

National Collaborating Centre
for Methods and Tools
Centre de collaboration nationale
des méthodes et outils

Lessons from Website Analysis: Learning the value of referred users and social media

Jeannie Mackintosh
Pamela Forsyth, RD
Maureen Dobbins, RN, PhD
Community Health Nurses of Canada
June 24, 2015

Funded by the Public Health Agency of Canada | Affiliated with McMaster University
Production of this presentation has been made possible through a financial contribution from the Public Health Agency of Canada.
The views expressed here do not necessarily reflect the views of the Public Health Agency of Canada.

Using website analytics to inform communications strategies

NCCMT
Website analytics

- Common measures of performance

Trends at NCCMT
Closer look at key traffic sources
Acting on what we've learned
Potential application for other organizations

National Collaborating Centre for Methods and Tools / Centre de collaboration nationale des méthodes et outils

Follow us @nccmt | Suivez-nous @ccnmo

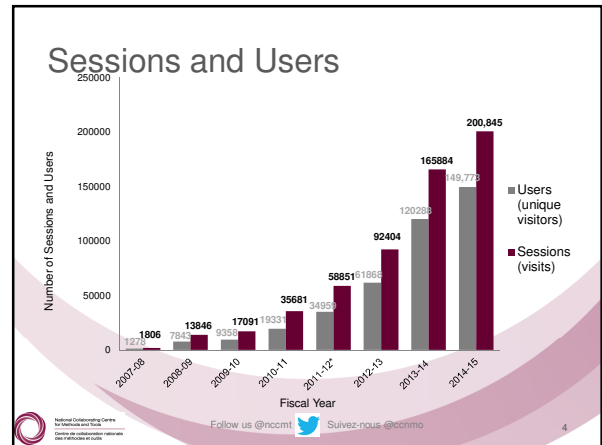
Web analytics

- Common measures of online performance:
 - Sessions (formerly "visits")
 - Users (formerly "visitors")
 - User behaviour
 - Pageviews per session
 - Bounce rate
 - Time on site (session duration)

} engagement

National Collaborating Centre for Methods and Tools / Centre de collaboration nationale des méthodes et outils

Follow us @nccmt | Suivez-nous @ccnmo



User behaviour – overall traffic

Metric	Fiscal Year		
	2012-13	2013-14	2014-15
Visits	92,404	120,288	143,311
Unique Visitors	61,868	165,884	192,191
Pageviews	349,753	418,826	478,329
Pages / Visit	3.79	2.52	2.49
Avg. Visit Duration	00:04:02	00:03:17	00:02:34
Bounce Rate	54.95%	59.12	61.93
% New Visits	52.65%	71%	73%
File Downloads	10,942	15,126	19,516
Video views	874	11,869	14,045

National Collaborating Centre for Methods and Tools / Centre de collaboration nationale des méthodes et outils

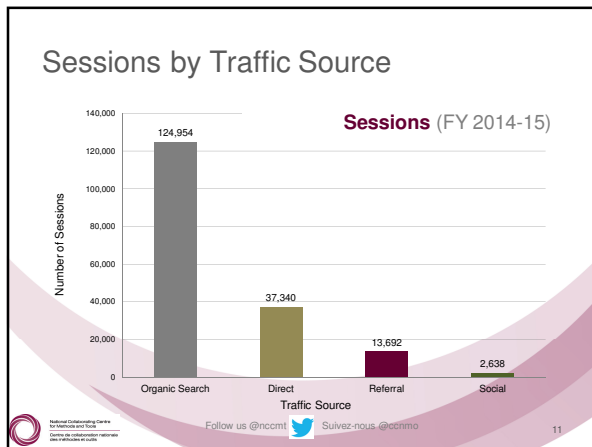
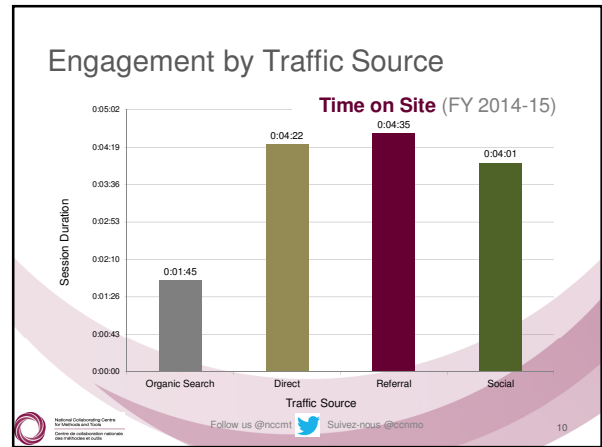
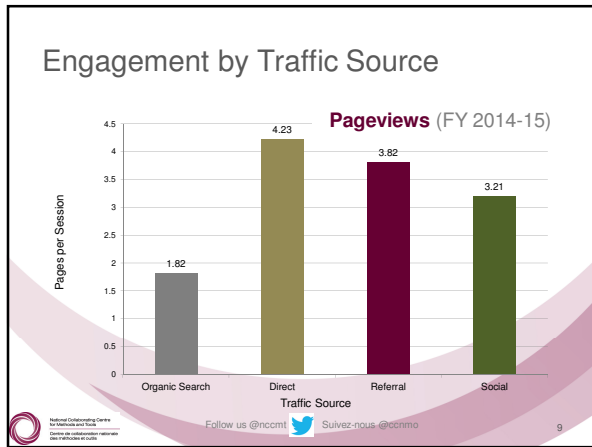
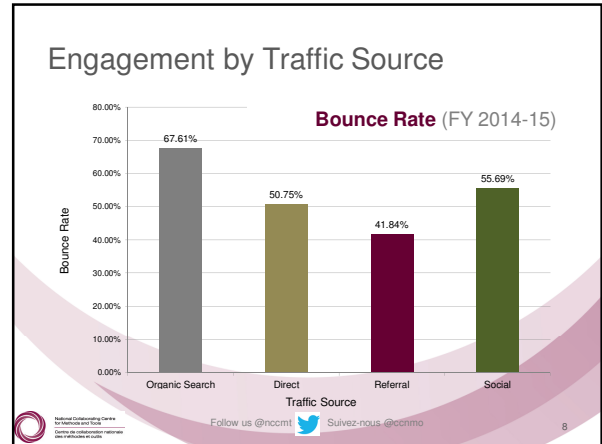
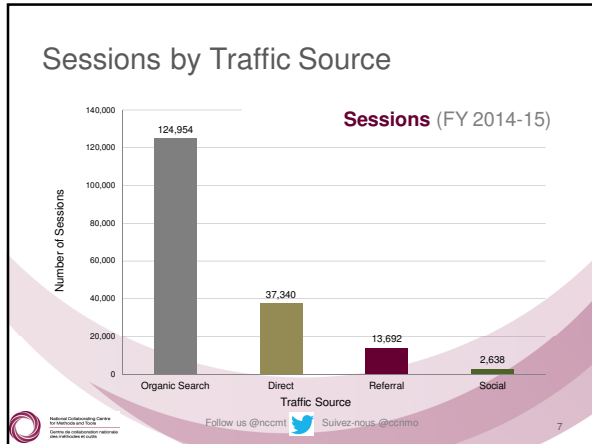
Follow us @nccmt | Suivez-nous @ccnmo

Taking a closer look at traffic sources

- Organic Search**
 - Search engine (e.g., Google)
- Direct**
 - Bookmark
- Referral**
 - Third-party referrals
 - Weekly Round-up
- Social Media**
 - Twitter (primarily)

National Collaborating Centre for Methods and Tools / Centre de collaboration nationale des méthodes et outils

Follow us @nccmt | Suivez-nous @ccnmo



Value of key traffic sources: Referrals

PEARSON ALWAYS LEARNING

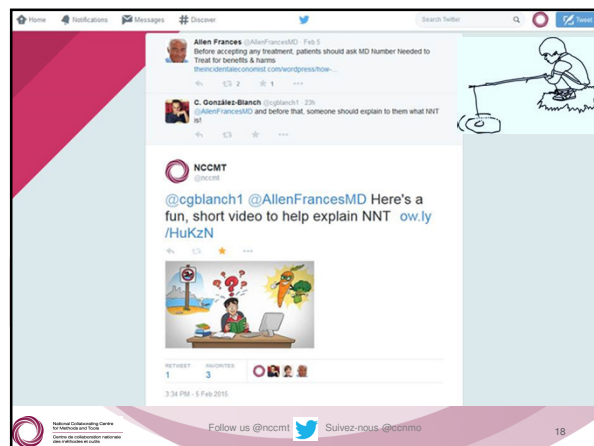
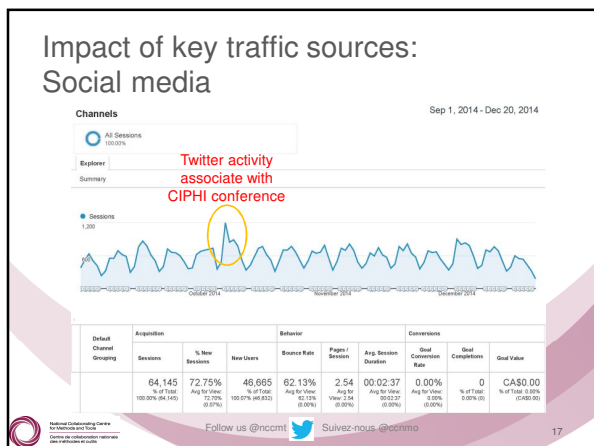
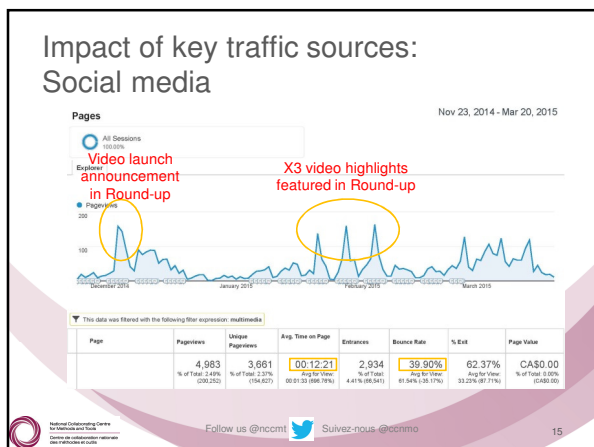
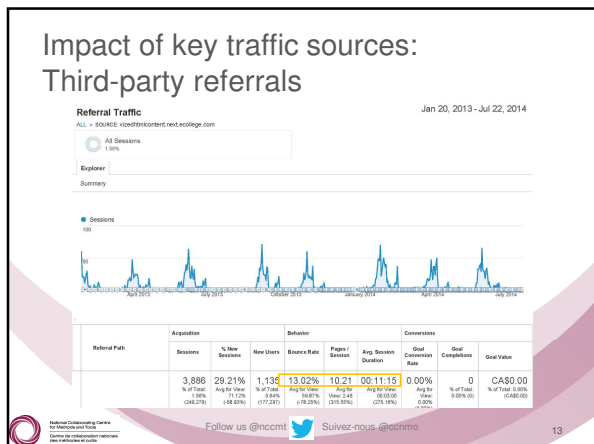
eCollege About Us Technical Support Contact Us

BREAKTHROUGH
To learning on a global scale

eCollege is a Pearson company that delivers attractive, interactive learning experiences to students around the world.

- Increasing Access:** Our expert consultants will work with you to find the right program solution to fit your institution's needs.
- Improving Achievement:** We work with institutions to accelerate retention, improve student retention, and make students more successful.
- Delivering Value Affordability:** These institutions offering quality, affordable education will excel now and in the future.
- 24/7/365 Technical Support**

Follow us @nccmt | [Twitter](#) | [Suivez-nous @ccimo](#)



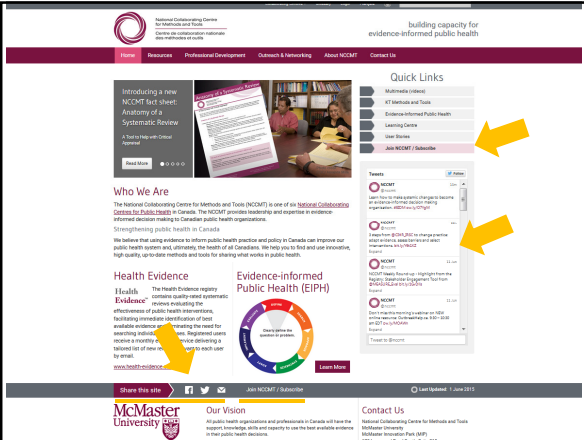
Acting on what we've learned

- **Focus on referral sources**
 - Renew efforts to reach out to and engage "like" organizations and invite cross-promotion
- **Increase social media efforts:**
 - Increase frequency of Twitter activity
 - Always include link to website/resource
 - Acknowledge Twitter exchanges
 - "Go fishing"
 - Other social media platforms
 - Tweet invitation to subscribe to NCCMT
- **Review/ revise website**
 - Increase visibility of social media icons
 - Make option to subscribe to Round-up more obvious



Follow us @nccmt | [@Suivez-nous](https://twitter.com/Suivez-nous) | Suivez-nous@ccrmo

19



building capacity for evidence-informed public health

Home Resources Professional Development Research & Networking About NCCMT Contact Us

Introducing a new NCCMT fact sheet: Anatomy of a Systematic Review

Who We Are

Health Evidence

Evidence-informed Public Health (EIPH)

Quick Links

- Multimedia Content
- 107 Evidence-informed Public Health Learning Centres
- User Stories
- Join NCCMT / Subscribe

Twitter

Share this site | [Join NCCMT / Subscribe](#) | Last updated: 7 June 2015

McMaster University

Our Vision

Contact Us

Potential for other organizations:

- Look at traffic patterns, trends
- Are some users more engaged than others?
- Identify and connect with similar organizations
- Fish where the fish are (social media training, search hashtags, listen to the chatter)
- Make valuable sources easy for users to connect with (e.g. easy to subscribe, feature social media activity on website)



Follow us @nccmt | [@Suivez-nous](https://twitter.com/Suivez-nous) | Suivez-nous@ccrmo

21

For more information about the National Collaborating Centre for Methods and Tools:

NCCMT website www.nccmt.ca
 Contact: nccmt@mcmaster.ca

Funded by the Public Health Agency of Canada | Affiliated with McMaster University
 The views expressed here do not necessarily reflect the views of the Public Health Agency of Canada.