



Web Analytics and Optimization

AtHeath Process and Implementation Guide

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Introduction



AtHeath Research and Analytics Method

Using a strategy of continuous improvement practices (CIP), we help you execute highly effective web optimization procedures through testing:

Step 1: Dialogue with you and your team to explore the website problems you are trying to solve, or opportunities you want to expand on.

Step 2: Analyze your Website page content, source traffic, and traffic patterns. We pay particular attention to your “goals” pages (e.g., analyze the drop-off rate leading up to your goals pages).

Step 3: Provide you with feedback on our initial data analysis. We look critically at navigation statistics related to your goals pages, and the organization of the goals pages (e.g., your registration pages.)

Step 4: Propose several testing activities (A/B and multivariate) to implement in the short-term, to begin providing positive results quickly.

Step 5: Begin working with you to develop a longer-term action and optimization testing plan – a continuous improvement practice plan.

Step 6: Work alongside you as we test and retest to implement improvements to your website.

AtHeath Website Analysis Tasks:

Client Team's Tasks:

Conduct interview, evaluation (audit), and info-gathering session w/client.
Identify key pages and sections of client's Website using Google Website Analyzer (GWA)

Review GWA stats for trends and patterns; present plan to client

Provide feedback to AtHeath

Incorporate client's feedback; finalize plan

Input required field data into Google Website Optimizer (GWO); send JavaScript code for tests to client

Input the GWO JavaScript on test pages

Check code using GWO, then run and manage the tests using statistically rigorous methods

Interpret and analyze the results of the tests using SPSS statistical software; send to client

Review results of the tests

Conference call/meeting to jointly analyze the results and implement decisions;
Begin review of new tests, start new process cycle

Step 1: Dialogue with you and your team to explore the website problems you are trying to solve, or opportunities you want to expand on.

- Conduct an audit and information gathering session to acquire background knowledge on your current objectives and needs
- We use a semi-structured interview guide to save time and ensure we cover all the major issues
- Identify the pages and sections of the site of greatest importance to you

Step 2: Analyze your Website page content, source traffic, and traffic patterns. We pay particular attention to your “goals” pages (e.g., analyze the drop-off rate leading up to your goals pages).

- Independently review your Google Analyzer statistics to identify trends and patterns worth discussing further
- Use statistical methods to evaluate analytic data
- Review your website goals to provide a solid framework for site tests



Step 3: Provide you with feedback on our initial data analysis. We look critically at navigation statistics related to your goals pages, and the organization of the goals pages (e.g., your registration pages.)

- Provide you with a written outline of our review of your website and begin framing the steps needed to make changes and find improvements
- Create a plan for short-term objectives and longer-terms goals

Step 4: Propose several testing activities (A/B and multivariate) to implement in the short-term, to begin providing positive results quickly.

- Design a focused A/B and multivariate test plan to improve performance in areas you deem significant
- Incorporate your feedback into the plan
- Present refined test plan and obtain your approval
- Work with your in-house team to Implement:
 - Google Website Optimizer JavaScript
 - Other functionality to perform the tests
- Run tests to completion having achieved a statistically sound sample
- Implement changes when appropriate



Step 5: Begin working with you to develop a longer-term action and optimization testing plan – a continuous improvement practice plan.

- Design A/B and multivariate tests to improve website performance in additional areas of importance
- Submit ideas for follow-up tests
- Use SPSS software to analyze the test results using statistical methods. Present findings back to you with recommendations

Step 6: Work alongside you as we test and retest to implement improvements to your website.

- Continue interactive cycle with you and your team
- Examine the value of each test outcome
- Integrate qualitative (online Focus Groups) and quantitative Website satisfaction studies to help:
 - Identify problems
 - Explore new user requirements (wants and needs)

What is considered a good test outcome?



- Short answer:
 - They are all good
- Longer answer:
 - Some are better than others with respect to short term gains
 - However, no matter what the outcome, valuable information is gained
 - Outcome information becomes increasingly useful as the testing process proceeds
- Three Possible Outcomes:
 - Find a clear winner or winners
 - No difference
 - Find a clear loser

{See the next slide for more detail}

Three possible test outcomes



- ❑ Find a clear winner or winners
 - You have discovered an approach that optimizes your website's ROI
 - You can now implement the change and begin reaping the rewards
- ❑ No difference
 - You have tested a number of possible alternatives – none has significantly improved website performance
 - Either the page is about as optimized as possible – good to know
 - Or you need to be bolder than you've been to date
 - Short-term value – it focuses you on optimizing other web pages
- ❑ Find a clear loser (Not what you wanted, is it? Or is it?)
 - You identified what not to do
 - You've avoided a possible long term misstep – this may be more valuable than you think
 - Now you know what is likely not to work on other pages
- ❑ Log all of these outcomes to become a super efficient tester

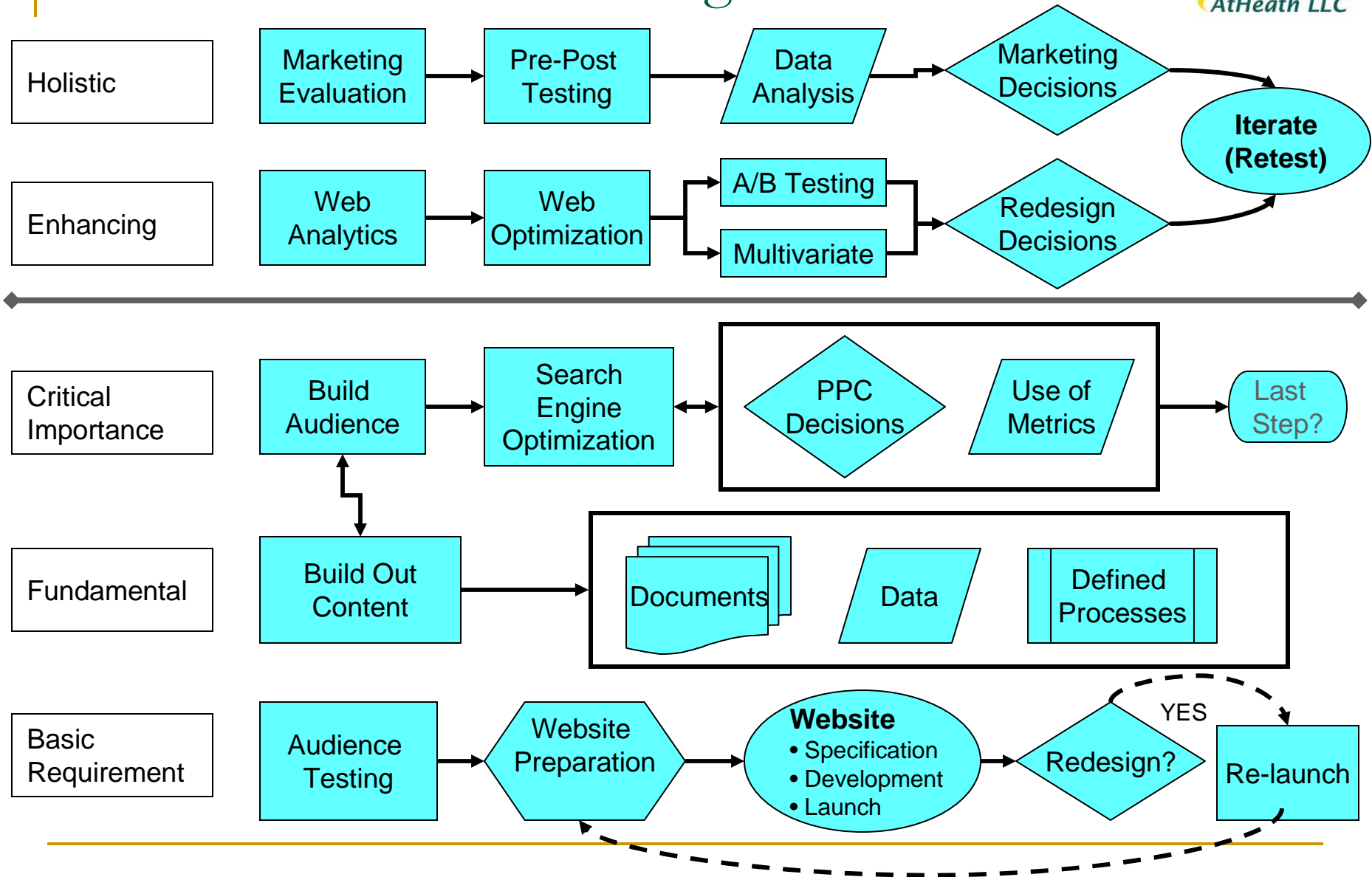
When do you know you are ready for testing?



Website Optimization: Hierarchical and Interactive Model

- Many disciplines have adapted Maslow's Hierarchy of Needs to provide clarity and it has held up well
- The web optimization process is both hierarchical and interactive
 - To adequately depict the process of web optimizing in the context of an organization's larger marketing and sales tasks, one must add an interactive component to the model
 - Therefore, we have opted to use a process map rather than the traditional pyramid

Website Interactive Testing Model



Web Analytics and Optimization



Hierarchy of Needs:

- Build your corporate website
- Master the art of content
- Develop marketing punch
- Maximize your search engine optimization (SEO) strategy
- Refine your PPC (pay per click) Adword approach

Hierarchy Continued - Interactive Testing Cycle:

- NOW it's time to maximize your ROI
- Web analysis and optimization is the next step!

Contact us 508.400.6837 or info@AtHeath.com

Summary



Use a strategy of continuous improvement practice (CIP) to execute highly effective web optimization studies

Specific Steps:

1. Set up analytic software on your Website
2. Analyze existing traffic trends and personas
3. Explore immediate actions
4. Develop a longer-term action plan
5. Implement “Optimization” testing
6. Provide empirical evidence for recommendations
7. Guide the implementation of website improvements
8. Integrate the golden rule of web analysis: Test and Retest