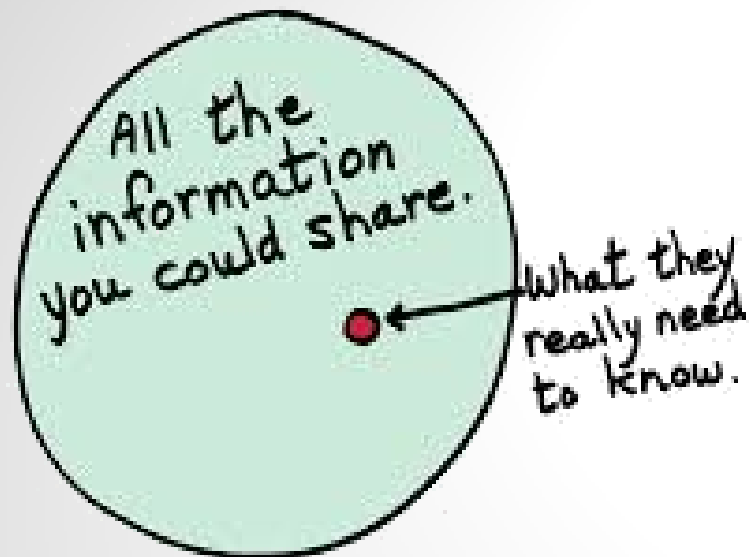


Molly A. Petersen

- ▶ Technical Writer
- ▶ Montana Department of Justice
- ▶ Motor Vehicle Division
- ▶ Four years with MVD
- ▶ “Late adopter” of new technology
 - So if I can do web analytics, you can too!



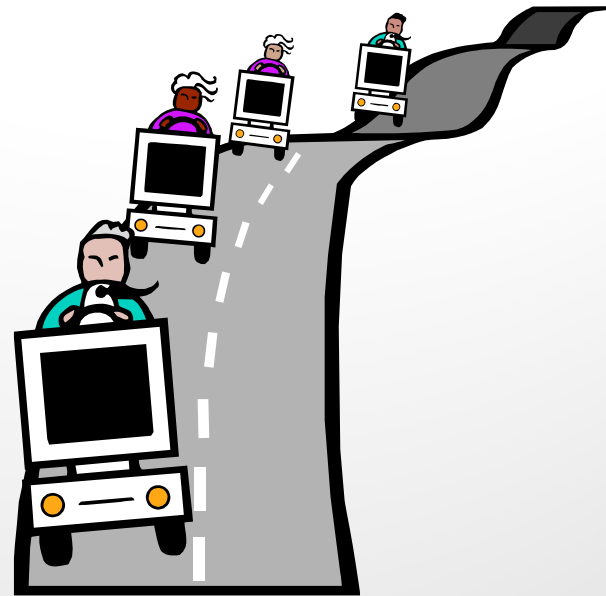


Web Analytics

Helping you reach your customers.

Roadmap

1. What are web analytics
2. What can they do for you
3. How do you use them
4. Provider options
5. Resources



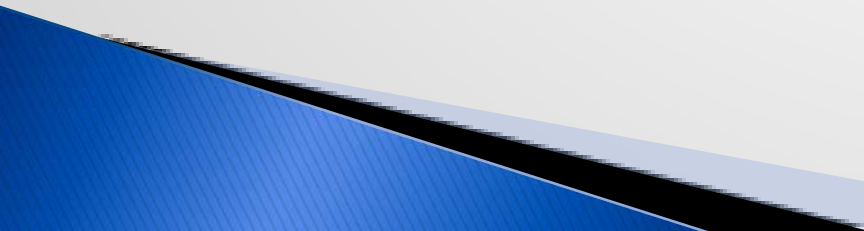


Basic Definition

- ▶ Web analytics is the measurement, collection, analysis, and reporting of internet data for purposes of understanding and optimizing web usage.
- ▶ **In a nutshell:** who's looking at your stuff?



Two Types

- ▶ **On-site web analytics:** visitor's behavior once on your website
 - ▶ **Off-site web analytics:** measurement and analysis regardless of site ownership
- 

Hot or Not

- ▶ Shows most popular pages

▶ Data = 

- ▶ **Helps you reach your public**

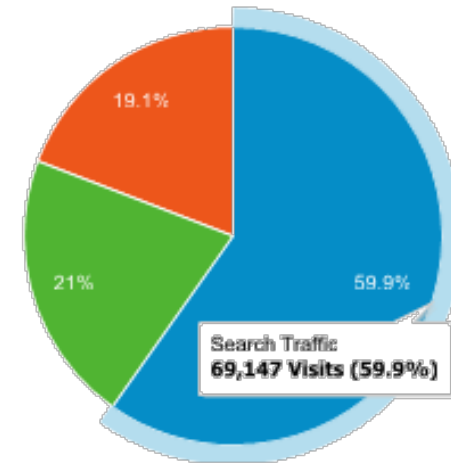




Let's get clicky with it.

Traffic Flow

■ Search Traffic ■ Referral Traffic ■ Direct Traffic ■ Campaigns



▶ Direct

- pages that users go to directly

▶ Referral

- users came from a link on another site

▶ Search

- users found you through a search engine (e.g., Google or Bing)

Traffic Sources

▶ Source

- e.g., Google, Facebook

▶ Keyword

- Which words the user searched on

▶ Campaign

- Your custom PR assessment

➔ Traffic Sources

Overview

▼ Sources

All Traffic

Direct

Referrals

▼ Search

Overview

Organic

Paid

Campaigns

▼ Search Engine Optimization

Queries

Landing Pages

Geographical Summary

▶ Social

Cost Analysis **BETA**

▶ Advertising



Who and How Much

- ▶ **Google Analytics (Standard and Premium)**
 - Formerly known as Urchin-on-Demand
 - Standard is free
 - Premium is commercial software for purchase
- ▶ **Yahoo**
 - Free; download the tracking code to begin using
- ▶ **Piwik**
 - Open source (Free, downloadable software)
- ▶ **Adobe**
 - Commercial software for purchase
- ▶ **Open Web Analytics (OWA)**
 - Open source (Free, downloadable software)
- ▶ **Clicky**
 - \$10 a month

Decisions, Decisions

1. Free or Purchase
2. Your budget
3. Capacity
4. Flexibility and scope of the solution

TRUE



I don't need to conduct a cost-benefit analysis to know you're worth the investment.



Getting Started

- ▶ “Setup process is simple.”
 - MT DOJ Webmaster

Quick Wins on the Cheap

- ▶ Free services
- ▶ Fast account setup
- ▶ Utilize report info right away
 - Use key search words
 - Add links to popular content
 - Post at peak times



Real World Example

- ▶ CDL Med Cert information buried
 - Too many call center calls
- ▶ Made it a website
 - Link from homepage sidebar
 - Easy to direct users to it
- ▶ Lots of hits in just the first month

Divisional Resources

- ▶ Appointment Scheduling
- ▶ County Treasurer Motor Vehicle Offices
- ▶ Driver Exam Stations
- ▶ Driver License Sanctions
- ▶ Driver Licenses & ID Cards
- ▶ Commercial Driver Licensing
- ▶ CDL Medical Certification ←
- ▶ Driving Records
- ▶ Forms and Other Documents (MVD)

<input type="checkbox"/>	Page	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
<input type="checkbox"/>	25. /driving/plate-designs-and-fees/other/index.php	851	745	00:00:27	4
<input checked="" type="checkbox"/>	26. /driving/medical-certification/index.php	849	681	00:02:18	257
<input type="checkbox"/>	27. /driving/plate-designs-and-fees/service-organizations-associations/index.php	776	592	00:01:29	23



But I still haven't found
what I'm looking for.



Resources

- ▶ www.HowTo.Gov: “Google Analytics for Government” manual on how to set up and use
- ▶ **YouTube** has several videos about web analytics
- ▶ **Provider Help Links**
- ▶ **Digital Analytics Association**
www.DigitalAnalyticsAssociation.org



**My stats are
up here.**





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**We'll take your questions
at the end.**