

# WordPress Community of Practice

# Fun Fact

- 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](https://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](https://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?

Page	Unique Pageviews	Avg. Time on Page
	<b>4,621</b> % of Total: 0.59% (781,151)	<b>00:01:03</b> Site Avg: 00:01:31 (-30.54%)
1. /biology/	<b>1,072 (23.20%)</b>	00:00:44
2. /biology/faculty/	<b>198 (4.28%)</b>	00:00:19
3. /biology/student-resources/resources/	<b>191 (4.13%)</b>	00:02:28
4. /biology/academics/major/	<b>133 (2.88%)</b>	00:02:19
5. /biology/academics/curriculum/courses/	<b>130 (2.81%)</b>	00:04:04
6. /biology/faculty/kinsman-sharon/	<b>127 (2.75%)</b>	00:00:48
7. /biology/faculty/allyson-eller-plant-phys-ecology/	<b>108 (2.34%)</b>	00:01:32
8. /biology/faculty/donald-dearborn/	<b>96 (2.08%)</b>	00:01:15
9. /biology/faculty/brett-a-huggett-plant-physiology-and-morphology/	<b>91 (1.97%)</b>	00:01:14
10. /biology/faculty/will-ambrose/	<b>87 (1.88%)</b>	00:00:33

# 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](https://bates.edu/wordpress)