



# Measuring Customer Usage of Documentation Through Google Analytics

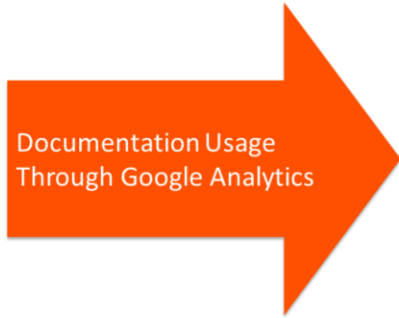
—

**Measure Anything, CIDM, Jan 2016**

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# Agenda



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

## Prerequisites

- Doc delivery as web pages
- Google analytics enabled
- Know the limitations

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

Primary Dimension: **Browser** Operating System Screen Resolution Screen Colors Flash Version Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

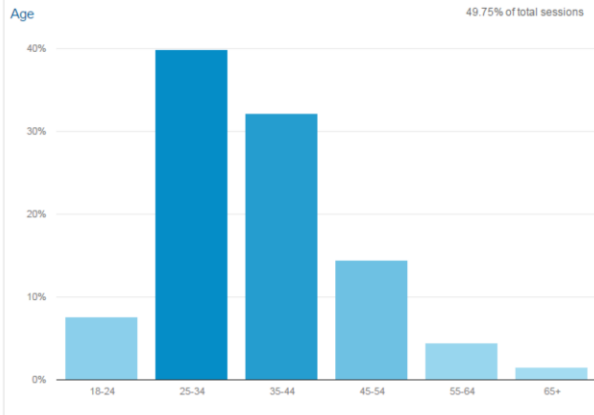
Browser	Acquisition			Behavior
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
	<b>290,215</b> <small>% of Total: 100.00% (290,215)</small>	<b>26.71%</b> <small>Avg for View: 26.67% (0.16%)</small>	<b>77,506</b> <small>% of Total: 100.16% (77,386)</small>	<b>11.32%</b> <small>Avg for View: 11.32% (0.00%)</small>
<input type="checkbox"/> 1. Chrome	142,057 (48.95%)	25.21%	35,816 (46.21%)	10.99%
<input type="checkbox"/> 2. Internet Explorer	71,772 (24.73%)	32.05%	23,006 (29.68%)	12.29%
<input type="checkbox"/> 3. Firefox	64,631 (22.27%)	22.16%	14,323 (18.48%)	11.19%
<input type="checkbox"/> 4. Safari	7,338 (2.53%)	37.16%	2,727 (3.52%)	6.66%
<input type="checkbox"/> 5. Edge	2,339 (0.81%)	29.63%	693 (0.89%)	12.74%
<input type="checkbox"/> 6. Opera	976 (0.34%)	31.45%	307 (0.40%)	9.32%

Navigation menu: Real-Time, Audience (Overview, Active Users, Cohort Analysis BETA, Demographics, Interests, Geo, Behavior, Technology, **Browser & OS**, Network)

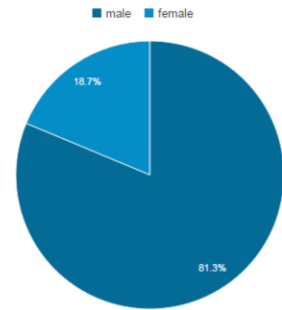


# Demographics

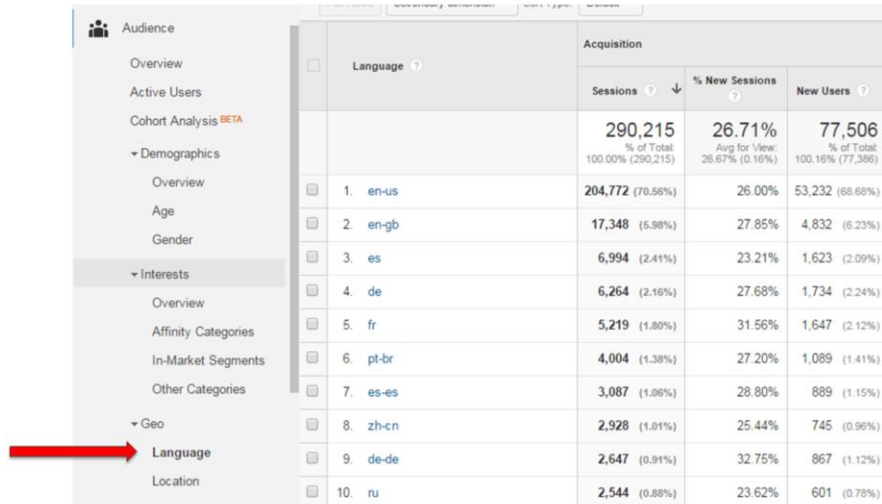
Key Metric: Sessions ▾



Gender



# Language



		Acquisition		
Language		Sessions	% New Sessions	New Users
		290,215 <small>% of Total: 100.00% (290,215)</small>	26.71% <small>Avg for View: 26.67% (0.16%)</small>	77,506 <small>% of Total: 100.16% (77,386)</small>
<input type="checkbox"/>	1. en-us	204,772 (70.56%)	26.00%	53,232 (68.68%)
<input type="checkbox"/>	2. en-gb	17,348 (5.98%)	27.85%	4,832 (6.23%)
<input type="checkbox"/>	3. es	6,994 (2.41%)	23.21%	1,623 (2.09%)
<input type="checkbox"/>	4. de	6,264 (2.16%)	27.68%	1,734 (2.24%)
<input type="checkbox"/>	5. fr	5,219 (1.80%)	31.56%	1,647 (2.12%)
<input type="checkbox"/>	6. pt-br	4,004 (1.38%)	27.20%	1,089 (1.41%)
<input type="checkbox"/>	7. es-es	3,087 (1.06%)	28.80%	889 (1.15%)
<input type="checkbox"/>	8. zh-cn	2,928 (1.01%)	25.44%	745 (0.96%)
<input type="checkbox"/>	9. de-de	2,647 (0.91%)	32.75%	867 (1.12%)
<input type="checkbox"/>	10. ru	2,544 (0.88%)	23.62%	601 (0.78%)

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

# Behavior

		Acquisition			Behavior		
User Type	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	
	<small>% of Total 100.00% (290,215)</small>	<small>Avg for View: 26.67% (0.16%)</small>	<small>% of Total: 100.16% (77,366)</small>	<small>Avg for View: 11.32% (0.00%)</small>	<small>Avg for View: 6.63 (0.00%)</small>	<small>Avg for View: 00:05:58 (0.00%)</small>	
1. Returning Visitor	212,709 (73.29%)	0.00%	0 (0.00%)	11.87%	7.40	00:07:04	
2. New Visitor	77,506 (26.71%)	100.00%	77,506(100.00%)	9.81%	4.51	00:02:54	

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 ?
	<b>290,215</b> <small>% of Total: 100.00% (290,215)</small>	<b>26.71%</b> <small>Avg for View: 26.67% (0.16%)</small>	<b>77,506</b> <small>% of Total: 100.16% (77,366)</small>	<b>11.32%</b> <small>Avg for View: 11.32% (0.00%)</small>
<input type="checkbox"/> 1. Organic Search	<b>141,821</b> (48.87%)	35.06%	49,721 (64.15%)	4.71%
<input type="checkbox"/> 2. Referral	<b>109,664</b> (37.79%)	4.95%	5,427 (7.00%)	17.91%
<input type="checkbox"/> 3. Direct	<b>38,382</b> (13.23%)	57.97%	22,251 (28.71%)	16.85%
<input type="checkbox"/> 4. Social	<b>348</b> (0.12%)	30.75%	107 (0.14%)	12.36%

# Referrals

Audience		Plot Rows	Secondary dimension	Sort Type: Default	
Acquisition	Source	Acquisition			Behavior
		Sessions	% New Sessions	New Users	Bounce Rate
Overview		<b>109,965</b>	<b>5.01%</b>	<b>5,508</b>	<b>17.90%</b>
↳ All Traffic		% of Total: 37.89% (290,215)	Avg for View: 26.57% (-81.22%)	% of Total: 7.12% (77,386)	Avg for View: 11.32% (58.22%)
Channels					
Treemaps					
Source/Medium					
<b>Referrals</b>					
↳ AdWords	1. bmc.okta.com	39,633 (36.04%)	0.28%	110 (2.00%)	11.62%
↳ Search Engine Optimization	2. bmc.com	19,956 (18.15%)	2.97%	593 (10.77%)	16.28%
↳ Social	3. communities.bmc.com	19,685 (17.90%)	5.03%	991 (17.99%)	25.42%
↳ Campaigns	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. bmc.sites.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-uc.auto	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%
Behavior					
Overview					
Behavior Flow					

## Search keywords

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

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

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

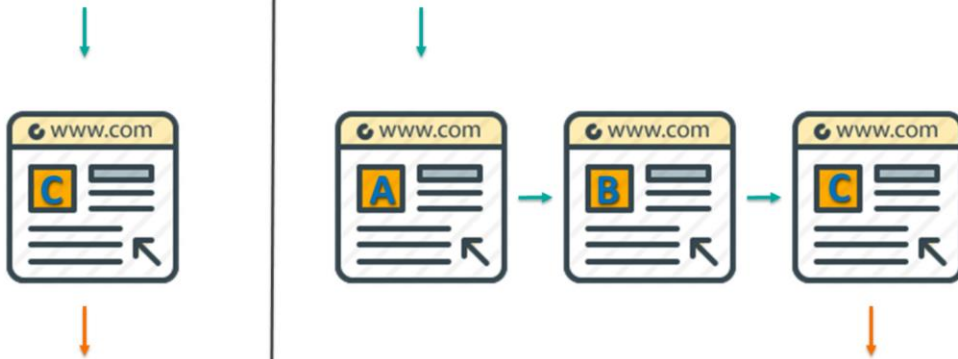
Average time, Bounce rates,  
and Exits

Speed

Site search



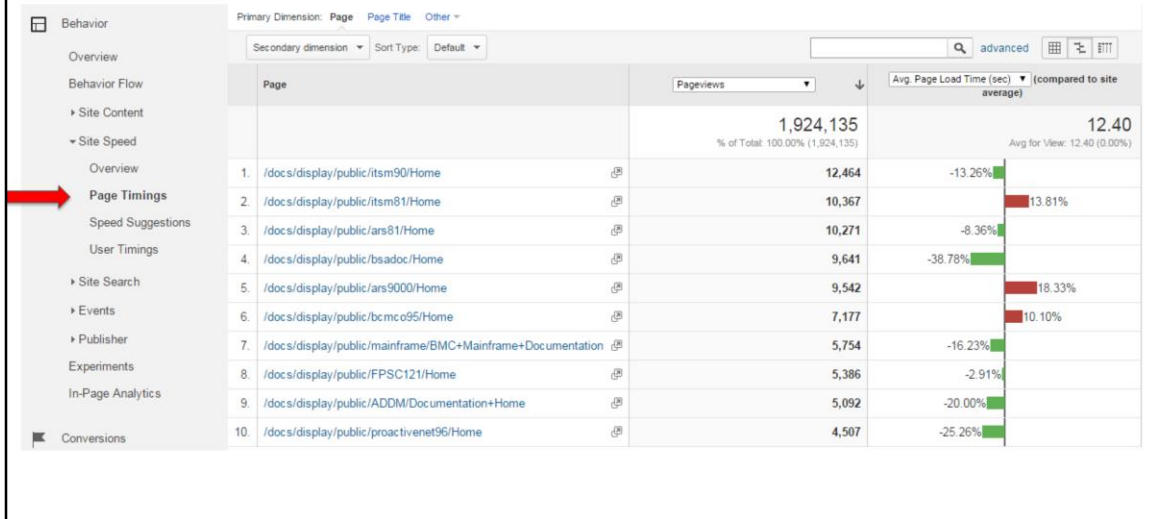
## Bounces Vs Exits



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



# Site search

- Optimization
- Queries
- Landing Pages
- Geographical Su...
- ▶ Social
- ▶ Campaigns
- ☐ Behavior
- Overview
- Behavior Flow
- ▶ Site Content
- ▶ Site Speed
- ▶ Site Search
  - Overview
  - Usage
  - Search Terms**
  - Pages
- ▶ Events

Primary Dimension: Search Term Site Search Category

Secondary dimension: Sort Type: Default

advanced

Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Average Search Depth
	<b>25,038</b> <small>% of Total: 100.00% (25,038)</small>	<b>2.34</b> <small>Avg for View: 2.34 (0.00%)</small>	<b>17.59%</b> <small>Avg for View: 17.59% (0.00%)</small>	<b>10.80%</b> <small>Avg for View: 10.80% (0.00%)</small>	<b>00:06:53</b> <small>Avg for View: 00:06:53 (0.00%)</small>	<b>7.69</b> <small>Avg for View: 7.69 (0.00%)</small>
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



# Compare segments

The screenshot displays a user segmentation tool interface. At the top, two segments are compared: 'English' (78.62%) and 'Non-English users' (21.38%). The main configuration area is for the 'Non-English users' segment, with a search bar containing 'Non-English users' and buttons for 'Save', 'Cancel', and 'Preview'. A sidebar on the left lists various filters: Demographics (selected), Technology, Behavior, Date of First Session, Traffic Sources, Advanced, Conditions, and Sequences. The 'Demographics' section is expanded, showing options for Age (checkboxes for 18-24, 25-34, 35-44, 45-54, 55-64, 65+), Gender (checkboxes for Female, Male, Unknown), Language (dropdown set to 'does not contain' with 'en' in the input field), Affinity Category (reach) (dropdown set to 'contains'), In-Market Segment (dropdown set to 'contains'), Other Category (dropdown set to 'contains'), and Location (dropdown set to 'Continent' with 'contains' in the input field). On the right, a 'Summary' panel shows a circular progress indicator for '22.62% of users', with 'Users: 22,848' and 'Sessions: 60,852 (20.97% of sessions)'. Below the summary, a 'Demographics' section shows 'Language: not contain "en"'. At the top right of the configuration area, it says 'Segment is visible in any View Change'.

# Add secondary dimension

Primary Dimension: **Page** Page Title Other

Plot Rows Secondary dimension: Source Sort Type: Default

Page	Source	Pageviews	Unique Pageviews
		<b>1,958,461</b> % of Total: 101.78% (1,924,135)	<b>1,617,632</b> % of Total: 101.65% (1,588,238)
1. /docs/display/public/bcmc095/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



## **Additional reference materials**

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

# Interests

- Audience
  - Overview
  - Active Users
  - Cohort Analysis BETA
  - Demographics
    - Overview
    - Age
    - Gender
  - Interests
    - Overview**
    - Affinity Categories
    - In-Market Segments
    - Other Categories
  - Geo
  - Behavior

## Affinity Category (reach)

52.96% of total sessions

8.72%		Technophiles
5.27%		TV Lovers
4.51%		Business Professionals
4.17%		Shutterbugs
4.08%		Movie Lovers
4.01%		News Junkies & Avid Readers
3.82%		Mobile Enthusiasts
3.81%		Travel Buffs
3.02%		News Junkies & Avid Readers/Entertainment & Celebrity News Junkies
2.52%		Shoppers/Shopaholics

Who is looking at your web site

# Geo

Audience

Overview

Active Users

Cohort Analysis BETA

Demographics

Overview

Age

Gender

Interests

Overview

Affinity Categories

In-Market Segments

Other Categories

Geo

Language

Location

Behavior

Technology

Primary Dimension: Country City Continent Sub Continent

Secondary dimension

Country	Acquisition		
	Sessions	% New Sessions	New Users
	290,215 <small>% of Total: 100.00% (290,215)</small>	26.71% <small>Avg for View: 26.67% (0.16%)</small>	77,506 <small>% of Total: 100.16% (77,306)</small>
1. United States	89,888 (30.97%)	26.89%	24,170 (31.18%)
2. India	55,324 (19.06%)	24.34%	13,466 (17.37%)
3. United Kingdom	14,356 (4.95%)	30.82%	4,424 (5.71%)
4. Germany	11,507 (3.96%)	26.98%	3,105 (4.01%)
5. Canada	9,549 (3.29%)	28.48%	2,720 (3.51%)
6. Netherlands	7,869 (2.71%)	15.63%	1,230 (1.59%)
7. Australia	7,589 (2.61%)	26.88%	2,040 (2.63%)
8. Spain	7,232 (2.49%)	23.40%	1,692 (2.18%)
9. France	6,181 (2.13%)	33.00%	2,040 (2.63%)
10. Italy	4,891 (1.69%)	28.40%	1,389 (1.79%)

Who is looking at your web site