WebTrends 101 Training

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Why Care about WebTrends?
Logging in to WebTrends
Navigating Your Agency’s Reports
Key Terms
Useful Reports & Statistics
Additional Training
Out With the Old Stats System

- Don’t We Have a Stats System? Yes, but:
  - Latency. There were no real time stats, only monthly reports which didn't appear until several days into the subsequent month.
  - Not User Friendly. Many people don't know a great deal about Web analytics (i.e. what's important, what's not), and the reports in summary didn't help. What's a visit? What's a hit?
  - Not a Lot of Detail. There were several requests to use the system to identify content that was not getting traffic, which due to the amount of data to report, didn't show up in the old stats reports (they didn't report to that depth).

- Why WebTrends?
  - Real time tracking of analytics through individual page tags
  - Best in class reporting and dashboards
  - Enhanced granularity of data
  - User-based views and capabilities
Web Analytics Help You Determine

- If the Web site (or portion of it) has been worth the financial investment
- If the Web site produces the desired high-level results and are these results improving over time?
- The focus of customer interest in information and online services
- How much traffic the site experiences so that we can ensure that Web servers continue to deliver Web content flawlessly
- Traffic patterns and browser types/versions that influence design improvements
So, with WebTrends:

- You can develop more sophisticated and customer-centric information about your customers.

- This intelligence can lead you on a path from vague, general statistics to a sharp picture of who your customers really are.
Logging in to WebTrends

- **Request A Username & Password**
  - E-mail mothontor@iot.IN.gov for access
  - To find your agency’s information click *Reports & Profiles* in the left navigation bar

- **An alphabetized agency list will appear**
  - You can view 10, 20, 50 or 100 results at a time
  - The far right column of the list indicates the last time an analysis ran successfully for each agency site
  - Click on your agency’s name to view your reports
Elements of Your Agency Report
#1 — Reporting Period

- Defaults to current day
- Drop-down menu provides preset default reporting periods
- Use the calendar to choose specific dates
- Icon options
  - Main Calendar View
  - Calendar Compare View
  - Custom Calendar View
  - Custom Calendar Compare View
  - Zoom In / Zoom Out
#2 – Preferences & Help

- Preferences
  - Add and manage bookmarks
  - Graph and table options
  - Activate/deactivate inline help feature

- Help/Customer Center
  - Contents – Very detailed explanation of the reporting console
  - Glossary – Index of all WebTrends terminology (IMPORTANT!)
  - Feedback to WebTrends
  - Customer Center = Online Support from WebTrends
#3 – Report Dashboards

- Overview Provides Most Popular Highlights
  - Number of visitors
  - Referring sites
  - Browsers
  - Entrance/exit pages
  - Hits by hour of day and day of week

- Bookmarks
- Multiple Views
- In-Depth Reporting
  - More to come...
#4 – Export Your Reports

- **Formats**
  - MS Word, Excel, CSV and PDF

- **First Export**
  - Prompts to download Java files and WebTrends components
  - Select “Yes” or “OK” for each prompt
  - Select desired format and the type of report content
    - Full report includes all the report data from every line item under the table of contents
    - Current chapter exports only the data pertaining to the section you are viewing
Key Terms

- **Activity.** A general term referring to nearly any site measurable, including visits, hits, visitors, and viewing time.

- **File.** A collection of information stored under a unique name, often in the form "name.extension" where the extension identifies the type of file and, usually implies what kind of program can open or view it.
  - Web: page files (.htm, .asp, .jsp, .cfm, etc.), image files (.gif, .jpg, .png, etc.), applet files (.js, among others), non-page document files (.doc, .txt, .pdf, etc.), and style files (.css, among others).
  - While a page file is technically different from a page, a page will always include a page file.

- **Hits.** A request for a file, not just .html pages, by a browser; a single Web site page view can involve dozens of hits – images, styles, downloads, etc.
Key Terms

- **Page.** Same as “Web page.” In WebTrends default settings, a page is technically defined as a file with the following extensions: .htm, .asp, .jsp, .cfm, etc. This technical definition can be modified by the administrator to include or exclude any file extension.

- **Summary.** Total number of hits and visits, plus top pages, browsers, and sites from which your site was entered.

- **Visits.** A series of page views, beginning when a visitor’s browser requests the first page from the server, and ending when the visitor leaves the site or remains idle beyond the idle-time limit.

- **Visitors.** Who has visited the most, how long visitors spent on your site, and new vs. returning visitors.
Useful Reports & Statistics for PIOs

Marketing

- Visitors – totals, averages, number of visits per visitor
- Referring site to your agency site
- Search engines used to access your site and the search phrases and keywords entered

Value

- Knowing the number of visitors to your site is important for obvious reasons, but knowing which search phrases are calling up your site can help with *Search Engine Optimization* (SOE) marketing, which helps drive your agency to the top of a search list.
**Site Design**

- Pages and files, including the number of visits for every page on your site
- Page view trends – the hour, day, month with the most traffic to your site. *IOT’s busiest time is Monday at 10 a.m. when state workers need password resets.*
- Downloaded files – which specific files and extensions (PDF, Word, Excel, etc.) are downloaded by users.

**Value**

- The duration of time visitors spend on each page can help determine the effectiveness of the content presented.
- Knowing which files are accessed most frequently can help you drive that content to a more accessible location on your site. For example, IOT’s Information Resources Use Agreement.
Useful Reports & Statistics for Webmasters

- **Site Design**
  - Browsers and systems – Internet browsers used down to specific versions and system platforms running visitors’ computers
  - Path analysis – where visitors entered and their navigation through site from entry

- **Site Performance**
  - Activity – visits and hits during specified times, including duration

- **Value**
  - Adjustments to code should be considered when viewing the browser types and versions you visitors are using to visit your site.
  - Knowing the peak times your site is accessed allows you to plan for content updates and upgrades to the site
  - Understanding the navigation patterns of your visitors can help you make adjustments to the structure of your site to make it more useful
WebTrends’ Customer Center Offers Training & Support
- Resources – complimentary Web-based training
- Services – best practices and optimization
- Support – KnowledgeBase, online forums, SupportNet

IN.gov staff
- As more features become available, IN.gov will hold additional training sessions
Thank You

This presentation is available at webmasters.IN.gov.