Measure for Measure:
An Internet Comedy of [T] errors

INTERNET PERFORMANCE MEASUREMENT

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SHAKESPEARE?

- **“MEASURE FOR MEASURE”** has perplexed audiences and critics for centuries
  - Considered a "problem play”
  - Particularly impenetrable vocabulary (even for Shakespeare)
- A failure due to its inconsistencies? Or his greatest achievement?
- Due to ambiguity in script, difficult to interpret meaning
- A comedy or a tragedy?

MEASURING THE INTERNET

- “Measuring success of the Internet” has perplexed management for years
  - Considered a "problem channel”
  - Particularly impenetrable vocabulary
- A failure due to inconsistencies? Or one of our greater communications achievement?
- Due to ambiguity in numbers, difficult to interpret meaning
- A comedy or a tragedy?

SETTING THE STAGE

- What is Internet Performance Measurement (IPM)?
- Assessment of multiple data sources to understand and improve your visitors' experience online
  - **'TRADITIONAL' TRAFFIC DATA: VISITORS, VISITS, ETC.**
  - **ACTIONS COMPLETED: SEARCHES, FORMS, ETC.**
  - **MARKET RESEARCH: USABILITY, USER STUDIES, ETC.**
  - **TECHNICAL STATISTICS: ERRORS, PEAK ACTIVITY, ETC.**

Source: Web Analytics Demystified, Eric Peterson, 2004

FROM HITS TO CONVERSION

- Website strategy circa 2000
  - "Build it and they will come"
  - Output focused
- Website strategy circa 2007
  - "Visitor engagement"
  - Outcome focused
- A function of trend towards "Results-based Management" or "RBM"

RBM = SHOW ME THE MONEY

- To get funding federal departments and agencies must
  - Clearly define and articulate desired results
  - Deliver programs and recommendations
  - Measure and evaluate performance and
  - Make necessary adjustments to improve both efficiency and effectiveness
- Trend increasingly felt across public sector

Source: Treasury Board Secretariat

RBM ASKS IF:

- Your program, policy or initiative
  - Is achieving the outcomes expected
  - For the targeted beneficiaries
  - Within the set time frame and
  - At a reasonable cost?

- Now – ask the same question of your Internet investment…

Source: Treasury Board Secretariat

DEVELOPING YOUR INTERNET PERFORMANCE MEASUREMENT PLAN

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FOUR STEPS TO IPM

For the next twelve months:

1. Identify your Internet “product” strategy
2. Define the purpose of your Internet investment
3. Align your goals with strategy & purpose above
4. Develop and monitor indicators to show results

To Measure and Affect

Awareness, Attitude and Usage

STEP 1: SETTING STRATEGY

- Assuming intent is to grow vs. reduce…
  do you plan to grow

Awareness (new audiences)

OR

Usage (within existing audiences)?

STEP 2: PURPOSE OF THE SITE

- Improved client services
- Cost reduction via increased self-service
- Cross-sell / up-sell e.g. from tuition to tourism
- Inform / educate clients or employees
- “Lead” generation
- Brand or Issue awareness
- Improved employee relationships
- Content distribution
- Event promotion
- Website traffic generation

Source: Jupiter Research/ERI executive survey (2003)

STEP 3: SET GOALS

- 10% increase in new vs. return visitors?
- 15% increase in successfully completed forms or subscribers of RSS feeds?
- 20% decrease in ‘term not found’ site searches?
- Goals should be SMART:
  - Specific, Measurable, Attainable, Realistic, Timely

Source: Asian Development Bank, Ellison Marketing, http://www.goal-setting-guide.com, United Nations Statistical Institute for Asia and the Pacific

STEP 4: IDENTIFY AND MEASURE INDICATORS

- Indicators a measuring device
  - Show change over time; not an absolute number
  - Significance beyond statistic itself
  - Situation improved / worsened / not changed?
- Famous sports indicators:
  - Shots On Goal, Power Play Goals
  - Home Wins / Losses vs. Road Wins / Losses

Source: United Nations Statistical Institute for Asia and the Pacific

WHAT TO MEASURE?

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WHAT NOT TO MEASURE

Source: Steve Rubel, MIcropersuasion, The Imminent Demise of the Page View

THE PROBLEM WITH PAGE VIEW

- Activity is happening
  - off the ‘website’ proper, such as via an RSS Reader or
  - below the level of the ‘page view’ such as with AJAX, Flash
- AJAX applications allow multiple user ‘events’ without a page reload
  - zooming in on a map

RSS READER

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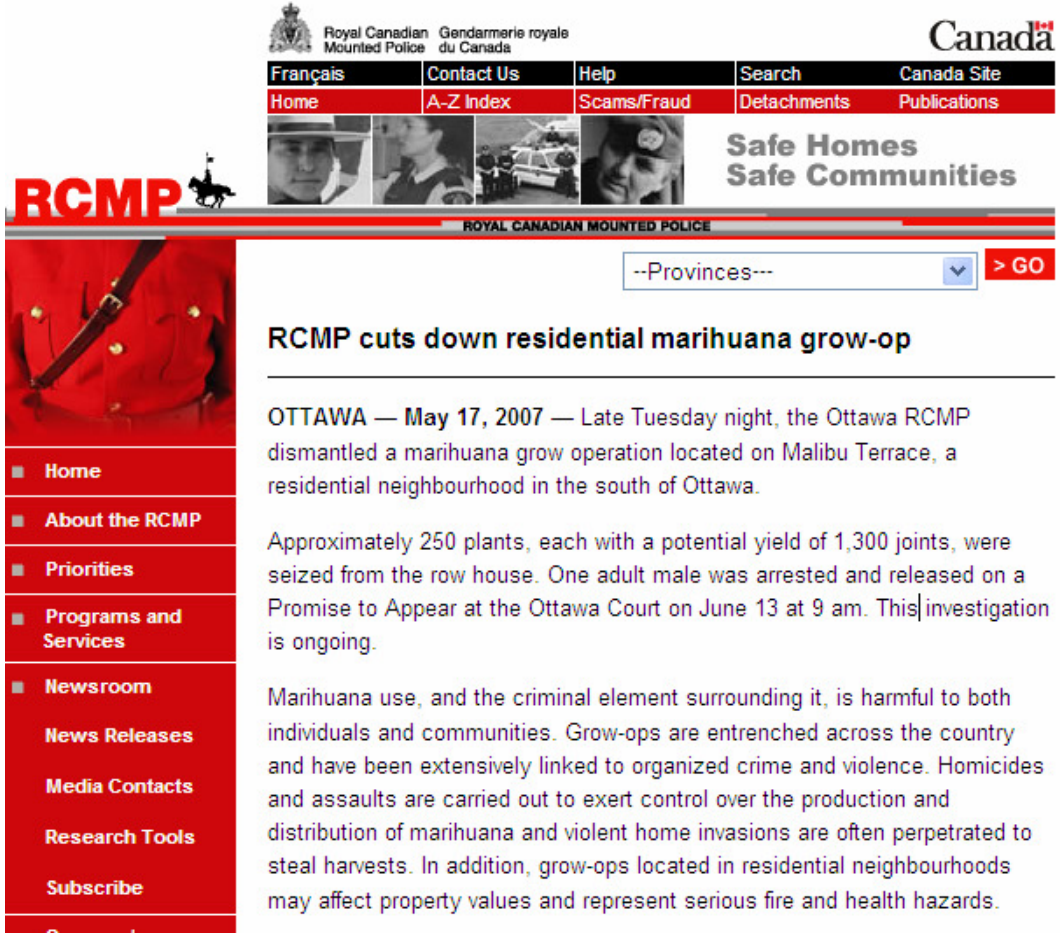
SAME ARTICLE – ON PAGE



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RCMP cuts down residential marihuana grow-op

OTTAWA — **May 17, 2007** — Late Tuesday night, the Ottawa RCMP dismantled a marihuana grow operation located on Malibu Terrace, a residential neighbourhood in the south of Ottawa.

Approximately 250 plants, each with a potential yield of 1,300 joints, were seized from the row house. One adult male was arrested and released on a Promise to Appear at the Ottawa Court on June 13 at 9 am. This investigation is ongoing.

Marihuana use, and the criminal element surrounding it, is harmful to both individuals and communities. Grow-ops are entrenched across the country and have been extensively linked to organized crime and violence. Homicides and assaults are carried out to exert control over the production and distribution of marihuana and violent home invasions are often perpetrated to steal harvests. In addition, grow-ops located in residential neighbourhoods may affect property values and represent serious fire and health hazards.

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Canadian Food Inspection Agency | Agence canadienne d'inspection des aliments

HEALTH HAZARD ALERT - GOLDEN BOUGH BRAND PEPPERCORN products may contain salmonella bacteria

OTTAWA, May 17, 2007 - The Canadian Food Inspection Agency (CFIA) and Golden Bough Botanicals Inc. are warning the public not to consume the Golden Bough brand Peppercorn products described below because these products may be contaminated with *Salmonella*.

The following Golden Bough brand Peppercorn products are affected by this alert:

Product	Size	Golden Bough Lot #
Peppercorns Whl. Black Item # 0390	1 lb	G201 6209
Peppercorns Whl. Black Item # 0390	5 lb	G201 6209

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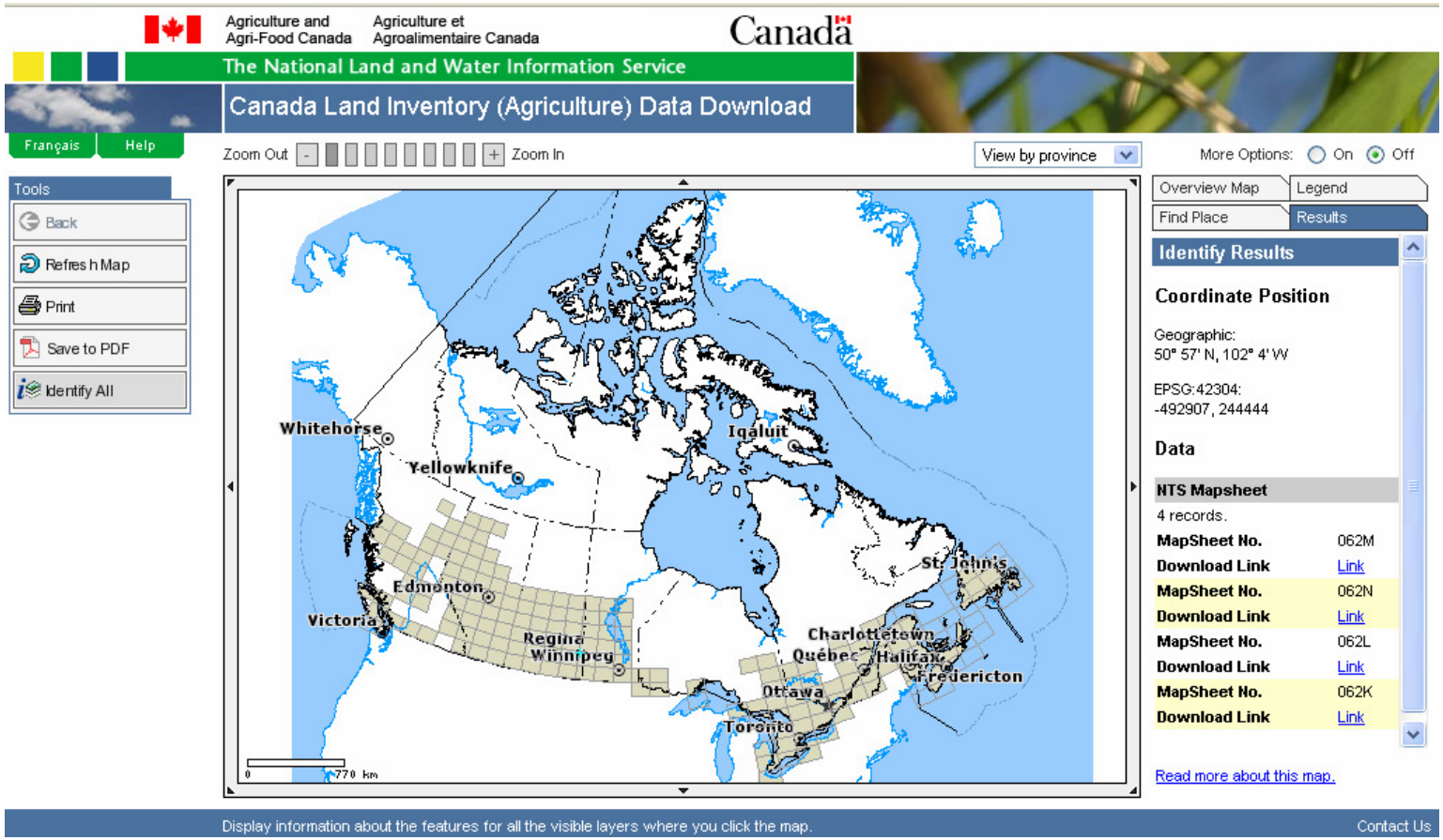
INTERACTIVE MAPS



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IPM YESTERDAY AND TODAY

- Counting Methods
  - Yesterday: Log analyzers
  - Today: Cookies, filters & page tags
- Search Engine Optimization (SEO)
  - Yesterday: Rankings
  - Today: Traffic from your keyword (s)
- Search Engine Marketing (SEM)
  - Yesterday: Budget bragging rights; Number of clicks
  - Today: Efficiency of PPC spend; Number of conversions; quality of traffic

IPM TOOLS YOU MAY NOT KNOW

- Internal search tools
- Email broadcasting metrics
- Google SiteMap
- Yahoo! Site Explorer
- FeedBurner for blogs, RSS, Podcasts

IPM TOMORROW – SHOULD MEASURE

- Participation and Engagement (Engagement metrics)
- Time spent on page on site (as related to outcome)
- Total time spent per user

IPM TOMORROW CONTINUED

- Frequency & Depth of visit (% of site visited)
- Key is to associate measurements with expected outcomes

WHY DO I NEED IPM?

- Better to identify how you want your performance to be evaluated vs. having someone impose criteria on you
- Allows you to demonstrate impact of your program or effort
- Provides compelling evidence for increased budgets
- Clarifies expected results & resources required to achieve them

Source: Asian Development Bank

IPM IN PRACTICE

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QUESTIONS?

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