

The Web Analytics Championship - Jaime Clotet www.alt64.com

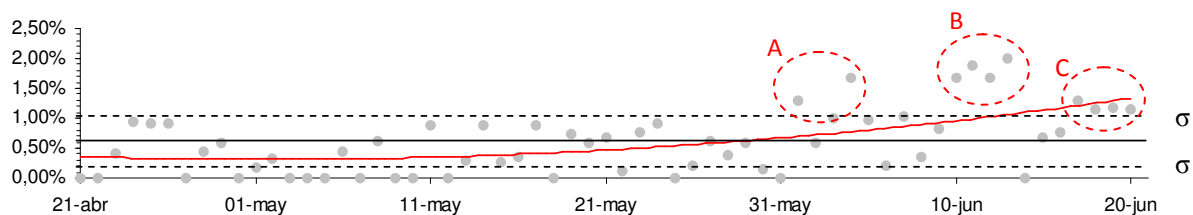
In my understanding the WAA web site goals are based on join new members, I have **focused my analysis on user needs and WAA goals**. My insights try to explain how to maximize WAA goals, in two parts [1] Optimize member acquisition and [2] Optimize member conversion. I've focused specially in Professional Membership (PM), because I think they are the basis of any association.

Why join the WAA? In my experience, the primary reasons to join a professional association are: belong sense, networking and training. I have made the hypothesis that these are the primary reasons here and I have asked ⁽¹⁾ a few WAA members "What was the primary reason for joining the WAA?" The three primary reasons, from a list of 10, were: 1/ Networking opportunity (28.9%); 2/ Opportunity to belong to a professional organization (26.3%); 3/ Education (18.4%). Then with this data (necessary but not enough) I think that my hypothesis here is correct.

Selecting the period

I have selected the period from 04/21/08 to 06/20/08 as **Total Period** and two sub-periods, **Period I** (from 04/21/08 to 05/20/08) and **Period II** (from 05/21/08 to 06/20/08).

Figure 1 - Daily Conversion Rate Total Period, mean 0.60% and standard deviation 0.53%



[1] Optimize member acquisition

Where member come from? Traffic sources by PM conversions for Total Period: referrals (37.08%), organic (36.30%), none (25.41%) and email (1.21%).

Which source performing better? 'Referral' because: 1/ is the most relevant (37.08%) and effective medium (0.33%) acquiring PM for Total period. Referral is furthermore effective those days over 1 standard deviation, by example: days in circle B (Figure 1), 'referral' effectivity reach 1.04%; 2/ is the medium with highest growth in PM goal conversions (614.64%) and visits (30.60%) comparing Period II and I; 3/ because is a win-win medium. By example, linking logos may reward members 'belong sense' and optimizing 'referral' acquisition.

What about Google? The best keyword is 'web analytics', which is the second kw in visits, highest effectivity (0.62%) and grow 77.33% comparing Period II and I. Optimizing WAA content for 'web analytics' will increase organic member acquisition. Finally, I would like to point kws containing 'job' which represent 4.43% of organic visits, are not effective in member acquisition, only 1 PM conversion for Total Period.

What about Brand Recognition? Analysing search engine ⁽²⁾ top keywords ⁽³⁾ I've found 20% use Brand terms, including different types of writing (web analytics association, waa, web analytic

association, webanalyticsassociation, ...). Brand keywords represent 36.36% of total 'organic' goal conversions for Total Period, and grow x2.67 times comparing Period II and I.

People who visit WAA website also visit ⁽⁴⁾ ? Other WAA member web sites like emetrics.org, webanalyticsdemystified.com, wiest.net, webtrends.com, websidestory.com, targeting.com, ... All these are WAA members but not all are a WAA 'referral', there is an opportunity here.

[2] Optimize member conversion

What made the difference? Analysing the standard deviation (Figure 1) I've found that 10 days of June converted (45 PM) x2.25 times all Period I (20 PM). I have found some correlation between web analytics events and 'daily PM conversion rates', searching web analytics events ⁽⁵⁾ during those days in red circles (Figure 1). Drilling down on geo localization: 1/ Days in circle A (that week two events in NY) regions near NY represented 44.44% of total PM conversions; 2/ Days in circle B (after the Webanalytics Congress Netherlands) Netherlands represented 20% of total PM conversions; 3/ Days in circle C (that week 4 days event in Burlington (Vermont)) regions near represented 45.45% of total PM conversions;

Which content is performing better? Using click overlay, and having the limitations of GA, I have found that Membership section (from the home page) is performing better for PM goal (31% of total PM for Total Period), and Job search is performing better for Corporate membership goal (37% of total CM for Total Period), Membership section PV value is 4.6\$, and Job search PV value is 7.68\$. But, the content bringing more value to the WAA is training content like "WAA Webcast Series: Understanding Customers Through Data: Web Analytics, Audience and Advertising Measurement." which PV value is 144.61\$.

Finally, two flashes: 1/ Comparing goal conversions between New and Returning visitors, the distribution is 62.20% for New and 37.80% for Returning; 2/ WAA website has sent 1,281 clicks to emetrics.org, but only 225 visits came to WAA website from this 'referral' in Total Period.

Conclusions

1. Count with members to achieve WAA goals:
 - a. Optimizing traffic sources, through all type of referral links in them websites.
 - b. Empowering brand recognition, remember most of them are market evangelists.
 - c. Optimize SEO strategy based on 'web analytics', offer them to publish content in WAA website.
2. There is a correlation between web analytics events and WAA membership:
 - a. Foment all kind of web analytics events through members
 - b. Promote all web analytics events, online, local, worldwide...
3. Emphasize "Join WAA" message in the home page for new visitors.
4. Enhance Membership for PM and Job search for Corporate Membership goals.
5. Empower training content like web cast series, they are performing very well to achieve WAA goals and member needs.

(1) Online survey start 06/10/08 end 06/16/08 for WAA members, 12 responses

(2) Google which represents 90% of all search engine traffic

(3) The 30 first keywords of the list

(4) http://www.alexa.com/data/details/related_links/webanalyticsassociation.org

(5) Using Google search and WAA calendar