

Using Web Analytics Tools to Improve Your Website's User Experience

GEONETRIC®

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 background of the slide features a faint, light-colored molecular structure composed of interconnected nodes and lines, resembling a network or a complex chemical structure, set against a light gray gradient.

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.

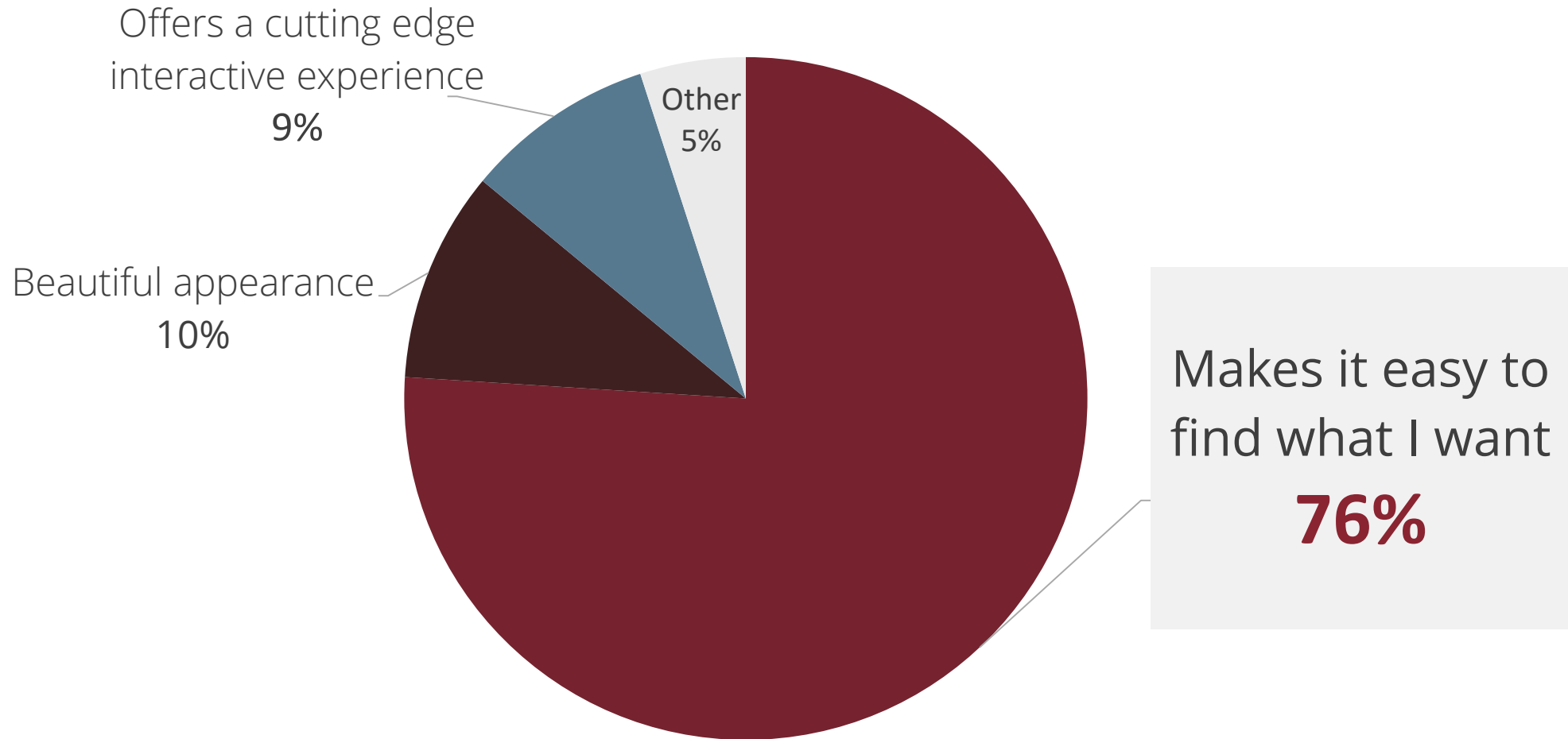
Your brand is also what people think
you are because of the experiences
you create with them.

Anything that disrupts the user
experience breaks trust.

A faint, light-colored molecular structure, resembling a network of interconnected nodes and lines, is visible in the background of the slide, primarily on the right side.

What do users want?

What is the most important factor in the design of a website?



Is your website meeting users' expectations?



Expectation vs. Reality



User experience

Design



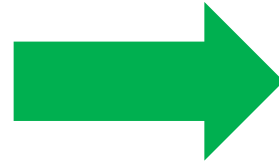
Tools to Gauge UX

Bounce Rate

A young girl with long brown hair, wearing a dark green jacket, a pink ruffled skirt, and colorful sneakers, stands on a yellow and purple inflatable bounce house. She is looking down at the ground. The bounce house has yellow walls and purple horizontal stripes. The floor is also yellow and purple striped. The background shows green trees under a clear sky.

Does the purpose of the page lend itself to higher bounce rate?

- Location/Provider
- Campaign activity
 - Campaign pages
 - Conversion pages



OK

OK

OK

OK

OK (as long as completed)

- Additional action or navigation expected



Investigate



Causes and actions

- Slow page load

53% of mobile searches will wait no more than 3 seconds before abandoning a site.



- Reduce load time

- Limit size and number of images
- Check fonts, scripts used

- Page relevancy

Are users seeing something unexpected or unrelated to what they came for



- Adjust page title and description accordingly

- Are you targeting the right audience?

- Optimize page content

Causes and actions

- Poor visual design or grammatical style



- 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!

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



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

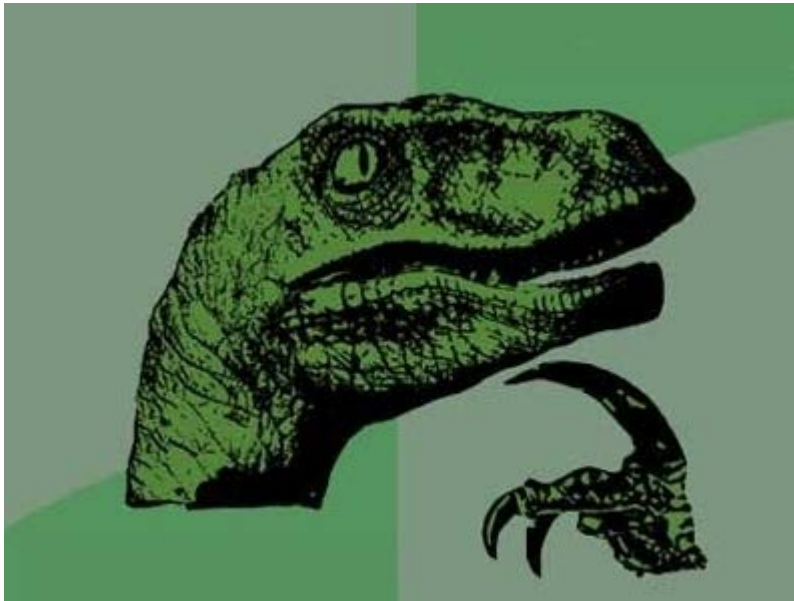
Action items

- ✓ 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



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?

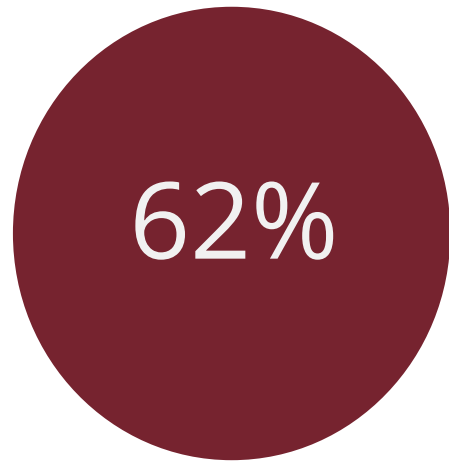
Major fluctuations in traffic

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.

Service Line	Unique Pageviews	% Change (YoY)
Heart	11,193	-20%
Pregnancy	6,136	-46%
Pediatrics	5,939	-25%
Emergency	5,130	-40%

Major fluctuations in bounce rate



Organic Search
Bounce Rate
YoY: +25%

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



Site search

Behavior > Site Search > Search Terms

Primary Dimension: **Search Term** Site Search Category

Secondary dimension Sort Type: Default

Advanced Filter ON

Search Term ?	Total Unique Searches ? ↓	Results Pageviews / Search ?	% Search Exits ?	% Search Refinements ?	Time after Search ?	Avg. Search Depth ?
	9,824 % of Total: 98.72% (9,951)	1.40 Avg for View: 1.40 (0.17%)	21.45% Avg for View: 21.26% (0.86%)	19.97% Avg for View: 19.82% (0.75%)	00:02:09 Avg for View: 00:02:09 (-0.25%)	1.93 Avg for View: 1.94 (-0.35%)
1. volunteer	196 (2.00%)	1.15	4.59%	7.56%	00:04:30	2.65
2. medical records	85 (0.87%)	1.31	11.76%	9.01%	00:02:29	1.67
3. patient portal	82 (0.83%)	1.21	7.32%	5.05%	00:01:57	1.94
4. insurance	56 (0.57%)	1.32	26.79%	18.92%	00:02:55	2.46
5. human resources	45 (0.46%)	1.33	8.89%	21.67%	00:03:27	3.11
6. Patient portal	45 (0.46%)	1.36	8.89%	6.56%	00:02:09	2.04

Site search

Behavior > Site Search > Search Terms

Primary Dimension: [Search Term](#) [Site Search Category](#)

Secondary dimension: [Device Category](#) Sort Type: [Default](#)

advanced

Search Term	Device Category	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Avg. Search Depth
		9,478 % of Total: 100.00% (9,478)	1.44 Avg for View: 1.44 (0.00%)	21.65% Avg for View: 21.65% (0.00%)	20.11% Avg for View: 20.11% (0.00%)	00:02:55 Avg for View: 00:02:55 (0.00%)	2.38 Avg for View: 2.38 (0.00%)
1. medical records	desktop	125 (1.32%)	1.34	17.60%	20.83%	00:03:22	3.28
2. human resources	desktop	40 (0.42%)	1.42	17.50%	22.81%	00:05:14	3.92
3. Hours	mobile	34 (0.36%)	1.18	38.24%	12.50%	00:02:24	1.35
4. Human resources	mobile	28 (0.30%)	1.54	32.14%	13.95%	00:01:48	1.75
5. volunteer	desktop	28 (0.30%)	1.32	0.00%	13.51%	00:05:44	3.57
6. lab	desktop	26 (0.27%)	1.15	0.00%	10.00%	00:04:06	3.54
7. fax	desktop	24 (0.25%)	2.04	20.83%	12.24%	00:02:02	2.21
8. healthstream	desktop	24 (0.25%)	1.04	25.00%	20.00%	00:03:13	1.00
9. records	desktop	24 (0.25%)	1.17	8.33%	32.14%	00:03:29	3.21
10. Lab	mobile	23 (0.24%)	1.26	4.35%	13.79%	00:01:40	3.17

Action items

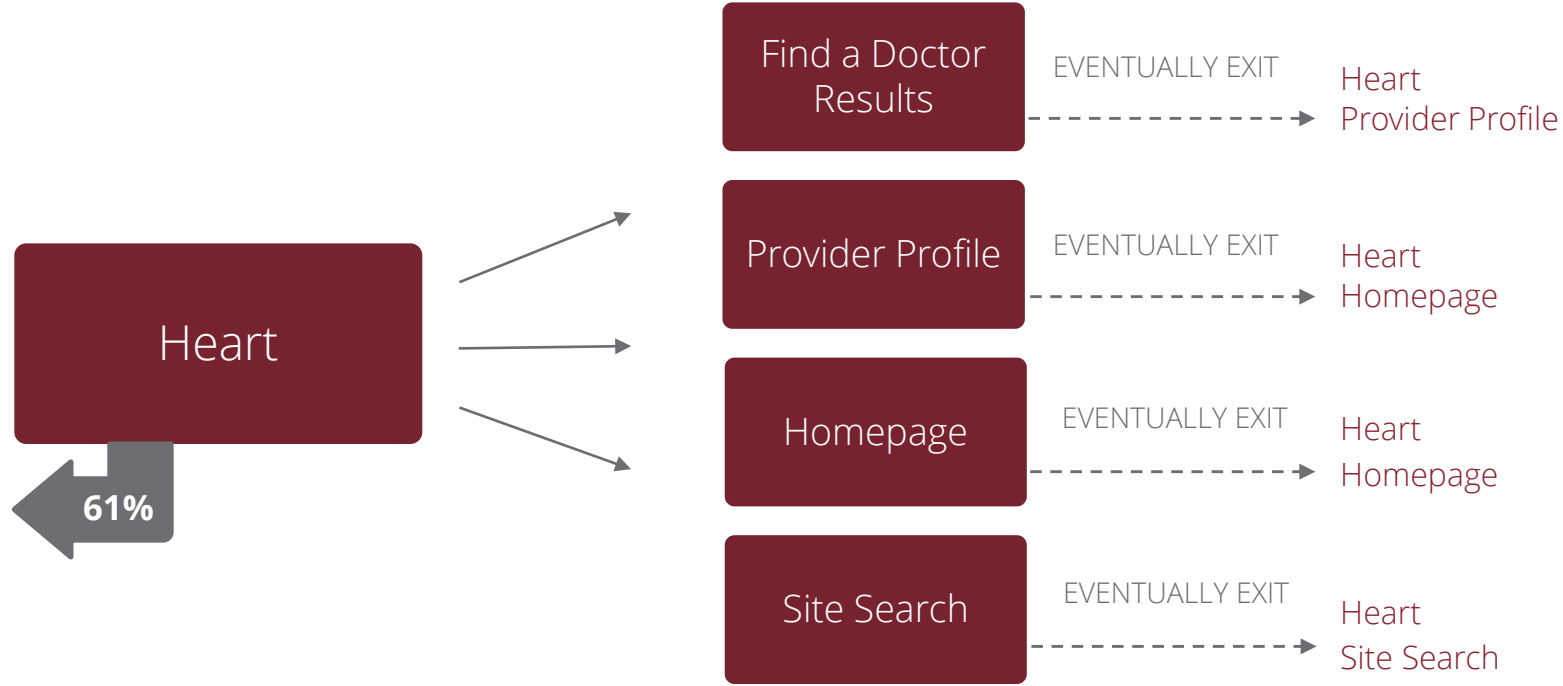
- ✓ Look at top terms users are searching for
- ✓ Pay attention to percentage of search exits
- ✓ Look at top pages users are searching from
- ✓ Create content that doesn't exist
- ✓ Optimize your site for content that is hard to find



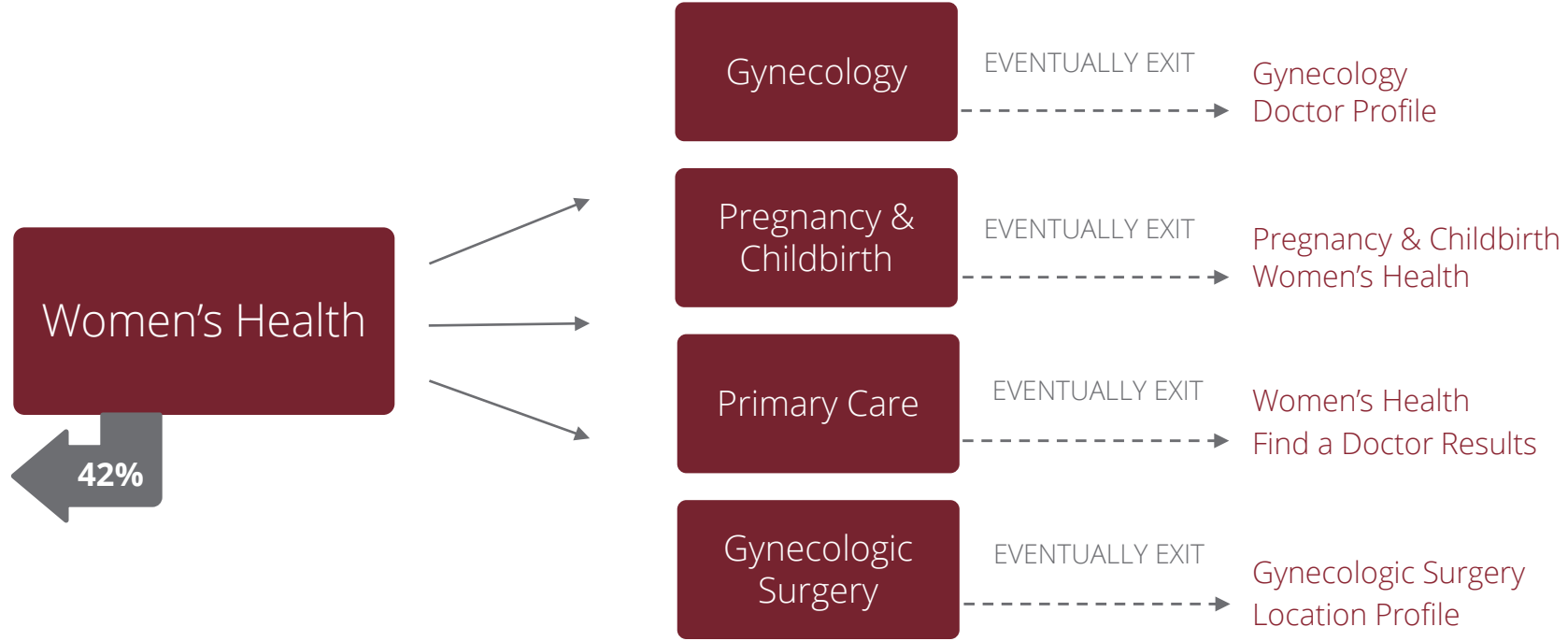
Page Pathing

An aerial photograph of a large, intricate maze constructed from tall, green hedges. The maze features a central circular area with a single, taller tree in the middle. Several paths are visible, winding through the hedges. The background shows a grassy field with scattered trees under a clear sky.

User path



User path





Is your website meeting your organization's expectations?



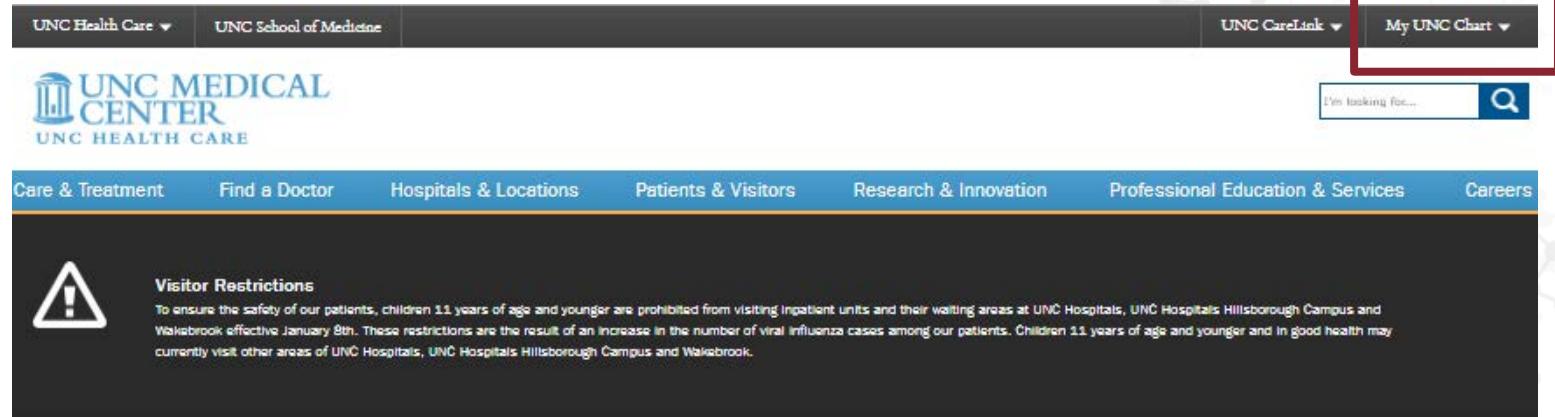
Website Event Tracking

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?

Healthy Heels- Bubba Cunningham



Carolina Athletics and UNC Health Care are partnering together to bring you Healthy Heels, an initiative encouraging you to live a healthier lifestyle. Tag your health and wellness victories using #HealthyHeels!

[Watch Video](#)

Healthy Heels- Larry Fedora



UNC Football Coach Larry Fedora knows his health stats. Do you? Use #HealthyHeels to show us how you stay healthy. Go Heels!

[Watch Video](#)

Healthy Heels- Roy Williams



Coach Williams has a number of habits to stay healthy. Do you? Healthy Heels encourages all UNC students, fans and alumni to live a healthier lifestyle and take control of your well-being. The first step to tackling any health/wellness issue is talking to your doctor.

[Watch Video](#)

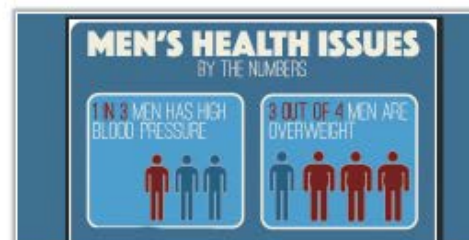
Services and Departments



The UNC Men's Health Program brings together physicians and specialists from multiple departments who are dedicated to improving access to men's health services.

[Learn More](#)

UNC Men's Health Blog



Knowing men's health stats is an important step in closing the disparity in health behaviors between men and women. Our blog lays out some of men's health biggest issues and gives you the information needed to make a change.

[Read More](#)

Support and Impact



We are committed to investing in research, education and clinical care to improve men's health. Read more about how you can support the UNC Men's Health Program and how we intend to measure the impact of your investment.

[Support the Program](#)

Action items

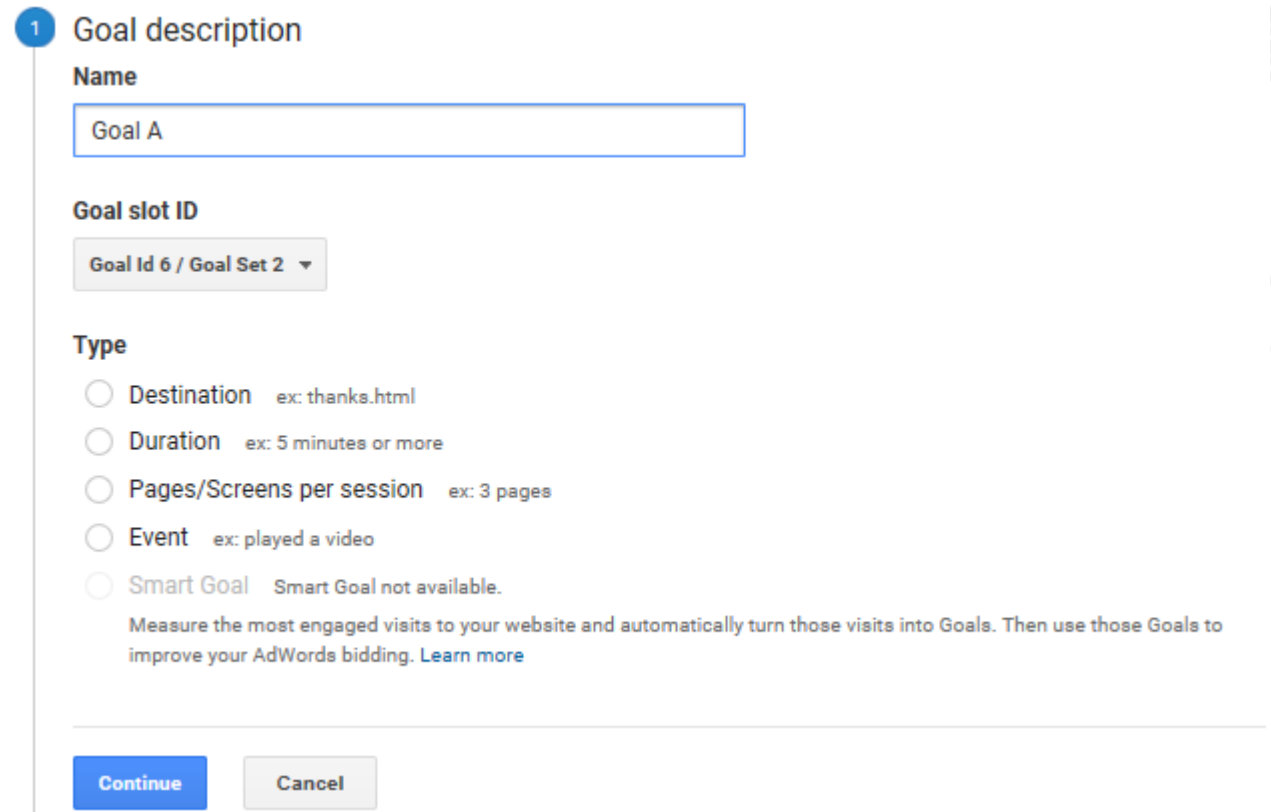
- ✓ Track user activity on the 'events' you want your users to engage with.
- ✓ Test different links in your navigation when goals aren't being met
- ✓ Modify your video length, content, or placement
- ✓ Make adjustments and experiment to continually improve conversion opportunities



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



1 Goal description

Name

Goal A

Goal slot ID

Goal Id 6 / Goal Set 2 ▼

Type

Destination ex: thanks.html

Duration ex: 5 minutes or more

Pages/Screens per session ex: 3 pages

Event ex: played a video

Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

Continue Cancel

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.

✓ Goal description [Edit](#)
Name: *Goal test*
Goal type: *Destination*

2 Goal details

Destination

Equals to Case sensitive
For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

ON \$USD
Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, turn the Goal Value off and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).

Funnel optional

ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Page 1	/	<input type="checkbox"/> NO
2	Page 2	/services/	<input checked="" type="checkbox"/>

[+ Add another Step](#)

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

Which traffic sources drive goal completions?

Acquisition > All Traffic > Source/Medium

Source / Medium ?	Acquisition			Behavior			Conversions Goal 5: Orthopedics Contact Form		
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Orthopedics Contact Form (Goal 5 Conversion Rate) ?	Orthopedics Contact Form (Goal 5 Completions) ?	Orthopedics Contact Form (Goal 5 Value) ↓
	26,558 % of Total: 100.00% (26,558)	41.88% Avg for View: 41.87% (0.02%)	11,123 % of Total: 100.02% (11,121)	3.45% Avg for View: 3.45% (0.00%)	18.31 Avg for View: 18.31 (0.00%)	00:02:51 Avg for View: 00:02:51 (0.00%)	0.01% Avg for View: 0.01% (0.00%)	3 % of Total: 100.00% (3)	\$30.00 % of Total: 100.00% (\$30.00)
1. google / organic	154 (0.58%)	98.05%	151 (1.36%)	8.44%	2.89	00:00:13	1.30%	2 (66.67%)	\$20.00 (66.67%)
2. bing / cpc	614 (2.31%)	6.51%	40 (0.36%)	1.63%	2.46	00:02:25	0.16%	1 (33.33%)	\$10.00 (33.33%)
3. (direct) / (none)	950 (3.58%)	81.47%	774 (6.96%)	54.74%	10.62	00:03:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. facebook.com / referral	8 (0.03%)	100.00%	8 (0.07%)	0.00%	3.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Which pages lead to conversions?

Conversions > Goals > Reverse Goal Path

Goal Option:
Goal 4: SGMC - Birth Advisor Consultation

Explorer

advanced

Goal Completion Location ?	Goal Previous Step - 1 ?	Goal Previous Step - 2 ?	Goal Previous Step - 3 ?	SGMC - Birth Advisor Consultation (Goal 4 Completions) ?
1. /services/maternity/birth-consultation//SGAH Birth Advisor Form/page2	/services/maternity/birth-consultation//SGAH Birth Advisor Form/page1	(entrance)	(not set)	1 (33.33%)
2. /services/maternity/birth-consultation//SGAH Birth Advisor Form/page2	/services/maternity/birth-consultation//SGAH Birth Advisor Form/page1	/search/	/locations/shady-grove-medical-center/	1 (33.33%)
3. /services/maternity/birth-consultation//SGAH Birth Advisor Form/page2	/services/maternity/birth-consultation//SGAH Birth Advisor Form/page1	/services/maternity/resources/	/services/maternity/tours/	1 (33.33%)

Negative goals



Might feel like The Upsidedown

Negative goals

- 404 Error Page



- Site Search



- Feedback buttons



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

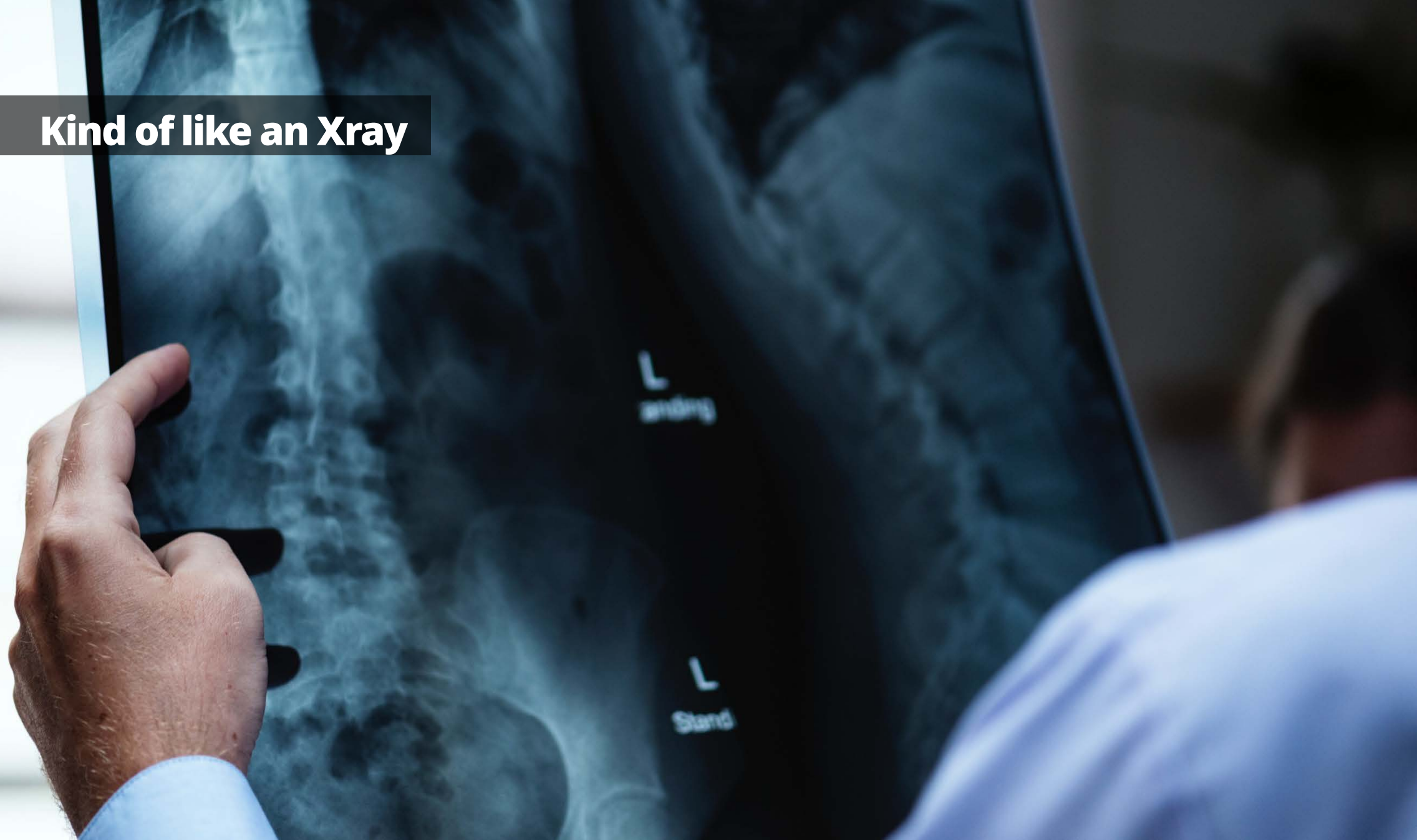
Action items

- ✓ 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.

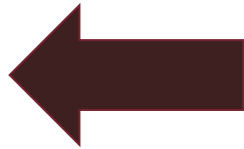


Heatmapping & Scrollmapping

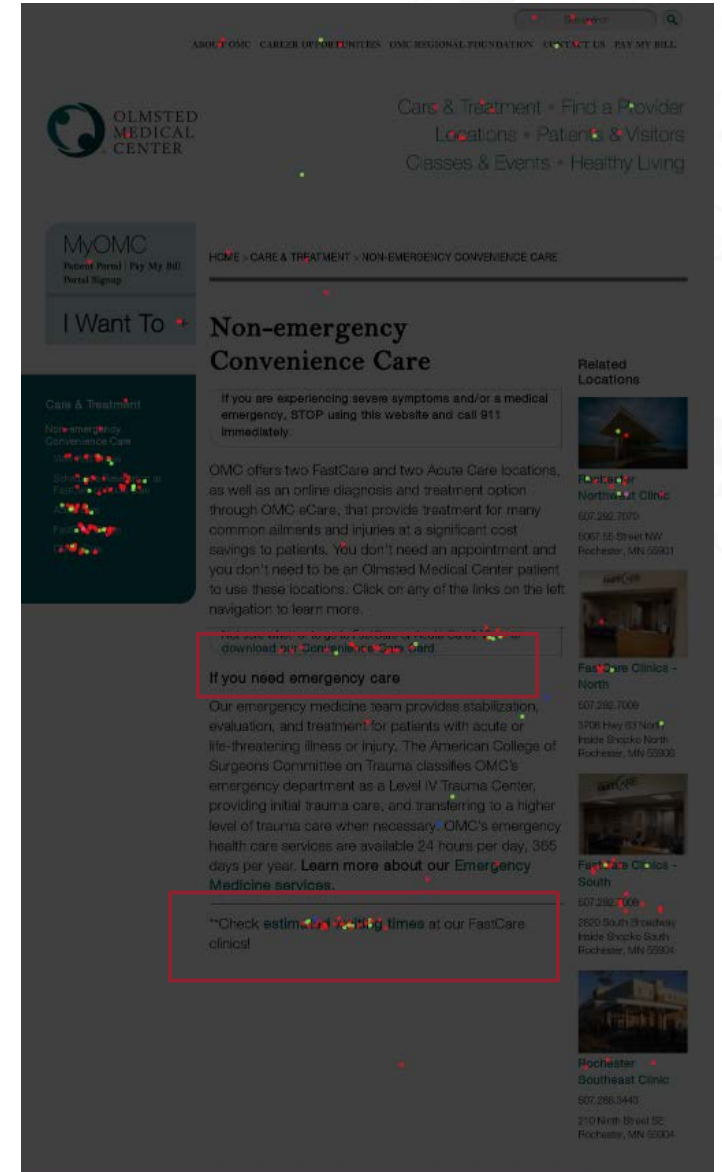
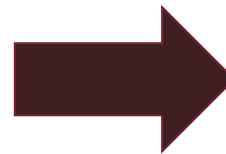
Kind of like an Xray



Scrollmap



Heatmap



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)

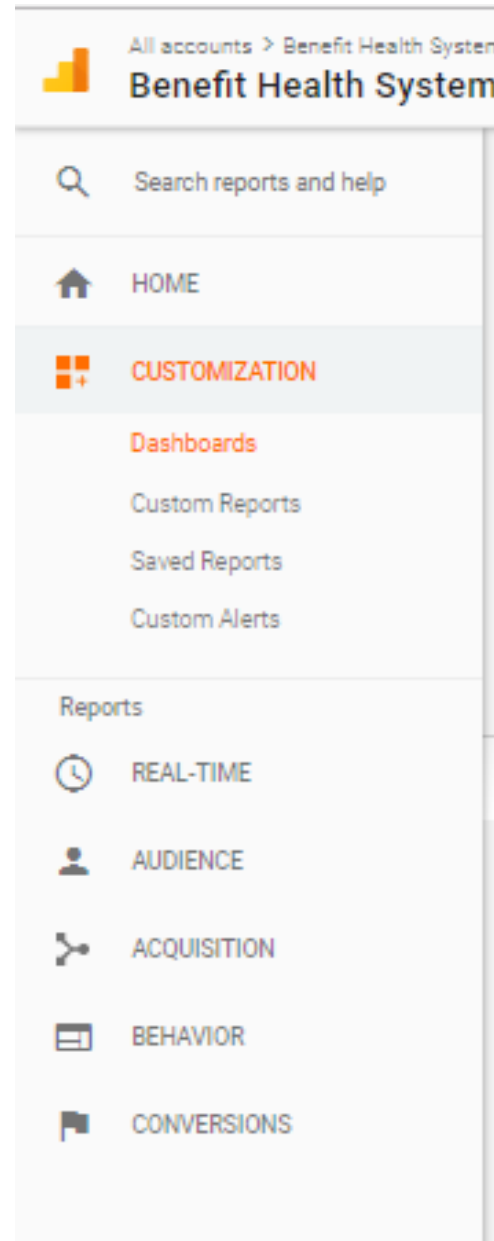
How are we doing against the objectives?

- Metrics

Data surrounding the KPIs.

Google Analytics customization

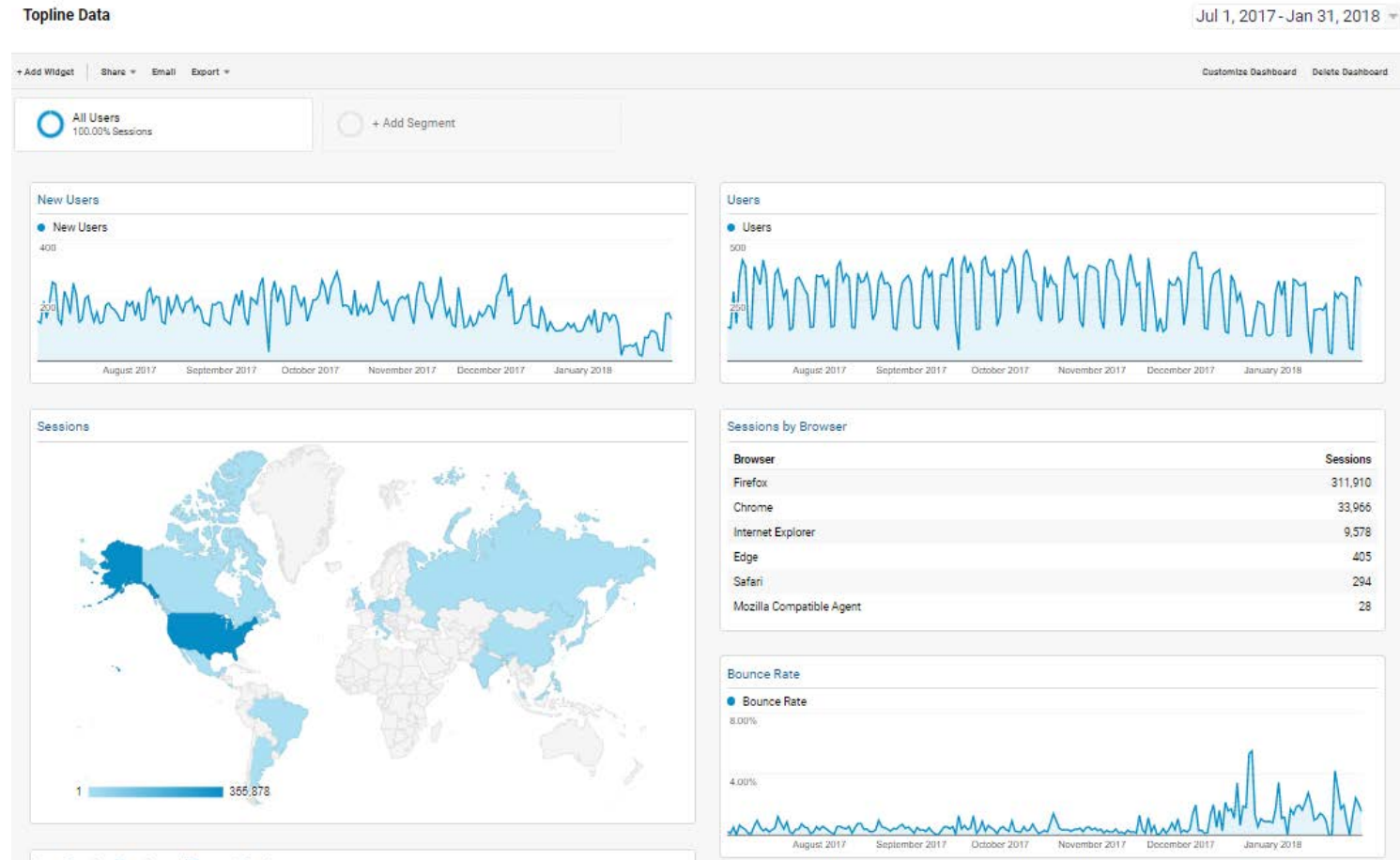
1. Dashboards
2. Custom Reports
...or Personalized Reports
3. Custom Alerts



Custom dashboards

Customization > Dashboards

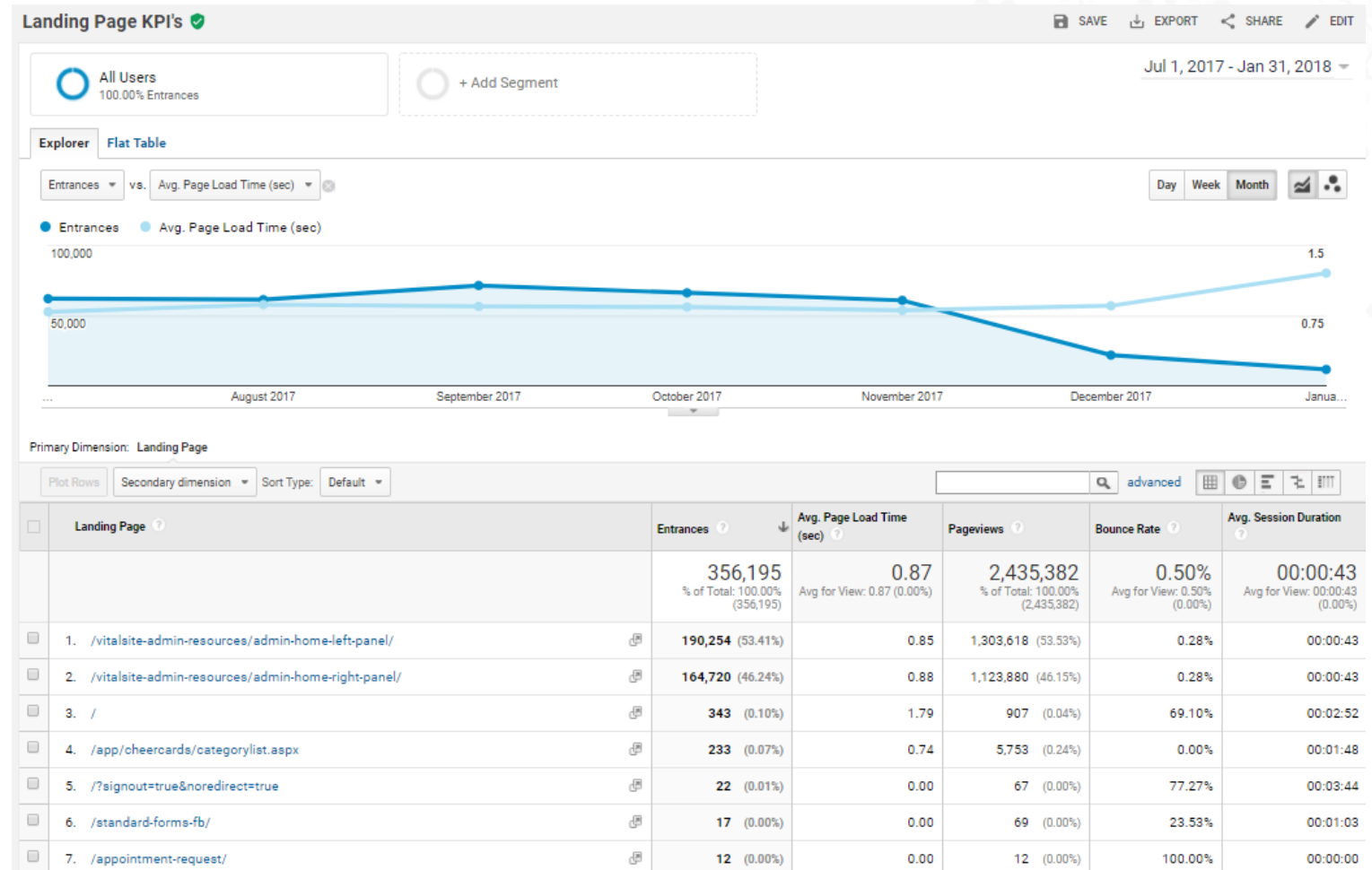
1. Customize to include the data most important to your organization in a visually appealing way.
2. Share dashboards with stakeholders



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



Device Category -

Jan 1, 2018 - Dec 31, 2018 -

Data comparisons are to previous month

Entrances
15,439

⬇️ -96.6%

Pageviews
277,184

⬇️ -92.2%

Users
4,749

⬇️ -91.7%

Sessions / User
3.25

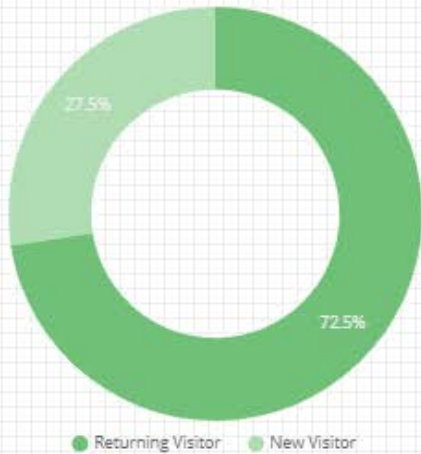
⬇️ -59.3%

Page / Session
17.95

⬆️ 130.8%

Avg Session Duration
00:03:14

⬆️ 287.1%



User Type	Sessions	% Δ	Number of Sessions per User	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ
1. Returning Visitor	11,197	-97.2% ⬇️	9.25	-67.0% ⬇️	8.39	84.4% ⬆️	00:02:05	316.3% ⬆️
2. 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

The screenshot shows a web interface for configuring custom alerts. At the top, there is a text input field for 'Alert name:'. Below it, the 'Apply to:' section shows 'Benefit Health System and 0 other views' with a dropdown arrow. The 'Period:' is set to 'Day' with a dropdown arrow. There is a checkbox for 'Send me an email when this alert triggers.' and a link with a mobile phone icon that says 'Setup your mobile phone to receive a text message about Intelligence Alerts'. The 'Alert Conditions' section is titled and contains a dropdown for 'This applies to' set to 'All Traffic'. Below this, there is a table with three columns: 'Alert me when', 'Condition', and 'Value'. The 'Alert me when' dropdown is set to 'Sessions', the 'Condition' dropdown is set to 'Is less than', and the 'Value' field is empty. At the bottom, there are two buttons: 'Save Alert' (in blue) and 'Cancel'.

Alert name:

Apply to: **Benefit Health System** and

Period:

Send me an email when this alert triggers.

[Setup your mobile phone](#) to receive a text message about Intelligence Alerts

Alert Conditions

This applies to

Alert me when	Condition	Value
<input type="text" value="Sessions"/>	<input type="text" value="Is less than"/>	<input type="text"/>

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 image shows two screenshots of the Google Optimize configuration interface. The top screenshot is the 'OBJECTIVES' tab, and the bottom screenshot is the 'TARGETING' tab.

Configuration - OBJECTIVES

Experiment objective ⓘ

- Orthopedics Contact Form (Goal 5 Completions)
Google Analytics Goal

Additional objectives

[ADD ADDITIONAL OBJECTIVE](#)

Description and hypothesis

Currently, the button says Call Me. Users may think that this will be an immediate call. Changing the copy for the Orthopedics Contact Form will cause more users to fill out the form and click on the button.

207 / 5000

Configuration - TARGETING

Who

Percentage of visitors to target ⓘ

Weighting of visitors to target

50.0 %

100.0% EDIT

When

Determines when the experiment is shown.

Evaluate on page load ✎

Additional conditions

Google Optimize

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.

The screenshot displays the Google Optimize interface for editing a draft of a website page. The top navigation bar is red and contains the text "Orthopedics Contact Form Copy (Status: Draft)", "Change Copy to Submit", "Standard", "No changes", and "DONE". Below the navigation bar, the page content is visible, including a contact form and a "Call Me" button. A right-hand sidebar shows the "EDIT ELEMENT" panel with dimensions, location, and typography settings.

Orthopedics Contact Form Copy (Status: Draft)
Change Copy to Submit
Standard
No changes
DONE

body

300 3rd Ave SE
Cedar Rapids, IA 52401



Benefit Heart Center
319-221-1667
450 4th Ave SE
Cedar Rapids, IA 52401
[View More](#)

System are dedicated to putting you back on top of your game.

Orthopedic Classes

Take advantage of these educational orthopedic health awareness classes.

Let's Talk

You can contact us at your convenience at 800-589-1171 or we'll call you. Just provide your name and phone number and we'll be in touch soon!

* Denotes required fields

* First Name

* Last Name

* Phone
Example: 123-123-1234 x123

[Call Me](#)

ABOUT VOLUNTEER MAKE A GIFT FIND A JOB CALENDAR CONTACT

Benefit Health System, 415 12th Ave SE Cedar Rapids, Iowa 52401 | 800.589.1171
Privacy | Disclaimer

EDIT ELEMENT

DIMENSIONS
1903px 2092.6px

LOCATION
0px 0px
0px -1214.63px

TYPOGRAPHY
A Museo Sans W01 :
tT 19.5px
B normal

A meme featuring Dwight Schrute from the TV show 'The Office'. He is shown from the chest up, wearing his signature light blue dress shirt and glasses. He has a serious, somewhat skeptical expression on his face. The background is a blurred office setting. The text is overlaid in large, white, bold, sans-serif font with a black outline.

WEBSITE IS DONE!

**FALSE. A WEBSITE IS NEVER
"DONE"**

memegenerator.net

A continuous process

