



# Web analytics: key metrics for tourism websites.



# Is your website a black box?



- And what about your **users** –
  - Do you know what people are **actually doing** on your site?
- Do you know if your site is a **success** or not?
- How do you tell if **changes** you make improve your site, or worsen it?

# Web analytics is...



...the practice of measuring, collecting, analysing, and reporting on internet data to understand how a site is used and how to optimise its usage.

Web Analytics Association

## **Four Goals:**

1. Better understand your users
2. Make web design decisions based on data, not hunches
3. Improve your website (remove barriers to sales)
4. Improve conversions and sales

# The challenge of web analytics



- Identify the metrics that matter
- Ignore the ones that don't
- Use metrics that are **actionable** – that lead to making a change

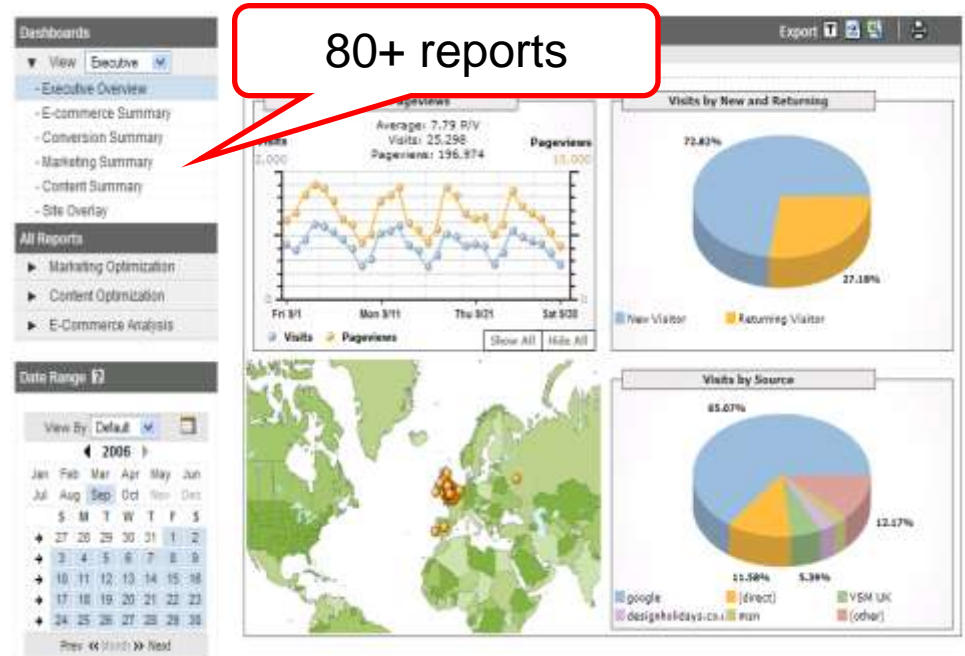


# Using analytics to drive conversions

# How to measure - We use Google Analytics



- ✓ Feature rich visitor reporting tool
  - for web site owners
- ✓ Huge scalability
- ✓ Integrated into AdWords/Adsense
  - More than just Adwords tracking
- ✓ Internationalized in 16 languages
- ✓ Free



[http://www.google.com/analytics/support\\_partner\\_provided.html](http://www.google.com/analytics/support_partner_provided.html)

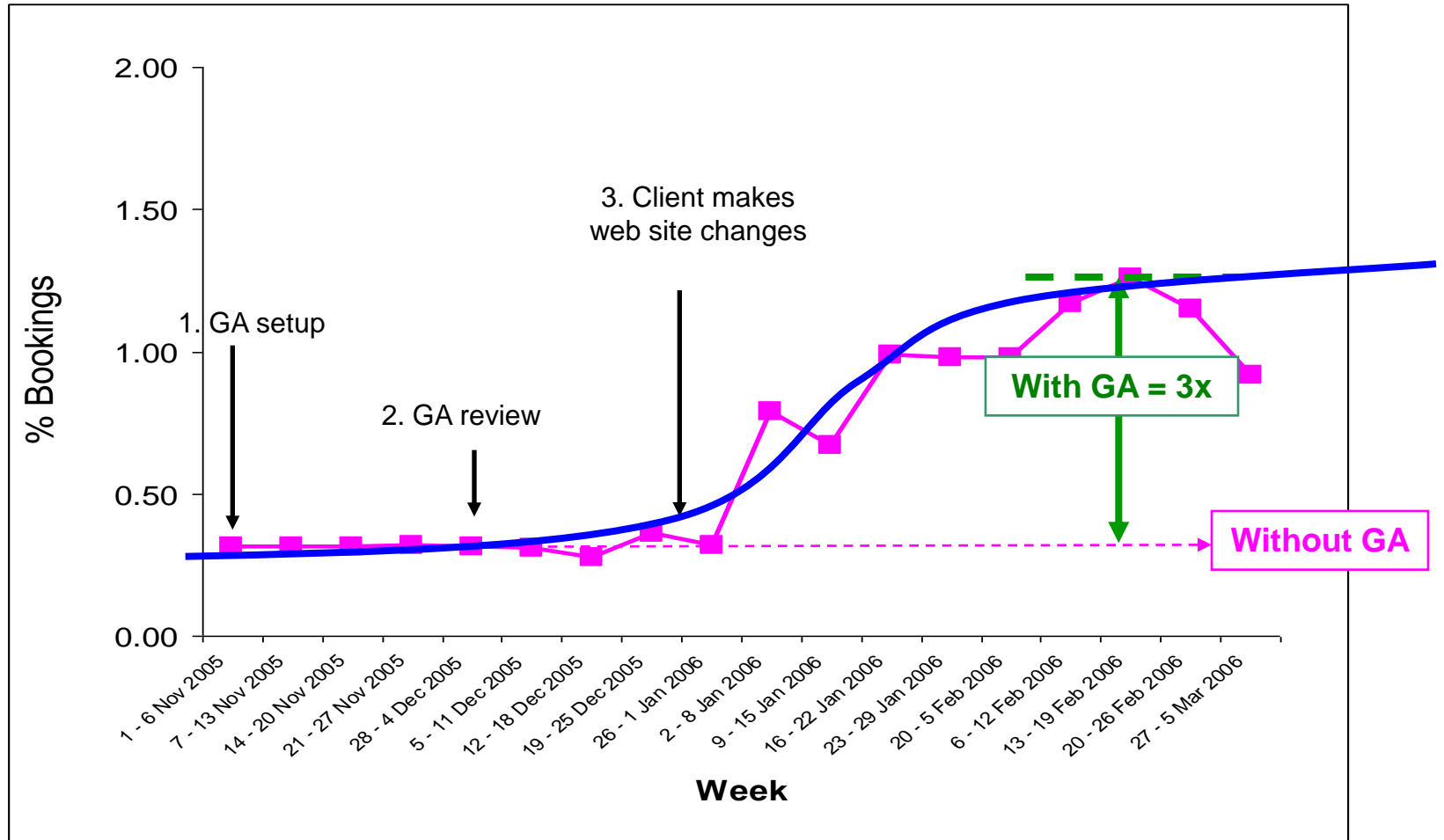
[http://www.iqcontent.com/services/google\\_analytics\\_services/](http://www.iqcontent.com/services/google_analytics_services/)

# Travel Client Case Study

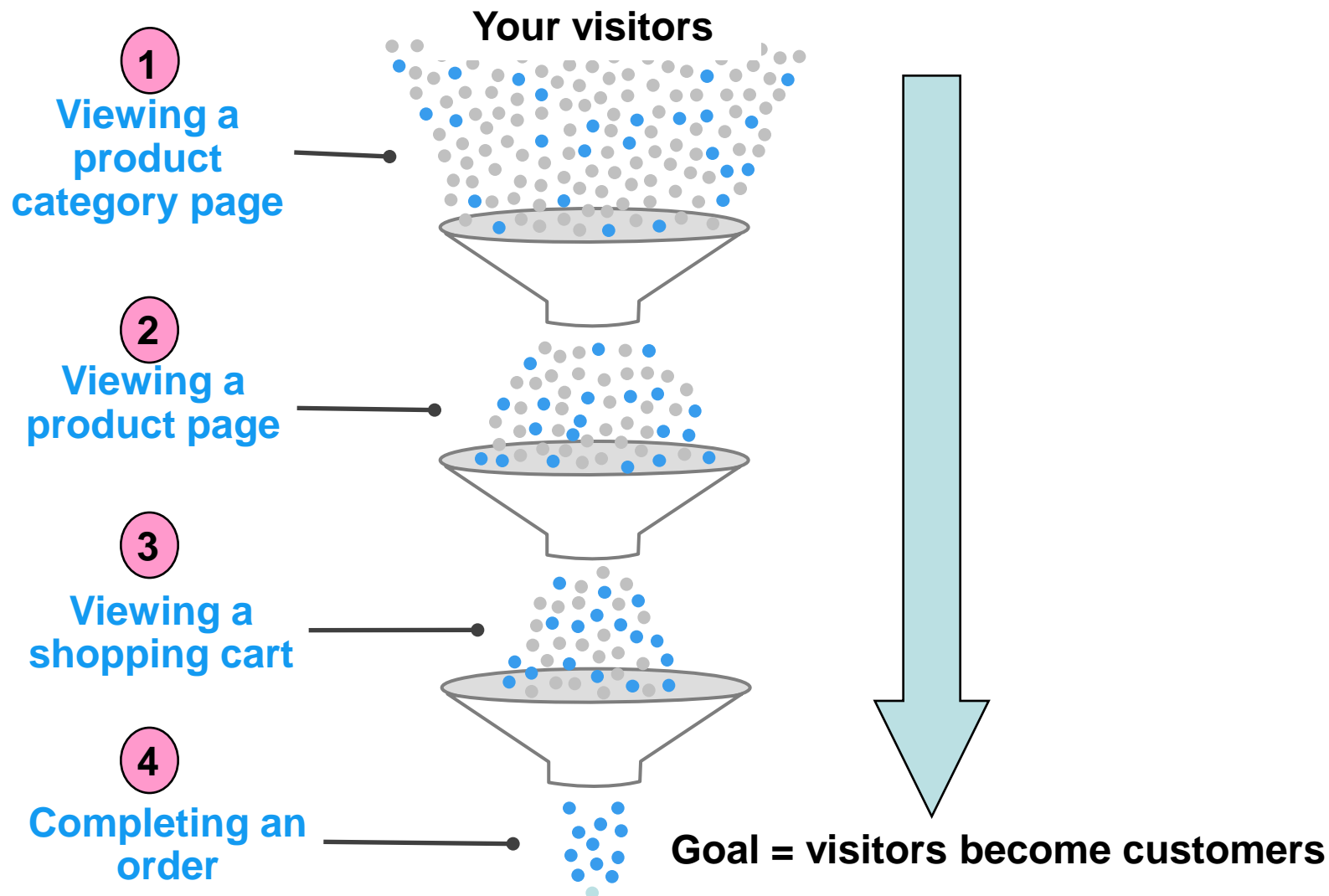


- Independent Tour operator
- Based in the UK
- Luxury holidays to Marbella, Algarve, Mallorca, La Manga, Sardinia, Tenerife, Lanzarote etc...
- Traditionally marketed themselves via print and ILR
- Web site since 1997
  - Conservative approach to the Web and SEM
- Online bookings since 2005

# The conversion story



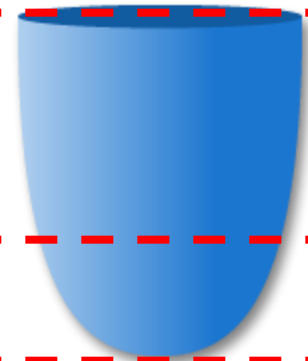
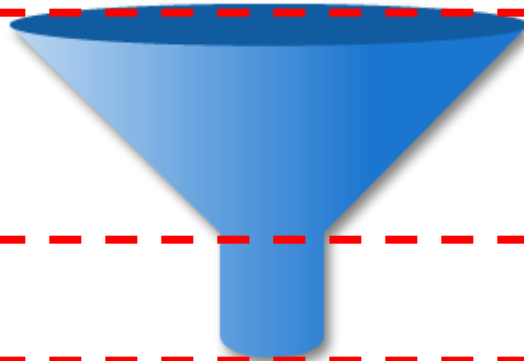
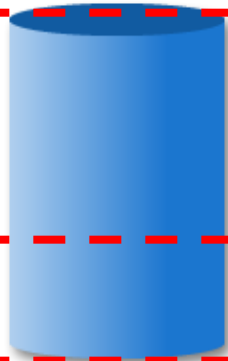
# The Conversion Funnel



# Example funnel shapes



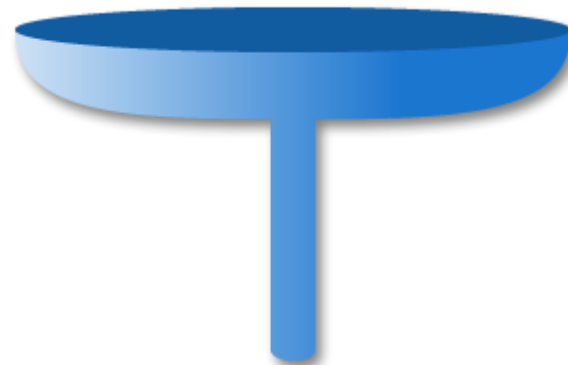
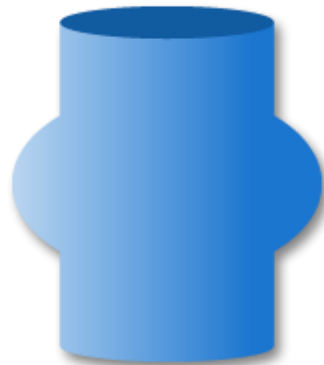
Add to basket



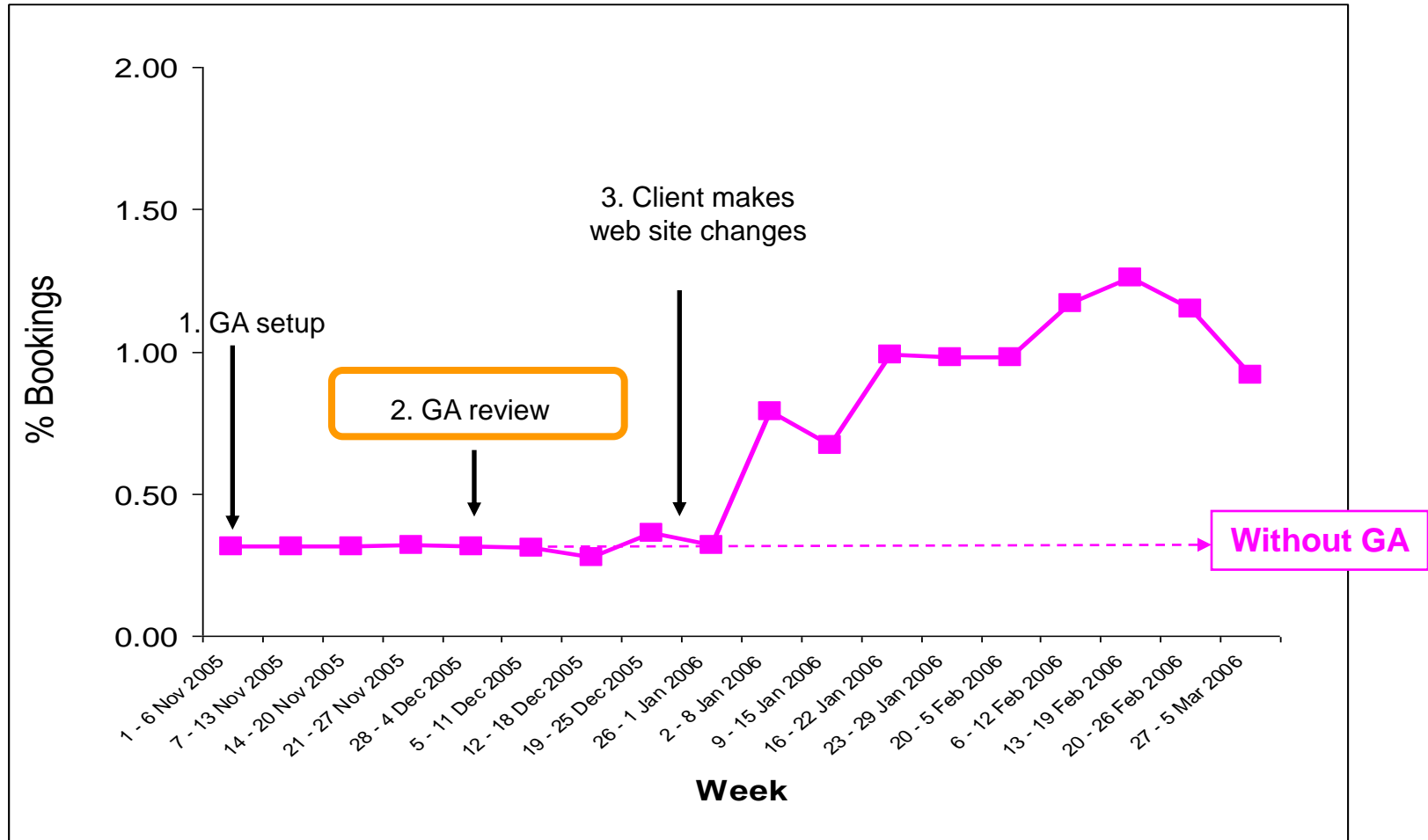
Payment form



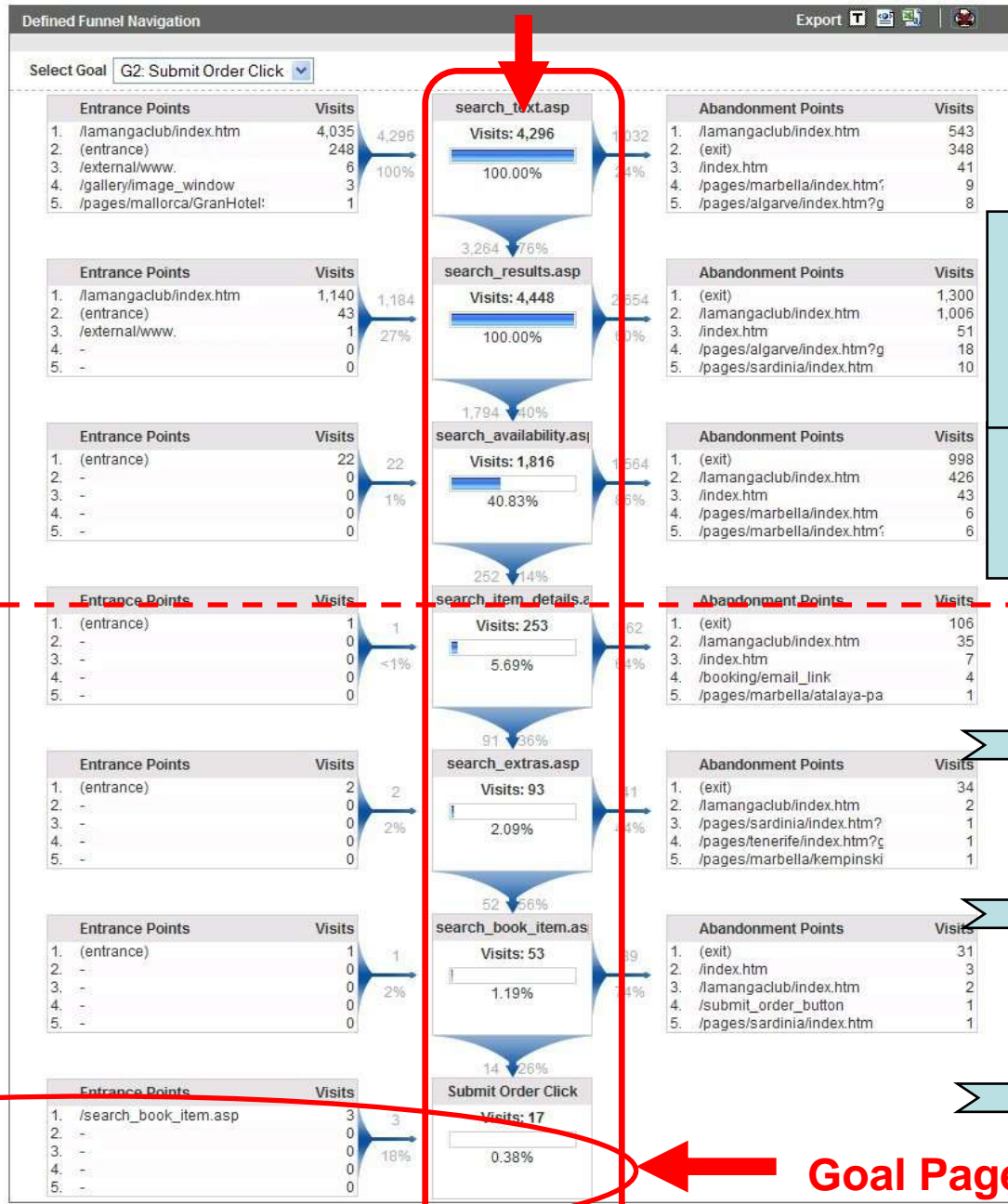
Complete



# Back to the conversion story...



# Funnel



Search properties

1

Search results

2

Check availability

3

Make booking

4

Confirm booking

5

Enter payment

6

Booking complete

7

18.5%

30.3%

95.4%

42.1%

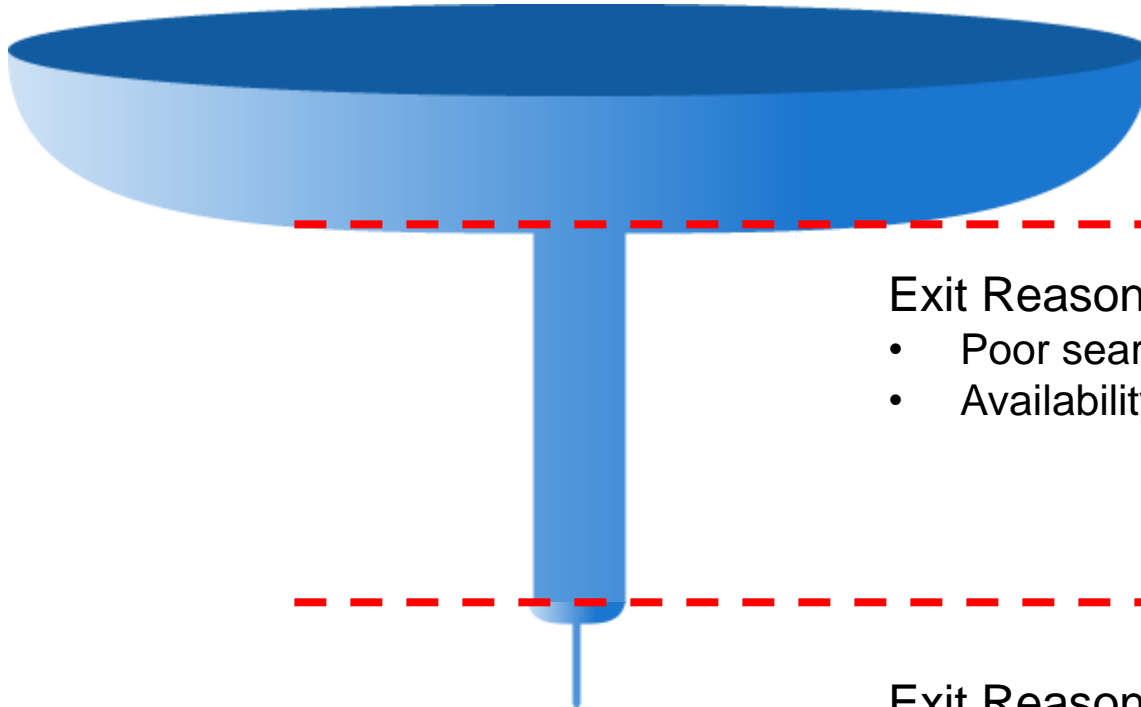
37.4%

59.6%

Goal Page



# Visitors



Exits = 95.4%

Exit Reasons:

- Poor search experience
- Availability checker very clunky

Exits = 59.6%

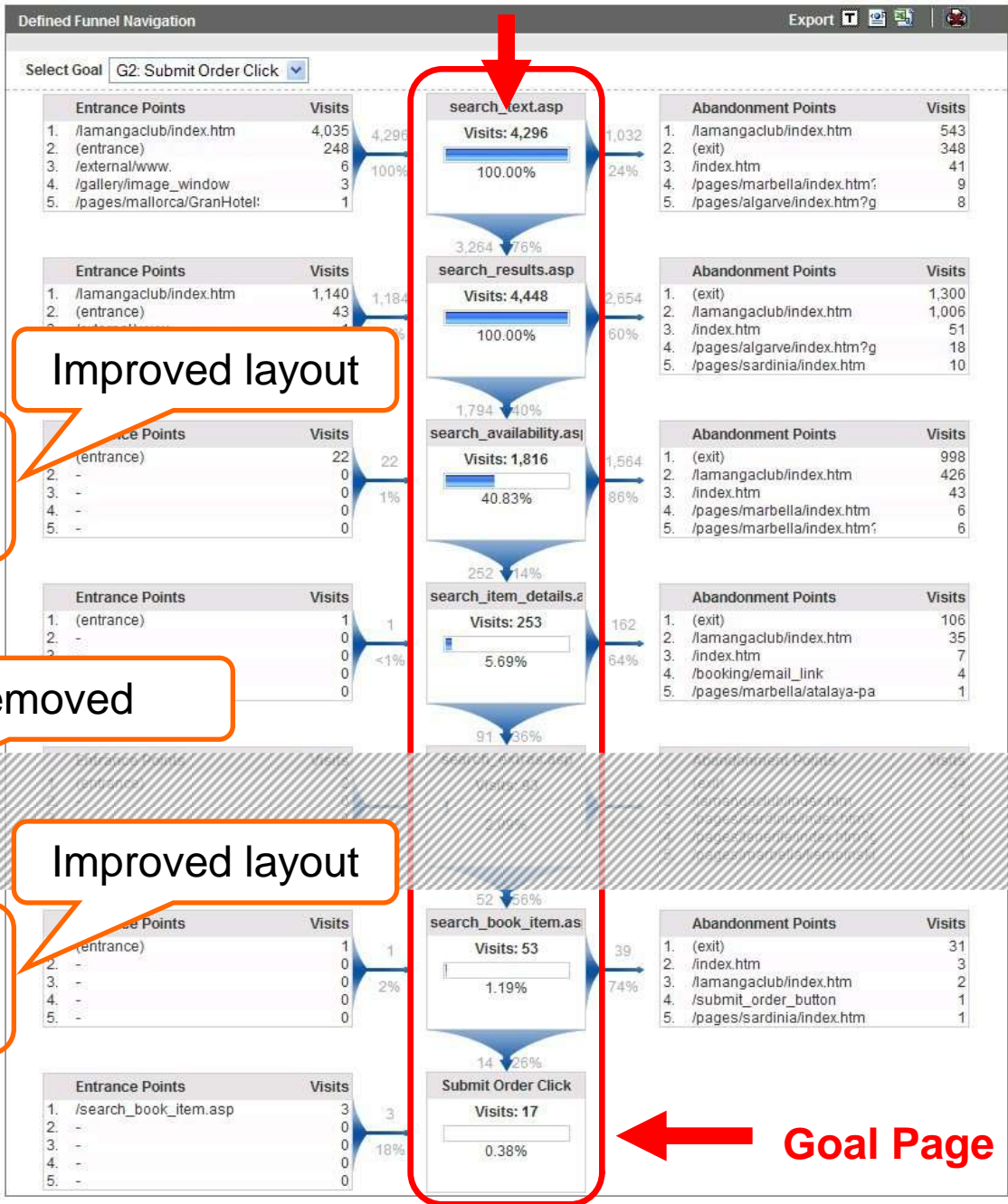
Exit Reasons:

- Overlong payment form
- Poor layout

# Customers



# Funnel



Search properties

1

Search results

2

Check availability

3

Make booking

4

Confirm booking

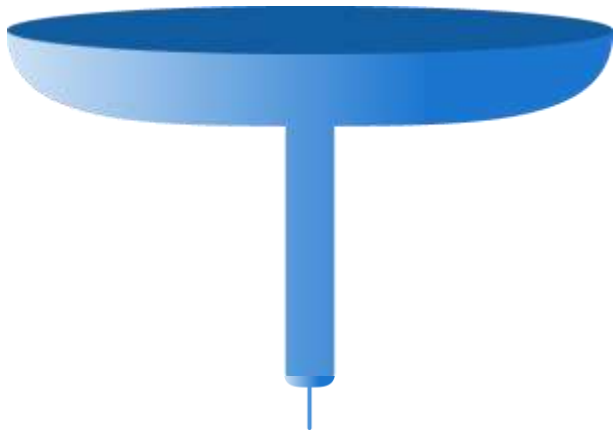
5

Enter payment

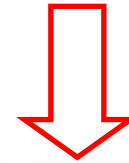
6

Booking complete

7



300% improvement



Target = 1000%

- Better hosting i.e. faster
- Reduce affiliate exit points

# Key points: funnels and conversion



- Your website all about conversions
- Industry conversion rates\* vary widely:
  - Airlines: approx 4%-16%
  - Hotels: approx 4%- 19%
- 300%+ conversion improvements are possible and common
- Measurement is a critical first step in increasing conversions
- Necessary, but not sufficient: analysis & action critical

\*Source: TravelTrends™ Monthly travel insights from Compete

<http://www.competeinc.com/research/newsletters/travel-trends-q4-2006-converstion-report/>

# Understanding effectiveness of SEO & SEM



# Other things to look at

- General trends – visitor numbers & engagement
- SEO / SEM – was it worth it; is it working?
- Campaigns – how effective were they, which worked best?
- Where do visitors come from? How engaged and loyal are they?
- Most importantly: are we getting the outcomes we want? What changes do we need to make?

# Last year...



iqcontent

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## Events

You are here: [Home](#) » [Events](#) » iQ Boot Camp

Search

- iQ Boot Camp
- Register
- Programme
- Previous Attendees
- Expert Speakers
- Venue & Location
- Top Dublin Spots
- Prices & Policies

### iQ Boot Camp 2006: 17th - 19th October, Dublin



Happy as Larry?

Real people use your website. People like Larry.

Give Larry what he wants, and he'll love you for it: he'll visit more, buy more, tell his friends, become your cheerleader. Disappoint him once, and you've probably lost him forever.

Learn to make all your users as "Happy as Larry" at iQ Boot Camp.

#### Past attendees said...

“ Excellent. The trainer had expert knowledge and a good style.  
- Sharron Bennett, Deloitte UK

“ Very good. Very relevant to my current job and well delivered.  
- Duncan Haughy, Unilever

“ Excellent training course well worth the money and time invested in it.  
- Rob Brooks, Highways Agency

[Register Now](#)  
Early Bird Offer until Sept 8

#### What is the iQ Boot Camp?

The iQ Boot Camp is a training event for people who want to deliver better results online. We have a new format for the event and new courses – we think you'll find it more engaging and more fun.

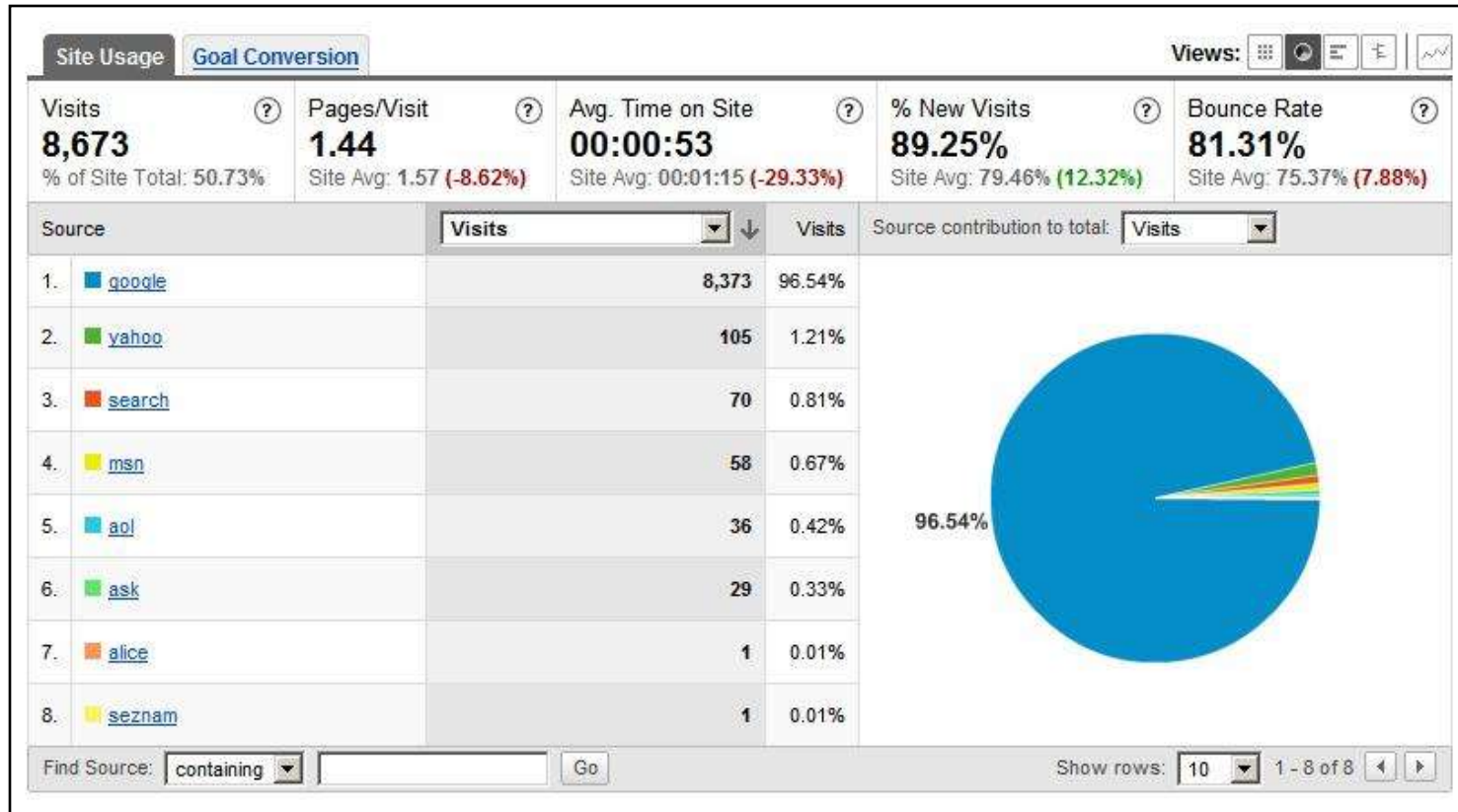
Running over three days in Dublin, the iQ Boot Camp's new condensed structure packs in:

- 10 new half-day workshops with expert instruction and case studies
- Keynote presentations and insights from organizations leading the way in user experience
- Extensive take-home resources
- Cocktails and networking at our Après Boot Party
- Exclusive new venue: the Morrison Hotel

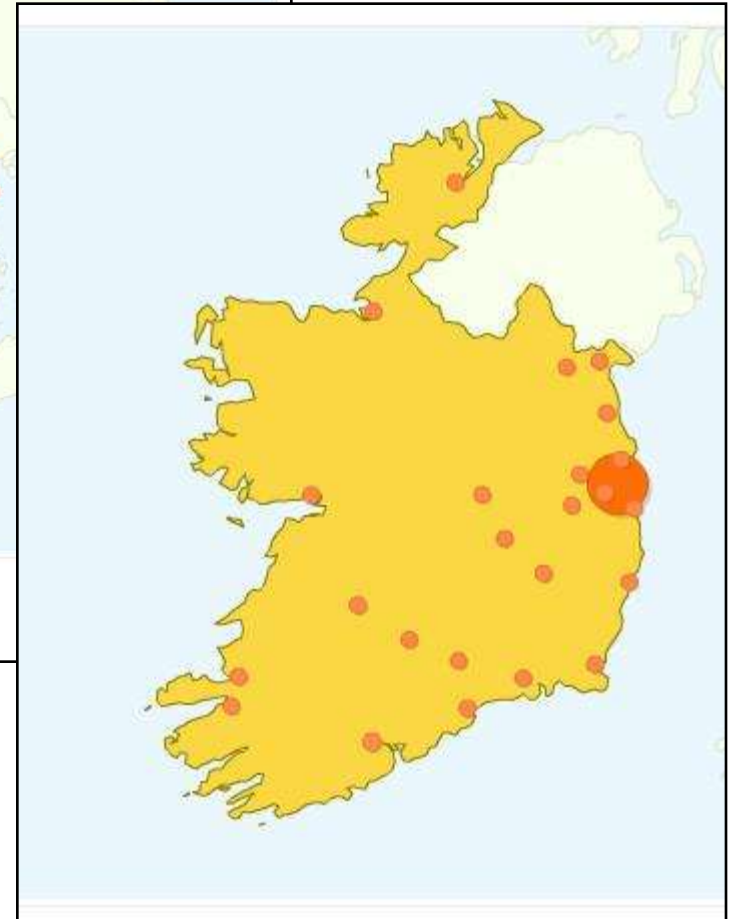
#### Programme

Tuesday 17th October

# SEO: Where people are coming from



- No point in using Yahoo or MSN paid search!



- you can drill down to view by country

# For Boot Camp profile, it's more interesting



Site Usage Goal Conversion Ecommerce Views: [Grid] [Refresh] [Filter] [List]

Visits <b>2,785</b> % Site Total: 100.00%	Goal1: Boot Camp Checkout <b>1.18%</b> Site Avg: 1.18% (0.00%)	Goal2: G2 <b>N/A</b> <a href="#">Configure Now</a>	Goal3: G3 <b>N/A</b> <a href="#">Configure Now</a>	Goal4: G4 <b>N/A</b> <a href="#">Configure Now</a>	Conversion Rate <b>1.18%</b> Site Avg: 1.18% (0.00%)	Per Visit Goal Value <b>€0.00</b> Site Avg: €0.00 (0.00%)	
Country	Visits ↓	Boot Camp Checkout	G2	G3	G4	Conversion Rate	Per Visit Goal Value
1. <a href="#">Ireland</a>	1,456	1.99%	-	-	-	1.99%	€0.00
2. <a href="#">United Kingdom</a>	877	0.23%	-	-	-	0.23%	€0.00
3. <a href="#">United States</a>	193	0.52%	-	-	-	0.52%	€0.00
4. <a href="#">Germany</a>	29	0.00%	-	-	-	0.00%	€0.00
5. <a href="#">Canada</a>	24	0.00%	-	-	-	0.00%	€0.00
6. <a href="#">Australia</a>	24	0.00%	-	-	-	0.00%	€0.00
7. <a href="#">Netherlands</a>	21	0.00%	-	-	-	0.00%	€0.00
8. <a href="#">India</a>	15	0.00%	-	-	-	0.00%	€0.00

# Content popularity: accidental tourists?



	Directory and Pages	Uniq. Views	Pageviews	Avg Time	% Exit	\$ Index
	/events/bootcamp	4,224	6,098	00:01:05	34.68%	€0.00
1.	courses	1,234	1,517	00:01:05	38.56%	€0.00
2.	/	978	1,441	00:01:20	39.90%	€0.00
3.	about-dublin	477	631	00:01:23	67.04%	€0.00
4.	prices-and-policy	366	462	00:00:50	27.49%	€0.00
5.	programme	340	885	00:00:45	12.54%	€0.00
6.	booking	298	486	00:01:21	19.75%	€0.00
7.	venue-and-location	193	249	00:00:44	24.90%	€0.00
8.	expert-speakers	160	201	00:01:04	38.31%	€0.00
9.	previous-attendees	86	99	00:01:02	18.18%	€0.00

- Why is it so popular? And why the high exit percentage?

# Things to do in Dublin

As you'd expect, there's countless places near the Morrison Hotel where you can refine your appreciation of Guinness. And less predictably, just around the corner from the Morrison is Bloom's Lane, which is now Dublin's little Italian corner, with wine bars, restaurants, cafes, and a crazy huge mural of modern Dubliners sitting in at the Last Supper.

## Restaurants we always want to go back to

1. [Chapter One Restaurant](#), Parnell Square, Dublin 1 €€€

Phone: +353 1 873 2266

A hidden gem housed in the basement of the former Jameson Whiskey family home. This is a lot of foodies' favourite place in town, and it's unquestionably one of the top restaurants around. For that end of the scale, the prices are reasonable too.

2. [L'Gueuleton Restaurant](#), Fade Street, Dublin 2 (beside Hogan's Bar) €€

This place probably offers the best value dining in the entire country. Simple premises with no-nonsense French bistro decor, serving robust provincial French food. The only downside is they don't take reservations.

3. [Fallon and Byrne](#), Exchequer Street, Dublin 2 €€

Phone: +353 1 472 1000

This just opened this summer, and it's a great spot. A slightly more upmarket version of L'Gueuleton, with the whole French Bistro thing going on here as well. They also have a great food market on the ground floor, and a big wine store (where you can drink and eat cheese) in the basement.

4. [Ho Sen](#), Cope Street Temple Bar Dublin 2 €€

Phone +353 1 671 8181

The first authentic Vietnamese restaurant in Ireland. They serve reliably tasty food at good value, and the service has been excellent in our trips there. A welcome addition to the Dublin restaurant scene.

5. [Gruel](#), 68a Dame Street, Dublin 2 €

Phone 01 670 7119

Cheap and tasty homemade food. It's run by the same crew as Mermaid, the very fancy restaurant next door.

And we'd be remiss not to mention Gary Rhode's new restaurant, [D7](#). We can't vouch for it personally -- it's been booked out solid since it opened. But it's probably a safe bet that they're doing good grub there, and it's just around the corner from the Morrison.

## Our favourite proper pubs in Dublin

1. The Cobblestone, 77 North King Street, Dublin 7

It's hard to find a good trad session (traditional music) in Dublin, and the ones you do find are usually just full of tourists. The Cobblestone is a notable exception to this. They have a session going most nights, and their pints are top notch. If you take the Luas, (Dublin's tram), it's just two stops away from the Morrison.

2. John Kehoe's, 9 South Anne's Street, Dublin 2

A real Dublin pub with its old wooden features and cosy snugs. There's always a good buzz in this place, and the pints can be magic.

3. The Palace Bar, 21 Fleet Street, Dublin 2

Temple Bar is basically a tourist hang-out these days, and though it's nice to walk through it to catch the vibe, there's only one place worth stopping



# So we cross-segment that page

- About Dublin page:

	Source[Medium]	Visits	P/Visit
1.	google[organic]	414	1.79
2.	(direct)[(none)]	31	7.94
3.	home.eircom.net[referral]	8	1.00
4.	eGovmonitorbanner[web]	4	3.50
5.	eConsultancy[email]	4	6.25
6.	pagead2.google syndication.com[r	3	8.67
7.	msn[organic]	3	1.33
8.	jobs.ie[referral]	1	15.00
9.	IIAnewsletter[email]	1	37.00
10.	eGovmonitor[email]	1	11.00

	Keyword	Visits
1.	(no data)	61
2.	keatings mary street dublin	11
3.	things to do in dublin	10
4.	best pint in dublin	6
5.	iq content	5
6.	gueuleton restaurant dublin	4
7.	vietnamese restaurant dublin	4
8.	"fallon and byrne"	4
9.	boot camp dublin	4
10.	poolbeg street dublin	3
11.	l'gueuleton dublin	3
12.	cobblestone dublin	3
13.	restaurant fade street	3
14.	restaurant mary street dublin	3
15.	Keatings Dublin	3
16.	family things to do in dublin	2
17.	docklands innovation park dublin	2
18.	real keatings mary street dublin	2
19.	Keatings Mary Street	2
20.	what is there to do in dublin	2
21.	exchequer street restaurant	2
22.	L'Gueuleton restaurant	2
23.	gueuleton restaurant	2

Unintentional SEO!

# Bounce rates







	Top Entrances	Entrances	Bounces	Bounce Rate
1.	/events/bootcamp/	1,154	478	41.42%
2.	/events/bootcamp/about-dublin	525	414	78.86%
3.	/events/bootcamp/courses/drive-more-traffic-to-your-website	363	278	76.58%
4.	/events/bootcamp/courses/writing-for-the-web	78	55	70.51%
5.	/events/bootcamp/programme	70	22	31.43%
6.	/events/bootcamp/courses/web-analytics	55	36	65.45%
7.	/events/bootcamp/courses/getting-more-from-your-intranet	53	37	69.81%
8.	/events/bootcamp/courses/accessibility-2-0	47	30	63.83%

Majority didn't stick around!

Either optimise landing page, or rethink SEM

# Effectiveness of SEM campaigns: what worked, what didn't



Site Usage		Goal Conversion	Ecommerce		Views:    				
Visits	2,786	Pages/Visit	2.88	Avg. Time on Site	00:02:02	% New Visits	74.37%	Bounce Rate	56.82%
? % of Site Total: 100.00%		? Site Avg: 2.88 (0.00%)		? Site Avg: 00:02:02 (0.00%)		? Site Avg: 74.41% (-0.05%)		? Site Avg: 56.82% (0.00%)	
Source	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate				
1. <a href="#">google</a>	1,314	2.32	00:01:28	80.75%	66.89%				
2. <a href="#">(direct)</a>	692	4.03	00:03:28	60.84%	37.86%				
3. <a href="#">pagead2.googlesyndication.com</a>	115	1.68	00:00:22	95.65%	82.61%				
4. <a href="#">eConsultancy</a>	91	3.84	00:02:40	85.71%	30.77%				
5. <a href="#">lAbanner</a>	83	3.19	00:01:37	63.86%	44.58%				
6. <a href="#">eGovmonitorbanner</a>	83	2.76	00:01:18	87.95%	60.24%				
7. <a href="#">Wiredgovbanner</a>	50	2.14	00:01:09	66.00%	68.00%				
8. <a href="#">eGovmonitor</a>	49	2.65	00:01:04	81.63%	57.14%				
9. <a href="#">Wiredgovalerts</a>	34	2.00	00:01:01	85.29%	67.65%				
10. <a href="#">lAnewsletter</a>	23	4.17	00:02:29	43.48%	52.17%				

- Real data to track your *online* marketing efforts
- Offline require different method of tracking



# Key points

- Analytics helps you to determine if your SEM was actually worth it.
- iQ Boot Camp
  - Adwords didn't work (approx 1,300 wasted)
  - Adsense didn't work
  - Targeted mail newsletters: way to go
  - Not getting the most from organic SEO: need to optimise landing pages
  - UK customers won't travel to Ireland for conference
- Focus on your landing pages, your bounce rates, and visitor engagement (page views per visit)
- Pay attention to the valuable organic search data at your fingertips

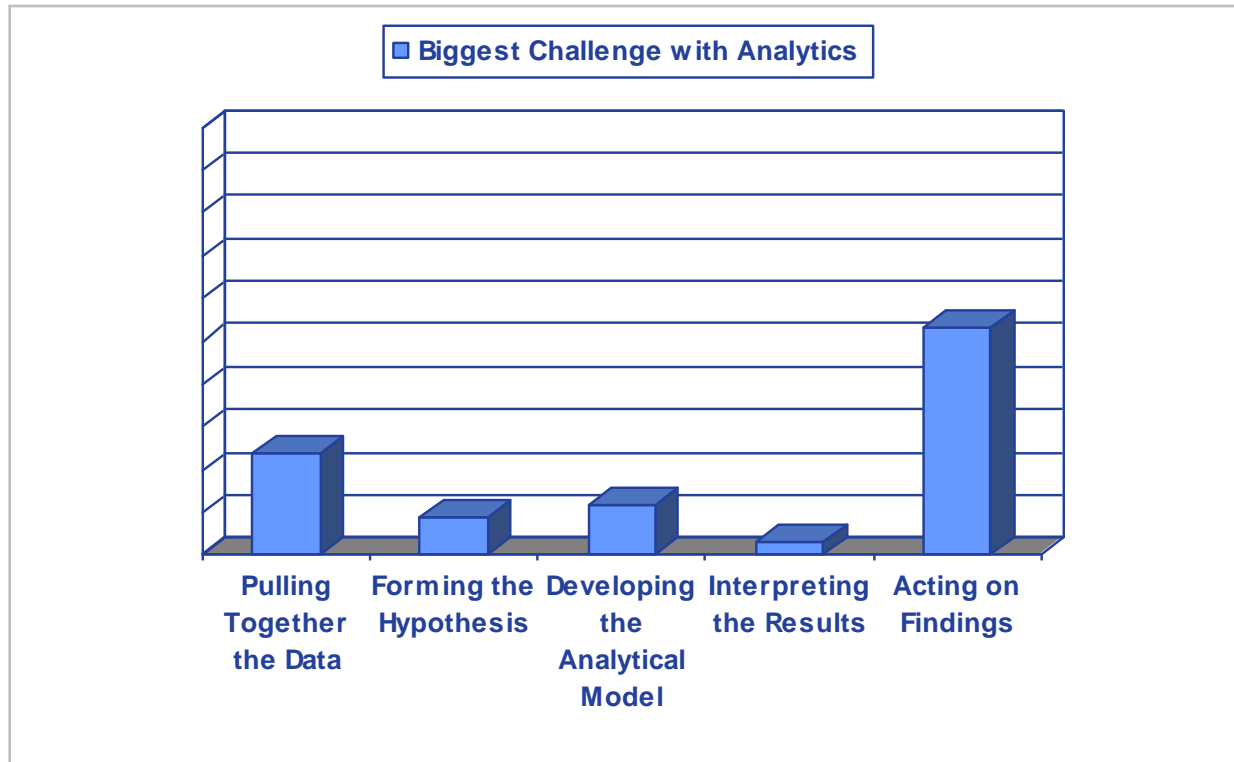
# Summary & Wrap-up

# The real world?



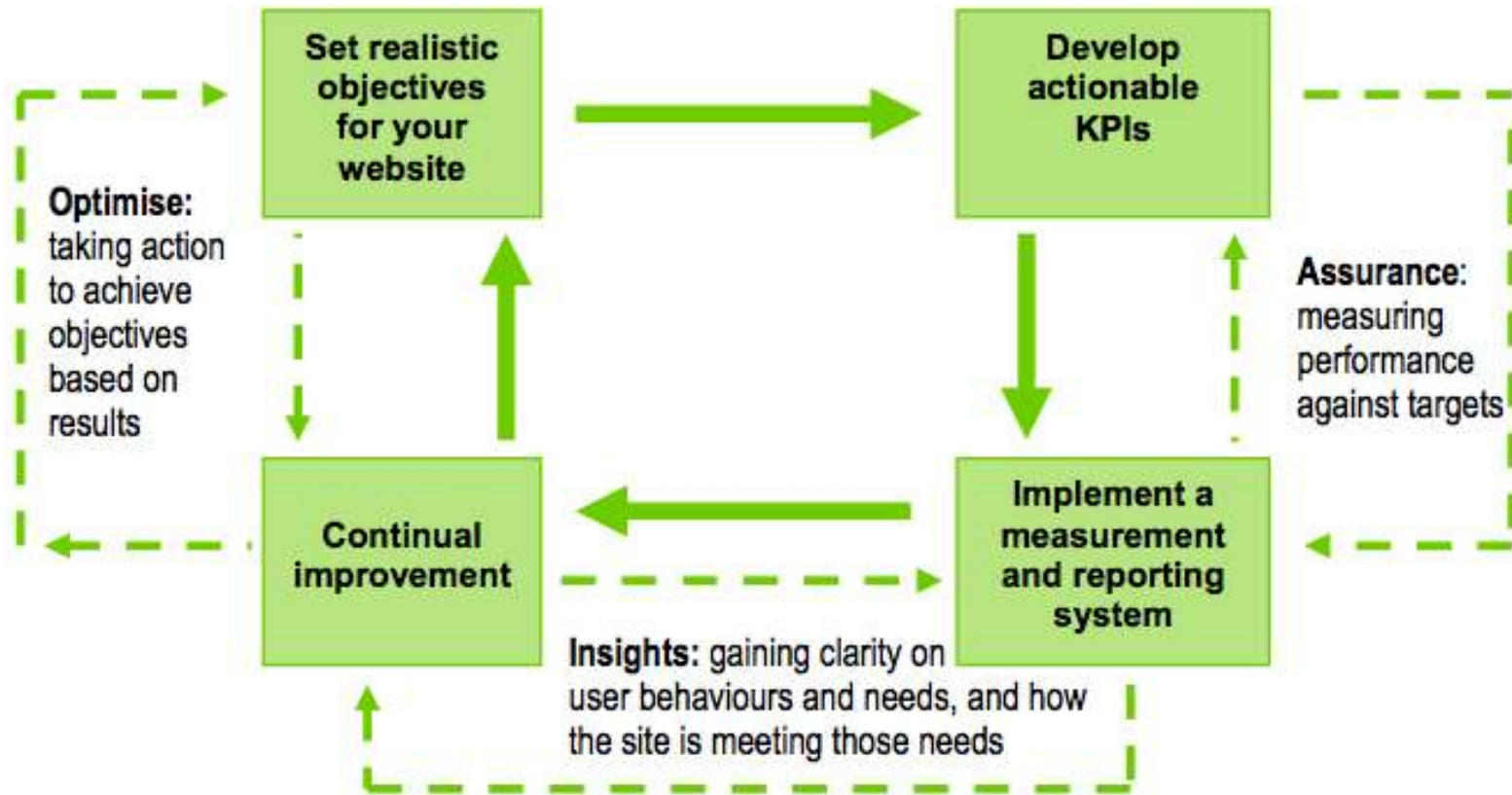
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# Good analytics = take action



- 2006 Forrester Research: Biggest challenge marketers face with analytics?
- 53% say **Acting** on Findings

# Analytics framework: be systematic



*From Victoria Web Analytics Toolkit*



# Key principles

1. Without a **framework** you're lost in gobs of data.

2. Be sure you've configured it correctly

Filter Name	
1.	Exclude iQ Office traffic
2.	Exclude iQ GSA traffic
3.	Exclude all iQ Office Traffic (Smart Telco)

3. Analytics takes time

The 10 / 90 Rule for Magnificent Web Analytics Success

4. Analytics tell you **what** and **where**, not **why**

5. **Cross-segment** leads to insight

Cross Segment Performance	
ver	Source[Medium]

6. Aim to measure the impact of **something**

Campaign/Source	Visits	P/Visit	G1/Visit
bootcamp/	193	4.18	0.52%
eConsultancy[email]	55	5.78	0.00%
eGovmonitorbanner[web]	48	3.23	0.00%
IAbanner[web]	29	5.76	3.45%

7. Good analytics = make you **take action**

# Wrap-up



- Your website is all about conversion
- Conversion rates are low – cross sector average 2%
- **Measurement is critical:**
  - **# 1: Understand your customers and what they're doing on your site**
  - **# 2: Identify accident blackspots** – points where customers are experiencing difficulty
  - **# 3: Take action** – fix problems, track changes
  - **# 4: Increase conversions** – put more money in the bank
- Other things analytics can tell you:
  - Effectiveness of SEO / SEM
  - Level of customer engagement / loyalty
  - Effectiveness of email newsletters and campaigns

# Questions? Feedback?



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