

# CHANGING HABITS: AN UNEXPECTED ANALYTICS JOURNEY

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Why arriving at unexpected outcomes is akin  
to reclaiming your (business) treasure

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## Why Potential Digital Analysts Are Like Hobbits



“Bilbo’s timidity, complacency, and uncertainty work against his inner strength and heroism.

As he travels and embarks on adventures, he must gradually learn to rely on his own abilities and to take the initiative to do what he feels is right.”



# An Avinash Kaushik Concept



- “Analysts should spend 80% of their time doing analysis and only 20% reporting”



# Where Literature and Analytics Intersect



That house in Manawaka is one which, more than any other, I carry with me. Known to the rest of the town as “the old Connor place” and to the family as the Brick House, it was plain as the winter turnips in its root cellar, sparsely windowed as some crusader’s embattled fortress in a heathen wilderness, its rooms in a perpetual gloom except in the brief height of summer.

- *“A Bird In the House” by Margaret Lawrence*



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# Why Digital Analytics Is Like Music



# A Digital Analysts' Piano Scales



METRIC	MONTH 1	MONTH 2	↑, ↓ OR ↔?
Visitors			
Visits			
Percent New Visits			
Page Views			
Average Page Views per Visit			
Percent Mobile Visits			



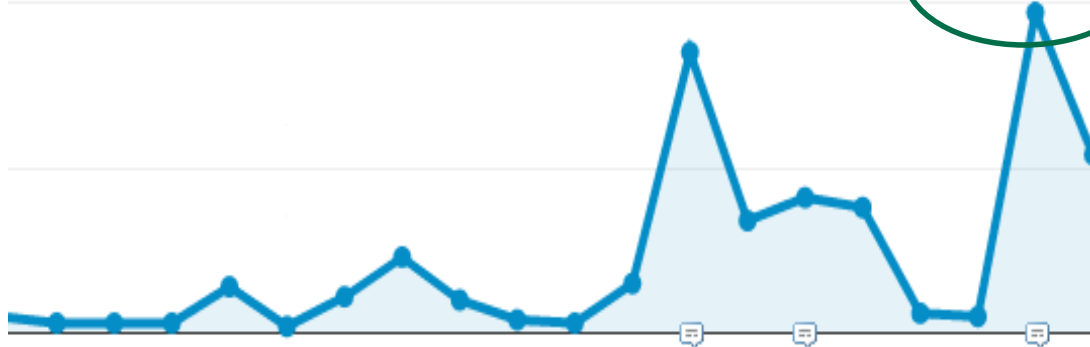


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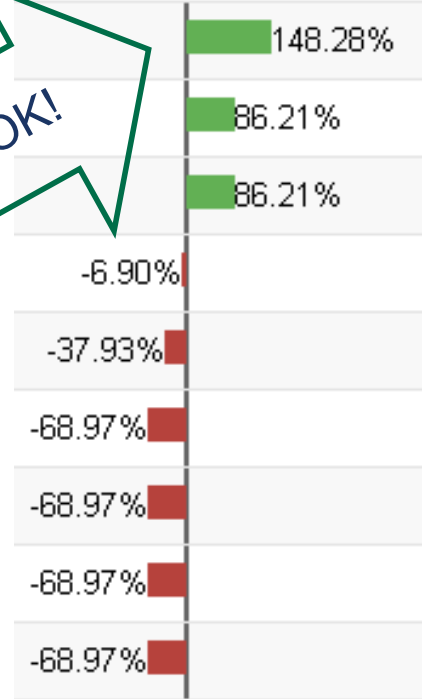
	Month 1		Month 2		Month 3		
	Actual #	Percent %	Actual #	Percent %	Actual #	Percent %	Average
Visits From Organic Search							

# Take Advantage Of Different Ways To Present Data (To Yourself\*)



OW!

OK!



Source / Medium	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. [blurred]	147	6.99	00:04:26	67.35%	3.40%
2. [blurred]	137	4.78	00:02:31	81.75%	0.00%
3. [blurred]	79	5.65	00:01:57	86.08%	0.00%
4. [blurred]	66	6.42	00:03:17	80.30%	0.00%
5. [blurred]	45	6.44	00:02:03	77.78%	0.00%
6. [blurred]	38	5.39	00:02:21	81.58%	5.26%
7. [blurred]	18	7.78	00:04:13	61.11%	0.00%
8. [blurred]	15	10.53	00:11:52	0.00%	13.33%
9. [blurred]	9	2.89	00:00:27	66.67%	0.00%
10. [blurred]	5	6.80	00:02:33	20.00%	0.00%

# Annotations: Your Analysis BFF



- Annotate your reports with information specific to your environment
  - Perhaps using an editorial / content calendar?
  - Perhaps using a marketing calendar?
  - Perhaps a feature in your analytics tool?
- Examples:
  - Email newsletter / blog publishing dates
  - Special event dates
  - Media coverage
  - Campaign start / stop dates, changes to creative
  - Changes to your tags or profile settings
- To annotate in Google Analytics:
  - Chose a specific date in the calendar
  - Click the down arrow at the bottom of the calendar
  - Click Create new annotation
    - Or: [http://youtu.be/XfPx4Sus\\_CY](http://youtu.be/XfPx4Sus_CY) (1 minute video)



# Unexpected Journey: Opening Eyes To Mobile



# Unexpected Journey: Emergent Attributes



- Keyword Research = A Different Kind Of Piano Scale
- New perspective on your (new) product offering



# Unexpected Journey: More Niches Than You Know



- New perspective on (old) product offering
  - canadian studies grants
  - canadian women studies
  - studies in canadian literature
  - canadian irish studies
  - canadian jewish studies
  - canadian studies courses
  - canadian election studies
- And my personal favourite...
  - secretly canadian



# Unexpected Journey: Analytics to Overcome Resistance



# Take Advantage of Known Facts in Your Organization's Culture – But Present them in a New Light



B	C	D	E
Migration Scenario:	Average Minutes per Web page	Average Labour Costs per Minute	Average Per Page Migration Cost
"Republish" Per Page Migration Cost			
"Republish / Translate" Per Page Migration Cost			
"Re-Write / Copy Edit" Per Page Migration Cost			
"Re-Write / Copy Edit & Translate" Per Page Migration Cost			



# Unexpected Journeys: Digital Analytics Clarifies Roles / Responsibilities



- Acknowledge YOURCO social channels are not customer service channels by visibly directing people to the YOURCO website
  - Develop a repeatable process to redirect questions regarding YOURCO process or products to FAQs and other areas of the site
  - Benefit from the self-regulatory nature of the channels: if the account consistently directs people publicly, others will see this and refrain from asking





# Unexpected Journey: Using Analytics To Direct Inquiries

## Genuine PRODUCT inquiry

**Is the user asking for specific application details?**

Reply that it cannot be handled in a public forum and direct to Online Services FAQ

**Is the user asking for generic information about the process?**

Reply with a link to YOURCO FAQ

## Upset or Question about PRODUCT

**Is the user 'trolling'?** (i.e. upset/inflammatory, not actually seeking response)

Ignore inquiry

**Is the user generally confused about it?**

If yes, politely direct to Applying for YOURCO FAQ



# Resources For Your Consideration



1. Follow #measure [on Twitter](#)
2. Subscribe to Web Analytics Forum Group email listserv: <http://tech.groups.yahoo.com/group/webanalytics/>
3. Read Occam's Razor blog: <http://www.kaushik.net/avinash/>
4. Read great books: [Critical tidbits from a Web \(now Digital\) Analytics bookshelf](#)
5. Subscribe to Podcast: <http://www.beyondwebanalytics.com>
6. Check out The Analysis Exchange: <http://www.webanalyticsdemystified.com/ae/index.asp>
7. Join our industry association: <http://www.DigitalAnalyticsAssociation.org> (DAA)
8. Attend eMetrics Summit <http://www.emetrics.org>



# Why Potential Analysts Are Like Hobbits



Hopefully not for their feet.



Who doesn't like the idea of Second Breakfast???



# Thank You!



## ■ Questions?



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