Overview

As UND and mStoner move forward with the website redesign project, identifying key analytics to help measure the project is a priority.

UND is using Google Analytics to track the website and has historical data in the account. This document identifies key benchmark data to establish and collect throughout the project in order to have solid data for comparison when the redesigned website launches.

The objective is to make lightweight revisions to tracking on the current und.edu that will help inform the relaunched website.
Current Analytics Environment
Current Analytics Environment

- UND uses **Google Tag Manager to manage tracking code** for all sites and pages within OU Campus.

- A single Google Analytics property (UA-1304238-1) within the “und.edu” Google Analytics account contains all the tracking data for the primary und.edu domain.

- Sites outside of OU Campus have their own analytics accounts and are not tracking within the main und.edu account. This includes aero.und.edu

- **Some sites within OU track across two Google Analytics accounts**, such as business.und.edu which tracks to the main und.edu account as well as a second account (UA-76641-35).

- Some third-party sites such as ndusund.askadmissions.net have the UND Google Analytics tracking code on forms. Others, such as app.applyyourself.com do not have UND tracking code.

- **UND has views to share access to analytics data** with discreet units.

- **UND created views to track internal and external visitors**, as well as to separate subdomain URLs in reports.
Current Analytics Environment (continued)

- UND makes **limited use of Google Analytics goals**. Only the “Extended Learning”, “Undergraduate Admissions - Enrollment Services”, and “www.und.edu - original - no filters” views have goals currently tracking data, and these are not actively used.

- **Event tracking is configured within Google Tag Manager** for key interactions such as: outbound links, file downloads, mailto links, key click actions in the page header, and navigation clicks within key navigation sets on the page.

- Google Analytics **campaign tagging is used primarily the admissions area** for marketing activities related to landing pages.

- **Site search tracking is enabled for all views** to capture search queries using the UND Google Search Appliance.
Existing Data for Benchmarking

UND has an organized approach to collecting analytics on the current website, and thus basic web analytics data is present historically and is being collected currently for most areas of the site.

- UND has **good coverage of web pages managed by OU Campus within Google Analytics**. There are no obvious large gaps in this coverage, and a solid baseline of data already exists.

- UND’s existing views for schools and colleges, as well as other discreet units, provide a solid way to report data for these units separately. Data collection into these views will continue through the course of the project.

- Separate **views collect internal and external visitor data based on IP address ranges**. These views are established and appear accurate in separating internal and external web traffic.

- The site is configured for **event tracking for fundamental non-pageviews including downloads and external links**.

- Event tracking is in place for navigation and action links. This will need to change with the re-launch of the new website, but **existing data is useful for analysis of the information architecture**.
Proposed Changes to Collecting Data

These changes to existing analytics tracking are geared toward tracking key conversions on the site, ensuring all relevant pages are tracked, and positioning UND to use features of Google Analytics for future analysis.

- UND should **review and update existing goal conversions** within the Undergraduate Admissions - Enrollment Services view.

- **New goals should be considered** for website engagement generally, and academic program pages specifically.

- **Include missing subdomains**, such as aero.und.edu, within the main und.edu analytics tracking to provide a more complete picture of analytics. This can be accomplished by adding tracking code in addition to what these sites presently track, and thus not interfering with existing tracking.

- **Expand on the use of campaign tagging of URLs** with Google Analytics UTM variables, in order to better understand conversions and audience-specific activity. Currently campaign tagging is primarily used within admissions.
New Analytics Goals

In order to improve the performance of the website in supporting student recruitment, we suggest tracking the following form submissions as goal conversions in Google Analytics.

Request For Information (RFI) forms

- Graduate:
  - Domestic - https://ndusundgrad.askadmissions.net/emtinterestpage.aspx?ip=domestic#
  
  **Note, these two forms will be merged by the end of August.**
- Extended Learning All Programs - http://und.edu/academics/extended-learning/request-info-non-credit.cfm
New Analytics Goals (continued)

Applications

- Undergraduate - https://app.applyyourself.com/AYApplicantLogin/fl_ApplicantConnectLogin.asp?id=NDUSUND

- Graduate - (located within ndusund.askadmissions.net)  
  Note: This is moving by August/September and will follow the undergraduate model.

Schedule Visit

- Schedule Visit - https://apps.und.edu/forms/public/campus-visit-registration/form.cfm

- New form for Graduate Visits, if implemented in place of the current email process.

Website Engagement

- Create a goal for visitors who visit more than ten pages.
## Recommendations

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Type of Task</th>
<th>Owner</th>
<th>Collaborators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review Undergraduate Admissions - Enrollment Services goals.</td>
<td>Google Analytics configuration</td>
<td>UND Core Team</td>
<td>Admissions</td>
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<tr>
<td>- Keep goals that are accurate</td>
<td></td>
<td></td>
<td>UND mStoner</td>
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<tr>
<td>- Update or remove unused goals</td>
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<tr>
<td>Identify users of Google Analytics campaign tagging.</td>
<td>Planning</td>
<td>UND Core Team</td>
<td>Admissions</td>
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<tr>
<td>- Discuss strategy for using campaign tagging</td>
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<td></td>
<td>mStoner</td>
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<tr>
<td>- Establish tracking spreadsheet for future campaign tagging</td>
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<tr>
<td>Place primary UND tracking code (UA-1304238-1) on aero.und.edu.</td>
<td>Website configuration</td>
<td>UND Core Team</td>
<td>Aerospace Web Team</td>
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<tr>
<td>- This can be done in addition to existing Aerospace tracking</td>
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<tr>
<td>Create new goals</td>
<td>Google Analytics configuration</td>
<td>mStoner</td>
<td>UND Core Team</td>
</tr>
<tr>
<td>- Reconcile new goals around request information forms with existing goals</td>
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<td></td>
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<tr>
<td>- Create new goals in Google Analytics</td>
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<tr>
<td>- Copy goals into primary UND reporting views</td>
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Next Steps

- UND is in the process of changing several conversion forms during the coming months. mStoner and UND should re-visit the revised forms in September 2017 and update the Google Analytics goals as necessary.

- UND added the main und.edu Google Analytics tracking code to aero.und.edu, however, this additional tracking code is not collecting data. We suggest installing the UND Google Tag Manager code on aero.und.edu instead of the Google Analytics tracking code. This will resolve the issue and make it easier to manage the tracking codes going forward.