State of IU Web Analytics

EP AI 13 (Web Presence) - Web Analytics Subgroup
Enterprise Web Tech Services

October 30, 2009
Agenda

Current UITS Services
Other Tools in use at IU
EP AI 13 Web Analytics Subgroup
Questions and Discussion
Empowering People

Action Item 13 (AI13):

IU should implement a comprehensive, integrated university-wide web presence by providing common tools for site creation and maintenance, developing policies that promote best practices, and ensuring useful navigation and search for internal and external users.
Dissecting AI13: An Evolving Plan

AI13 is being deconstructed into several subcommittees of focus, currently they include:

1. Search
2. Web Analytics
3. Content Management
4. …
5. …
The power of information.

It’s no mystery, we know:

• Who is visiting our sites.
• How often they are visiting.
• What content they are reaching.
• What users search for on our sites.
• How users find our site.
• …
Current Services

Webserve Log Processing
  • Merge logs from the 4 webservers
  • Split logs for 4,000 accounts and accommodate exceptions

Webserve Web Usage Reports using Analog
  • Web based reports with graphics
  • Computer-readable output
A few tools currently in use at IU

Identified Analytic Services:
- AddThis
- AWStats
- Google Analytics
- Webalizer
- WebTrends Analytics

Others?

*Use of Third-Party Web Analytics Services Position Paper
http://informationpolicy.iu.edu/resources/articles/webanalytics
Understanding Web Analytics @ IU

How is our data currently being utilized?
EP AI 13 Web Analytics Subgroup

This subgroup was formed in September to recommend improvements to Web Analytics at IU

Under consideration

- Webserve Log Processing Improvements
  - Collection, retention, processing, sanitization, and distribution
- Analysis Tools
  - Webserve web usage reports, supported tool set

Process

- Acquire requirements through informant interviews, stakeholder surveys, and focus groups
Understanding your needs…

Informant Interviews ➔

Online Surveys ➔

Focus Groups
We’d like your help

• Placeholder for ways audience can get involved.

• Eliciting their involvement.

• Do we have a public website – email signup etc???
Questions and Discussion

Resources

- Webmaster info on Webservice logs and statistics
  
  http://webmaster.iu.edu/tool_guide_info/tgcat.shtml#logs

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