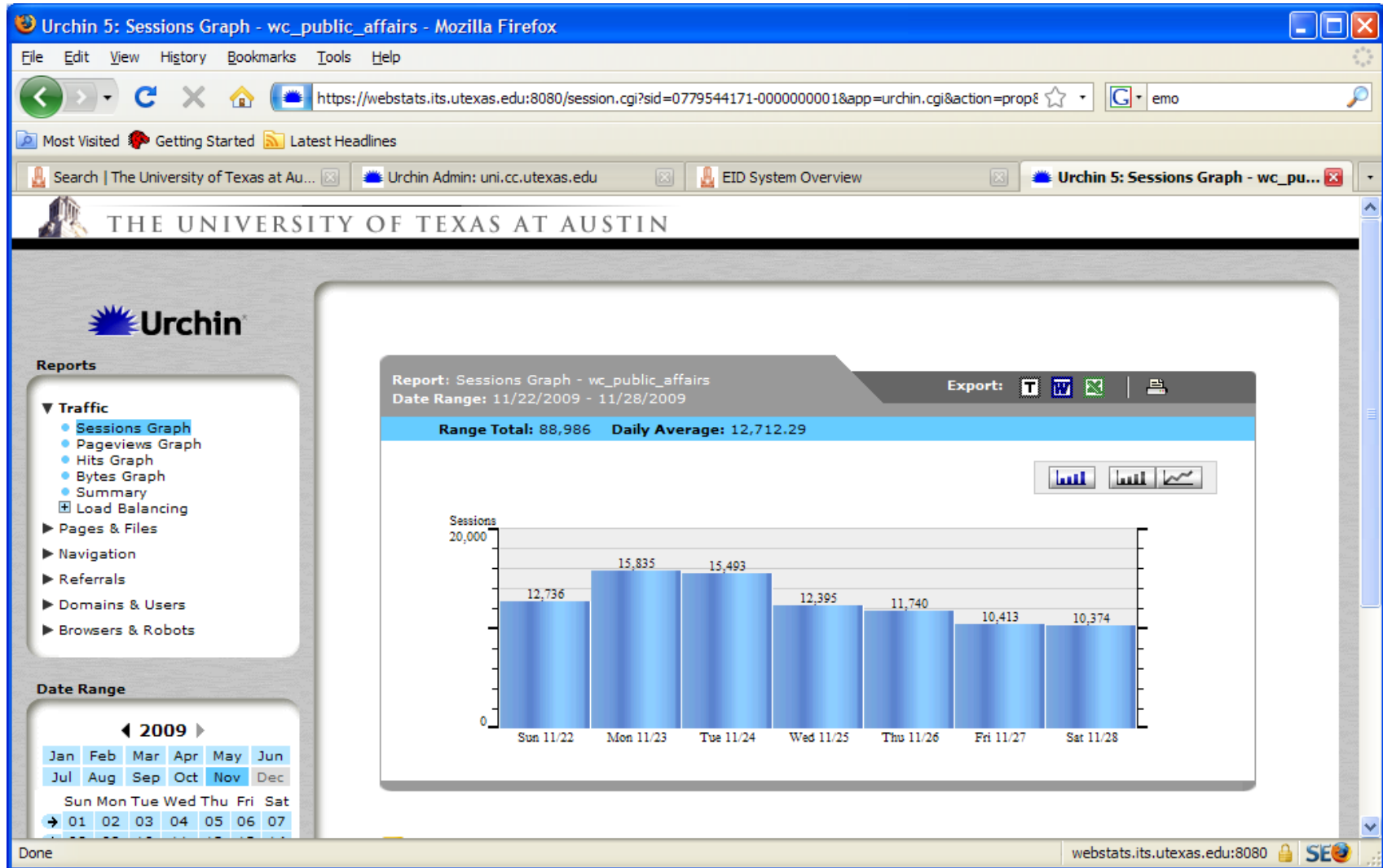
Hits



Page Views



Sessions



Internal UT Search Terms

Blackboard

Quest

Egradebook

bevo bucks

Library

Registrar

Webmail

hex rally

what i owe

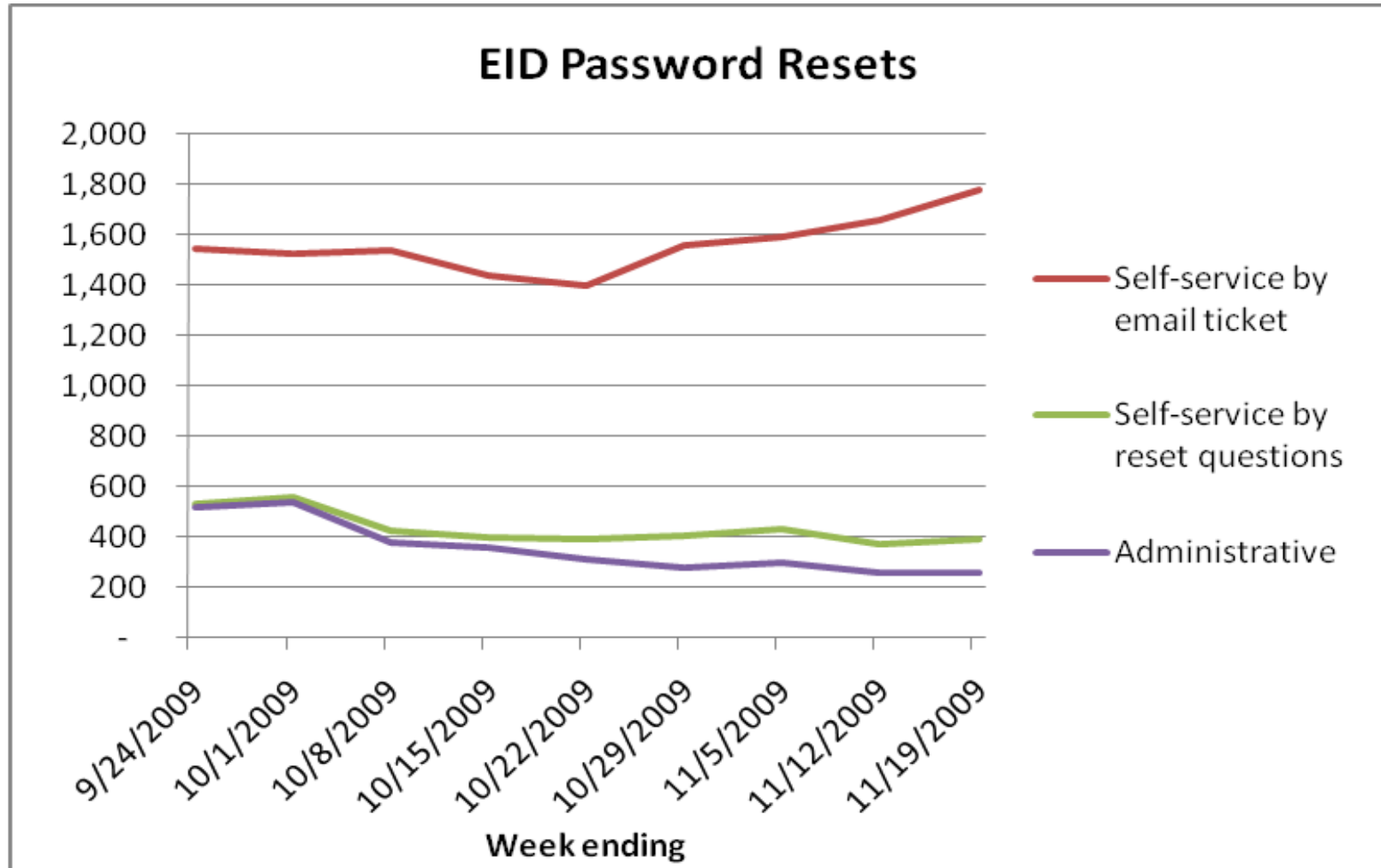
tuition

So What?



- By themselves these charts don't tell you how successful your Web site is?
- A performance mindset requires you to be curious dig deeper, and measure against targets
- Why was the number of bytes so high on the day before Thanksgiving?
- Why was a feature from 2005 the most popular feature story this fall?

Performance Example – EID Password Resets

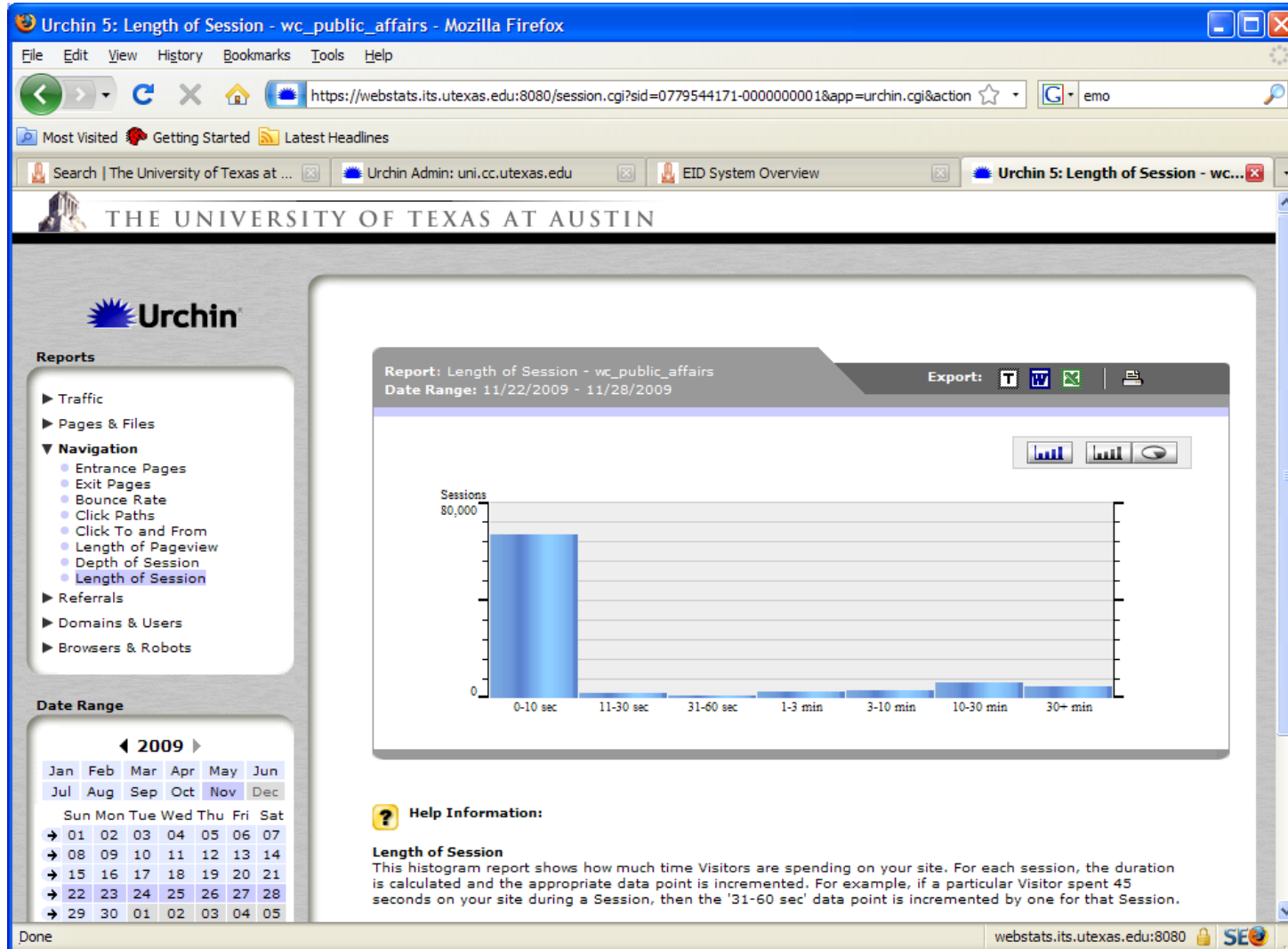


Engagement Indicators



- Social media is about engagement; success of our efforts need to use engagement indicators
 - Length of session
 - Depth of session
 - Duration of page view
 - Frequency of visit
 - Conversions

Length of Session



Social Media Engagement



- Referrals from social media sites
- Followers
- Shared articles

Performance Process



- Understand organizational goals.
- Understand the audience.
- Understand how we meet their needs.
- Develop a standard of measuring interactions.
- Understand the data, what it means and what it doesn't mean
- What actionable insight is delivered by the metric?