



Digital Analytics

Policy and Governance

Creative Services, Communications Division

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TxDOT will collect, report and analyze a minimum foundation set of performance and customer satisfaction measures for their digital presence. In order to gain a holistic view of this presence, Creative Services has developed a measurement strategy that is customized to TxDOT.gov. Customers should work with Creative Services to develop a customized measurement strategy for their partner websites.

Sponsor

The Chief Communications Officer is the **sponsor** and has signed off on the measurement strategy on XX/XX/XXXX.

Living Document

The field of digital analytics is evolving, and as the industry grows and changes, this document will evolve as TxDOT becomes more proficient in its analytics. Additionally, Creative Services' customers will be surveyed on a regular basis to verify what they are interested in and determine how it can be best accomplished in a meaningful way.

Purpose

The purpose of the measurement strategy is to collect a diverse data set that can be analyzed holistically in order to tell a complete story of how visitors use and engage with TxDOT's digital content.

Result

This process of analysis will result in continuous improvement for the user's experience. In essence, we are listening to our customers and making improvements based on what we hear. Additionally, we are able to prioritize our needs and determine which improvements to make first.

Oversight

Communications Division's Creative Services section is the office of primary responsibility over digital analytics. Creative Services will provide expertise to the customer in order to customize measurement strategies towards their individual website, frequently providing reports and analysis to the customer.

Expectations

- The customer will identify the website's business objectives in the broadest parameters.
- Creative Services will identify website goals and key performance indicators (KPI) to measure each business objective.

Roles and Responsibilities

- Creative Services along with TxDOT's IT partner (NTT Data) will create, set up and manage the analytics account.

- Creative Services will create reports to gather the data in the appropriate analytics software either Google analytics or SiteCatalyst.
- Creative Services will assemble the data into dashboards, highlighting relevant information for the customer. In addition, Creative Services will recommend changes to improve continuously both the website and the user experience.

Digital Analytics

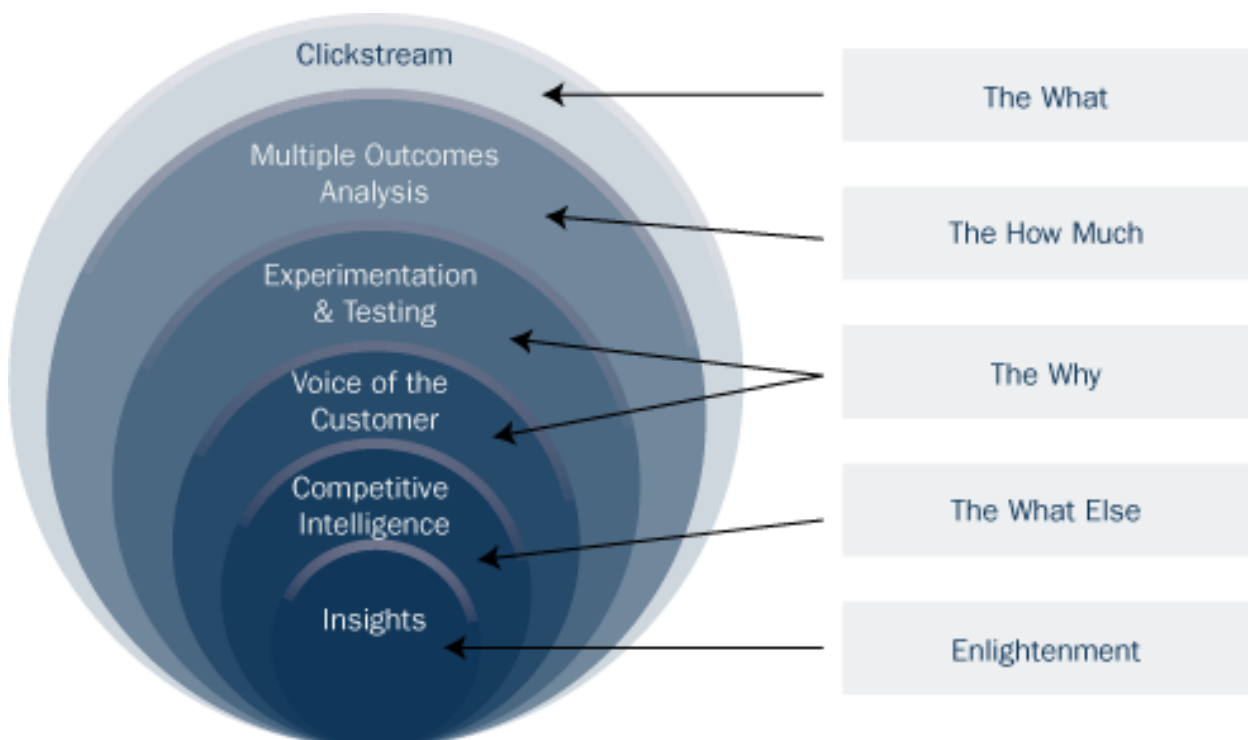
Overview

Digital Analytics

Digital analytics is the analysis of qualitative and quantitative data from online mediums and the competition, driving continual improvement of the online experience for customers and potential customers, translating into your desired outcomes, both online and offline.

Source: Avinash Kaushik

Digital Analytics is comprised of five strategies implemented to gain insight into who's visiting your website and how they're using it. Acting on this analysis translates to continuous improvements to your customers' experience as well as drives desired outcomes both online and offline.



Clickstream: The What

Clickstream measures what users have already done on your site:

- Page views
- Visits
- Visitors
- Time spent on the site
- Time spent on key pages
- Page depth per visit
- Bounce rate
- New vs. returning visitors
- Visitor recency
- On-site search queries
- Traffic sources
- Search engine keyword queries.

True insights come from measuring across additional dimensions, such as time, content, marketing and demographics.

- **Time:** day, week, month, season and year
- **Content:** pages, downloaded files, subscriptions, offsite links, on-site search queries, page depth compared to time on site
- **Marketing:** referring domains/sites/pages/social media/email links and referring search keyword/phrases
- **Technology:** browser – web/mobile, browser version, platform, mobile devices, screen size
- **Demographics:** network/ISP/organization, country, state/local, city, zip code

TxDOT Tools: SiteCatalyst and Google Analytics

Multiple Outcome Analysis: The How Much

Measuring Outcomes connects customer behavior to a business' effectiveness. The following are three types of website outcomes:

- Better use of assets (including how money is spent)
- Reduction of costs
- Improvements in customer satisfaction/loyalty

TxDOT Tools: SiteCatalyst and Google Analytics

Experimentation and Testing: The Why

Through experimentation and testing we are able to figure out what will or will not work online. This can be in reference to the website itself or used for offline promotions, such as testing the effectiveness of promotional language.

TxDOT Tools: SiteCatalyst Test & Target and Google Website Optimizer

Voice of the Customer: The Why

Through voice of the customer activities (user-centered design) we begin to understand what the user really wants or needs from the website. These activities include surveys, lab usability testing, remote usability testing, card sorts, etc.

TxDOT Tool: Self service

Competitive Intelligence: The What Else

Through competitive intelligence we understand how we are performing against our competition, such as other Texas state agencies and other state DOTs. This knowledge helps us improve, identify new opportunities and stay relevant. We need to care equally about what happens on our website as well as on our competitors' websites.

TxDOT Tool: Google AdPlanner, Compete, Technorati

Digital Analytics

Measurement Strategy

As mentioned in the overview, TxDOT will begin measuring the basics of digital analytics and then over time grow and add additional metrics and complexity.

Analysis Development:

Below is the path we will grow in our analytic development:



1. We will collect and report on foundation metrics for all TxDOT websites. These metrics include:
 - Page views
 - Visits
 - Unique visitors
 - Page depth
 - Bounce rate
 - Time on site
 - Daily returning visitors
 - Traffic sources
2. We will analyze how effective the desired “Home Pages” are in engaging the user to view additional content on the site? (TxDOT.gov would be Home, Driver, Business and Government).
3. We will identify the site’s top 20 landing pages (these pages do not include the identified home pages above).
4. We will determine if the ad banners drive traffic to key messages.
5. We will identify the top 20 pages viewed by users.
6. We will collect and report on keyword searches conducted on the website, determine their usage amounts and the quality of search results returned to the user.
7. Through Click Density Analysis, we will discover what and where users are clicking on each page.
8. Through Exit Surveys, we will learn directly from users about their experience with the website.
9. We will assign and track micro-value outcomes, such as signing up for a newsletter or downloading files. We will also determine if the site is effective at prompting the user to perform a desired action.
10. Compared to other websites in the same industry (for example, TxDOT.gov would compare against other Texas state agencies and other DOTs).
11. We will conduct A/B testing and experimentation to improve page performance or reduce abandonment rates of multi-step processes. With testing, we can improve the page with customer feedback on everything from copy, content, images, calls to action, etc.

12. We will collect and report on your social media metrics – how many retweets, likes, comments, etc. you are getting per activity. Which activity provides the most value for your brand? We will provide the social media dashboard to analyze each of the channels together.

Common questions analytics can help answer

- How many pages were requested?
- How many visitors are coming to the website?
- How many returning visitors do you have?
- What percentage of these were new visitors?
- Where are visitors coming from?
 - Direct Traffic (typed in URL or used bookmark),
 - Referring Sites (sites that link to you)
 - Search Engines (Google, Yahoo!, Bing, Ask and others that list your site in keyword search results)
 - Campaigns
 - Social Media
- When (what days or months) does the website have highs and lows in traffic? Are those traffic changes driven by content releases or seasonality?
- How many of the visitors leave without viewing another page?
- How many pages were viewed during a visit? What was the next page that was visited?
- How much time are visitors spending on the site?
- Are visitors viewing more pages and spending more time on the website? If these do not correlate, we have frustrated users not finding their desired content.
- What are the most popular search terms from our top referring search engines? Are those terms/phrases closely tied to the name of the website or do visitors find our website by searching the types of services or information that the website provides?
- What are the top pages search engines refer visitors to?

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- Which pages receive the most visitors? What content is being consumed by the user? Do these pages correlate to the pages that search engines are referring visitors to?
 - Are our top 10 pages different for visitors accessing the site from web browsers vs. mobile browsers?
 - What keywords and keyword concepts are visitors using in the on-site search?