Google Analytics Overview and Demo

Previously USF was using SurfStats to generate web analytic reports, but with the current USF redesign we are now using Google Analytics. A numerous amount of web metrics can be provided so this meeting was to briefly review what types of data and reports are available.

- A link to the video we watched about Google Analytics - Beginning Analytics: Interpreting and Acting on Your Data: [http://www.youtube.com/googleanalytics?hl=en#p/u/38/_qfG2d9etvk](http://www.youtube.com/googleanalytics?hl=en#p/u/38/_qfG2d9etvk)

- Each person was provided web analytics for their current website -- a Dashboard summary and a few other metrics to see what types of reports can be provided. I would highly recommend that you at least look over the reports to get a feel for which pages are getting viewed and if any errors are showing up in your reports.

- Brief demo of the Google Analytics tool and looking at the USF Gateway/About report to see what info can be viewed

- Demo of using the Site Overlay feature where you can see your website and an overlay of the page views for each link on your web pages

Requesting Web Reports

1) Reports can be emailed to you on a scheduled basis. If so, let me know what types of reports (top content, top keywords, dashboard) and how often you’d like it sent to you.

2) Read-only access to log-in and view the metrics for your site. If you want this option, I forgot to mention that you need a gmail address. Let me know your gmail address and I will set-up your access. By having this access, you can click in and see details such as Navigation Summary, Entrance Paths, etc. for individual pages. You can also use the Site Overlay feature to see your website with page view clicks on each link. This would be a great way to see what people are looking at, or more importantly what they are not looking at on your current site.

Other Updates

1) BPS
   - BPS is currently revising their website by implementing a new home page template to account for more space to feature photos, videos and include a prominent apply now button.
   - Re-doing the main web site information architecture so that the “themes” are removed and place on a web page, and the rest of the navigation contents will get bumped up. BPS is also exploring how to highlight photos and videos, these pages are examples of what they are doing: [http://www.usfca.edu/bps/entrepreneurship/Entrepreneurship__Innovation/](http://www.usfca.edu/bps/entrepreneurship/Entrepreneurship__Innovation/) => thumbnail photos and rollovers that provide larger photos & captions [http://www.usfca.edu/bps/globalization/](http://www.usfca.edu/bps/globalization/)

2) Undergraduate Admission
- Launched a new campus virtual tour which highlights photos, a map and list of services/offices in each building: http://www.usfca.edu/virtualtour

3) Law
- Launched the redesigned website 3 weeks ago: http://www.usfca.edu/law. Home page prominently features news, stories and videos; elements change every time the page is re-visited (caches every 10 minutes). Events are fed in via Google Calendar feed at the bottom.
- Other website highlights include:
  - Faculty profiles with tabs for various information about each member (bio, scholarship, service, media): http://www.usfca.edu/law/faculty/fulltime/
  - Faculty Expert Guides which allows users to search for faculty by areas of expertise: http://www.usfca.edu/law/news/

Next meeting is scheduled for July 23, 11am-12pm in LM 261.