bmc

Measuring Customer Usage of Documentation Through Google Analytics

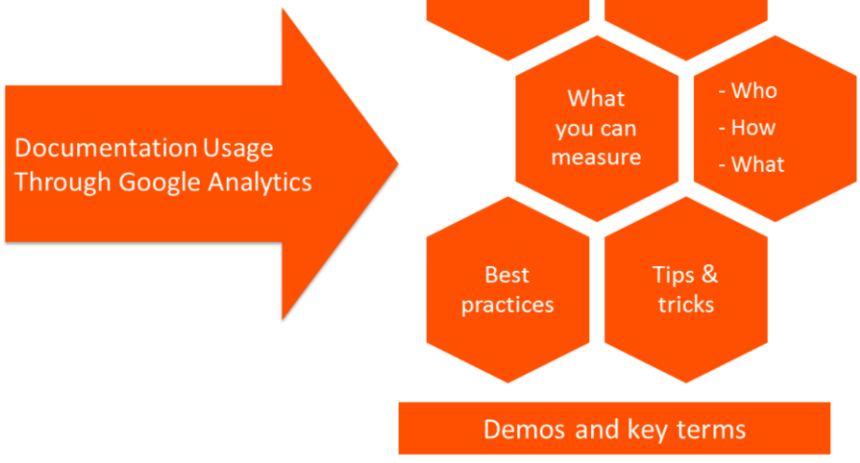
—

Measure Anything, CIDM, Jan 2016

Paresh Naik

Michele Marques

Agenda

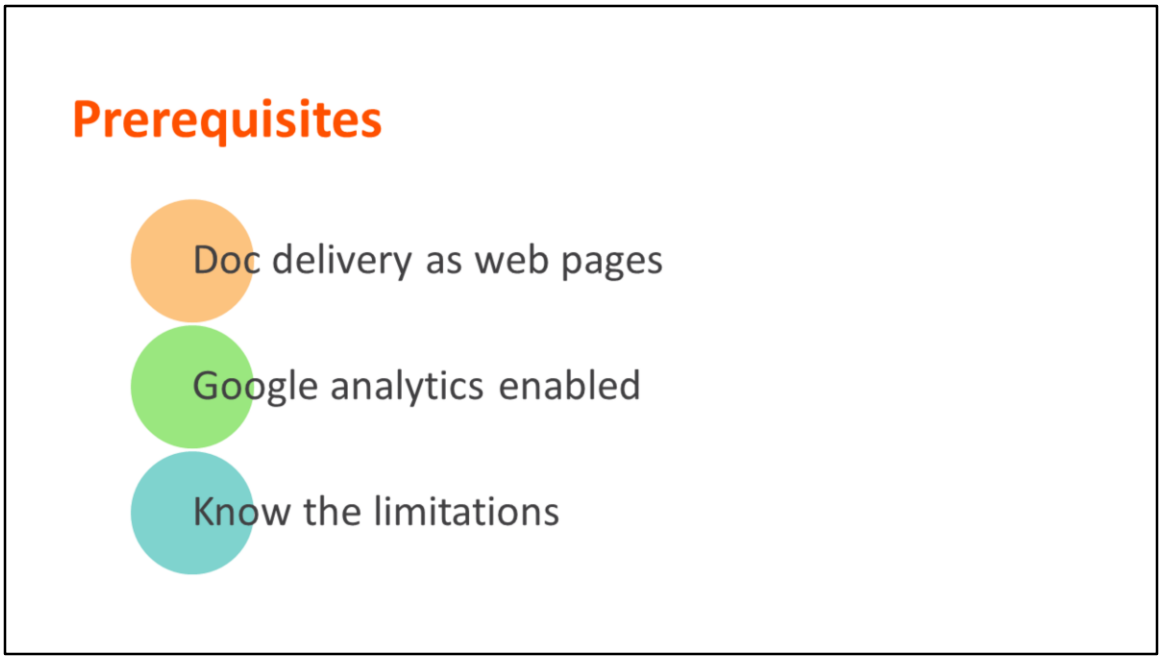

Documentation Usage
Through Google Analytics
Why
What
you can
measure
- Who
- How
- What
Best
practices
Tips &
tricks
Demos and key terms

Poll

How many of you have used any form of web analytics before?

Why gather metrics from Google Analytics

- Use to test the impact of improvements
- Use to prioritize investments
- Learn what you can cut
- Other? – Add your reasons in the chat window



Reference material on how to enable Google Analytics:
https://support.google.com/analytics/answer/1008080?hl=en

10% tools and 90% intelligence

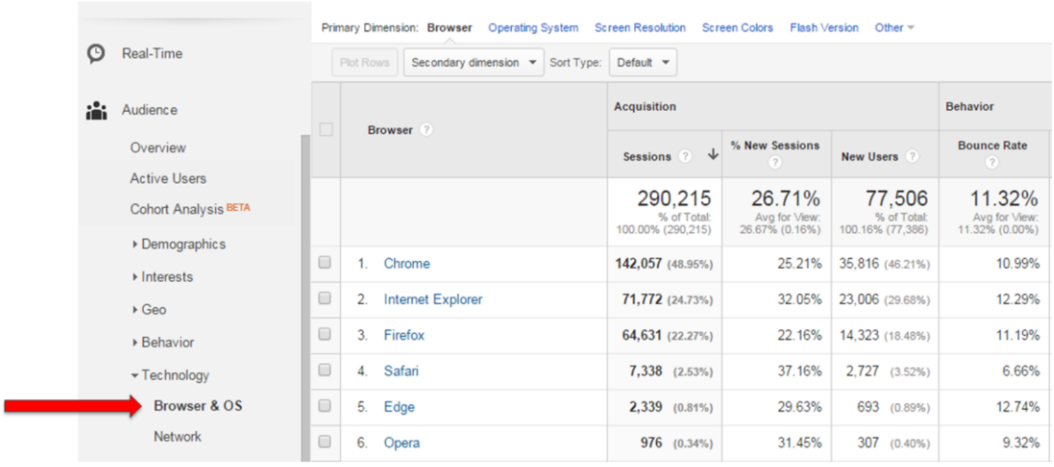
Article by Mark Baker on limitations of analytics:
http://everypageispageone.com/2011/12/07/why-analytics-may-mislead/

What you can measure

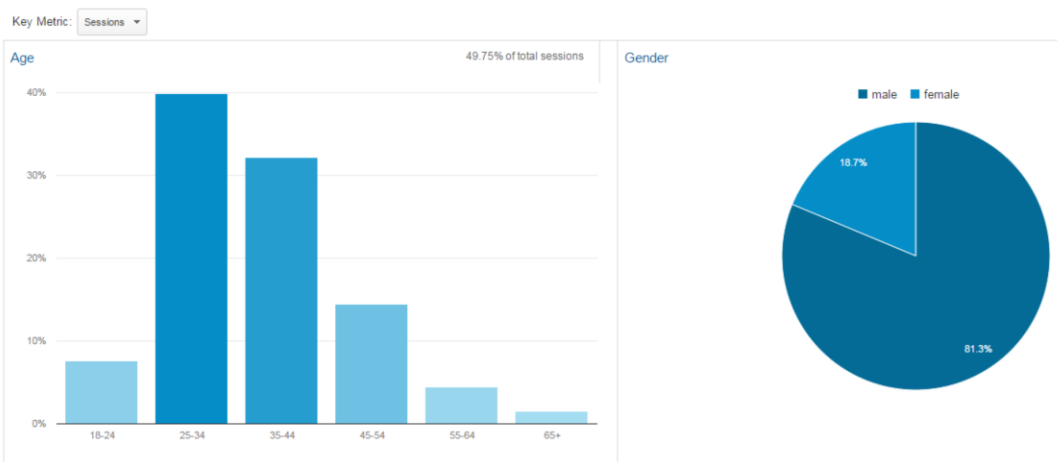
Who is using your documentation?

- Technology
- Demographics & interests
- Geo and language
- Behaviour
- Companies (for B2B products)

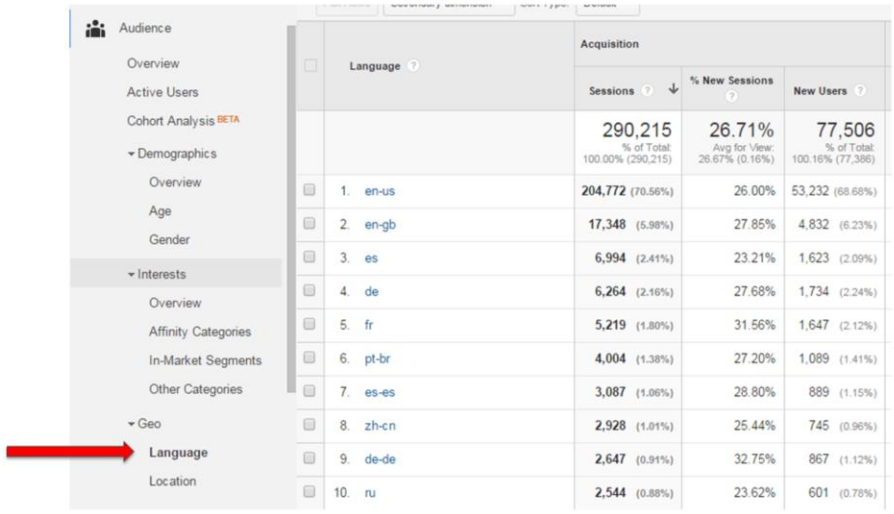
Technology of users



Demographics

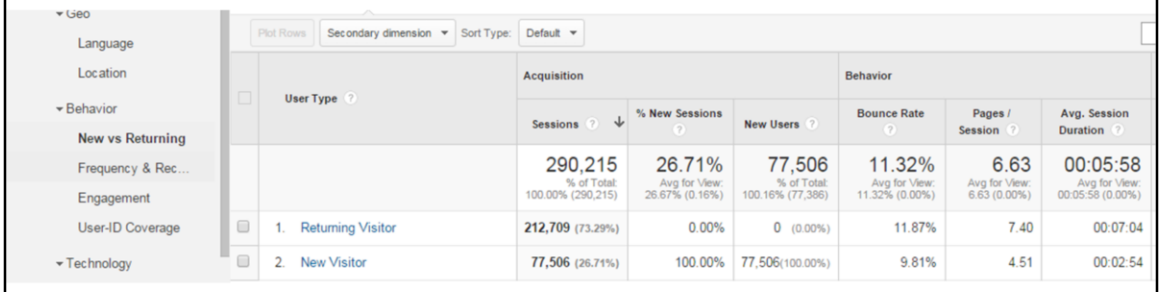


Language



Helps with decisions on localization and translation. Are you choosing the right languages?

Behavior



Not just % of Returning vs New visitors.

- Bounce rate – for returning visitors, could mean a bookmarked page. For context-sensitive help, it could mean that the topic contained exactly what they needed. For new visitors, not what they wanted – or they didn't like what they saw
- Returning visitors view more pages and spend over twice as long as new visitors – they come back for valuable information

- Frequency & recency – how many times to people visit, how long ago was their last visit
- Engagement – how long do people spend on the site (in seconds)
- User-ID Coverage – was not meaningful for us

Company

- Live demo
- Applicable for B2B

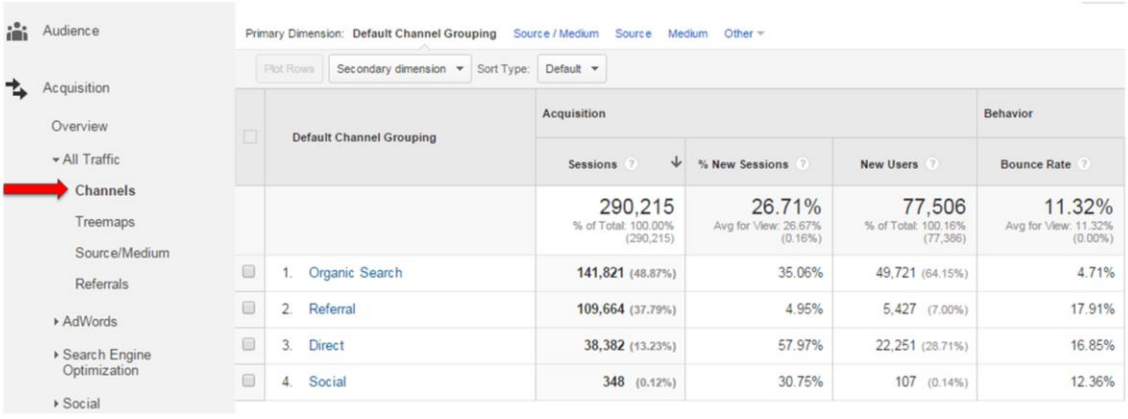
1. Behavior > All Pages
2. Select a specific page
3. Secondary dimension > Users > Service provider

- Caveats: includes home and mobile ISPs

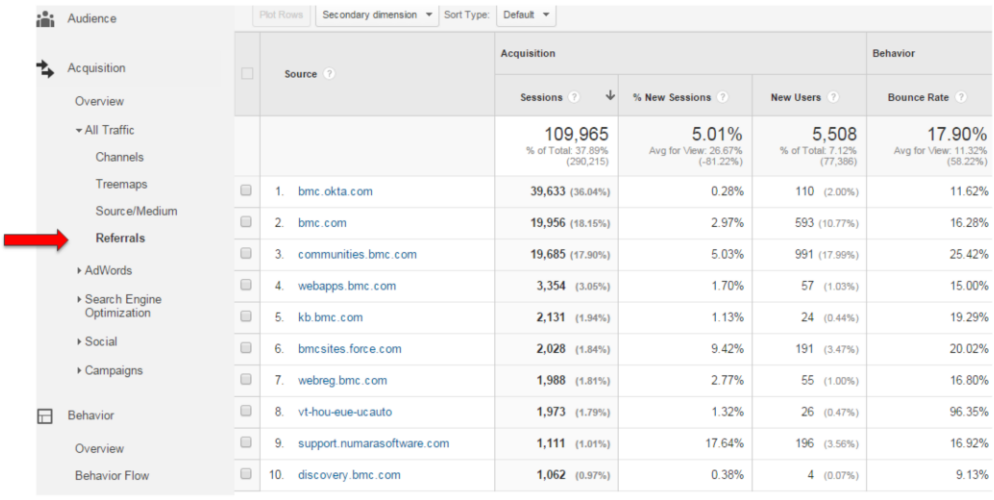
How are they reaching you?

- Channels
- Referrals
- Search keywords
- Social

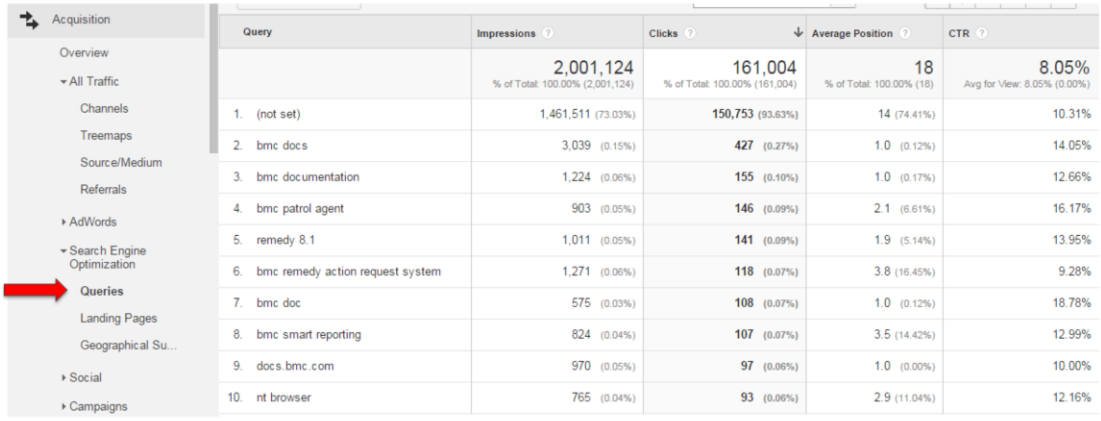
Channels


Audience
Acquisition
Overview
All Traffic
Channels
Treemaps
Source/Medium
Referrals
AdWords
Search Engine Optimization
Social
Primary Dimension: Default Channel Grouping
Source / Medium
Source
Medium
Other
Plot Rows
Secondary dimension
Sort Type:
Default
Default Channel Grouping
Acquisition
Behavior
Sessions
% New Sessions
New Users
Bounce Rate
290,215
% of Total: 100.00% (290,215)
26.71%
Avg for View: 26.67% (0.16%)
77,506
% of Total: 100.16% (77,386)
11.32%
Avg for View: 11.32% (0.00%)
1. Organic Search
141,821 (48.87%)
35.06%
49,721 (64.15%)
4.71%
2. Referral
109,664 (37.79%)
4.95%
5,427 (7.00%)
17.91%
3. Direct
38,382 (13.23%)
57.97%
22,251 (28.71%)
16.85%
4. Social
348 (0.12%)
30.75%
107 (0.14%)
12.36%

Referrals


Audience
Acquisition
Overview
All Traffic
Channels
Treemaps
Source/Medium
Referrals
AdWords
Search Engine Optimization
Social
Campaigns
Behavior
Overview
Behavior Flow
Plot Rows
Secondary dimension
Sort Type:
Default
Source
Acquisition
Behavior
Sessions
% New Sessions
New Users
Bounce Rate
109,965 % of Total: 37.89% (290,215)
5.01% Avg for View: 26.67% (-81.22%)
5,508 % of Total: 7.12% (77,386)
17.90% Avg for View: 11.32% (58.22%)
1. bmc.okta.com 39,633 (36.04%) 0.28% 110 (2.00%) 11.62%
2. bmc.com 19,956 (18.15%) 2.97% 593 (10.77%) 16.28%
3. communities.bmc.com 19,685 (17.90%) 5.03% 991 (17.99%) 25.42%
4. webapps.bmc.com 3,354 (3.05%) 1.70% 57 (1.03%) 15.00%
5. kb.bmc.com 2,131 (1.94%) 1.13% 24 (0.44%) 19.29%
6. bmcsites.force.com 2,028 (1.84%) 9.42% 191 (3.47%) 20.02%
7. webreg.bmc.com 1,988 (1.81%) 2.77% 55 (1.00%) 16.80%
8. vt-hou-eue-ucauto 1,973 (1.79%) 1.32% 26 (0.47%) 96.35%
9. support.numarasoftware.com 1,111 (1.01%) 17.64% 196 (3.56%) 16.92%
10. discovery.bmc.com 1,062 (0.97%) 0.38% 4 (0.07%) 9.13%

Search keywords



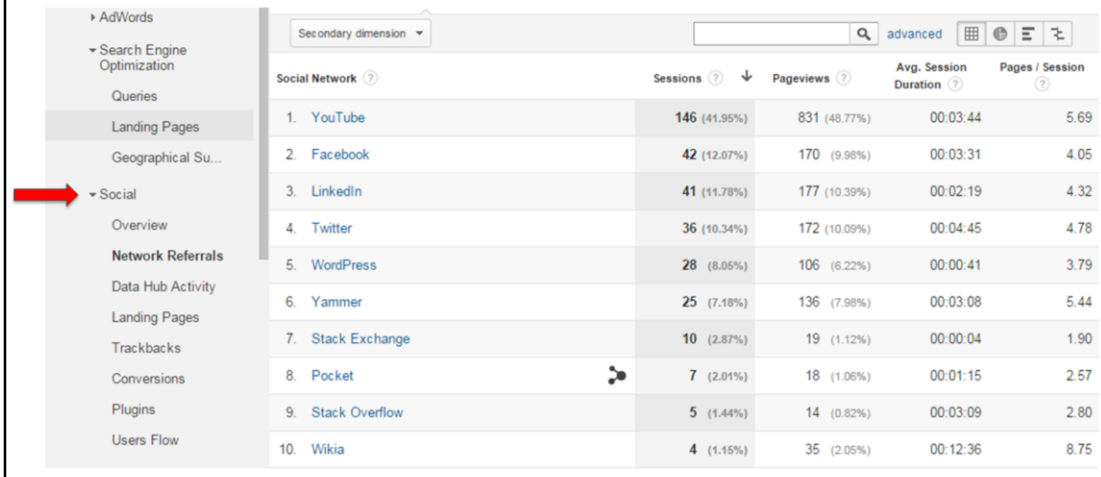
Query	Impressions	Clicks	Average Position	CTR
	2,001,124 % of Total: 100.00% (2,001,124)	161,004 % of Total: 100.00% (161,004)	18 % of Total: 100.00% (18)	8.05% Avg for View: 8.05% (0.00%)
1. (not set)	1,461,511 (73.03%)	150,753 (93.63%)	14 (74.41%)	10.31%
2. bmc docs	3,039 (0.15%)	427 (0.27%)	1.0 (0.12%)	14.05%
3. bmc documentation	1,224 (0.06%)	155 (0.10%)	1.0 (0.17%)	12.66%
4. bmc patrol agent	903 (0.05%)	146 (0.09%)	2.1 (6.61%)	16.17%
5. remedy 8.1	1,011 (0.05%)	141 (0.09%)	1.9 (5.14%)	13.95%
6. bmc remedy action request system	1,271 (0.06%)	118 (0.07%)	3.8 (16.45%)	9.28%
7. bmc doc	575 (0.03%)	108 (0.07%)	1.0 (0.12%)	18.78%
8. bmc smart reporting	824 (0.04%)	107 (0.07%)	3.5 (14.42%)	12.99%
9. docs.bmc.com	970 (0.05%)	97 (0.06%)	1.0 (0.00%)	10.00%
10. nt browser	765 (0.04%)	93 (0.06%)	2.9 (11.04%)	12.16%

These are search terms used in Google to find your site.

(not set) indicates people who came to your site from a method other than search.

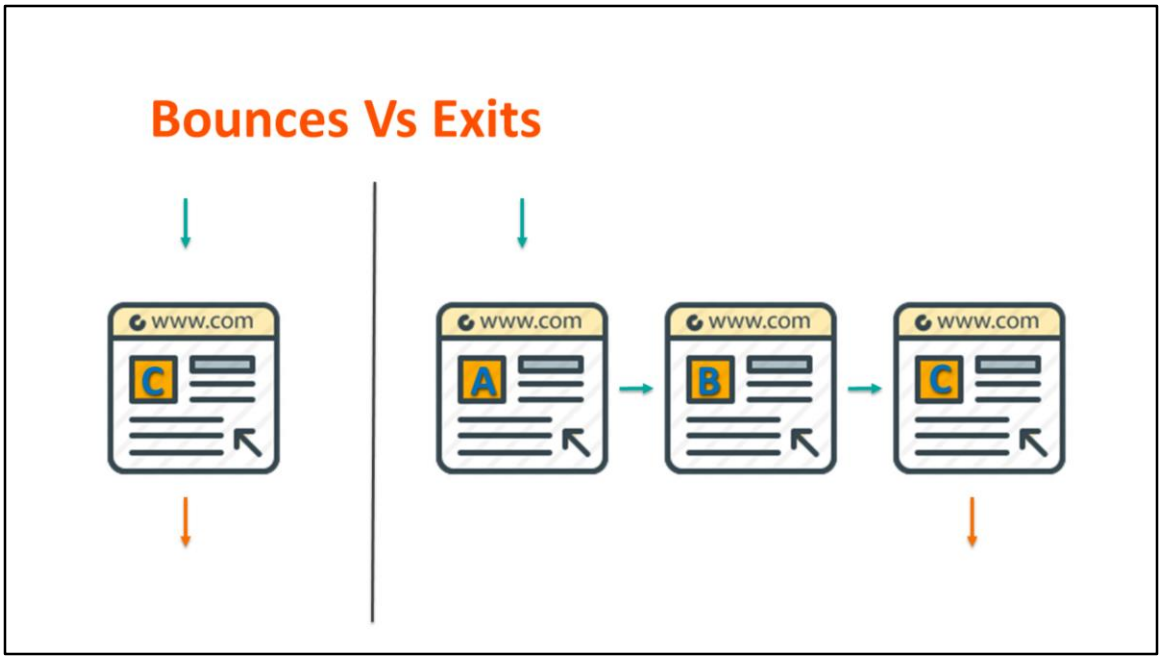
(not provided) indicates people connected to Google using SSL (https). This automatically includes anyone logged into a Google account or using the Firefox search bar.
For more information on (not set) and (not provided), see http://www.whereoware.com/blog/not-set-vs-not-provided/2013/05/
For further information on (not provided), see http://www.notprovidedcount.com/what-is-not-provided/

Social


AdWords
Search Engine Optimization
Queries
Landing Pages
Geographical Su...
Social
Overview
Network Referrals
Data Hub Activity
Landing Pages
Trackbacks
Conversions
Plugins
Users Flow
Secondary dimension
advanced
Social Network
Sessions
Pageviews
Avg. Session Duration
Pages / Session
1. YouTube 146 (41.95%) 831 (48.77%) 00:03:44 5.69
2. Facebook 42 (12.07%) 170 (9.98%) 00:03:31 4.05
3. LinkedIn 41 (11.78%) 177 (10.39%) 00:02:19 4.32
4. Twitter 36 (10.34%) 172 (10.09%) 00:04:45 4.78
5. WordPress 28 (8.05%) 106 (6.22%) 00:00:41 3.79
6. Yammer 25 (7.18%) 136 (7.98%) 00:03:08 5.44
7. Stack Exchange 10 (2.87%) 19 (1.12%) 00:00:04 1.90
8. Pocket 7 (2.01%) 18 (1.06%) 00:01:15 2.57
9. Stack Overflow 5 (1.44%) 14 (0.82%) 00:03:09 2.80
10. Wikia 4 (1.15%) 35 (2.05%) 00:12:36 8.75

What are they doing with your content?

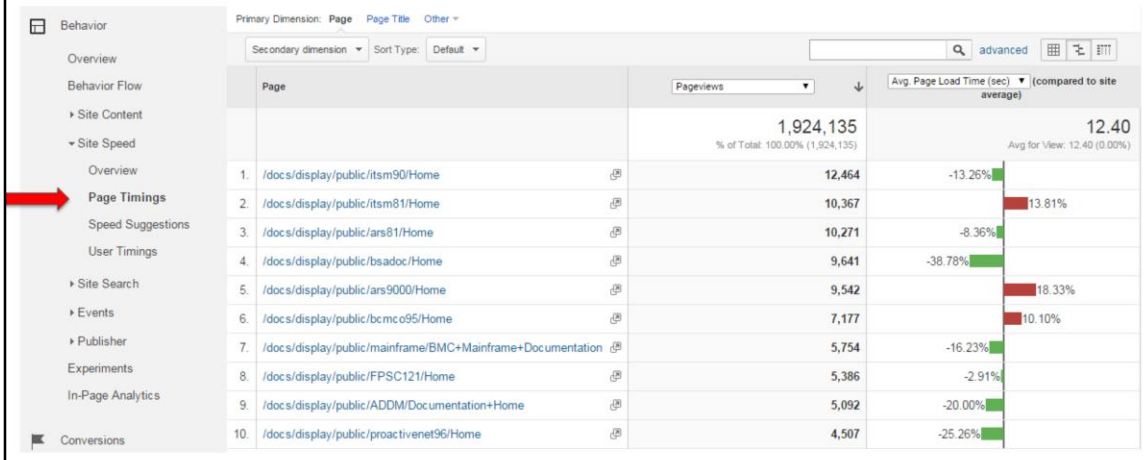
- Page views
- Average time, Bounce rates, and Exits
- Speed
- Site search



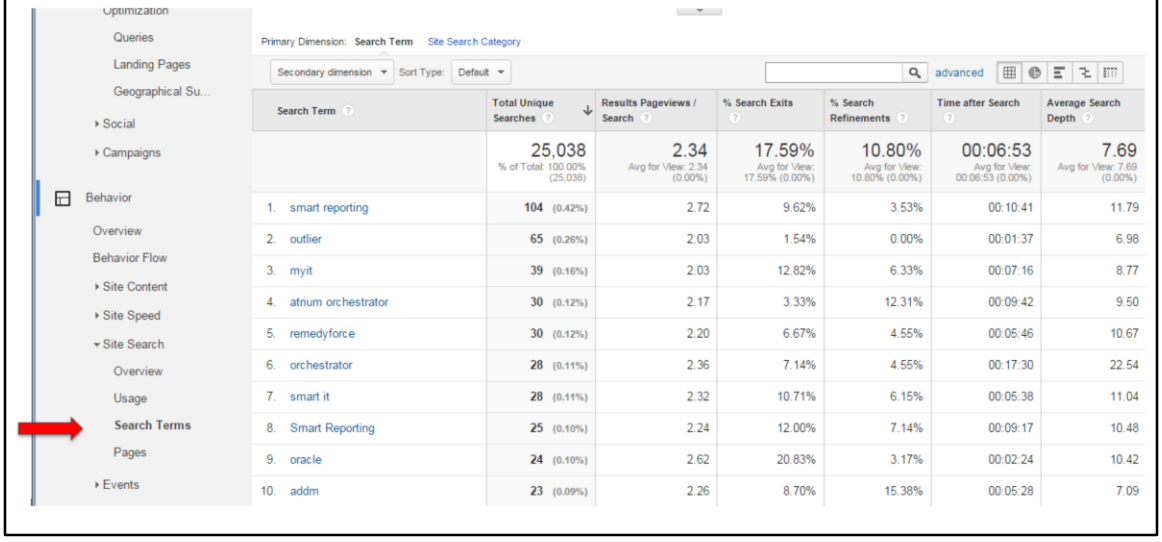
According to Kissmetrics, the average bounce rates per industry are:

- Squeeze pages with a single call to action: 70-90%
- Lead generation for services: 30-50%
- Blogs: 70-98%
- Self-service and FAQ sites: 10-30%
- Content sites: 40-60%
- Retail sites: 20-40%

Speed

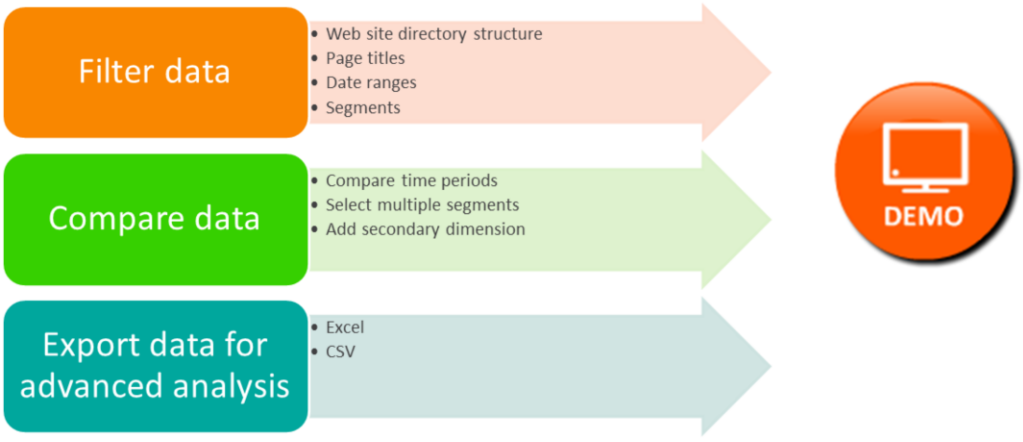

Behavior
Overview
Behavior Flow
Site Content
Site Speed
Overview
Page Timings
Speed Suggestions
User Timings
Site Search
Events
Publisher
Experiments
In-Page Analytics
Conversions
Primary Dimension: Page Page Title Other
Secondary dimension
Sort Type: Default
advanced
Page
Pageviews
Avg. Page Load Time (sec) (compared to site average)
1,924,135
% of Total: 100.00% (1,924,135)
12.40
Avg for View: 12.40 (0.00%)
1. /docs/display/public/itsm90/Home 12,464 -13.26%
2. /docs/display/public/itsm81/Home 10,367 13.81%
3. /docs/display/public/ars81/Home 10,271 -8.36%
4. /docs/display/public/bsadoc/Home 9,641 -38.78%
5. /docs/display/public/ars9000/Home 9,542 18.33%
6. /docs/display/public/bcmco95/Home 7,177 10.10%
7. /docs/display/public/mainframe/BMC+Mainframe+Documentation 5,754 -16.23%
8. /docs/display/public/FPSC121/Home 5,386 -2.91%
9. /docs/display/public/ADDM/Documentation+Home 5,092 -20.00%
10. /docs/display/public/proactivenet96/Home 4,507 -25.26%

Site search

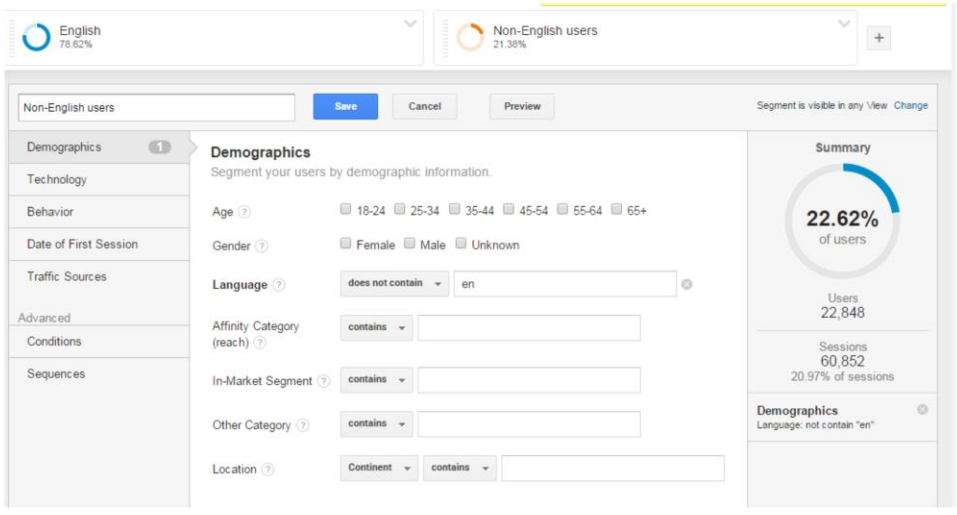


Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Average Search Depth
	25,038 % of Total: 100.00% (25,038)	2.34 Avg for View: 2.34 (0.00%)	17.59% Avg for View: 17.59% (0.00%)	10.80% Avg for View: 10.80% (0.00%)	00:06:53 Avg for View: 00:06:53 (0.00%)	7.69 Avg for View: 7.69 (0.00%)
1. smart reporting	104 (0.42%)	2.72	9.62%	3.53%	00:10:41	11.79
2. outlier	65 (0.26%)	2.03	1.54%	0.00%	00:01:37	6.98
3. myit	39 (0.16%)	2.03	12.82%	6.33%	00:07:16	8.77
4. atrium orchestrator	30 (0.12%)	2.17	3.33%	12.31%	00:09:42	9.50
5. remedyforce	30 (0.12%)	2.20	6.67%	4.55%	00:05:46	10.67
6. orchestrator	28 (0.11%)	2.36	7.14%	4.55%	00:17:30	22.54
7. smart it	28 (0.11%)	2.32	10.71%	6.15%	00:05:38	11.04
8. Smart Reporting	25 (0.10%)	2.24	12.00%	7.14%	00:09:17	10.48
9. oracle	24 (0.10%)	2.62	20.83%	3.17%	00:02:24	10.42
10. addm	23 (0.09%)	2.26	8.70%	15.38%	00:05:28	7.09

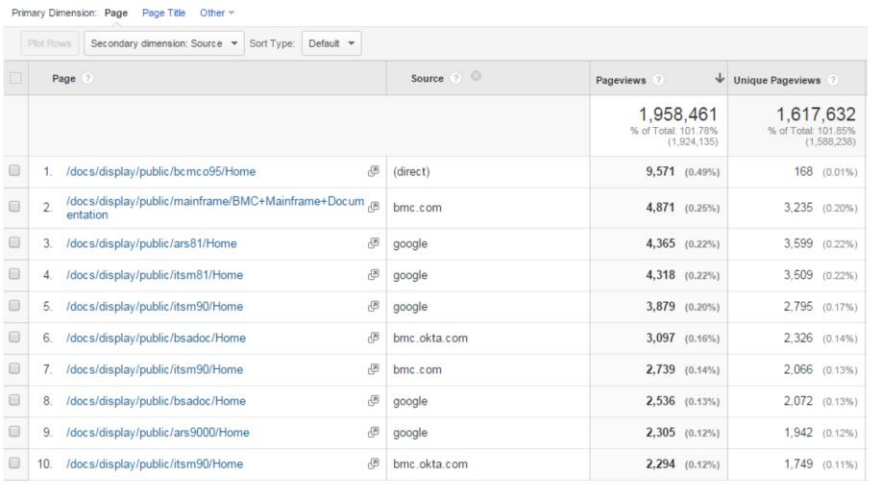
Tips & tricks


Filter data
• Web site directory structure
• Page titles
• Date ranges
• Segments
Compare data
• Compare time periods
• Select multiple segments
• Add secondary dimension
Export data for advanced analysis
• Excel
• CSV
DEMO

Compare segments



Add secondary dimension



Primary Dimension: Page Page Title Other

Plot Rows | Secondary dimension: Source | Sort Type: Default

	Page	Source	Pageviews	Unique Pageviews
			1,958,461 % of Total: 101.78% (1,924,135)	1,617,632 % of Total: 101.85% (1,588,238)
1.	/docs/display/public/bcmco95/Home	(direct)	9,571 (0.49%)	168 (0.01%)
2.	/docs/display/public/mainframe/BMC+Mainframe+Documentation	bmc.com	4,871 (0.25%)	3,235 (0.20%)
3.	/docs/display/public/ars81/Home	google	4,365 (0.22%)	3,599 (0.22%)
4.	/docs/display/public/itsm81/Home	google	4,318 (0.22%)	3,509 (0.22%)
5.	/docs/display/public/itsm90/Home	google	3,879 (0.20%)	2,795 (0.17%)
6.	/docs/display/public/bsadoc/Home	bmc.okta.com	3,097 (0.16%)	2,326 (0.14%)
7.	/docs/display/public/itsm90/Home	bmc.com	2,739 (0.14%)	2,066 (0.13%)
8.	/docs/display/public/bsadoc/Home	google	2,536 (0.13%)	2,072 (0.13%)
9.	/docs/display/public/ars9000/Home	google	2,305 (0.12%)	1,942 (0.12%)
10.	/docs/display/public/itsm90/Home	bmc.okta.com	2,294 (0.12%)	1,749 (0.11%)

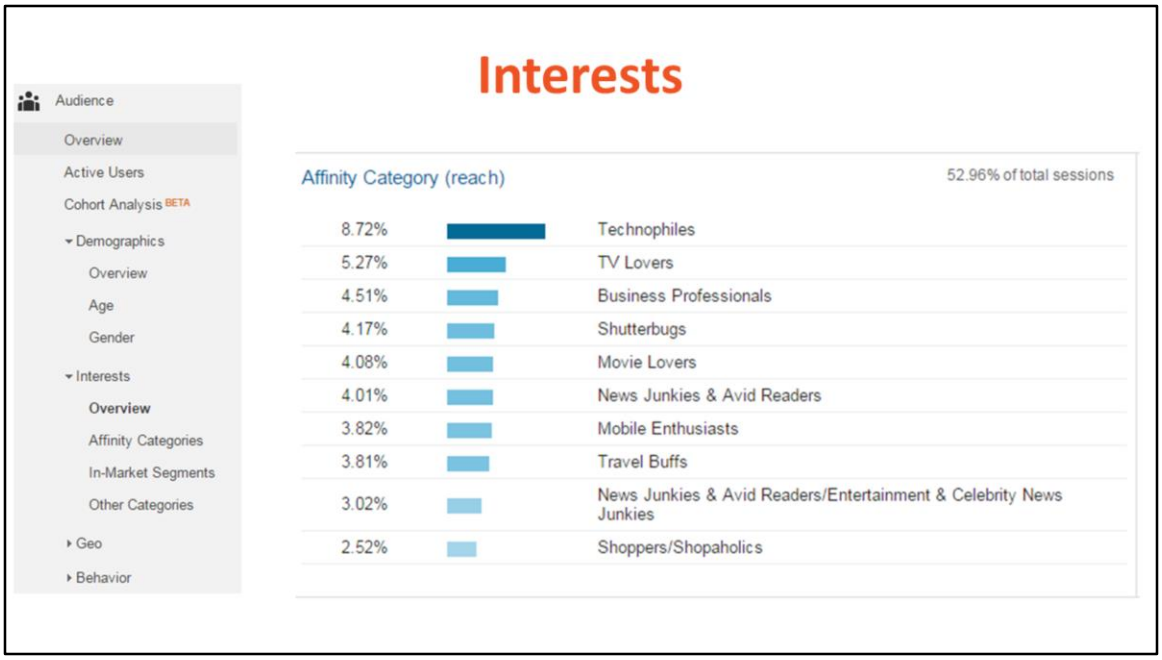
Best practices

- Focus your questions
- Know the limitations
- Exclude internal users
- Integrate with the process

Thank You
Bring IT to Life.™

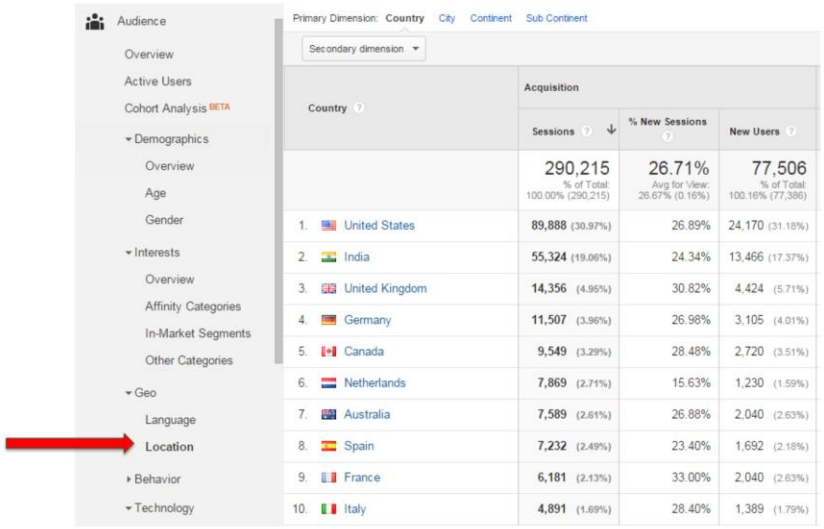
Additional reference materials

The following slides were not shown during the presentation. They illustrate additional Google Analytics capabilities that were discussed but not demonstrated.



Who is looking at your web site

Geo



Who is looking at your web site