Website Analytics You Should Be Monitoring

All you need to know about tracking the online behaviour of your school website visitors.

e4education
Creative Solutions for **Education**

Why Track Digital Analytics

By tracking digital analytics you can start to **understand the online behaviour** of your website visitors and subsequently, how well your website pages are performing.

With analytics you can track the online behaviour of your website visitors that lead to conversions. You can then use this data to make informed decisions about **how to reach new and existing audiences.**

Adding a tracking code to your website allows you to collect anonymous information about **how the user interacted with the page.**

This will help you to better understand your customers and their purchase journey. Not only will it allow you to test out new solutions and improve your online presence, you will also be able to attribute certain results to campaigns in order to **track their effectiveness and making future campaigns even better**.

The Purchase Funnel

The concept of the purchase funnel in marketing, describes the stages of customer interaction. **The most basic form of purchase funnel looks like this:**

- **Acquisition:** Involves building awareness and acquiring user interest
- **Behaviour:** When users engage with your business/school
- **Conversion:** When a user becomes a customer and transacts with your business/school/brand.

This process is easy to measure in the online world, with the help of digital analytics. You can analyse the data from online campaigns to see which are most effective and test out iterations in the future.

The e4education CMS (content management system) comes with **its very own built in analytics functionality**, which allows you to monitor the key statistics of your school website and compare them over specific periods of time.

The Easy Way To Convert Prospective Parents

Key Metrics You Should Be Tracking

Tracking digital analytics will provide you with an invaluable insight into the online behaviour of your audience. **With an understanding of these metrics you will be better placed to increase your retention and conversion rates.**

Here are some key metrics you should be monitoring:

▶ New/Unique Visitors

Knowing and understanding how first-time visitors react to your website will allow you to determine what information they are looking for and how you can take action to improve their initial visit and overall experience.

▶ Traffic Source/Referrals

It's good to know where your website traffic comes from so you can evaluate the ROI of each source. There are three different types of primary source traffic:

- **Direct:** People who arrive at your site by typing in the exact URL into the address bar in their browser.
- **Search:** Users who arrive at your website from a search query they have entered.
- **Referral:** Visitors who arrive at your website due to a mention from another website or blog.

▶ Interactions/Sessions

It's important to monitor the behaviour of visitors who don't convert in order to understand what you need to improve and influence their behaviour into conversions. Session metrics provide you with information about time spent, comments made or actions pressed.

▶ Return Visitor Conversion

There are two important questions to ask yourself when a visitor returns to your website; why did they return and did they convert the first time? If they didn't convert the first time, think about how you can convert them on their return visit.

▶ Bounce Rate

The main goal when improving visitor conversions is to minimise the bounce rates of your visitors. This is when new visitors leave your site almost immediately and with no interactions.

Conversion Rate

One of the most important metrics to track is the amount of conversions that take place on each page. Conversion rate is the percentage of people who achieved a goal on your site e.g. filling in a contact form or downloading your prospectus.

Top 10 Pages

It's useful to know which pages your visitors find the most useful. This will help you to improve your site by working on the most impactful pages. It can also help you better understand the content your visitors find the most useful and engaging.

Value Per Visit

The value of a visit is tied directly to the interactions of the user. This can be calculated by dividing the number of visits by the total value created. This doesn't necessarily refer to the amount of money you make - this could reference any form of conversion e.g. filling in a form, downloading your school prospectus or sharing a social post.

Exit Pages

People often confuse bounce pages and exit pages. A "bounce" refers to when a user leaves quickly without performing any other interactions or clicks "back" in their browser, whereas an "exit" refers to when a user visits multiple pages and then leaves your site.

The e4education CMS Webstats Dashboard

If you chose to build, design and host your website with e4education you will have instant access to your very own **customisable Webstats Dashboard.**

You can choose the key metrics you want to track and **compare the results over a period of time.** This can be incredibly helpful if you have recently updated your website design, added content or started a seasonal marketing campaign.

You will be able to compare how many times a page has been viewed, the average time spent on each page and see the percentage change over a certain period of time.

Due to their seasonal nature, this is particularly useful with school websites. For example; around Open Day season you might find pages with information about school curriculum and activities are visited more frequently, whereas during term time the school calendar is the most popular page.

This will help you plan and structure your website to ensure these **key areas of interest are easily accessible** within the navigation; thus making it easier for the user to move through the purchase funnel.

What's Included

Here are just a few features the Webstats functionality <u>our CMS</u> has to offer:

1 **Visits Over Time**

This shows you when people have visited your school website and how many of those people bounced off. You can add annotations here.

2 **Lengths of Visits**

This shows you how long each user spends on your individual website pages.

3 **Referrer Websites**

This shows you where you visitors have come from - this could be from a search engine, advertisement or email.

4 **Device Type**

This will tell you what devices your website visitors are viewing your website from.

5 **Visitor Map**

A visitor map will provide you with an insight into who is viewing your website and where they are located.

6 **Tracking Campaigns**

Lets you track how efficient various marketing campaigns are in bringing visitors to your website and how well they convert.

7 **Actions**

This shows you the most popular pages, bounce rates, average time spent on page, how many downloads you have received and the exit rates.

8 **Engagement**

You will have the ability to see how many times users visit your website before conversion; helping you understand how to encourage users through the funnel.

9 **Goal Setting**

You can set goals for referrals, engagement, location and user attribute. This allows you to track and monitor your website's performance overall.

Google Analytics

▶ Tracking a Website

To track your school website you need to create a Google Analytics account. You will be prompted to add a small piece of Javascript tracking code to each of your website pages.

This tracking code will collect information about how the user interacts with your website; the journey they took, the time they spent on each page, it can even tell you about the 'traffic source', that brought the users to your site (e.g search engine, advertisement, or email).

Find out how to add the tracking code to your website on the [Google Analytics Academy](#).

▶ Sessions

A session begins when a user navigates to a page that includes the Google Analytics tracking code. Each session ends after 30 minutes of inactivity.

Monitoring one users session from start to finish will give you an insight into the journey they take through the pages on your school website including what information they are looking for and how long they stay on each page.
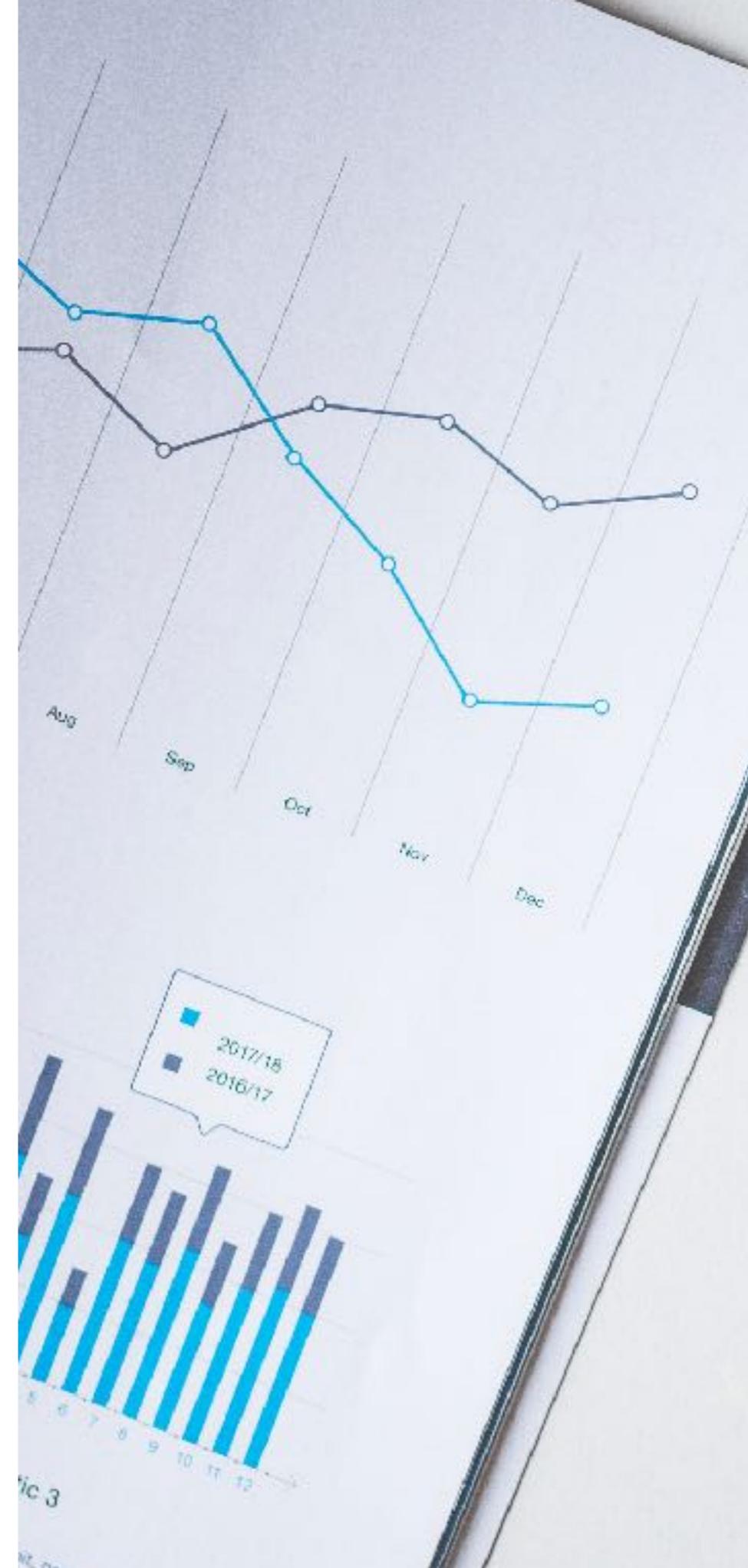
What You Will Find Out

▶ **Real-Time Reports**

Real-Time reports let you look at **live user behaviour** on your website including information like where your users are coming from and if they're converting.

It will show you how many active users are on each page and the average session duration. You will also be able to find out; how many users were new, the average amount of pages visited per session and the bounce rate percentage.

You can look into the demographics of real-time users, their language and location, which browsers and devices were used and how the behaviour differs between new vs returning users.

▶ **Audience Reports**

Audience reports show you **characteristics about your users** like age and gender, where they're from, their interests, how engaged they were, whether they're new or returning users, and what technology they are using.
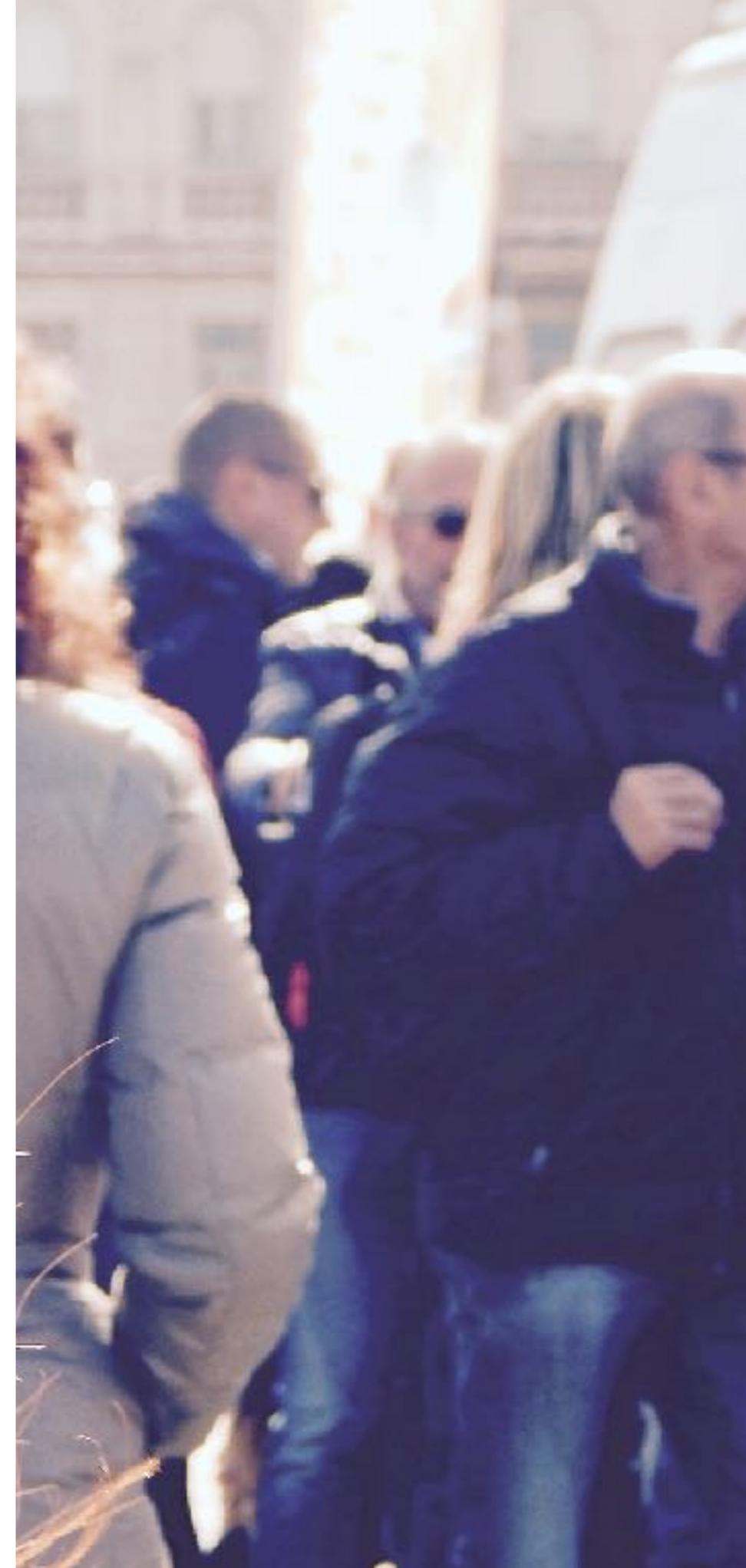
▸ Acquisition Reports

Acquisition reports show you **which channels brought users to your site** (such as advertising or marketing campaigns). This could include different marketing channels such as:

- **Organic (or unpaid search):** Where a user arrives at your site by typing in your URL or from a search conducted on a search engine.
- **CPC ("cost per click" or paid search):** When a user arrives at your site or page via an AdWords advertisement.
- **Referral (traffic that comes from another website):** When a user arrives at your site by clicking a link on another website.
- **Social (a social network):** When a user arrives at your site or page via a social channel such as Twitter, Facebook or LinkedIn.
- **Other (a group of low volume traffic resources):** When a user arrives at your site from an alternative website or source.

These reports will allow you to report and measure on the success of campaigns.

▸ Behaviour Reports

Behaviour reports show **how people engaged on your site** including which pages they viewed, and their landing and exit pages. With additional implementation, you can even track what your users searched for on your site and whether they interacted with specific elements.

▸ Conversion Reports

Conversion reports allow you to **track website goals** based on your business objectives. This will help you to understand the most influential elements that lead to a conversion (e.g. enquiries, downloads, or subscriptions).

Why Should I Monitor Website Analytics?

It's up to you how deeply you want to delve into the world of digital analytics, however - from this Academy guide you should now have more of an understanding in to what metrics you can track, the insight this will provide you with, and how this can help you improve your overall marketing strategy.

Measuring the impact of your website, advertisements, and digital presence will enable you to see **what is working well and where there is room for improvement**, with the main idea being: don't waste time on something that isn't worth it.

If you notice that an AdWords campaign that costs a lot and only brings in 9 visitors a week - you'll know not to continue with it. **Having the ability to attribute time and costs to certain marketing methods will allow you to easily calculate the ROI.** This is the joy of digital analytics!

? Find out why landing pages are so important here.

If you require any more help or advice, please get in touch.

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