WordPress Community of Practice
In the past 365 days, bates.edu has received 8.2 million unique pageviews.
Agenda

- Future Gathering Topics
- Analytics
- Open Forum
What’s Next

- Oct. 28, 10:30am-11:30pm, Commons 221
  The New bates.edu: Part 1

- Nov. 18, 10:30am-11:30pm, Commons 221
  The New bates.edu: Part 2

- Dec. 16, 10:30am-11:30pm, Commons 221
  Topic TDB by Community (link in menu)

bates.edu/wordpress
What are analytics?

- Analytics are numbers that indicate how people use our website.
- Our analytics are provided by Google, the most widely used analytics service.
Can I see analytics for my site?

- Yes. From bates.edu/wordpress, click “Analytics Report Request Form” in the site menu.

- Reports are focused on your site(s), and are delivered via email at an interval of your choosing (weekly, monthly, quarterly).
## What do reports look like?

<table>
<thead>
<tr>
<th>Page</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. /biology/</td>
<td>1,072 (23.20%)</td>
<td>00:00:44</td>
</tr>
<tr>
<td>2. /biology/faculty/</td>
<td>198 (4.28%)</td>
<td>00:00:19</td>
</tr>
<tr>
<td>3. /biology/student-resources/resources/</td>
<td>191 (4.13%)</td>
<td>00:02:28</td>
</tr>
<tr>
<td>4. /biology/academics/major/</td>
<td>133 (2.88%)</td>
<td>00:02:19</td>
</tr>
<tr>
<td>5. /biology/academics/curriculum/courses/</td>
<td>130 (2.81%)</td>
<td>00:04:04</td>
</tr>
<tr>
<td>6. /biology/faculty/kinsman-sharon/</td>
<td>127 (2.75%)</td>
<td>00:00:48</td>
</tr>
<tr>
<td>7. /biology/faculty/allyson-eller-plant-phys-ecology/</td>
<td>108 (2.34%)</td>
<td>00:01:32</td>
</tr>
<tr>
<td>8. /biology/faculty/donald-dearborn/</td>
<td>96 (2.08%)</td>
<td>00:01:15</td>
</tr>
<tr>
<td>9. /biology/faculty/brett-a-huggett-plant-physiology-and-morphology/</td>
<td>91 (1.97%)</td>
<td>00:01:14</td>
</tr>
<tr>
<td>10. /biology/faculty/will-ambrose/</td>
<td>87 (1.88%)</td>
<td>00:00:33</td>
</tr>
</tbody>
</table>

Total Pageviews: 4,621 (0.59% of Total: 781,151) Site Avg: 00:01:31 (-30.54%)
How do I interpret my reports?

- The numbers in these reports indicate popularity, though context matters.
  - 10 targeted pageviews can be more effective than 1,000 unintentional pageviews.
  - Looking at reports on a regular basis and knowing the history of a website can help establish context for analytics.

- Interpreting analytics is a balancing act between chasing what’s popular with audiences, and staying true to the your office’s or department’s mission.
  - Pictures of cats are always popular, but not always appropriate for Bates.
What should analytics influence?

● Homepage content
  ○ Focus on what’s popular; Avoid paradox of choice
    ● Admission > Apply, Visit CTA

● Menu structure
  ○ Bring popular content to the top level when possible
    ● English > Creative Writing Workshop #3, but not in menu

● Our priorities
  ○ How we spend our time
Overview

● Analytics provide insight on visitor behavior
● The numbers aren’t the final say; context matters
● Analytics should guide the content of our home pages and menus, and how we prioritize our work
● You can sign up for reports at bates.edu/wordpress