

Site Metrics:

The Top Five Numbers You Should Pay Attention To

Presented By:
Ben Dillon, MBA - VP & eHealth Evangelist
Blayne Fielder – Content Strategist

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today's Webinar

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 - Service line ranking wizard
 - SEO checklist

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About Today's Presenters

Ben Dillon, MBA, Vice President & eHealth Evangelist

Ben is a co-owner of Geonetric. He writes and speaks extensively about our research and the industry-leading efforts of our clients. Ben is co-chair of the HIMSS eHealth Special Interest Group and a member of the Microsoft Healthcare Users Group and SHSMD. He has been a judge of the eHealth Leadership Awards for the past five years.

Blayne Fielder, Content Strategist

Blayne works with Geonetric's clients to ensure their Web content appeals to their target audience and engages the reader to take action. He has more than seven years of experience in healthcare marketing and is a certified Google Adwords professional.

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Introduction

Web Analytics Maturity Model



☐ Exploring Five Areas...

- Core traffic metrics
- Transaction metrics
- Email/eNewsletter metrics
- Campaign metrics
- Benchmarking



CORE TRAFFIC METRICS



■ Core Traffic Metrics

- Top five traffic metrics:
 - Bounce rate



■ Core Traffic Metrics

- Top five traffic metrics:
 - Bounce rate
 - Pages viewed per visit



■ Core Traffic Metrics

- Top five traffic metrics:
 - Bounce rate
 - Pages viewed per visit
 - Traffic sources



■ Core Traffic Metrics

- Top five traffic metrics:
 - Bounce rate
 - Pages viewed per visit
 - Traffic sources
 - New vs. returning visitors

Core Traffic Metrics

- Top five traffic metrics:
 - Bounce rate
 - Pages viewed per visit
 - Traffic sources
 - New vs. returning visitors
 - Referring sites

TRANSACTION METRICS

Transaction Metrics

- Repeat users
- Task completion/abandonment rate
- Value of conversion
- Task completions per month
- Total value generated per month

Transaction Metrics: Quantifying Value

Example: online class and event calendar



The screenshot displays the CedarView Hospital website's online class and event calendar. The page features a navigation menu at the top with options like 'Home', 'About Us', 'Services', 'Locations', 'Careers', 'Contact Us', and 'My Account'. The main content area is titled 'Education' and includes a 'Select a Category' dropdown menu. Below this, there is a list of categories such as 'Adult', 'Child and Teen', 'Continuing Education', 'For Children', 'For Adults', 'Specialty Care', 'Health', and 'Specialty Services'. A search bar is also present. The 'Upcoming Events' section lists several events, including 'Adult Education: Introduction to the Art of the Patient' and 'Introduction to the Art of the Patient'. The right sidebar contains a 'Home' section with a 'Home' button and a 'Home' section with a 'Home' button.

Transaction Metrics: Example

- Calendar and Events Calendar

Return

Class fees collected \$9,000

- \$25/class x 30/month x 12 months

Administrative savings \$3,000

- 10 min x \$25/hour x 720 registrations

Cash management \$1,800

- 360 registrations x \$5 per

Patient intakes \$374,400

- Average \$520/attendee x 720 registrations

Transaction Metrics: Advanced Value

- Billings vs. reimbursements
- Revenue vs. contribution margin
- Cannibalization
- Ease of self-service

EMAIL/ENEWSLETTER METRICS

☐ Email/eNewsletter Metrics

- Sent
- Delivered
- Opened
- Clicked
- Converted

📊 Email/eNewsletter Metrics

- Sent
 - Bounce rate
- Delivered
 - Open rate
- Opened
 - Click-to-open rate
- Clicked
 - Click-to-conversion rate
- Converted
 - Conversion rate (overall) = $\frac{\text{converted}}{\text{delivered}}$

📊 Email Metrics

Delivery Statistics for All Links

Total Bounces	0	0.0%
Hard Bounces	0	0.0%
Soft Bounces	0	0.0%
Spam Bounces	0	0.0%
Errors Forwarded	100	100.0%
Unsubscribed	4	0.7%
Unlinks Cleared	133	13.0%
Unlinks Still Through	113	10.0%

Clicks

Note: Email links which include personalization or substitution always convert to unique click-throughs. To view the page, open the email and click on the link. Through your conversion tool page, all link-throughs will be being registered and reported as follows.

Link	Clicks	Click Through Rate	Unlinks
Website Profile	2,281 (20%)	0.7%	Unlinks
Manage Subscriptions	22,252 (20%)	0.0%	Unlinks
Unsubscribe and opt out	22,252 (20%)	0.0%	Unlinks
Website Home Page	38,032 (20%)	0.7%	Unlinks
View an e-Book Page	12,281 (1%)	0.7%	Unlinks
View an e-book page: essential security: what you need to know about the cloud	12,281 (1%)	0.7%	Unlinks
Click & Save	12,281 (1%)	0.7%	Unlinks
View e-book: The Planning Process	12,281 (1%)	0.7%	Unlinks
View e-book: The	12,281 (1%)	0.7%	Unlinks
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Annotations:

- ← Bounces (points to Total Bounces)
- ← Unique click throughs (points to Unlinks Cleared)
- ← Links that were clicked, and click through rate (points to Clicks table)

CAMPAIGN METRICS

■ Campaign Metrics

- Impressions
- Clicks
- Conversions
- Bounce rate
- Source

Campaign Metrics - Impressions

- How often was your ad displayed?
- Cost per thousand (CPM) vs. cost per click (CPC)

Campaign Metrics: Impressions

- How often was your ad displayed?
- Cost per thousand (CPM) vs. cost per click (CPC)

Clicks	Impr.	CTR	Avg. CPC
39	26,850	0.15%	\$1.25
285	51,998	0.55%	\$2.74

Campaign Metrics: Clicks

- How many people clicked on your online ad?
- Click through rate (CTR) percentage = clicks/impressions

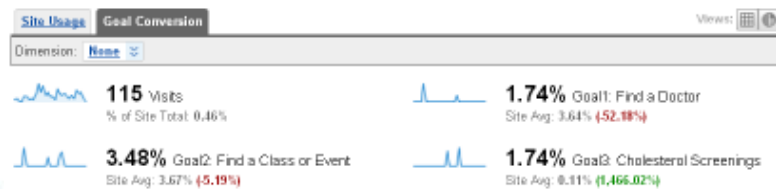
This campaign sent 285 visits



Campaign Metrics: Conversions

- What do you want the ad-induced visitor to do once they get to your site?
- Set up goals in Google Analytics
 - Class registration
 - Find a doctor search

This campaign sent 115 visits



Campaign Metrics: Bounce Rate

- Different from an eNewsletter campaign bounce rate
- Concerned with the relevancy of your landing page in connection with your ad

Campaign Metrics: Bounce Rate

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This campaign sent 285 visits



Campaign Metrics: Source

- Use custom "link tags" so you know where visitors are coming from when running multiple campaigns

This campaign sent 217 visits via 3 sources

Source	Visits	Pages/Visit	Avg. Time on Site	True Time on Site	% New Visits	Source Rate
Total	217	2.04	00:01:39	00:04:46	93.55%	65.44%
1. Facebook	149	1.98	00:01:11	00:00:09	87.9%	81.30%
2. Facebook	36	2.07	00:01:42	00:00:41	86.30%	74.85%
3. DailyStrength	32	2.42	00:03:15	00:17:51	76.2%	70.69%

Campaign Metrics: Source

- Use custom "link tags" so you know where visitors are coming from when running multiple campaigns

Source	Visits	Pages/Visit	Avg. Time on Site	True Time on Site	% New Visits	Source Rate
1. Facebook	149	1.98	00:01:11	00:00:09	87.9%	81.30%
2. Facebook	36	2.07	00:01:42	00:00:41	86.30%	74.85%
3. Facebook	32	2.42	00:03:15	00:17:51	76.2%	70.69%
4. Facebook	10	1.87	00:02:08	00:00:38	100.0%	85.07%
5. Facebook	2	1.50	00:02:11	00:00:14	100.0%	47.82%
6. Facebook	9	1.87	00:02:28	00:00:28	100.0%	44.41%
7. Facebook	6	1.87	00:02:08	00:00:08	100.0%	33.22%
8. Facebook	2	1.87	00:02:11	00:00:08	100.0%	17.02%
9. Facebook	9	1.87	00:02:11	00:00:16	100.0%	10.12%

BENCHMARKING

■ Benchmarking

- What is benchmarking?
 - Wikipedia says: A benchmark is a point of reference for a measurement

☐ Virtues of Benchmarking

- Can give a baseline value when using an unfamiliar metric
 - “What is a good bounce rate?”
 - “How many pages per visit should I expect?”
- Places statistics in similar categories for better comparison
 - A hospital Web site will have different expectations from site traffic than an eCommerce site

☐ Google Benchmarking

- Google Analytics provides six benchmarks in the interface
 - Sorted by site traffic: small, medium and large
 - Categorized specific to: Health > Medical Facilities & Services > **Hospitals & Treatment Centers of Similar Size**

Google Benchmarking

- How do I get there?



Google Benchmarking

- How do I get there?



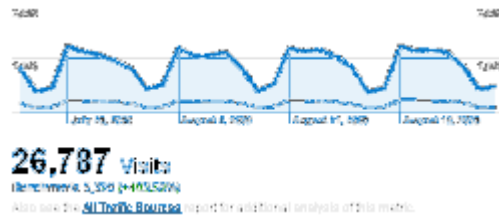
Google Benchmarking

- How do I get there?



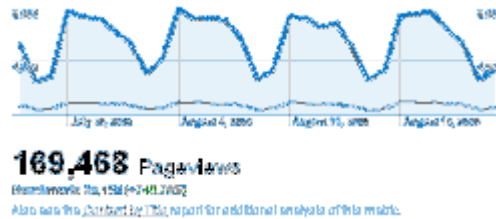
Google Benchmarking

- What information can I get from benchmarking?
 - Visits
 - Pageviews
 - Pages per visit
 - New visits
 - Time on site
 - Bounce rate



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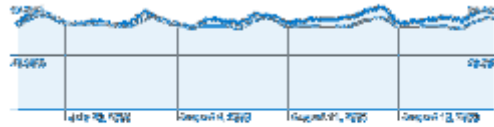
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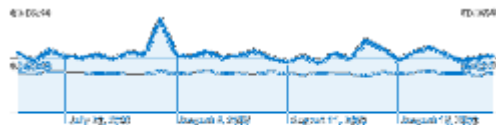
66.57% New Visits

Benchmark: 49,295 (+5.28%)

Also see the [Length of Visit](#) report for additional insights of this metric.

Google Benchmarking

- What information can I get from benchmarking?
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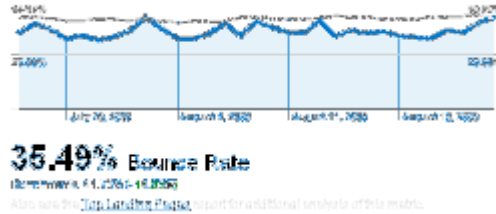
00:03:35 Avg. Time on Site

Benchmark: 03:25:27 (+0.31%)

Also see the [Length of Visit](#) report for additional insights of this metric.

Google Benchmarking

- What information can I get from benchmarking?
 - Visits
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 - New visits
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Google Benchmarking

- The problem with Google Benchmarking is the sample is unknown
 - Varied expectations and standards
 - Wildly different markets
 - No idea of quality (IA, content or design)
 - Sample size is largely unknown
 - “At least 100 sites of similar size and category”

Geometric Client Benchmarking

- Comparing data points against similarly designed sites can provide more accurate benchmarks

Bounce Rate	
Geometric Clients	36.7%
"Medium Sized Hospital Sites" from Google Analytics	41.73%

Pages Per Visit	
Geometric Clients	4.8
"Medium Sized Hospital Sites" from Google Analytics	3.6

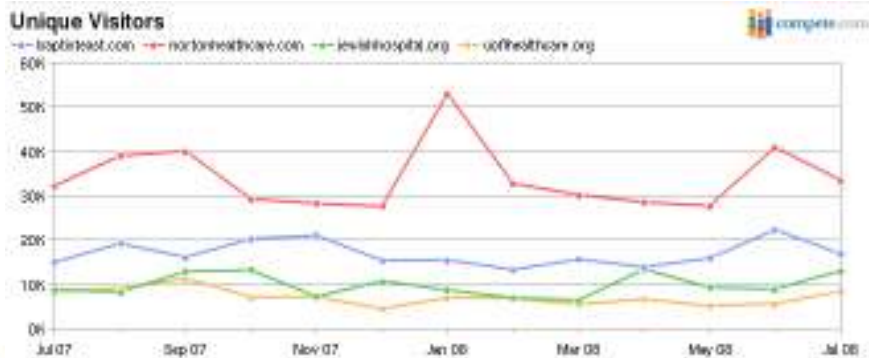
Other Benchmarking Opportunities

- Today, many companies are providing great tools to analyze your competition and your audience
- Compete.com
- Google Trends
- Google Insights for Search

Compete.com

- Compete.com tracks Web usage of more than two million people
- Both free and subscription services
 - Free analysis includes visits, visitors, average stay, pages per visit and more
- Note: traffic numbers are calculated estimates based on the activity of the two million members
 - Traffic numbers will not match Google Analytics, but will provide a statistical comparison

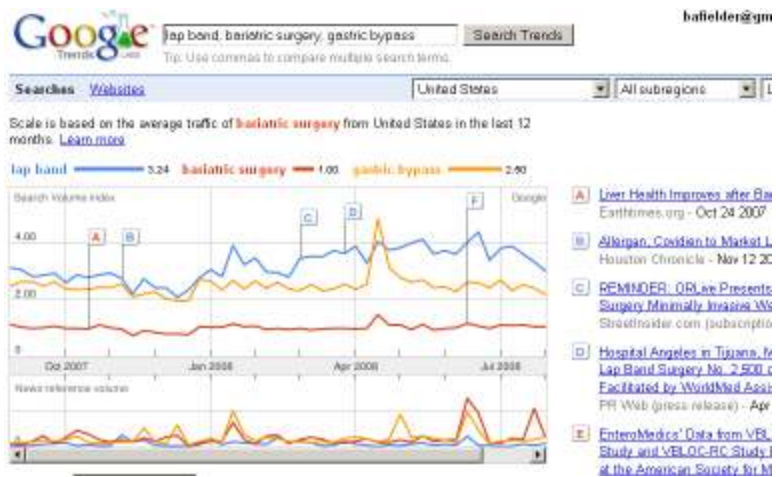
Compete.com



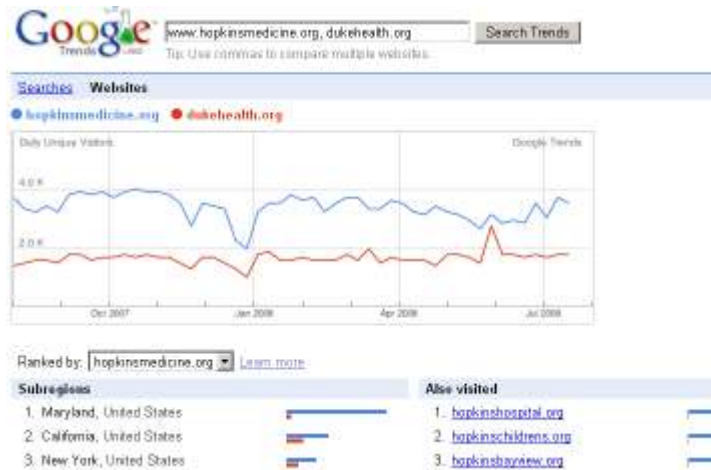
Google Trends

- Compare the world's interest in your favorite topics
- Enter up to five topics and see how often they've been searched on Google over time
- Shows news stories
- Also displayed by geographic regions
- Search by keywords or Web sites
- <http://trends.google.com>

Google Trends



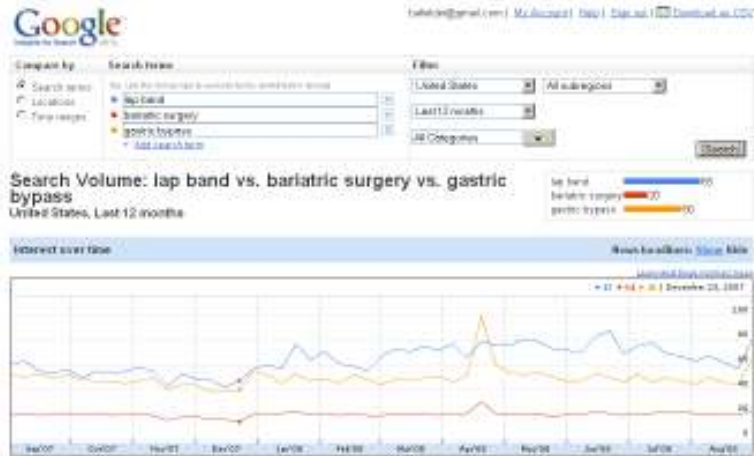
Google Trends for Web Sites



Google Insights for Search

- Takes Google Trends a step further
- Compare Google search volume patterns across specific regions, categories, and timeframes

Google Insights for Search



Google Insights for Search



Google Insights for Search



Google Insights for Search

SEARCHED FOR TERMS: Health, Last 30 days

SEARCHED FOR TERMS	SEARCHED FOR TERMS
1. food	11. flu
2. influenza	12. cough
3. covid	13. stomach
4. flu	14. stomach
5. stomach	15. stomach
6. stomach	16. stomach
7. stomach	17. stomach
8. stomach	18. stomach
9. stomach	19. stomach
10. stomach	20. stomach

Google Insights for Search

Top search terms in requests to this page, 2011-2012

Top search terms	Relative importance	Related searches	Relative importance
1. javelin	100%	1. javelin	100%
2. javelin	100%	2. javelin javelin	100%
3. javelin javelin	100%	3. javelin javelin	100%
4. javelin	100%	4. javelin javelin	100%
5. javelin javelin	100%	5. javelin	100%
6. javelin javelin	100%	6. javelin javelin	100%
7. javelin javelin	100%	7. javelin javelin	100%
8. javelin javelin	100%	8. javelin javelin javelin	100%
9. javelin javelin	100%	9. javelin	100%
10. javelin javelin javelin	100%	10. javelin	100%

Final Thoughts

- Metrics take time to analyze, interpret and communicate
 - Set aside 1 hr/week
- Setup is tricky – use professionals
- Consistency is king

Post-Webinar Survey

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Next Month's Educational Webinar

**Survey Results 2008:
Industry Trends Uncovered**

October 16, 2:00 pm CDT

Join Ben as he presents the findings from Geonetric's 2008 Survey on Initiatives in eHealth. This year we're analyzing the data in a new way to provide added insight and perspective so you can determine how to use the trends to improve your online efforts.