

Websites

4. Keeping the attention of your audience



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Learning objectives

Pre-requisite for student: Basics in marketing is recommended.

The student is able to

- Understand why monitoring and the evaluation of the user experience experience and web analytics are important for digital business
- Know how to monitor and evaluate the performance and usability of a website
- Start learning to use usability surveys (top task and cardsort sessions)
- Start learning Google Analytics 4



Summary of this course

(what where the steps covered in the teaching material)

1. Set objectives to your site (***business objectives***)
2. Set targets (***analytics***)
3. Plan your content accordingly (i.e. SEO, conversion, targeting, tone of voice, graphics, etc.) (***covered in module creating content***)
4. Create your site (***setting up the site***)
5. Work the social media and advertise (***not covered in this sub -module***)
6. Monitor your website:
 1. Measure the performance of your website (***analytics***)
 2. Measure the userfriendliness of your website(***usability test***)
7. Set up Google Analytics (***analytics***)
8. React (***covered during in-class discussions***)



Topics

- Why monitoring your website
- Why do we need web analytics?
- Why do we need user surveys
- Exercise with two usability tests
- Briefly about Google Analytics 4



Why monitoring your website?

Performance Tracking:

- Web analytics allows you to measure and track the performance of your website.
 - It provides valuable insights into visitor behavior, such as the number of visitors, their demographics, the pages they visit, and the actions they take.
- helps you understand how well your website is performing and identify areas for improvement.

User Experience Optimization:

- Web analytics helps you gain insights into how users navigate your website, what content they find valuable, and where they may encounter issues.
- Usability tests and website engagement metrics helps you analyse user behavior. You can identify opportunities to enhance the user experience, improve website navigation, and optimize content placement.

Conversion Rate Optimization:

- Provides data on conversion rates, such as the percentage of visitors who take desired actions like making a purchase, filling out a form, or subscribing to a newsletter.
- By analyzing conversion funnels, identifying bottlenecks, and conducting usability testing, you can make data-driven optimizations to increase your conversion rates and improve overall business outcomes.

Marketing Campaign Effectiveness:

- Web analytics helps measure the effectiveness of your marketing campaigns.
- By tracking referral sources, keywords, and landing page performance, you can determine which marketing channels and strategies are driving the most traffic and conversions.

→ allows you to allocate resources more effectively and optimize your marketing efforts.

Data-Driven Decision Making:

- It provides quantitative data that informs your decision-making process.
- Helps you identify trends, patterns, and opportunities for growth.

→ you can make informed decisions about website improvements, content strategies, marketing initiatives, and resource allocation.





“Anything that you do without measuring the results is merely a hobby”



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Without measuring the traffic on your site, you really don't know how well it is performing.

1. Because you never get it right anyway the first time you launch your site.
2. Internet marketing requires constant interaction and iteration
3. The tastes and behavior of the markets change constantly
4. Your own objectives change.
5.





Why do we need web analytics?



Possible insights you are looking for

What are the target audiences of the company?

- Age, location, interests

Which channels should be used to reach this target audience?

- e.g. Facebook, Google

What kind of content should be created on the website to attract users?

- blog posts, information about services, buying guides etc.

What are the goals of the company and the website, and what actions do users need to take on the website?

- e.g. making a purchase in an online store, contacting the company, reading content

What marketing strategies drive traffic to the website?

- e.g. video ads, Instagram advertising, influencer collaborations





Some examples

Objectives for your site & how to measure

Objective

- **Let people know you exist?**
 - Attract to your site
- **Make sure people know what your company does?**
 - Micro conversion
- **Make sure people know about your new product?**
 - Macro conversion
- **Collect email addresses from potential customer?**
 - Loyal clients

Measure

- The number of people who visited your site
- How long people stayed on the page where you explained your business
- The number of people who visited the page where you displayed your new product
- Returning visitors, subscribes to newsletter



What do you measure

1. How many people have visited your site?
2. From where did they come to you site?
 - Search engine
 - Social Media
 - A link from another site
 - Etc.
3. Which pages did they visit?
4. How long did they stay on a pages?
5. Did they scroll down on your pages?
6. Which page did they leave from?
7. Was there conversion?
8. Are they returning visitors?



Is 200 visitors a lot?



Example – you want 20 new orders per month

	To reach the objective of	20 new orders per month
Assuming 50% of your offers are accepted	You need	40 new qualified offers
Assuming 40% of new contacts want an offer	You need	100 new contacts (email addresses)
Assuming a 50% conversion rate	You need	200 new visitors to your site





Why do we need user surveys?

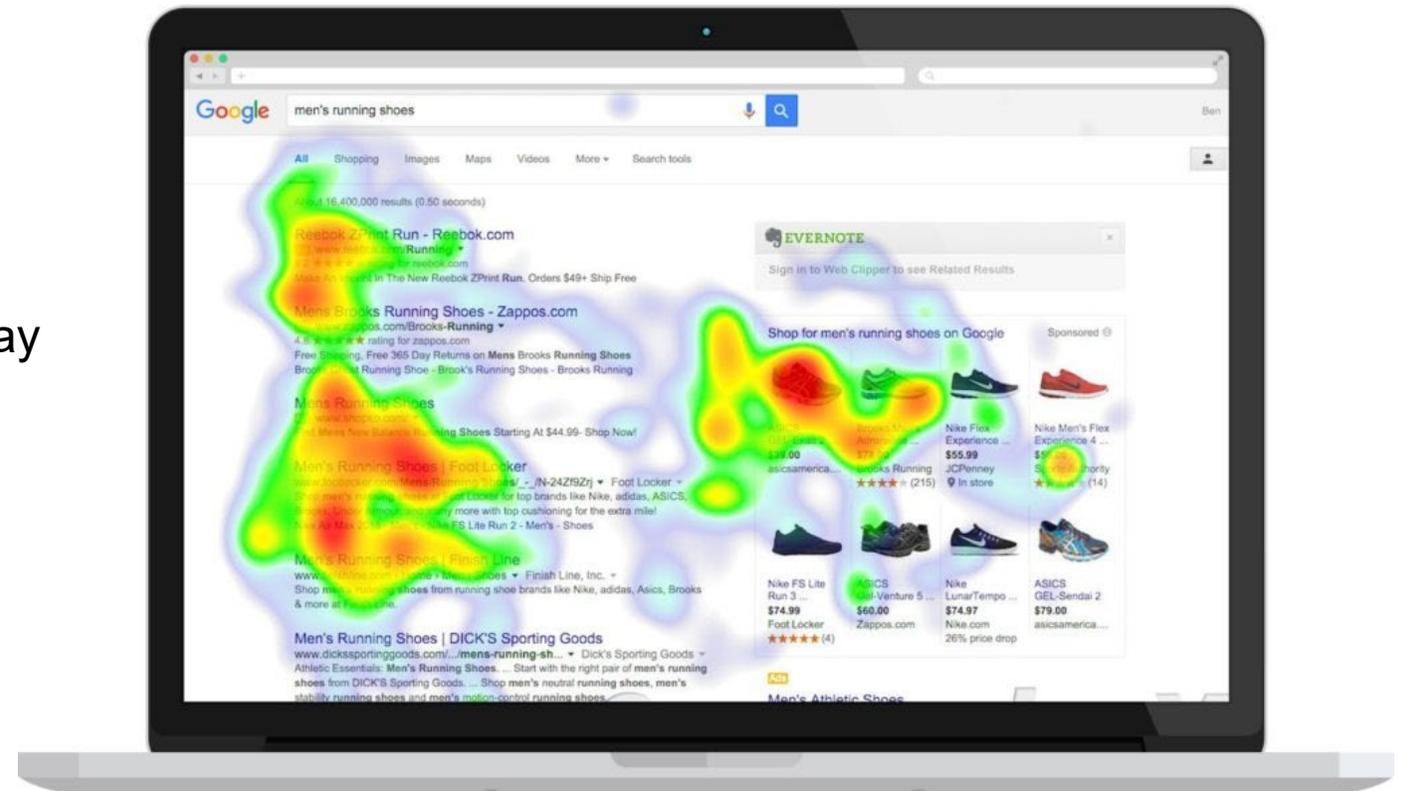
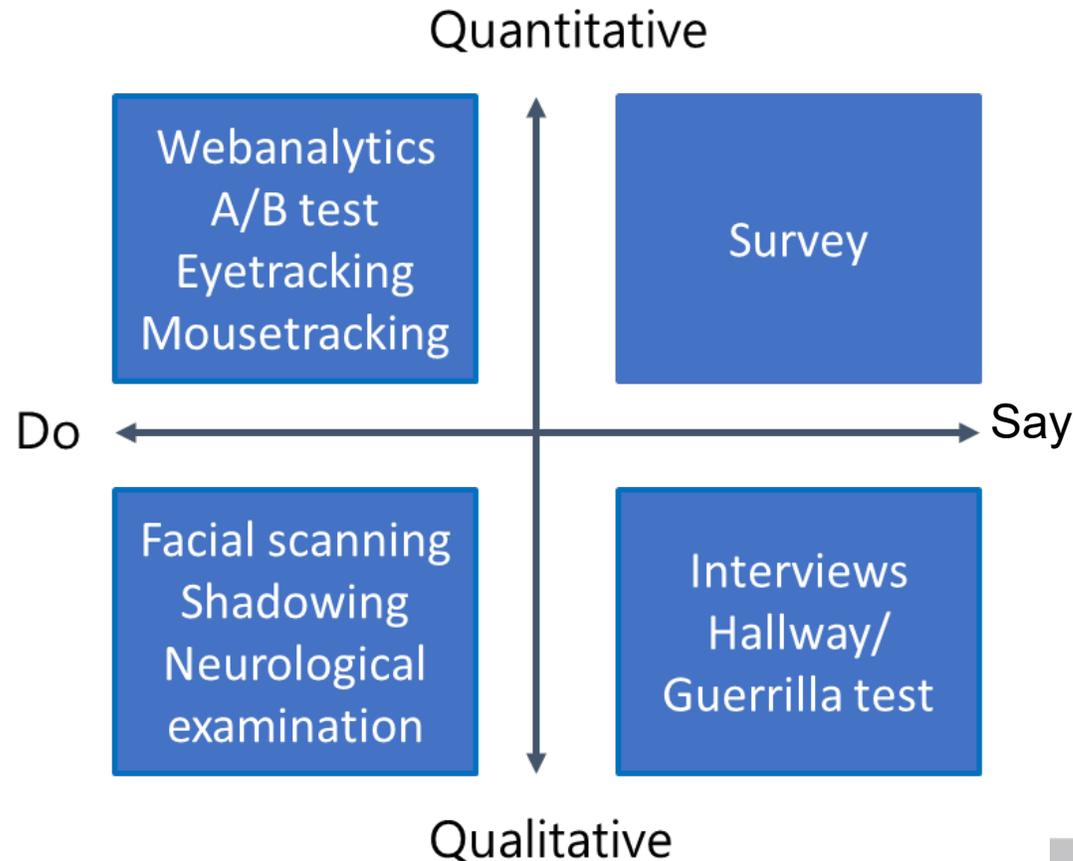


Analytics tells you what is happening on your website, but it is up to humans to analyze why, what actions to take, and how to leverage the data obtained.



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Follow up on analytics: investigate the quality of your website



Focus on Top tasks

Gerry McGovern:

Every web site has a small set of tasks that deliver a huge amount of value. These are the **top tasks**

Every website has a large range of tiny tasks. Carefully managed, these tasks have the potential to deliver value, but they also have real potential to destroy value by getting in the way of the top tasks.

Manage the top tasks, not the content or the technology. Focus relentlessly on helping your customer complete the top tasks as quickly and easily as possible



Top task survey

Top tasks are the most important tasks that a visitor wants to perform on a website.

→ Why does a visitor come to your website?

According to Gerry McGovern, of the 100 tasks on a website, 5 tasks get 25% of the attention.

→ These are the most crucial tasks on the website according to the visitors.

Method of investigating top tasks:

- Usability test (how easy are tasks to perform?)
- Surveys (what was the purpose of the visit?)



Usability testing

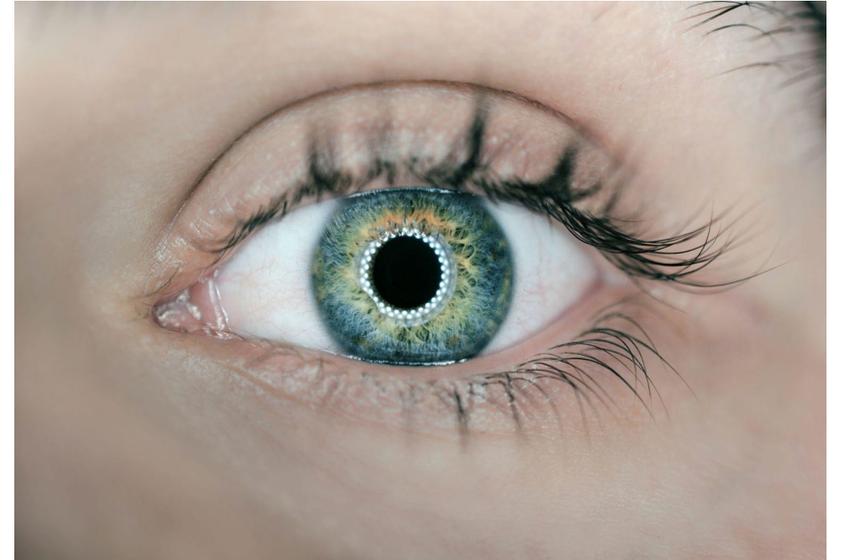
Usability test is a qualitative research method to assess the user-friendliness of a digital product (e.g. website or app).

In this test, participants perform assignments on a (prototype of) website. These assignments are in line with the goals of your website.

In the assignments the participants perform the most important (top)tasks on the site.

How it works:

- During a test, a participant performs several tasks behind a PC.
- Often video recordings are made, and the eye movement might also be recorded (eye tracking).
- When performing the tasks, the participants mention aloud their frustrations, comments or questions.
- In this way, in addition to their behavior, the underlying thoughts and any frustrations become transparent.
- The test ends with a short questionnaire.



Usability test Example

Take, for example, a website of a travel agency or airline company.

In order to arrive at a set of suitable assignments, it is important to first determine, based on the goals of the website, what the most important tasks are that a visitor must be able to perform.

For the website of a travel agency or airline: What are the most important tasks that a visitor would like to perform?

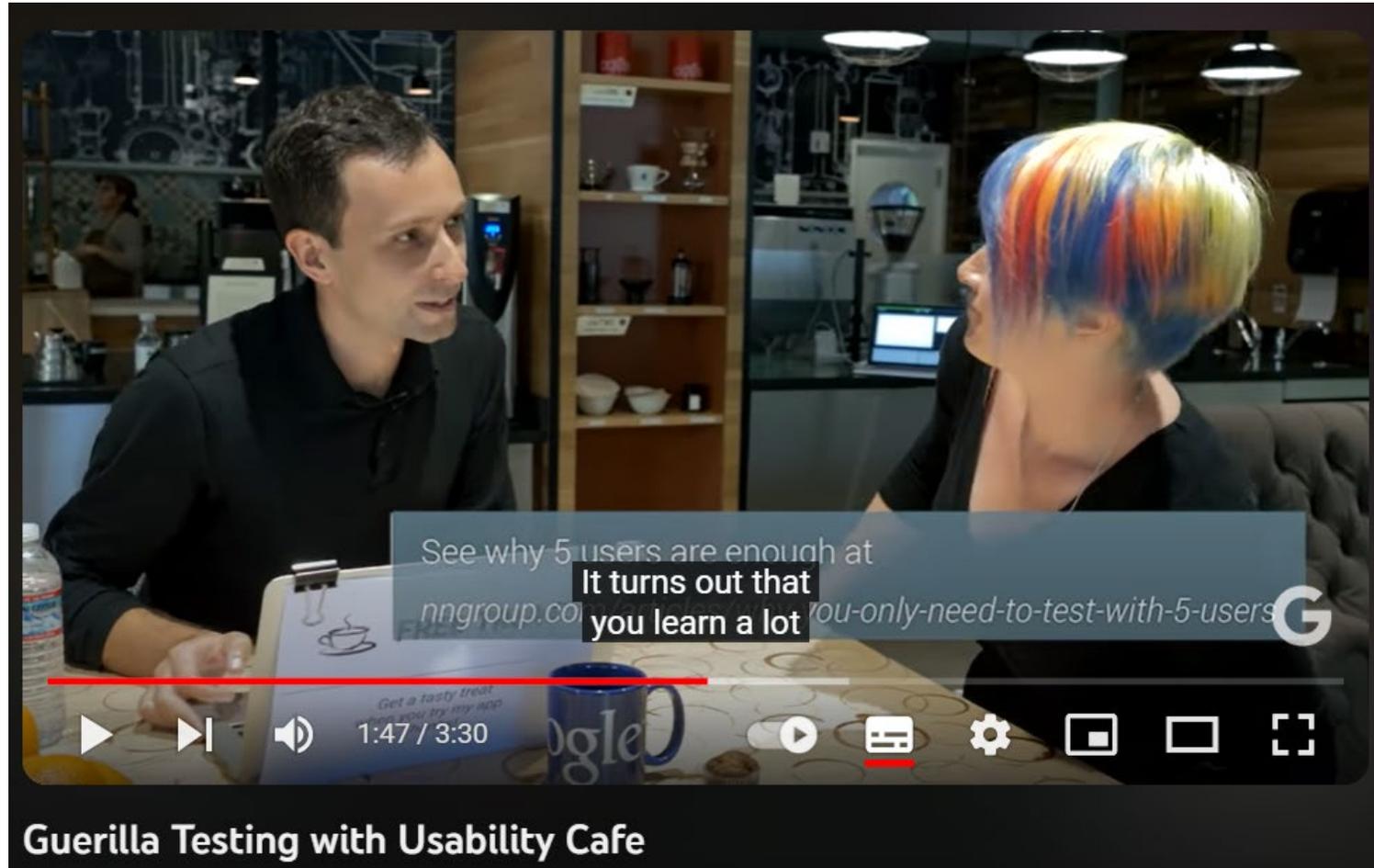
Top tasks include: Searching for destinations and prices, ordering tickets, changing or cancelling a reservation

Possible assignments that connect to this are:

1. Book the cheapest trip from Amsterdam to Milan around May 21, 2024
2. Find out how you can take out travel insurance after purchasing the tickets
3. Find out which London airports you can fly to from Amsterdam
4. Find out how to change your trip to Milan with a departure date of around June 21 instead of May 21
5. Contact customer service



Video explaining usability testing



In-class activity: usability test

1. Continue with assignment from lecture 1 (homework 1) (alternative: the teacher selects websites)
2. Each group:
 1. defines the most important tasks of their website
 2. Creates a list of short assignments related to these tasks.



3. Put two groups together.

Students from one group perform the top tasks of the other group and then the groups switch

The group that has developed the tasks:

1. Observe and make notes during the test.
2. Evaluates at the end: How easy did it go, what did the test group run into?



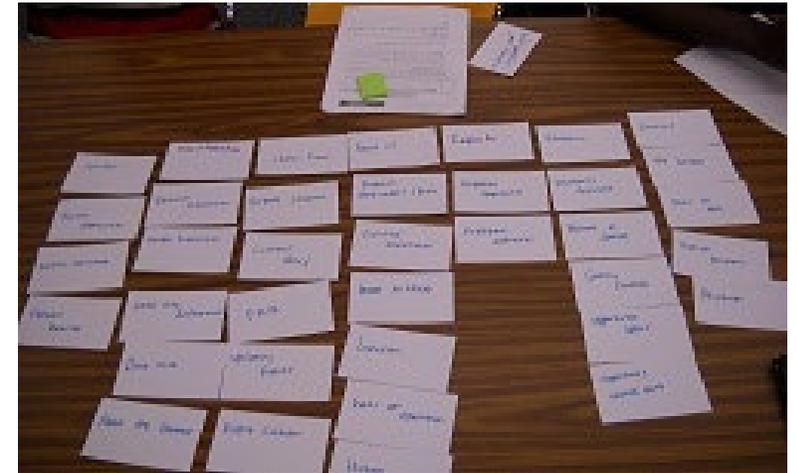
The base of a good website: Navigation structure

- On a website you want the target group to be able to find information quickly and easily. But in practice it turns out to be quite difficult to develop an intuitive navigation.
- If website visitors cannot find the information they are looking for, insufficient thought has been given to the navigation structure during the design.
- The result is annoyed visitors and many visitors who quickly leave the website.



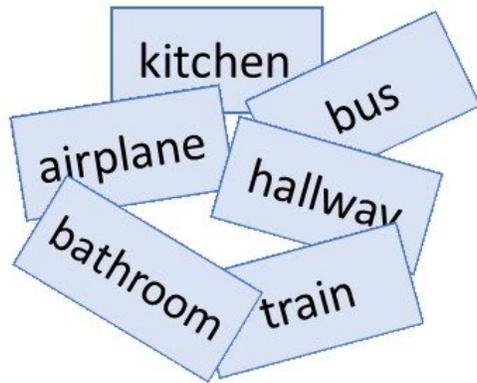
Cardsorting

- Often, during a usability test, it turns out that users get lost in main and sub-navigation menus, because content is not in a 'logical place' or has a 'strange name' for them.
- Cardsorting can be used if previous user tests show that the website layout is not perceived as logical by the user.
- Card sorting is a method to determine an optimal layout of your website.



Cardsorting: how it works

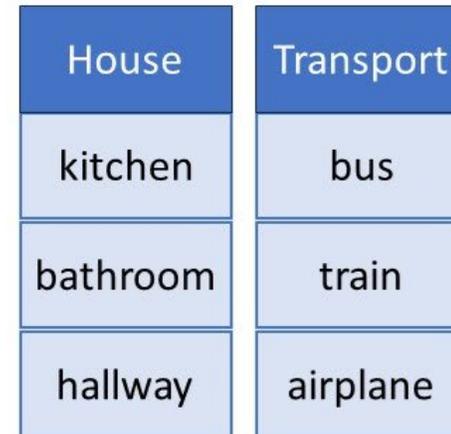
Open cardsort



Participants receive a stack of cards



Participants sort cards into groups



Participants give the groups a title/ label

Note:

Open means that the users also determine the titles for the groups and thus for the layout of the main navigation.

With a closed card sorting, the main navigation is already fixed.



In-class activity: Cardsorting

- Create cards for every part, web page, or topic of your website
- Asks two other groups to execute a cardsort session with the stack of cards, by organizing the cards into groups that they think make sense.
- If necessary, the participants may also change the name of the cards. The goal is that by grouping the cards, a navigation structure / layout comes out that they find useful.
- The participants can work individually or in pairs.



Assignment 5

1. Usability survey summary

Process the results of your usability test. Try to answer the following questions

- How easy is it for the visitor to achieve the goals?
- What is the customer experience like?
- Is the visit to the website positive?

Work out a list of improvement for the website based on the usability test.

2. Card sort

Process the results of your cardsort session.

Work out a new navigation for your website



Briefly about Google Analytics 4

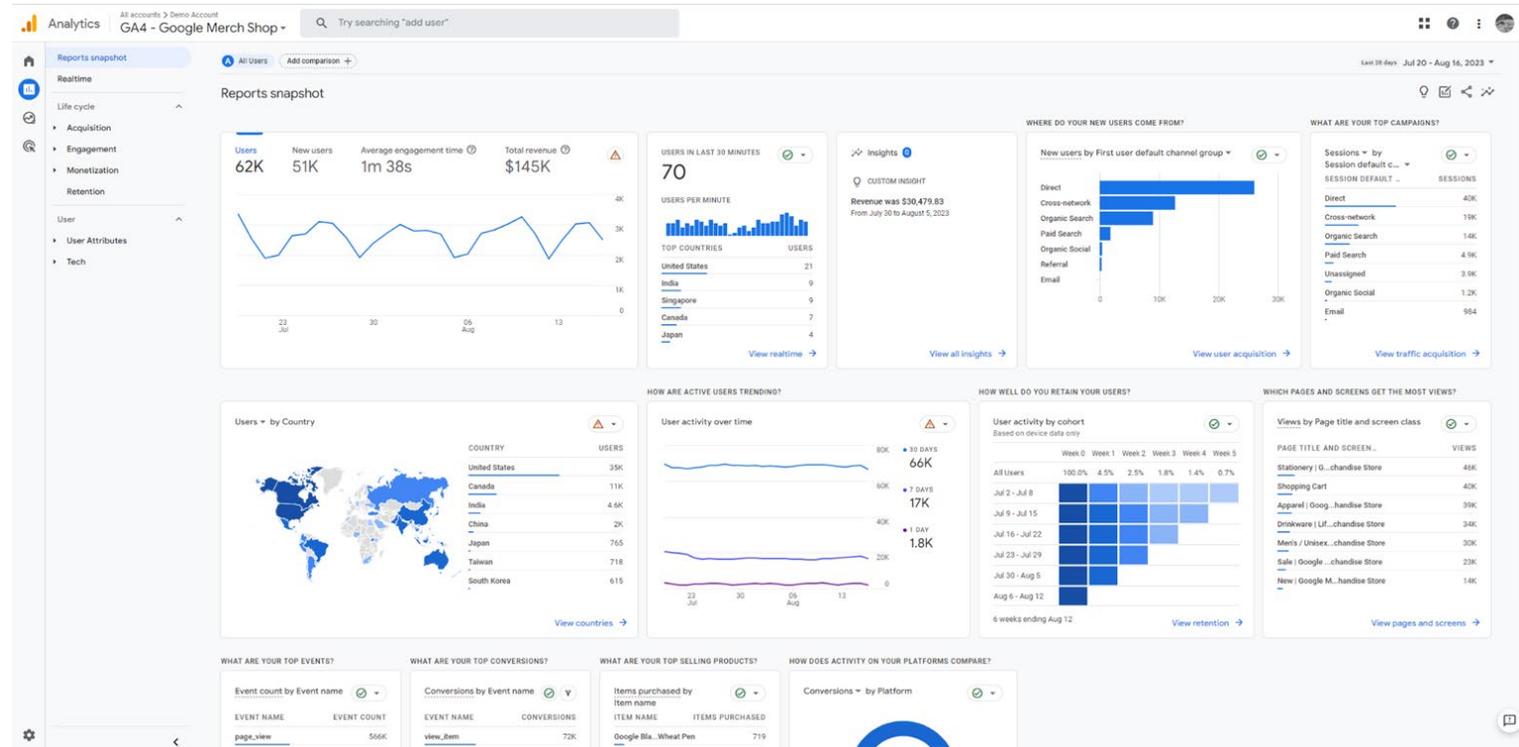


What is Google Analytics?

Google Analytics is a free web analytics tool provided by Google that helps website owners and marketers track the performance of their website and understand visitor behavior.

With Analytics, you can track e.g.:

- Website traffic and visitor numbers
- User behavior on the website
- Website performance across different platforms
- The impact of marketing efforts on website visitors



Google Analytics Demo Account

Start learning Google Analytics 4 with [Google's Demo Account](#):

“The Google Analytics demo account is a fully functional Google Analytics account that any Google user can access. It contains one Universal Analytics property and two Google Analytics 4 properties. The demo account is a great way to look at real business data and experiment with Google Analytics features.”

- [Google Analytics 4 property: Google Merchandise Store \(web data\)](#) ↗
- [Google Analytics 4 property: Flood-It! \(app and web data\)](#) ↗
- [Universal Analytics property: Google Merchandise Store \(web data\)](#) ↗



Disclaimer

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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