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University of North Dakota

Analytics Goals

mStoner

Overview

An important part of the UND website redevelopment project is establishing a basis for measuring success. The project tackles numerous challenges including content, user experience, design, governance, and technology. Establishing goals in each of these areas, from the outset, helps to focus the project team and manage stakeholder expectations.

This document offers a framework for measuring the success of the redevelopment initiative, the resulting website, and related organizational changes.

Framework for Goals and Measurements

We recommend a framework with four categories of goals and measurements:

- **Website metrics** and analytics including pageviews, sessions, time on page, bounce rate, and other data that is typical of Google Analytics.
- **User engagement** and immersion with key areas and features of UND's website, including stories and other content that is tied to UND's brand attributes.
- **Conversions** for admissions and enrollment activities including requesting information, scheduling a visit, and applying.
- **Organizational and governance-related goals**, which could include a reduction in the number of webpages or content management system users, and other metrics tied to adoption of brand and web tools and policies.

Website Metrics

Benchmark measurements should be constructed in these key areas:

- **Top level “vanity” metrics.** While these these never tell the story for all audiences, typinclusion of overall pageviews, sessions, bounce rate, pages per visit, and time on site have meaning. The size and scale of these numbers represent the total impact of the website. For example, over the past year, [UND.edu](https://und.edu) had over 30 million page views from 3.38 million users representing over 55,000 average monthly hours on the website. The metrics are monitored for changes which could indicate a problem on the site or a shift in the way visitors find or use the site.
- **Traffic sources.** Evaluating traffic from mobile devices, key channels such as organic search, and campaigns will inform UND of where visitors are coming from.
- **Search activity.** Visitor use of website search and the search terms they use inform the information architecture and content of the site.
- **Top content and landing pages.** Evaluating top pages of the site (and subdomain sites) and the areas where visitors enter the site helps editors prioritize high visibility content areas.

User Engagement

The following areas should be measured to determine the success of web functionality, content, and design:

- **Usage of design features.** The specific features to be measured will be determined once the design direction is determined, and may include use of event tracking to capture in-page activity. Features might include: call to action links, interactive content components, image carousels, program finder filters, audio and video players, photo galleries, and other features where interactivity can be measured.
- **Engagement with key content areas.** The website content strategy will follow the brand. We anticipate tracking engagement with content and features related to UND's brand attributes. Any interactive features included in the website design will also be tracked.
- **Usability testing results.** UND should plan to conduct periodic tests of human interaction with the website to measure the effectiveness of information architecture, navigation, and design aesthetic via usability tests along with design aesthetics and key features.
- **Performance.** Web pages should load quickly (typically under 3 seconds). Visitors expect content to load quickly and search engines prioritize faster sites.

Conversions

A separate Analytics Benchmarks deliverable is currently in progress. The deliverable outlines specific conversions to capture in Google Analytics both before and after the website redesign in order to measure the impact of the new site. These goals are tied to business objectives around student recruitment, including requests for information, applications, scheduling visits, and other important tasks or interactions that can be completed on the website.

Organizational and Governance-Related Goals

This category covers goals surrounding the management and sustainability of a high quality website, which can be more difficult to measure quantitatively. An initial list of goals follows.

- **Adoption of the CMS.** The number of schools and colleges working within the same templates in the same OU Campus environment. Expectation is 100%.
- **Consistency of brand.** Brand standards are met for all content in the CMS and third-party systems are styled to match the UND brand. Visitors know they are at UND.
- **Governance model implemented.** The governance model has been adopted to allow for maintenance of the website, with resources dedicated to the effort and a repeatable process is followed for managing website updates. Measurement might include: reducing the number of CMS editors in the system in a more centralized model or implementation of content strategy for updating key content areas at regular intervals.
- **Reduction in the overall number of web pages on the site.** The overall volume of content is reduced to a TBD target, and stays within some tolerance level of the target in future years.

Next Steps

The first iteration of this document, delivered in April 2017, provides a a roadmap or a starting point, with specific measures yet to be determined.

- Once the governance strategy is complete, this document will be revisited and specific organizational goals will be established.
- Similarly, the specific engagement metrics will be set after the website design is complete.
- The identification of specific website and conversion metrics is in progress.

Ultimately, defined measures must be clear, concise, non-technical, and associated with real business results.

Goals Worksheet

Below is an initial worksheet that can serve as a starting point for an exercise to be jointly completed between mStoner and UND.

Objective	Goal	Type	Target	Tool
Drive enrollment	Increase undergraduate request for information submissions	Web metric	Increase RFI requests year over year	Google Analytics
Drive enrollment	Increase engagement with academic program pages	Web metric	Increase pages/session for visitors to these pages year over year	Google Analytics
Implement governance model	All school and colleges sites are managed in new OU Campus templates.	Governance	All school and college top level pages managed in OU Campus	OU Campus
Produce high quality content	Top level pages are reviewed and approved by centralized marketing and communications team.	Governance	All pages within a defined portion of the IA are managed centrally	OU Campus
Produce high quality content	Reduce the number of overall pages on the UND website.	Web metric	The number of pages published to UND domains decreases	Screaming Frog SEO Spider
Brand consistency	All OU Campus pages have consistent UND branding.	Brand	Templates and third party sites use UND brand assets	OU Campus
Visitors find information quickly	Internal and external audiences find what they need quickly.	Usability	Positive feedback from testers of a defined set of usability tasks	Usability testing