



Geonetric Webinar Takeaway

Glossary of Terms You Should Know
When Reviewing Your Web Site Analytics Reports

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GEONETRIC[®]

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THANK YOU

Thank you for attending Geonetric's September 2008 Webinar, "Site Metrics: The Top 5 Numbers You Should Pay Attention To." During the Webinar, we discussed site analytics that provide insights into user behavior and trends, search engine optimization and site performance. This takeaway document includes a glossary of terms you need to know when reviewing your site analytics.

Thank you for attending our Webinar and we hope to see you at this month's presentation: "Survey Results 2008: Industry Trends Uncovered," presented at 2:00 p.m. CT on October 16.

GLOSSARY OF TERMS

SITE METRICS

Average Pageviews (per visit) — The average number of pages a user sees per visit. The higher the average number of pageviews per visit, the more engaged the user is with your site. A high average of pageviews results from targeted traffic and quality content.

Bounce Rate — The percentage of visitors that came to your site and left your site after viewing only one page. A high bounce rate can indicate that your landing pages (entrance pages) aren't engaging the site visitor or delivering the information they seek. To reduce your bounce rate, investigate your referrers and traffic sources to make sure they communicate messages relevant to those on your site.

Link Love — When you refer visitors to other relevant Web sites and those sites refer visitors to your Web site. Sharing links and obtaining referrers with a link-building strategy is one way to ensure visitors find information on your site relevant and useful.

Loyalty — The number of times a visitor came to your Web site within a specific period of time. Users that visit many times in a specific time period are likely to be engaged with your site and find it useful. This can indicate a good visitor retention rate.

New vs. Returning Visitors — New vs. Returning visitors is a double-edged metric, meaning that it is good to measure this metric over time. A high new visitor percentage indicates a good visitor recruitment rate, and a high returning visitor percentage indicates that your Web site is engaging enough to keep them coming back. Ideally, you should track these metrics independently from each other, rather than as a percentage against each other. You want to increase both rates.

Recency — The length of time since the user last visited your site. Recency is usually measured using the number of days since their last visit. Having a high frequency of visits can indicate increased engagement with your Web site and an increased probability that the visitor will use your offline services.

Visit Depth — How many pages each user visited. A high number of pages can indicate that visitors were either highly engaged with your site or couldn't easily navigate to their desired destination. To determine which indication is correct, check out the average visit length. If it is a high number, it is likely your visitors found what they were seeking.

Visit Length — How long visitors spend on your site. Overall you want to see a high visit length because it indicates visitors are engaged on the site. Visit length can also be used to measure the amount of time visitors spend on pages, which can help you identify difficult navigation and forms that take visitors too long to complete. When monitoring visit length, keep in mind that visitors often get distracted by non-online activities without leaving your site. Most analytic tools allow you to edit the time-out limit, creating a more accurate measurement.

Repeat Users — The number of users who complete a transaction and have completed the transaction in the past. A low percentage of repeat users indicates users are not finding a reason to return to your site. When assessing repeat users, keep in mind, you likely have tasks on your site that require only one visit, such as signing up for an eNewsletter.

Task Completion/Abandonment Rate — The portion of users who begin a transaction and successfully finish or, conversely, the portion of users that abandon the process before completing it. Use this tool to investigate and evaluate your processes and identify impediments to completion. By making modifications and comparing before and after measurements, you can determine what works and what doesn't work.

Task Completions per Month — The number of task completions each month can indicate the success of your process. The healthcare industry is affected by a variety of aspects that can alter the completion of tasks, for example, marketing campaigns that drive users to your site. It's best to monitor this metric over a longer period of time, for example, monitor it on quarterly basis rather than on a monthly basis, to evaluate trends.

Total Value Generated per Month — The total value generated aggregates the overall value your Web site is creating for your organization, typically in financial terms. This is another metric which can be directly affected by a variety of aspects, such as advertising campaigns. This is an important metric to add to other financial success measures, such Return on Investment (ROI).

Value of Conversion — The value associated with a single user completing a specific task on your Web site. In other industries, the value of conversion often measures how much people are spending via the Web. However, in healthcare, this has a broader definition. It is the value your site creates for the end-user. This can include monetary value, time savings (of your user completing the task online versus calling), cash management (getting your money sooner), and possibly increasing your patient intakes through the engagement with the user/patient.

EMAIL/NEWSLETTER METRICS

Bounce Rate — The number of your emails or eNewsletters that were undelivered. Bounce rate measures the quality and cleanliness of your list. Keeping your email list clean and updated on a regular basis can help you reduce the bounce rate. A high bounce rate results in additional costs for unnecessary emails and can increase the chance of your email becoming blacklisted. Five to six percent is typically a good bounce rate for the healthcare industry, assuming a monthly mailing on a well-maintained opt-in list.

Open Rate — The number of people that opened the email in comparison with the number of successfully delivered emails/eNewsletters. This metric measures the trust you've built and success of your "subject" and "from" lines. The subject line and from line can help establish credibility to the sender. To improve open rates, run tests the subject and from lines with control groups for the purpose of comparison; altering these two aspects of your email or eNewsletter can help result in a higher open rate.

Click-To-Open Rate — The number of readers that clicked the "read here for more info" link and visited an article or press release on the Web site, divided by the number of opened emails. The click-to-open rate measures the effectiveness of your email at getting people to click through to the next step.

Click-To-Conversion Rate — The number of conversions divided by the number of people who click on your email/eNewsletter. After your email/eNewsletter has driven the user to your Web site, were they then compelled to complete your task? This also measures the effectiveness of the page to which you sent visitors (e.g., were they able to maneuver and complete the call to action such as a survey or pre-registration?)

Conversion Rate (Overall) = Converted/Delivered — The number of readers that clicked through and submitted information (e.g., took a survey, signed up for a class, filled out an online form, made an appointment, etc.) There is no magic number for conversion rates — you just have to look for a positive trend.

CAMPAIGN METRICS

Clicks — The number of visitors that clicked on your advertisement for more information. This will help measure the amount of interested or engaged traffic that you are receiving from each ad location. Click through rate is one way to evaluate the effectiveness of your ads.

Click through Rate — The number of clicks relative to the number of impressions. The more targeted your ad, the higher a percentage you should expect. This metric can also measure the effectiveness of your offline campaigns through the use of vanity URLs, which provides the benefit of tracking your progress online.

Conversion — The number of completed tasks relative to the number of clicks on the advertisement. This metric can help you determine if your ad is driving the right users to your site.

Bounce Rate — The number of users that leave your site after they click your advertisement. This measures the success of your landing pages. Make sure visitors to the landing page find relevant information. Also, if you are advertising a specific task, make sure visitors can complete the task from the landing page. Ad-induced visitors who are directed to your home page and do not find relevant information will increase your bounce rate.

Source — The site/avenue that directs visitors to your Web site. Online advertising is often used on several different sites. The source will help you identify which avenues produce the most valuable traffic. Monitoring the source results allow you to get the most value for you advertising dollars.

BENCHMARKING SITES TO CONSIDER

[Compete.com](#) – Provides a Web-based consumer intelligence service that offers companies time-sensitive analysis of Web users' consumer behavior.

[Google Trends](#) – Explore the audiences of specific Web sites with Google Trends. Enter up to five topics to see how often they've been searched on Google over time.

[Google Insights for Search](#) – Compares Google search volume patterns across specific regions, categories, and timeframes.