



The Google Analytics profile for the Web Analytics Association site lists three primary goals: (1) professional membership, (2) corporate membership, and (3) site registration. Clearly these goals are in line with the business. The overarching goal of the website is to convert visitors to members and then assist in the providing of services that meet the needs of the members in order to encourage renewal. Additional site goals to be recommended would include satisfaction with site content such as articles, webcasts, social network, etc. These goals are supported by and could be aligned with visitor intentions. Over half (54%) of visits are search related and came from thousands of keywords with 20% of traffic interested primarily in the association itself and information about web analytics.

The keyword analysis revealed that users are coming to the site searching for specific topics regarding web analytics. It is recommended that in addition to the rating system about how well someone liked the article (5 star rating), an additional rating metric tied with what the visitors are searching for be implemented to answer the question "how well did this article [provide/solve your need/assist with] your topic of interest [insert keyword]?" This is most similar to the support feedback ratings on support sites.

When reviewing the data from May 1<sup>st</sup> through the present, the top content sections were Jobs and Membership. The top landing pages were the Contest, Jobs, Certification Information and Membership, with Education and Resources also popular sections. The Contest drove the most traffic to the site, particularly from the Google blog site. As this was the timeframe of the announcement of the contest, this might not be a surprise but it should also be noted that the contest drove traffic to membership and its goals. As part of the marketing strategy to increase membership and deliver membership value, future contests, "real world" applications for review by members (case studies, etc.) or virtual networking events should be considered. Site visitors (members and non-members) may be looking for ways to participate other than volunteering where of course the benefits of membership could be promoted by the WAA.

Regarding the analysis of the goals for the various segments created in the system, such as *Direct Traffic – Main Search* which had goal conversions of 0.14% for Professional Membership, 0.21% for Corporate Membership and 0.14% for site registration, a deeper analysis of those segments, their interests and activities on the site, could be done to design dynamic



content on the site which could help cross sell campaigns and promote membership value, participation and membership renewal.

#### Recommended Next Steps:

After looking at the initial findings on the site, it appears that the segments provided have some differences in overall goal conversions. Since the segments are not mutually exclusive, it's hard to clearly identify which segment attributes are impacting overall conversion rate. There are also other factors that coming into play beyond the user type (new vs. returning), search type, and referral source that need to be considered within any user segments.

So how would we approach creating actionable user segments? The first task would be to pull the web data into a package that makes available the individual user behavior data (something like Unica NetInsights, Omniture Discover or WebTrends Warehouse). Once the data is available we would start to roll up individual user data into a workable dataset creating different attributes like content access, time on site, visit frequency, goal conversions, search attributes, referring source, etc...

Behavioral data summarized at the unique visitor level would allow us to perform segmentation of visitors based on characteristics most highly correlated to completing the site goals. Through the use of hierarchical cluster analysis, we would identify the number of core segments and corresponding attributes present within the dataset. By doing so, we can create segments based on consumer science in GoogleAnalytics for future analysis. But back to the individual level data for a moment, by looking at individuals behavioral data we will be able to identify some business rules to drive cross promotional activities on the site.

Leveraging site optimization tools such as Google Site Optimizer we can start to test different creative callouts across the sites to the core segments. By understanding the core segments, we should be able to identify emotional/functional drivers that will entice people to complete the various site goals. Example, the non-members that repeatedly come to the WAA site, and repeatedly spend time on the Job boards can have a test campaign developed to test different value propositions such as networking, social network sites or discounts to events to increase responses to membership callouts.