Using Web Analytics Tools to Improve Your Website’s User Experience
Agenda

1. What is UX?
2. Is Your Website Meeting Users’ Expectations?
3. Is Your Website Meeting Your Organization’s Expectations?
4. Measure, Optimize, Repeat
What is UX?
The patient journey is built on trust and transparency.
You build trust with your community through your brand.
Your brand isn’t just what you say you are.
Your brand is also what people think you are because of the experiences you create with them.
Anything that disrupts the user experience breaks trust.
What do users want?
What is the most important factor in the design of a website?

- Makes it easy to find what I want: 76%
- Beautiful appearance: 10%
- Offers a cutting edge interactive experience: 9%
- Other: 5%
Is your website meeting users’ expectations?
Expectation vs. Reality

User experience
Design
Tools to Gauge UX
Does the purpose of the page lend itself to higher bounce rate?

- Location/Provider
- Campaign activity
  - Campaign pages
  - Conversion pages
- Additional action or navigation expected

OK
OK
OK
OK (as long as completed)
Investigate
Causes and actions

- **Slow page load**
  53% of mobile searches will wait no more than 3 seconds before abandoning a site.

- **Page relevancy**
  Are users seeing something unexpected or unrelated to what they came for

- **Reduce load time**
  - Limit size and number of images
  - Check fonts, scripts used

- **Adjust page title and description accordingly**
  - Are you targeting the right audience?

- **Optimize page content**
Causes and actions

• Poor visual design or grammatical style

• Navigation
  Is the content on your page easy to navigate?

• Clean up the page
  - Are font size and color appealing and easy to read?
  - Is the image to text ratio appropriate?
  - Check spelling and grammar!

• Optimize Page Structure
  - Headlines and subheadings help visitors scan blocks of text quickly.
  - Include relevant subtopics in links
  - Is there a clear next step?
Action items

- Determine which pages *shouldn’t* have high bounce rates
- Monitor bounce rates for sudden or gradual changes
- Investigate and fix potential reasons for the increased rate
Channels

- Direct
- Social
- Display
- Referral
- Organic Search
- Paid Search

Your Site
How do I know if there is a problem?

It depends!

A couple of starting points to investigate:

• Landing Page
  – Is there a page in particular that seems to be bringing up the bounce rate for a certain channel? Or a certain page that has seen a large decrease in pageviews?
  – If yes, does it make sense?

• Device Type
  – Is the bounce rate and/or traffic vastly different on desktop vs. mobile?
  – If yes, does it make sense?
Major fluctuations in traffic

What channels accounted for the significant fluctuations in traffic?

- Service lines were continuing to decrease, particularly from Organic Search. This indicated a need for a deeper look into what about these pages were not meeting users’ expectations.

<table>
<thead>
<tr>
<th>Service Line</th>
<th>Unique Pageviews</th>
<th>% Change (YoY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart</td>
<td>11,193</td>
<td>-20%</td>
</tr>
<tr>
<td>Pregnancy</td>
<td>6,136</td>
<td>-46%</td>
</tr>
<tr>
<td>Pediatrics</td>
<td>5,939</td>
<td>-25%</td>
</tr>
<tr>
<td>Emergency</td>
<td>5,130</td>
<td>-40%</td>
</tr>
</tbody>
</table>
Major fluctuations in bounce rate

Organic Search Bounce Rate
YoY: +25%

62%

Mobile vs. Desktop?
Mobile had a much higher bounce rate for Organic Search users.

Which pages?
Weight Management page had an 80% bounce rate on mobile, specifically from Organic Search.

How can this improve?
Fix video that is not rendering correctly.
Action items

- Monitor channel traffic and engagement regularly
- Determine if any major fluctuations in traffic or bounce rate make sense
- Dig in to investigate and fix potential problems
# Site search

**Behavior > Site Search > Search Terms**

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Total Unique Searches</th>
<th>Results Pageviews / Search</th>
<th>% Search Exits</th>
<th>% Search Refinements</th>
<th>Time after Search</th>
<th>Avg. Search Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>volunteer</td>
<td>196 (2.00%)</td>
<td>1.15</td>
<td>4.59%</td>
<td>7.56%</td>
<td>00:04:30</td>
<td>2.65</td>
</tr>
<tr>
<td>medical records</td>
<td>85 (0.87%)</td>
<td>1.31</td>
<td>11.76%</td>
<td>9.01%</td>
<td>00:02:29</td>
<td>1.67</td>
</tr>
<tr>
<td>patient portal</td>
<td>82 (0.83%)</td>
<td>1.21</td>
<td>7.32%</td>
<td>5.05%</td>
<td>00:01:37</td>
<td>1.94</td>
</tr>
<tr>
<td>insurance</td>
<td>56 (0.57%)</td>
<td>1.52</td>
<td>26.79%</td>
<td>18.92%</td>
<td>00:02:55</td>
<td>2.45</td>
</tr>
<tr>
<td>human resources</td>
<td>45 (0.46%)</td>
<td>1.33</td>
<td>8.89%</td>
<td>21.67%</td>
<td>00:03:27</td>
<td>3.11</td>
</tr>
<tr>
<td>Patient portal</td>
<td>45 (0.46%)</td>
<td>1.36</td>
<td>8.89%</td>
<td>6.56%</td>
<td>00:02:09</td>
<td>2.04</td>
</tr>
</tbody>
</table>
## Site search

**Behavior > Site Search > Search Terms**

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Device Category</th>
<th>Total Unique Searches</th>
<th>Results Pageviews/Search</th>
<th>% Search Exits</th>
<th>% Search Refinements</th>
<th>Time after Search</th>
<th>Avg. Search Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. medical records</td>
<td>desktop</td>
<td>125</td>
<td>1.34</td>
<td>17.60%</td>
<td>20.83%</td>
<td>00:03:22</td>
<td>3.20</td>
</tr>
<tr>
<td>2. human resources</td>
<td>desktop</td>
<td>40</td>
<td>1.42</td>
<td>17.50%</td>
<td>22.81%</td>
<td>00:05:14</td>
<td>3.92</td>
</tr>
<tr>
<td>3. Hours</td>
<td>mobile</td>
<td>34</td>
<td>1.18</td>
<td>36.24%</td>
<td>12.50%</td>
<td>00:02:24</td>
<td>1.35</td>
</tr>
<tr>
<td>4. Human resources</td>
<td>mobile</td>
<td>28</td>
<td>1.54</td>
<td>32.14%</td>
<td>13.95%</td>
<td>00:01:48</td>
<td>1.75</td>
</tr>
<tr>
<td>5. volunteer</td>
<td>desktop</td>
<td>28</td>
<td>1.32</td>
<td>0.00%</td>
<td>18.51%</td>
<td>00:05:44</td>
<td>3.57</td>
</tr>
<tr>
<td>6. lab</td>
<td>desktop</td>
<td>26</td>
<td>1.15</td>
<td>0.00%</td>
<td>10.00%</td>
<td>00:04:06</td>
<td>3.54</td>
</tr>
<tr>
<td>7. fax</td>
<td>desktop</td>
<td>24</td>
<td>2.04</td>
<td>20.83%</td>
<td>12.24%</td>
<td>00:02:02</td>
<td>2.21</td>
</tr>
<tr>
<td>8. healthstream</td>
<td>desktop</td>
<td>24</td>
<td>1.04</td>
<td>25.00%</td>
<td>20.00%</td>
<td>00:03:13</td>
<td>1.00</td>
</tr>
<tr>
<td>9. records</td>
<td>desktop</td>
<td>24</td>
<td>1.17</td>
<td>8.33%</td>
<td>32.14%</td>
<td>00:03:20</td>
<td>3.21</td>
</tr>
<tr>
<td>10. Lab</td>
<td>mobile</td>
<td>23</td>
<td>1.26</td>
<td>4.35%</td>
<td>18.79%</td>
<td>00:01:40</td>
<td>3.17</td>
</tr>
</tbody>
</table>
## Site search

**Behavior > Site Search > Search Pages**

<table>
<thead>
<tr>
<th>Start Page</th>
<th>Total Unique Searches</th>
<th>Results Pageviews/Search</th>
<th>% Search Exits</th>
<th>% Search Refinements</th>
<th>Time after Search</th>
<th>Avg. Search Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>10,463</td>
<td>1.44</td>
<td>21.97%</td>
<td>21.67%</td>
<td>00:02:13</td>
<td>1.91</td>
</tr>
<tr>
<td></td>
<td>3,756 (35.90%)</td>
<td>1.02</td>
<td>14.94%</td>
<td>22.50%</td>
<td>00:01:31</td>
<td>1.32</td>
</tr>
<tr>
<td>/entrance</td>
<td>316 (3.02%)</td>
<td>1.00</td>
<td>55.70%</td>
<td>8.23%</td>
<td>00:01:05</td>
<td>0.60</td>
</tr>
<tr>
<td>/contact/</td>
<td>265 (2.53%)</td>
<td>1.09</td>
<td>12.08%</td>
<td>19.38%</td>
<td>00:01:32</td>
<td>1.26</td>
</tr>
<tr>
<td>/patients-visitors/</td>
<td>237 (2.27%)</td>
<td>1.08</td>
<td>10.97%</td>
<td>15.23%</td>
<td>00:02:00</td>
<td>1.83</td>
</tr>
<tr>
<td>/locations/</td>
<td>189 (1.81%)</td>
<td>1.12</td>
<td>13.23%</td>
<td>20.28%</td>
<td>00:01:34</td>
<td>2.14</td>
</tr>
<tr>
<td>/your-health/</td>
<td>187 (1.79%)</td>
<td>1.10</td>
<td>7.49%</td>
<td>21.84%</td>
<td>00:03:08</td>
<td>2.95</td>
</tr>
</tbody>
</table>
Action items

- Look at top terms users are searching for
- Pay attention to percentage of search exits
- Look at top pages users are searching from
- Create content that doesn’t exist
- Optimize your site for content that is hard to find
User path

STARTING PAGE

NEXT PAGE PATH

EXIT PAGES

Heart

Find a Doctor Results

EVENTUALLY EXIT

Heart Provider Profile

Provider Profile

EVENTUALLY EXIT

Heart Homepage

Homepage

EVENTUALLY EXIT

Heart Homepage

Site Search

EVENTUALLY EXIT

Heart Site Search
User path
Is your website meeting your organization’s expectations?
Website Event Tracking
Event tracking

Set up and track the actions you want your users to take.

Things like...

1) Creating an online MyChart or patient account
2) Clicking on phone numbers
3) Requesting an appointment
4) Registering for a class or event
5) Finding a doctor, service or location
Video tracking

Monitor engagement with videos.

1) Is certain content being viewed more than others?

2) Are users viewing videos from start to finish or do they lose interest at a certain point?

3) Are they sharing the content they viewed?
Action items

- Track user activity on the ‘events’ you want your users to engage with.
- Test different links in your navigation when goals aren’t being met.
- Modify your video length, content, or placement.
- Make adjustments and experiment to continually improve conversion opportunities.
Google Goals
Set up Google Goals

• Select a goal type, such as:
  - Destination: user has reached a specific page during their session) or
  - Event: user has completed a desired action during their session
Set up Google Goals

• Specify the details.

• Input a conversion value for your revenue-driving goals. If you can’t determine a value, use $1.

• Where applicable, include a funnel.
Which traffic sources drive goal completions?

Acquisition > All Traffic > Source/Medium

<table>
<thead>
<tr>
<th>Source / Medium</th>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
<th>Goal 5: Orthopedics Contact Form</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sessions</td>
<td>% New Sessions</td>
<td>New Users</td>
<td>Bounce Rate</td>
</tr>
<tr>
<td>1. google / organic</td>
<td>154 (0.56)</td>
<td>41.88%</td>
<td>11,123 (100.02%)</td>
<td>3.45%</td>
</tr>
<tr>
<td>2. bing / cpc</td>
<td>614 (2.31%)</td>
<td>6.51%</td>
<td>40 (0.56%)</td>
<td>1.55%</td>
</tr>
<tr>
<td>3. (direct) / (none)</td>
<td>950 (3.98%)</td>
<td>91.47%</td>
<td>774 (9.96%)</td>
<td>54.74%</td>
</tr>
<tr>
<td>4. facebook.com / referral</td>
<td>8 (0.03%)</td>
<td>100.00%</td>
<td>8 (0.07%)</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
Which pages lead to conversions?

Conversions > Goals > Reverse Goal Path
Negative goals

Might feel like The Upside down
Negative goals

• 404 Error Page
  • In small numbers, not a big deal. However, if this increases at an alarming velocity, this could become a full blown monster, especially after a redesign or new IA. Use the Reverse Goal path to find where this erroneous link exists.

• Site Search
  • Again, in small numbers, site Search is perfectly fine. However, if searches start to ramp up, investigate why.

• Feedback buttons
  • Include a goal to track clicks on feedback buttons. This can help bring attention to any negative feedback so that it can be addressed quickly.
Action items

- Determine key site objectives and set up goals to track their performance
- Direct traffic to pages that drive conversions and modify those that don’t
- Determine which traffic sources drive the most goal completions
- Make any adjustments that will help lower your negative goals.
Heatmapping & Scrollmapping
Kind of like an Xray
Heatmap

Scrollmap
Action items

✓ See how users are interacting with features on your site
✓ Test ways to improve the user experience
  • Move content to a new location
  • Adjust copy
  • Create new content
Measure, Experiment, Repeat
Measurement
Measurement plan

- Business goals
  What is this initiative trying to accomplish?
- Objectives
  What objectives or strategies can be utilized to accomplish these goals?
- KPIs (Key Performance Indicators)
  How are we doing against the objectives?
- Metrics
  Data surrounding the KPIs.
Google Analytics customization

1. Dashboards
2. Custom Reports
   ...or Personalized Reports
3. Custom Alerts
Custom dashboards

Customization > Dashboards

1. Customize to include the data most important to your organization in a visually appealing way.

2. Share dashboards with stakeholders
Custom reports

Customization > Reports

1. Customize to include the metrics most important to your organization.

2. Using the Explorer format allows you to easily dig deeper into dimensions.

3. Includes table and graph data like standard GA reports.
Personalized Reports

User Engagement

- Entrances: 15,439 (-96.6%)
- Pageviews: 277,184 (-92.2%)
- Users: 4,749 (-91.7%)
- Sessions / User: 3.25 (-59.3%)
- Page / Session: 17.95 (+130.8%)
- Avg Session Duration: 00:03:14 (+287.1%)

User Type breakdown:
- Returning Visitor: 11,197 (-97.2%) 8.25 (-67.0%) 8.19 84.2% 00:02:05 316.3%
- New Visitor: 4,242 (-92.6%) 1 0.0% 43.21 42.2% 00:06:17 97.3% 1 - 2 / 2
Custom alerts

Customization > Alerts

Set up alerts to inform you when things have gone wrong.

Alert Examples:
1) Changes in traffic volume
2) Changes in site engagement
3) Increased bounce rate
4) Changes in average visit duration
5) Swings in goal conversions or conversion rate
6) Increases in page load times
Experiment
Google Optimize

Google Optimize is a free tool that allows you to test small changes to your site with ease.

Always start with a hypothesis, so as you collect data, the winner will give clear direction on next steps.
The ability to test changes is incredibly easy with this interface.

The best part is that it connects right into Google Analytics, so you can see more data around how users from the different variants interact with your site.
WEBSITE IS DONE!

FALSE. A WEBSITE IS NEVER "DONE"
A continuous process

Measure

Experiment