IUN Web Analytics

presented by:
IUN Web Services Team

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Brief History of web development

- Home page refreshed in January 2009
- Interior pages migrated to Cascade Server WCMS May 2010
- New web team hired spring/summer 2010
- Home page issues:
  - Home page implemented in 2009 precluded the use of Google Analytics (technical reasons)
  - Updating was difficult, not possible to utilize WCMS, OMC was often dependent on web team to update
  - Rotating images based on Flash, not displayed on iPads/iPhones

- New Home page designed, implemented Nov 16: Home page REV1
  - Enabled OMC to update images independently utilizing WCMS
  - Google Analytics embedded
  - New Big Spotlights
  - New mini-spotlights allowed for playing of videos
  - Twitter and Facebook feed
  - Mobile friendly (no flash, easy to expand and follow links)
  - March 21 2012, Home page REV 2 and Online Education site launch

New Pages developed – Enrollment Services Sites

- http://www.iun.edu/admissions/
- http://www.iun.edu/financialaid/
- http://www.iun.edu/registrar/
- http://www.iun.edu/bursar/

New Pages - others

- http://www.iun.edu/online
- http://schedule.iun.edu
- http://www.iun.edu/degrees
- http://www.iun.edu/summer12
- http://www.iun.edu/biglist/
- http://www.iun.edu/mba

In development:
http://www.iun.edu/veterans
http://www.iun.edu/hr
http://staging.iun.edu/tour
http://staging.iun.edu/sap

Top 25 Sites
March 5 – April 6, 2012

Primary Dimension: Page   Page Title   Other ▾

| Plot Rows | Secondary dimension ▾ | Sort Type: | Default ▾ | | 🔍 | advanced | ⊞ | ◕ | ☰ |

	Page		Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate
☐	1. /	⧉	455,487	222,340	00:02:45	41.38%
☐	2. /admissions/index.htm	⧉	3,419	2,119	00:01:27	68.28%
☐	3. /~lib/databases/	⧉	3,271	2,775	00:08:36	76.14%
☐	4. /~nwadmin/jobsnw/	⧉	2,837	2,045	00:01:08	51.63%
☐	5. /biglist/	⧉	1,801	1,315	00:03:31	56.73%
☐	6. /~nwadmin/map/	⧉	1,764	1,194	00:02:41	61.00%
☐	7. /~lib/elecinfo/index.shtml	⧉	1,544	1,065	00:02:09	51.45%
☐	8. /summer12/	⧉	1,425	1,175	00:04:05	81.64%
☐	9. /degrees/	⧉	1,180	627	00:02:53	49.02%

Top 25 Sites – cont'd.

☐	10.	/online/online-course-schedule/index.htm	⌺		977	745	00:02:25	56.76%
☐	11.	/admissions/future-freshmen.htm	⌺		971	718	00:01:48	36.84%
☐	12.	/admissions/apply/index.htm	⌺		963	780	00:04:24	62.50%
☐	13.	/online/index.htm	⌺		919	482	00:01:29	22.89%
☐	14.	/~nwadmin/jobsnw/faculty_positions/index.shtml	⌺		849	636	00:00:38	62.07%
☐	15.	/admissions/transfer-student.htm	⌺		805	577	00:02:42	74.19%
☐	16.	/~nwadmin/help/	⌺		790	576	00:03:17	59.14%
☐	17.	/~lib/elecinfo/	⌺		717	473	00:01:54	43.21%
☐	18.	/~newsnw/press_release/2012/03-22-2012_justiceandersonvolleyball.shtml	⌺		577	540	00:02:11	68.18%
☐	19.	/~nwadmin/plath/	⌺		577	408	00:00:55	50.51%
☐	20.	/~nwadmin/adminnw/	⌺		558	372	00:01:21	20.00%
☐	21.	/technology/	⌺		522	47	00:01:43	47.50%
☐	22.	/~newsnw/press_release/2012/02-15-2012_prosectionapply2012.shtml	⌺		507	440	00:03:58	75.00%
☐	23.	/~newsnw/press_release/2012/03-15-2012_chrisyoungstatues.shtml	⌺		507	450	00:04:13	75.44%
☐	24.	/financialaid/index.htm	⌺		488	62	00:00:38	0.00%
☐	25.	/online/student-resources/index.htm	⌺		423	269	00:01:13	9.09%

Bounce Rate - Definition

Bounce rate is the percentage of single-page visits or visits in which the person left your site from the entrance (landing) page.

Use this metric to measure visit quality - a high bounce rate generally indicates that site entrance pages aren't relevant to your visitors.

The more compelling your landing pages, the more visitors will stay on your site and convert.

You can minimize bounce rates by tailoring landing pages to each keyword and ad that you run.

Landing pages should provide the information and services that were promised in the ad copy.

Bounce Rate

comparative value − 3/ 6/ to 4/5, 2012 and 10/1 through 11/1, 2011
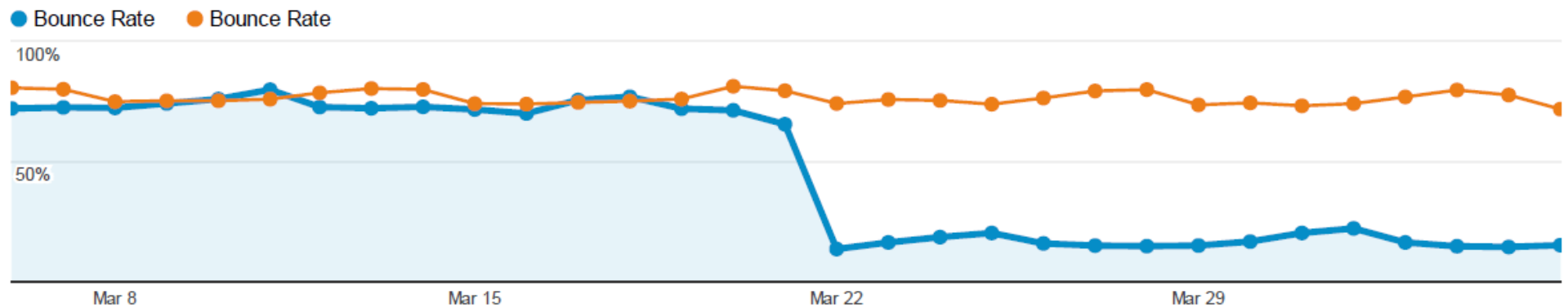
Pages per Visit
March 6 to April 4 2012
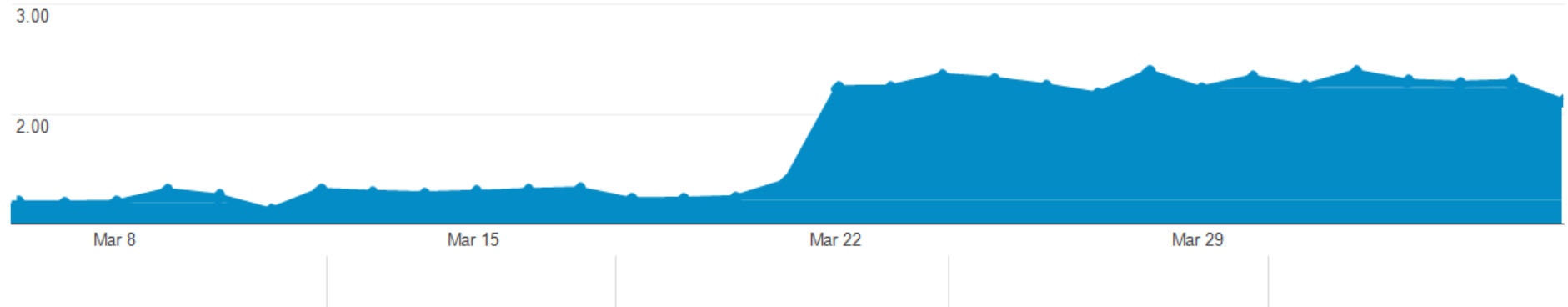
How do we better leverage our website in support of recruitment and retention?

1. Use of new media such as YouTube videos, blogs and social media integration in sites to engage viewers

2. Coordinate with Marketing and Communications to enable tracking effectiveness of marketing campaigns

3. Engage students to create student generated content (which is more "credible") to prospective students as opposed to officially generated content. For example Admissions Student Ambassador's program

4. Encourage effective use of search engine optimization by use of key words and web page content to drive users to their respective sites. Such as prosection, weekend mba etc

5. Create custom reports for Deans and Academic units to use effectively in recruitment such as iun.edu/mba

Ongoing work
-collaboration with Web, Marketing and IMS Departments

Month: May 2012

Day	Spotlight 1	Spotlight 2	Spotlight 3	Spotlight 4	Spotlight 5	Spotlight 6
1	Commencement (basic details) (RYAN)	Dr. Cortwright (cont. from April) (AARON)	Summer Tuition Discount (RYAN)	Kids College (up until sold out) (RYAN)	Transfer Student Scholarships (cont. from April) (RYAN)	Illiana Scholarship (cont. from April) (RYAN)
2						
3						
4						
5						
6						
7						
8						
9						
10						
11	May 2012 Graduate Profile (RYAN)				Pictures from May 2012 Graduation – upload them to Facebook; link to site	
12						
13						
14			QR Codes – video IMS is producing (AARON)			
15						
16						
17						
18						
19						
20						
21						
22		Transfer Student Scholarships (cont. from April) (RYAN)				
23						
24						
25						
26						Theatre Northwest: Rocky Horror Picture Show (RYAN)
27						
28						
29						
30						
31						