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WEBSITES THAT  
WORK:

BUILDING AND  
QUANTIFYING YOUR  
SUCCESS

# State of the Art Lunch

- Every Thursday (and frequently more) for the last 5 years
- Check in on the state of each other's artistic pursuits
- Talk about the changing art/media landscape, what's next
- Keep each other inspired, accountable and on track

# In Order For Your Site To Work For You, You Have To Give It A Job

- What do you need your site to do? Organization's goals?
  - Teach people who you are, what you care about, what you do, who you serve, why you do what you do?
  - Connect you with your people, community, tribe, compatriots?
  - Help serve your community, members, followers? Facilitate sharing, interaction, congregation?
  - Provide curated information? Insider news? Vicarious identity?
  - Give people access to and showcase your art, artists? Showcase, archive, translate, interpret your art, artists? Be an archive?
  - Provide a way to participate in what you're doing? A way to engage and support you?
  - Tell your story? Engage your audience? Help you stand out?
  - Inspire donations? Sell products? Process transactions?
  - Quantify engagement? Justify resources? Make your boss happy?

# What Do You Need Your Site To Do?

- Write down some things you'd love your site to do for you.
  - A big lofty, idealistic, world-changing, meaningful dream?
  - A purely practical, transactional, technical thing?
  - A message for it to convey? A story to tell?
  - A type of person to attract, inspire, engage?
  - A financial goal, campaign or ongoing challenge?

# Jason “J” Molin

- Singer/songwriter, performer, photographer, doodler
- Digital Media Manager at UT’s Division of Diversity and Community Engagement

# Zilker Trail of Lights



# Sundaysong Singalong



# J's Strategies (jobs my site can help with)

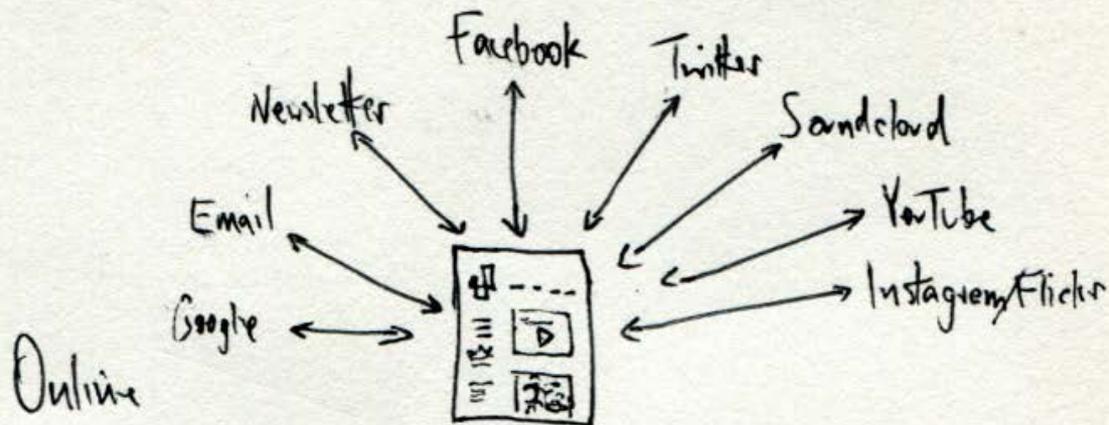
- Make great art (original, poetic, spiritual songs)
- Put on beautiful shows in gorgeous outdoor spaces (that few musicians consider)
- Create a community, lead singalongs on 1st Sundays (folksong church)
- Compliment my music with my photography and drawings (for a personal, authentic touch)
- Give my music away (have merch for sale)
- Find patrons for songs and backers for albums
- Have a deep, direct relationship with fans online through email, my site, and social media

# What Work Do I Need My Sites To Do?

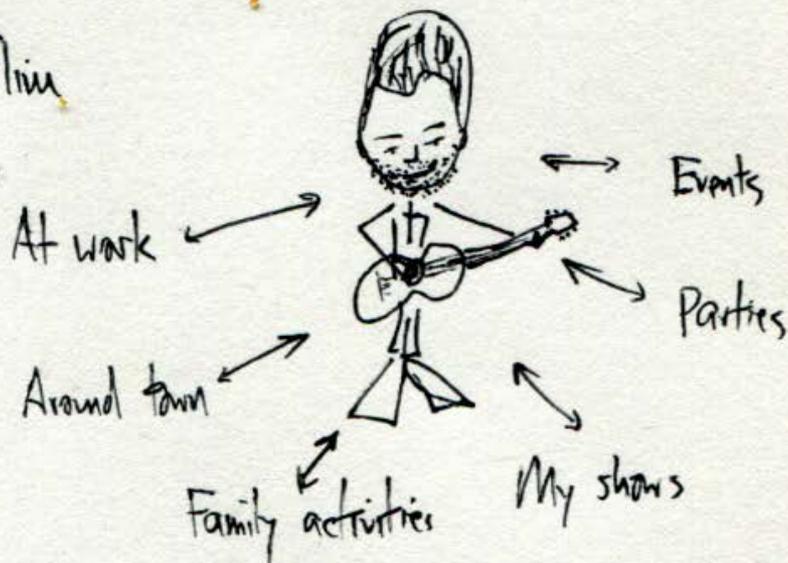
- Give people access to me and my art
  - Showcase my songs, pictures, posts
  - Make it easy to get in touch with or follow me, get my updates
  - Facilitate a relationship, mediated intimacy, authenticity
- Get people to my shows locally and globally
  - Attract and inspire attendance, participation
  - Notify people about them, RSVP, attend in person
  - “Attend” them later digitally via media scraps and recaps
- Give supporters a reason and a way to show support
  - Pledges for songs and projects
  - Buy merchandise

# J's Online Channels

- [jasonmolin.net](http://jasonmolin.net) (my music, photos, journal, drawings, etc.)
- Monthly newsletter (of blog highlights)
- Email (gig announcements)
- Facebook (particularly events)
- Soundcloud (my musical output)
- Patreon (patrons fund songwriting)
- Kickstarter (supporters fund albums)
- YouTube (videos from gigs, studio songs)
- Instagram and Flickr (sharing and archiving images)



Offline



# Which Sites Work For Me (#s that matter)

- # visits to [jasonmolin.net](http://jasonmolin.net)
- # of \$3 & \$5/month sustaining patrons at [Patreon.com](https://www.patreon.com)
- # of \$20, \$50, & \$100 backers at [Kickstarter.com](https://www.kickstarter.com)
- # of people on my subscription and gig lists (& # of people who open my emails, clicked links)
- # of respondents to my emails, posts, questions
- # of people who RSVP for gigs at Facebook Events, occasionally comments on posts
- # of plays, shares, downloads on [Soundcloud](https://www.soundcloud.com)

# J's Job

- Create, maintain and support 60+ sites for the organizations and initiatives within UT's Division of Diversity and Community Engagement (mostly Wordpress, some Drupal)
- Format and send daily events information, weekly newsletters to 300+ people in division, monthly newsletters to 2000+ community
- Train people to manager their own sites and associated channels, web presences

# J's Team Channels

- Division homepage: [utexas.edu/diversity](http://utexas.edu/diversity)
- News blog: [ddce.utexas.edu/news](http://ddce.utexas.edu/news)
- Daily email invites, weekly internal and monthly external newsletters
- Facebook page: [facebook.com/UTDDCE](https://facebook.com/UTDDCE)
- Twitter: @UTDDCE
- Flickr for pictures
- YouTube for videos
- Eventbrite for event RSVPs

# J's Team Metrics

- # of hits to our news blog (weekly analytics report)
- # open rate for our emails and newsletters
- # of RSVPs for events
- Conclusion: Bosses like numbers.

# Intro to Google Analytics

The screenshot shows the Google Analytics website homepage. At the top, there are several browser tabs: 'Websites That Work - Invi...', 'Websites That Work - Goc...', 'Google Analytics Official', and 'Texas Department of Agri...'. The address bar shows 'www.google.com/analytics/'. Below the address bar, there are several navigation links: 'Home', 'Why Google Analytics', 'Mobile App Analytics', and 'Grow with Premium'. The main content area features a large image of a smiling woman, Mariam Naficy, CEO of Minted. To the right of the image, there is a yellow callout box with the text 'Turning data insights into action'. Below this, there is a quote: 'Conversion for one of our newest products increased 400% after Google Analytics showed us where we could make improvements.' followed by 'Mariam Naficy, CEO Minted' and a 'Learn more' button. Below the main image, there are three columns of content. The first column is titled 'Mobile App Analytics' and describes how to track mobile app performance. The second column is titled 'Grow with Premium' and describes the benefits of the premium version. The third column is titled 'What's new' and lists recent updates, including the release of the Demos & Tools site and an infographic about football fans. At the bottom of the page, there is a 'GOOGLE ANALYTICS SPOTLIGHT' section. The Windows taskbar is visible at the bottom, showing icons for Photoshop, After Effects, Premiere Pro, Bridge, Lightroom, Audition, Illustrator, and Chrome. The system tray shows the time as 8:11 and the date as 1/20/17.

www.google.com/analytics/

Home Why Google Analytics Mobile App Analytics Grow with Premium

Turning data insights into action

"Conversion for one of our newest products increased 400% after Google Analytics showed us where we could make improvements."

Mariam Naficy, CEO Minted

Learn more

**Mobile App Analytics**  
Know how your mobile apps are performing, from discovery & download to in-app purchases.

**Grow with Premium**  
Get results now for your entire organization. Built for large organizations & the insights they need.

**What's new**

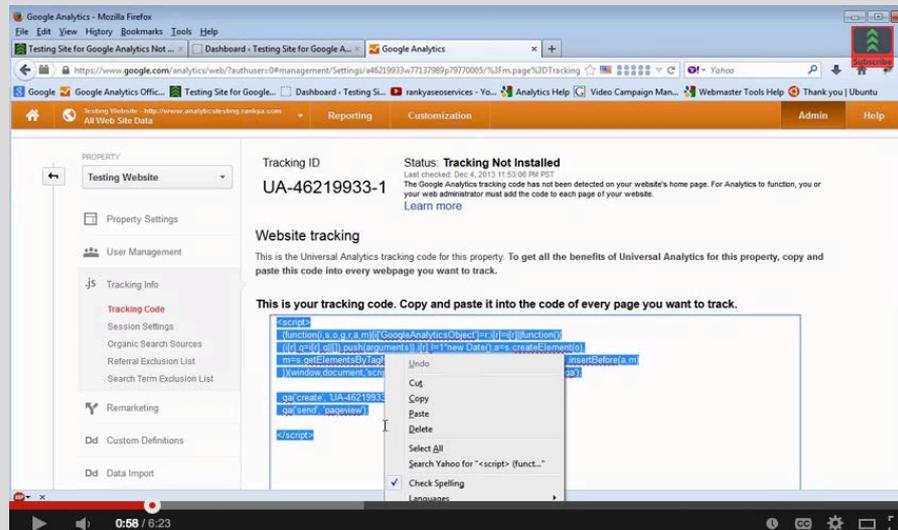
5:16 PM  
Like our Demos & Tools site?  
The code for the entire site is open source and available on GitHub, ...

4:02 PM  
Our infographic reveals what football fans are interested in

GOOGLE ANALYTICS SPOTLIGHT

# How To Install The Tracking Code

- It's a piece of code that needs to go into the header of the code on your website
- Go to one of these tutorials
  - Set up the web tracking code how-to from Google support: <https://support.google.com/analytics/answer/1008080?hl=en-GB>
  - Video: <https://www.youtube.com/watch?v=qLUWUMxsDdQ>



# How To Access Reports

- Login to <http://google.com/analytics>
- Signup for a weekly email

The screenshot shows the Google Analytics 'Audience Overview' report for the period Dec 29, 2014 - Jan 28, 2015. The 'Email' button is circled in red. An 'Email Report: Audience Overview' dialog box is open, showing the following configuration:

- From: jason.molin@gmail.com
- To: [Empty field]
- Subject: Google Analytics: Audience Overview
- Attachments: CSV (with a button labeled 'AUDIENCE OVERVIEW')
- Frequency: Weekly
- Day of Week: S M T W T F S (with 'M' selected)
- ADVANCED OPTIONS: [Empty field]
- Buttons: Send, Cancel, Add to an existing email

The background report shows a line chart for 'Sessions' with a peak around Jan 5 and another peak around Jan 25. The x-axis is labeled with dates: Jan 5, Jan 12, Jan 19.

# What It Actually Measures

- Computers interacting with computers
- Sessions of activity, browsers following a path through your website
- User behavior is extrapolated from digital trails
- Analytics reports are one set of clues in your detective-work to understanding your user's behavior

# Earl Lunquist

- Photographer, videographer, writer
- Digital Strategist, Texas Department of Agriculture

# Birds for Alex



# Seven Years of Falling



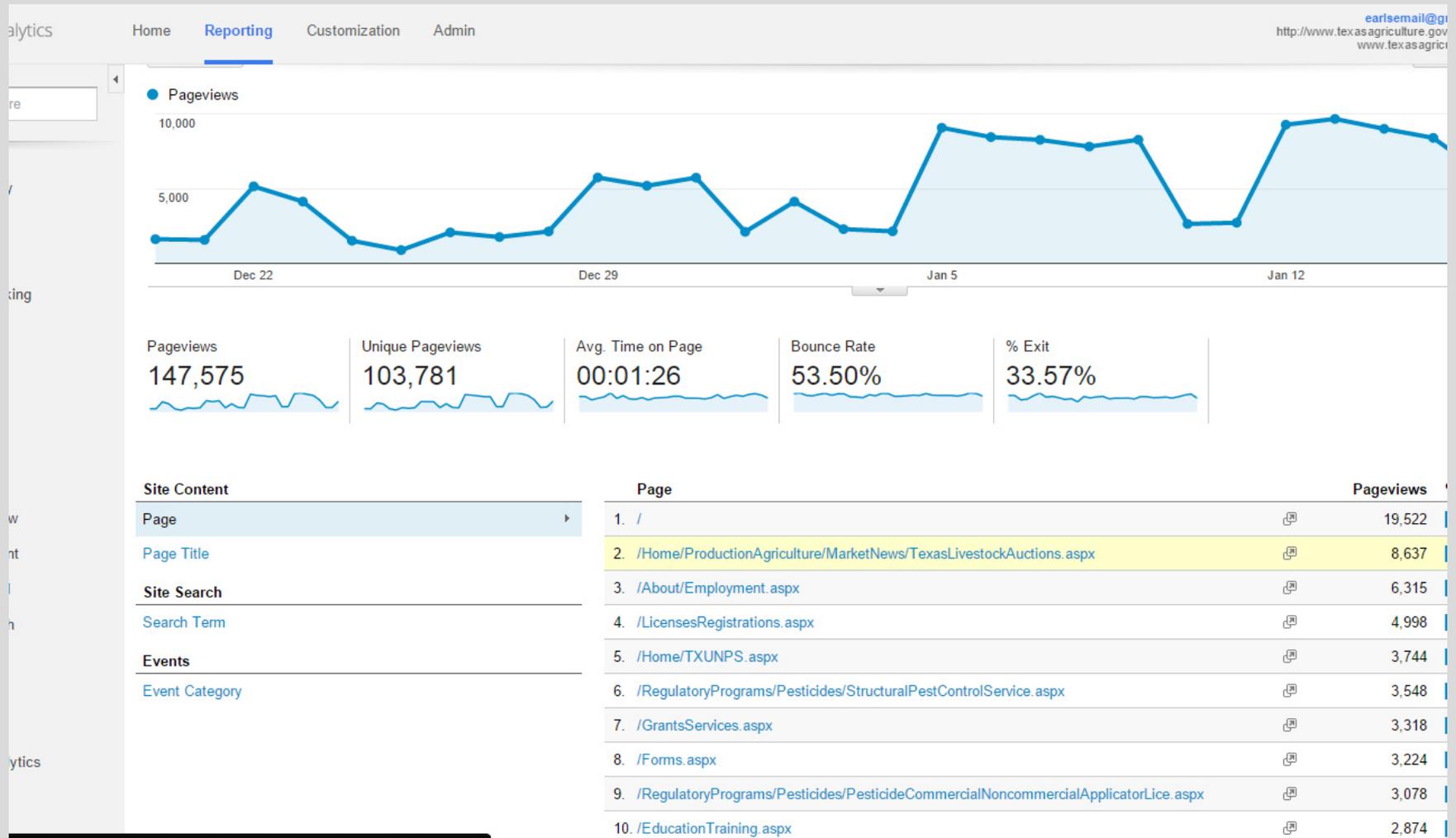
# Earls job, team, channels

- TDA team: 5 with Director
- Channels: Facebook, Twitter, Instagram and YouTube
- Challenges: Funding, Time, Old Structure with Media
- Successes: Videos, Posts = Numbers

# Google Justifies My Existence

- The power of metrics: Data for decision making.

# Analytics Overview



# Activity

tics Home **Reporting** Customization Admin

earlsemail@gma  
http://www.texasagriculture.gov - I  
www.texasagricultu

4 Analytics Academy

5 Encoded URLs in reports

of engagement of your users. Go to **Audience > Behavior**.

- the browsers and networks being used to access your site/app. Go to **Audience > Technology**.
- the mobile devices being used to access your site/app. Go to **Audience > Mobile**.

 Audience

All Sessions 100.00%

+ Add Segment

Distribution

Session Duration Page Depth

Sessions **49,538**  
% of Total: 100.00% (49,538)

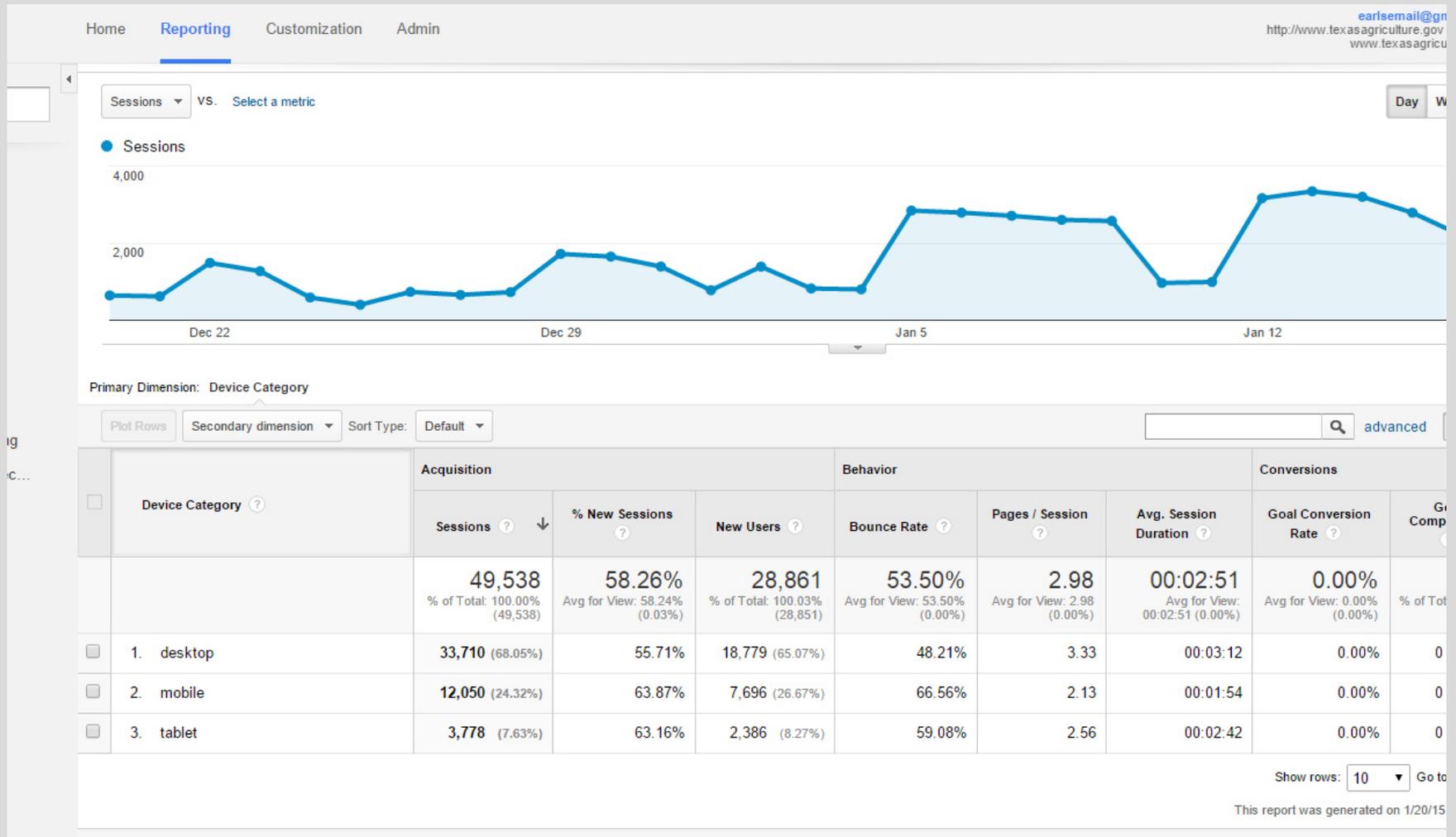
Pageviews **147,575**  
% of Total: 100.00% (147,575)

| Session Duration | Sessions | Pageviews |
|------------------|----------|-----------|
| 0-10 seconds     | 28,430   | 30,689    |
| 11-30 seconds    | 3,258    | 8,715     |
| 31-60 seconds    | 2,901    | 8,969     |
| 61-180 seconds   | 5,315    | 21,756    |
| 181-600 seconds  | 5,388    | 33,183    |
| 601-1800 seconds | 3,538    | 29,409    |
| 1801+ seconds    | 708      | 14,854    |

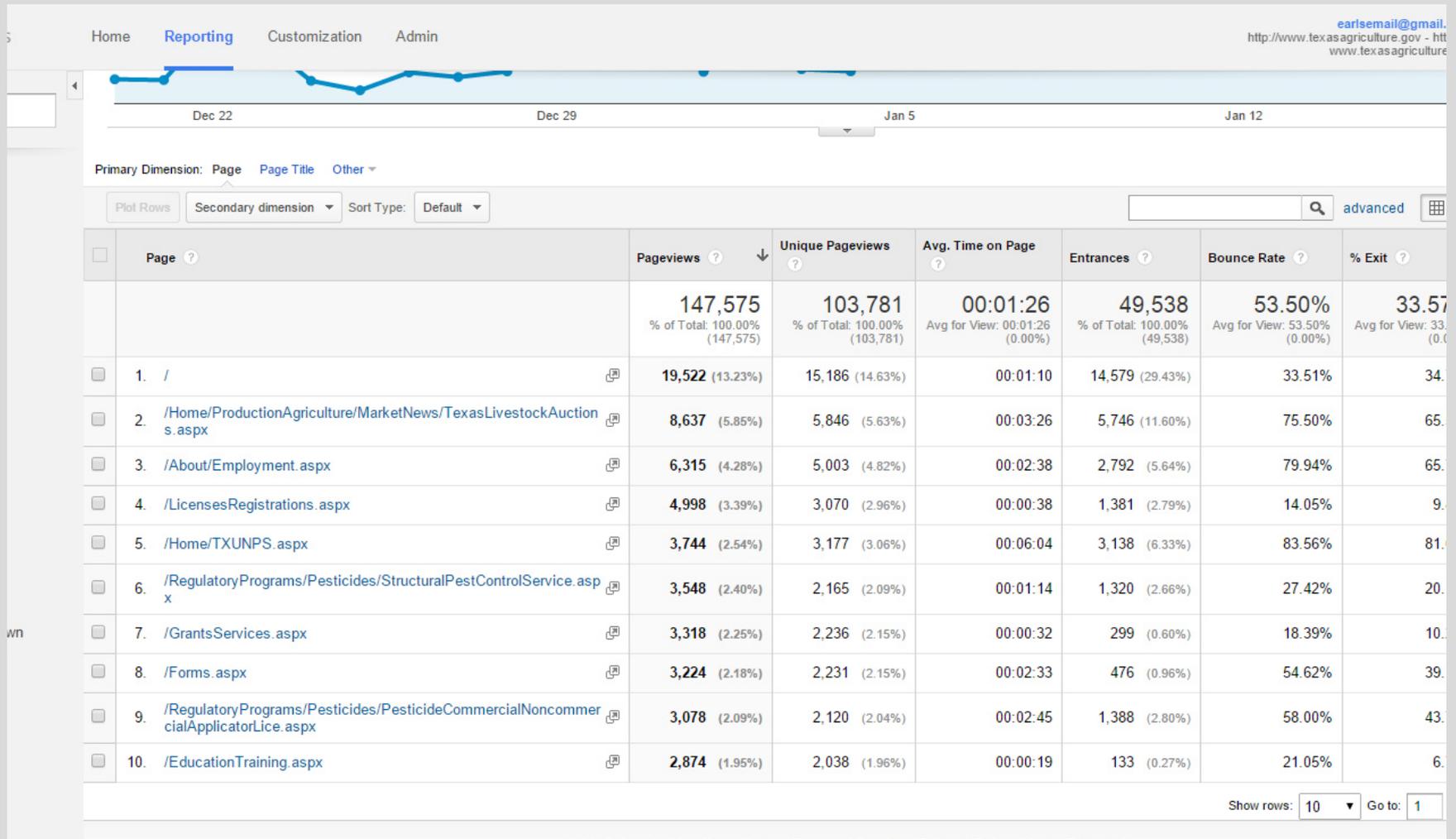
This report was generated on 1/20/15 at

© 2015 Google | Analytics Home | Terms of Service | Privacy Policy | Send Feedback

# Mobile Matters



# Drilldown: All Pages





# Start By Monitoring

(your site w Google Analytics)

- Monitor: Just start tracking, paying attention to the #s available to you. Notice what's working. Use reports to demonstrate worth.
- Correlate: Start making little hypotheses about what is working, when, why. Use correlations to justify decisions, resources.
- Amplify: Can you deliver more on popular content, create a content schedule that amplifies what's working? Create a content strategy.

# Monitoring Questions

- What is your most popular content? Why?
- How long are people on your site? Why?
- What search terms are leading people to you?
- What are the demographics? Age, location, etc.
- How much traffic is mobile? Where are people interacting? How can mobile experience be enhanced?
- What are people coming to your site to do?
- How are people getting there?

# Move To Actively Testing

- Articulate what actions you want your community to take, i.e.. Conversions.
- Prioritize conversion goals.
- Study your audience's experiences and how, when, where they are making decisions
- Build experiences that improve your odds of the audience choosing you.

# Start By Monitoring

(your social networks with built-in metrics)

- Facebook has Insights and Your Weekly Page update email:  
<https://www.facebook.com/yourpagename/insights/>
- Twitter has Twitter Analytics: <https://analytics.twitter.com>
- Most social networks give you some way to track views, engagement
- SumAll to gather reports across networks

# TDA Facebook Page

Facebook interface for the Texas Department of Agriculture page. The header includes the page name, search bar, and navigation links like Home, Build Audience, and Help. The main content area features a cover photo of a man in a cowboy hat holding a rope, with a wooden sign in the background that reads "TEXAS DEPARTMENT OF AGRICULTURE COMMISSIONER SID MILLER". The profile picture is the official seal of the Texas Department of Agriculture. The page is categorized as a "Government Organization".

**THIS WEEK**

- 225 Page Likes
- 25,432 Post Reach
- UNREAD
- 0 Notifications
- 17 Messages

**PEOPLE**

- ★ ★ ★ ★ ★
- 12,144 likes
- 272 visits

**Recent**

- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- 2009

**Activity** 17

**Page** Activity Insights Settings

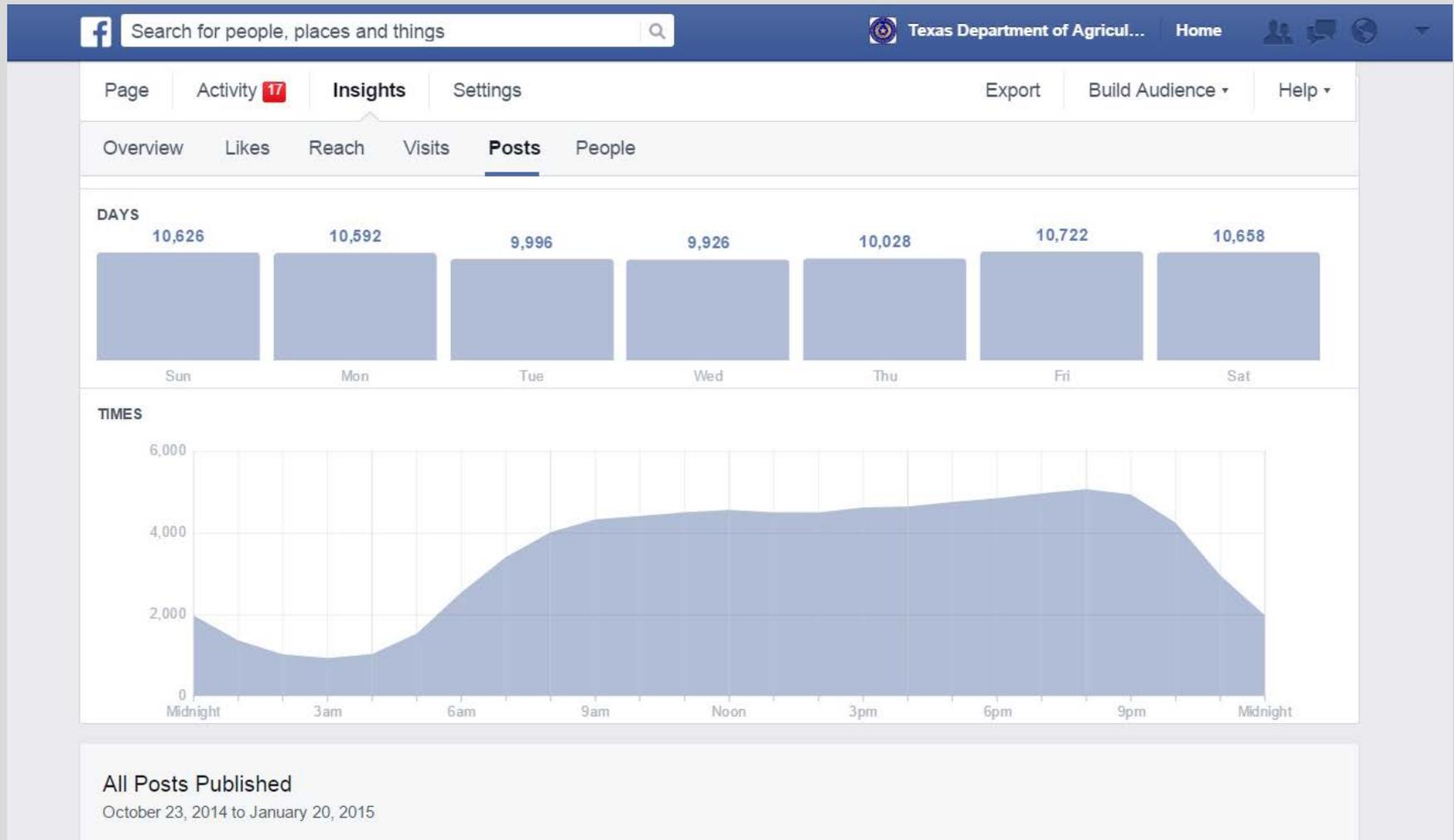
**Timeline** About Photos Reviews More

**Status** Photo / Video Offer, Event +

What have you been up to?

**Follow** **Share** **More**

# Facebook Insights



# Resources

- I've posted this presentation on Slideshare and embedded with a few notes at <http://jasonmolin.net/2015/01/tca-conf>