

Website and e-Mail Metrics



Assessing Your Current Audience

Website Audience Metrics

What is the size of your web audience?		
How many living, breathing human beings are coming to my website every month?	Unique Visitors (not hits or just visits)	This is the number of actual individuals that visited your website as opposed to hits (which simply count files served, including images) and visits (which don't adjust for repeat visitors).
How do visitors find my website?		
Are they typing my URL directly into their web browser? Are they following a link from another website, or maybe an email, Twitter message?	Referral Source	Indicates how a web visitor got to your website: <ul style="list-style-type: none">• By typing your website address into their web browser• By clicking on a link (from another website, email message, or twitter message)• From a search engine
Are they finding their way to my site from a search engine? If so, what are they typing into the search box that ultimately leads them to me?	Top Keywords and Phrases	For web visitors who found their way to your website from a search engine, what keywords or keyword phrases did they type into the search box? You should generally identify the top 5 and track their changes over time.
How engaging is my website content to visitors?		

When people visit my website, do they come to my homepage, get nauseous and then leave? Or do they hang out a bit and look around?	Average Page Views	The total number of page views divided by the total number of visitors over a specified time period.
Besides by homepage, what other pages on my website do people tend to view the most?	Most viewed pages	What are the pages most viewed on your website. It's generally good to track the top 5 pages over time.
What documents do people download the most?	Most downloaded documents	What documents are downloaded the most by your web visitors. It's generally good to track the top 5 downloaded documents over time.
Where are my web visitors geographically located?		
Are they in my city, in California, or in Bangladesh?	Geography	Where are your web visitors geographically located? In tools like Google Analytics, you can drill down all the way from the country level, to the state and city levels.

Tools for Measure your Website Audience

To get the Web analytics for your website, you should contact your webmaster, IT department, or the company that hosts your website. Sometimes, these statistics are “server-reported” statistics available from your web host versus those obtained from “tagging-based” services. The most robust analytics tool that is available for free is Google Analytics (available at <http://www.google.com/analytics/>).

Server-reported statistics are generally inferior and often prone to inaccurate counting. If you're relying on server-reported web data, you may want to consider transitioning to a tagging-based service like Google Analytics. See below for more explanation of these types of tools and popular vendors.

There are basically two types of web statistics tools:

Basic Tools	<ul style="list-style-type: none"> ● AWStats
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<ol style="list-style-type: none"> 1. Log-File Analyzers (Server-Side Data Collection): statistics packages provided by shared web hosting providers. 2. These tools are typically accessed through your hosting provider. 3. They are generally inferior to more advanced Tag-Based packages like Google Analytics 	<ul style="list-style-type: none"> • Webalizer • Mint
<p>Advanced Tools</p> <ol style="list-style-type: none"> 1. Tag-Based Analytics (Client-Side Data Collection): Javascript page tags collect data via a website visitors' web browser. The tags, also called "beacons" are placed on each page of your website, and 	<ul style="list-style-type: none"> • Google Analytics (free) • Webtrends • Omniture SiteCatalyst <p>How to install Google Analytics http://www.google.com/analytics/education.htm ! </p>

Email Metrics

These data should be available from your Email Service Provider (e.g. Constant Contact, Vertical Response, MyEmma, etc.). You should review these statistics for the current month and last 6 months to identify trends.

Initial Email List Assessment:

- How many email addresses are in your list?
- How many are bad addresses (undeliverable)?
- How many people on your list are from identifiable organizations (work addresses)?
- Where did the majority of my email list subscribers come from (website, event sign-ups, conference, business cards, etc.)?

N/A	Messages Sent	The total number of messages sent for a particular mailing
When I send out an email, how many bounce because I've got a bad address in my database?	Bounce Rate	Percentage of email messages in a mailing that was undeliverable due to bad addresses. Total messages sent minus total email messages that bounced equals the total messages delivered.

When I send out an email blast, how many people subsequently unsubscribe from my list?	Unsubscribe Rate	The percentage of email message recipients who unsubscribed from your list out of all email messages delivered
Of those who receive my email, how many actually open it?	Open-Rates	The percentage of email messages in a mailing that were opened of those that were delivered.
Of those who open my email, how many are interested enough to click on a link in the message either to read something or respond to a call-to-action?	Click-Through Rates	The percentage of email messages that a user clicked a link in of those that were delivered.
Of those who click in a message and reach my website to take an action that I've requested of them, how many actually take the requested action?	Response Rate (also called conversion rate)	Of those who clicked through on a "call-to-action" email (total click-throughs), how many took the requested action (whatever you asked them to do)