

## *Measuring Customer Usage of Documentation Through Google Analytics*

*Michele Marques & Paresh Naik, BMC Software*

### *Questions & Answers*

**Q:** What are some changes you have made as a result of tracking these analytics?

**A:** Reorganized content on a page, to increase time spent on the page. Brought popular content from an older doc set back to a newer version of the doc set. Turned off the ability to leave comments in a rarely visited doc set.

---

**Q:** Does the site to which these analytics apply contain only your doc content, or is there other content and/or downloadables?

**A:** Docs.bmc.com is primarily for customer-facing documentation web pages. We include very few downloadables.

---

**Q:** What sort of up-front customization was required in order for you to generate the reports we saw?

**A:** We needed to put the Google Analytics script onto each page (via the site template). The reports themselves are part of Google Analytics. All configuration and filtering was illustrated during our presentation.

---

**Q:** what types of data have been the most helpful overall?

**A:** Languages of users , time spent on page, search terms - but usefulness depends on what questions you have. Useful data for you might be different.

---

**Q:** Any cost to Google Analytics?

**A:** Google provides two versions, Free and Premium. We are using the free version at BMC, so everything we displayed is possible from the free version. You do need to invest time for initial configuration and in training. According to <http://www.google.com/analytics/premium/>, the premium service lets you have unsampled data, 4-hour fresh data (24-hour fresh on free), API support, integration with advertising, and tech support.

---

**Q:** Can you tell if they have downloaded content and if yes can you tell what content?

**A:** We do not focus on downloadable content. We do look to see how popular the pages with downloadable content are. We cannot track downloads from Google Analytics.

---

**Q:** Are the metrics showing related to a collection of web pages in your deliverable or per one page?

**A:** Its is for each page. We need to use regex in the filters if we want number of pages considered together.

---

**Q:** Is the bounce related to the time spent on a page. You said immediately? Or, is it more related to not going to 3 pages, which is an exit.

**A:** A bounce indicates that the page was both the landing and exit page for someone. It is "immediate" only in the sense that they come to site from that page and then leave the site without visiting other pages. The bounce rate is not related to the amount of time spent on the page.

---

**Q:** Because users must go to the web in order for us to get analytics data, how do you encourage users to go to the web to access your docs, instead of locally-installed docs? In our experience, users go to the locally-installed docs first. Do you have a plan to make "the web" the default access mechanism?

**A:** The web is our primary distribution for documentation - even for online help. PDFs and offline help are provided, but are secondary.

---

**Q:** I assume your showing a publicly accessible web site. are the analytics acquired similar if the site requires logon? (I suspect not). what are the differences?

**A:** Google Analytics does not require the site to be open. The analytics are triggered by the JavaScript running on the page and sending information back to Google. It does capture information from pages that require a login, as well as open content. However, you will not get Google search terms or landing pages for documentation that requires a login.

---

**Q:** What has your experience been with sampling in GA?

**A:** I find that I have no sampling in most cases when looking at a single month. If I look at longer periods of time and am segmenting data (for example, to look at only people not on my company network), then data is sampled.

---

**Q:** Google only allows access to a very limited number of keywords people are searching on due to some privacy and/or security reasons. So we realized we cannot count on getting the full list of search keywords from GA, Very disappointing. Do you have any suggestions on how to get full access to the keywords from GA?

**A:** We are in the same boat and haven't yet found a workaround. We'll be exploring Google Webmaster Tools to see if we get access to that data.

---

**Thanks!**