

Understanding Your Online Audience

Tools for Knowing and Growing Your Audience Easy and Affordable Analytics

Suburban Newspapers of America
Webinar
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Discussion Points

- Understand basic web metrics
- Access simple, free/affordable analytics tools
- Apply web metrics to grow audience

Understanding Your Online Audience



Why Analytics?

KNOWING Your Audience

- WHO is coming to your website
- WHY are they coming
- WHEN are they coming (day/time & frequency)
- WHERE are they coming from
- WHAT are they doing

GROWING Your Audience

- Getting MORE PEOPLE
- Coming MORE OFTEN
- Spending MORE TIME



Basic Traffic Metrics

Visitors (“Uniques”) – Theoretically, the number of people who visit a given website during a reporting period. Generally, linked to the IP address and reliant upon “**cookies.**” Measures growth & activity.

Visits – The number of times a website is visited during a reporting period. Measures growth & activity.
Related: **visits/visitor** – measures interest.

Page views – The number of times a page has been called during a reporting period. Related: **Impressions** – The number of times an image (e.g., ad) is called. If there are 3 ad zones on every page, there will be 3 ad impressions for every page view. Measures growth & activity.
Related: **pages/visit** – measures interest.

New/Returning Visitor – New visitors logged during a reporting period are those who have not previously visited. Returning visitors have previously visited. Measures growth (new) & loyalty (returning).

Time on Site/Page – Just as it sounds. Measures interest.

Understanding Your Online Audience



How do you rank ...

In a Google (or Yahoo, MSN, etc.) search for:

- Your primary geographic market?
- Your geographic market +
 - "news"?
 - other keywords? (e.g., "real estate," "jobs," "obituaries")



In the sea of web analytics ...

You have many able ships at your command, including:



Understanding Your Online Audience



Compete

www.Compete.com

- Free & Paid levels of access
- No tracking code
- Panel-based information
- Simple interface
- View other websites Clients, Competitors
- Compare websites



Quantcast

www.Quantcast.com

- Free
- Simple interface
- Basic metrics w/out code
- Panel-based information
- Enhanced metrics with code
- View other website traffic
- Audience info - geo, demo, behavior
- Business traffic

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MarketLeap



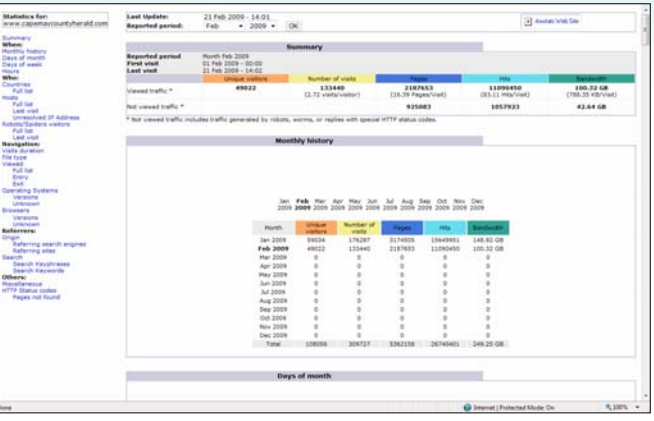
- Free
- View other website performance
- Compare websites
- Link Popularity Check
 - Industry-specific analysis
- Search Engine Saturation
- Keyword Verification

www.MarketLeap.com



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AWStats



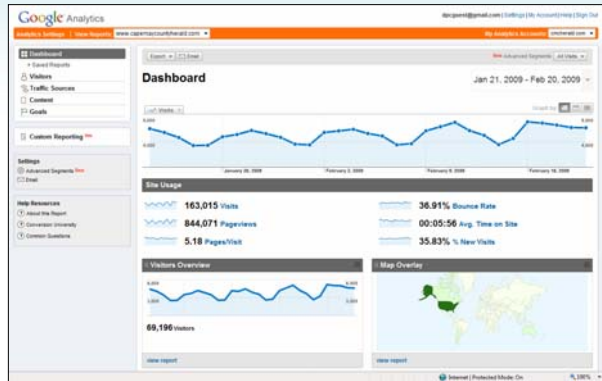
- Free
- Requires tracking code
- Logfile analysis
 - "Inflated" PV count

www.AWStats.SourceForge.net

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Google Analytics



www.Google.com/Analytics

- Free
- Requires tracking code
- Rich traffic information
 - Visitors
 - Visit behavior
 - Sources
 - Search engines
 - Referring sites
 - Geo origins
 - Keywords
- Content analysis
 - Popularity
 - Duration
- Custom reports (beta)
- Advanced segments (beta)



Google Analytics

To access a guest user account ...

Go to www.Google.com/Analytics

Click on the “Access Analytics” button


Enter Username = DPCguest
Password = DigitalPressConsortium

Click on the words “view report” next to the website url

You’re in!



Understanding Your Online Audience



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Your own CMS (website) metrics



- Built-in
- Audience behavior
 - Traffic
 - Engagement
- Content analysis
 - Popularity
 - Engagement
- Staff contribution
 - Content creation
 - Posting behavior
 - Engagement



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Creating a picture





3/5/2009
14

Understanding Your Online Audience

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Applying the Analytics


Content
What do they want?
How much?
How often?

Organization
Can they find it?
Location on website?
Location on page?

Navigation
Can they get to it easily from ...
General search engine? (content SEO)
Primary, or secondary, navigation link ... or links?
Website search?
House ads?

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Integrated Media: Cross-promotion



The screenshot shows a newspaper website layout. A red box highlights the 'ONLINE ACTIVITY' sidebar on the left. Red arrows point from this sidebar to a larger 'ONLINE ACTIVITY' sidebar in the center, which lists 'MOST POPULAR ARTICLES', 'MOST WATCHED VIDEOS', and 'MOST ACTIVE SPOUT OFF THREADS'. Another red arrow points from the center sidebar to a 'MOST POPULAR' sidebar on the right, which lists top stories with read counts and video icons.

3/5/2009 16

Understanding Your Online Audience



[Learn more ...](#)

Basic web analytics is not very complicated

- Changing digital landscape breeds confusion for everyone
- Seek “apples-to-apples” analyses

Search terms like:

web analytics metrics tools free

Wikipedia: Web Analytics

YouTube tutorials:

Search: [AWStats] tutorial, Google Conversion University

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