Web analytics at the RCMP

Presented by Jennifer Burke

Web Communications, NCS

Royal Canadian   Gendarmerie royale
Mounted Police   du Canada

Canada

Overview

- Getting started
- Google Analytics quick reference
- Google Analytics tips
- Analytics for the Infoweb
- Resources

Royal Canadian Gendarmerie royale
Mounted Police du Canada

Canada

Getting started

Royal Canadian Mounted Police   Gendarmerie royale du Canada

Canada

Why analytics?

- Web content usage is easily measurable
  - Unlike print, TV, radio
  - We know how people use our sites
- Data-based decision making
  - Instead of decisions based on opinion
- Continuous improvement
  - Analyze usage + optimize content = an improved user experience

Web analytics definitions

Session	Also called a visit. The time a visitor spends on a site. By default, this session continues until there is 30 minutes of inactivity.
User	A browser instance identified by a cookie. Not necessarily equivalent to a person!
Pageview	The viewing of a page.
Direct traffic	Traffic that arrived on the site via bookmarks, manual typing of the URL, or email links.
Referrer	A site that sends traffic to your site.
Pages/Session	Average number of pages viewed during a session. This is a key performance indicator (KPI).
Bounce Rate	The percentage of visits that started on a page and then left the site from that page without looking at any other pages. This is a KPI.

Royal Canadian Gendarmerie royale
Mounted Police du Canada

Canada

Web analytics **represent usage**

- No accuracy measurement

- Numbers are not "real"
  - 5000 users may not equal 5000 people
  - 1000 pageviews may not be 1000 pageviews

- Use calculated numbers instead of plain numbers
  - KPIs (like bounce rate, pages viewed per session, etc.) are always comparable, regardless of numbers used

Royal Canadian   Gendarmerie royale
Mounted Police   du Canada

Canada

Use analytics in context

- Keep in mind:
  - the purpose of the page
  - the size of the audience
  - the day of the week, month of the year
  - seasonal interests of your audience
  - external environment (events, media, etc.)
  - regular usage trends (most popular months/days, least popular)

Royal Canadian Gendarmerie royale
Mounted Police du Canada

Canada

Google Analytics Quick Reference

How to access Google Analytics

Go to:

[redacted]

- If at all possible, use a browser other than Internet Explorer (e.g., Chrome, Firefox)

Royal Canadian Gendarmerie royale
Mounted Police du Canada

Canada

Reports

This is the report you want…	For…
Audience > Overview	Whole site data • Total sessions • Total pageviews • Average time spent on site • Overall bounce rate • Overall pages viewed per session
Audience > Geo > Location	Geographic location of users • Country • Region • City
Audience > Mobile > Overview	Desktop vs. mobile/tablet usage

Royal Canadian Gendarmerie royale
Mounted Police du Canada

Canada

Reports

This is the report you want…	For…
Acquisition > All Traffic > Channels	How visitors reach rcmp.gc.ca • Organic/paid search • Direct • Social media • Referral • Campaigns
Acquisition > All Traffic > Referrals	What sites visitors were on before coming to rcmp.gc.ca
Acquisition > Social > Network referrals	Social media traffic • Source • Landing pages by social source

Royal Canadian   Gendarmerie royale
Mounted Police   du Canada

Canada

Reports

This is the report you want…	For…
Acquisition > Campaigns > Paid keywords	Usage of paid keywords • How many users clicked on these keywords • Data segmented by keyword
Behavior > Site content > All pages	Usage of specific content • Most popular pages • Time spent per page • Bounce rate per page • Search for specific pages/sections

Royal Canadian Gendarmerie royale
Mounted Police du Canada

Canada

Google Analytics tips
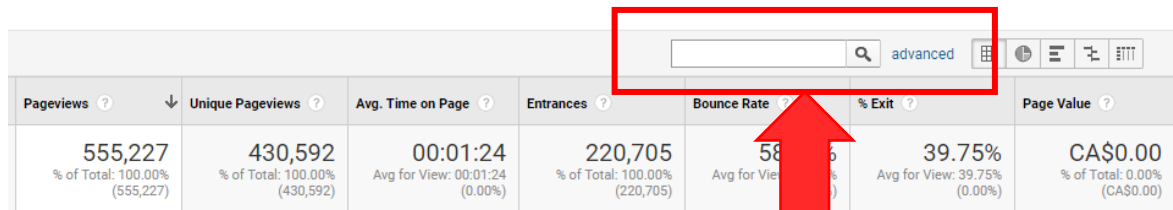
Search

- To find specific pages, groups of pages, referrers, etc.
- Available on multiple reports but most commonly used on Behavior > Site Content > All Pages

You can enter a simple search into the search box or click on **advanced search** for more options.

Royal Canadian / Gendarmerie royale
Mounted Police / du Canada

Canada

Advanced search

1. Include or exclude
2. Dimension or metric: Choose what field you want to search in
3. Format of search term: Exactly matching, Matching RegExp, Begins with, Ends with, Containing
4. Enter search term
5. "And" means that if you add a second search term, GA will search for entries that meet both terms (not or)
6. Add a dimension or metric to your search

Royal Canadian Gendarmerie royale
Mounted Police du Canada

Canada

Search tips for pages

- If you want to do an "or" search, you need to:
    1. Use Matching RegExp
    2. Enter your two search terms into one search box separated by | (which indicates "or")
- You're searching URLs, not content
    - E.g., searching on "children" will not produce a result unless "children" appears in the URL
- Try to use the smallest search phrase possible
    - Increases your chances of getting a result
- Never include "http://" or "https://" in your search
    - Not captured in URLs in GA so will always return a null result

Royal Canadian Gendarmerie royale
Mounted Police du Canada

Canada

Secondary dimensions

- Allows you to get more specific information

- Available on multiple reports

- Good secondary dimensions for Behavior > Site Content > All Pages:

  - **City/Region/Country:** breakdown of traffic by geographical location

  - **Source:** original source of traffic; may not have come directly from the source to this page

- You can search on both primary and secondary dimensions

Royal Canadian Gendarmerie royale
Mounted Police du Canada

Canada

Questions?

Jennifer Burke

Web Communications Advisor

Web Communications, NCS

[redacted]

Royal Canadian   Gendarmerie royale
Mounted Police   du Canada

Canada