



The State of Web and Social Media Analytics in Higher Ed

A total of **399** professionals working in institutions representing more than to 5.5 million students completed this online survey about the State of Web and Social Media Analytics in higher education conducted by Higher Ed Experts from **May 11 to May 24, 2010**.

The total number (381) of the respondents tracking web traffic data was used as the baseline for most calculations and charts.

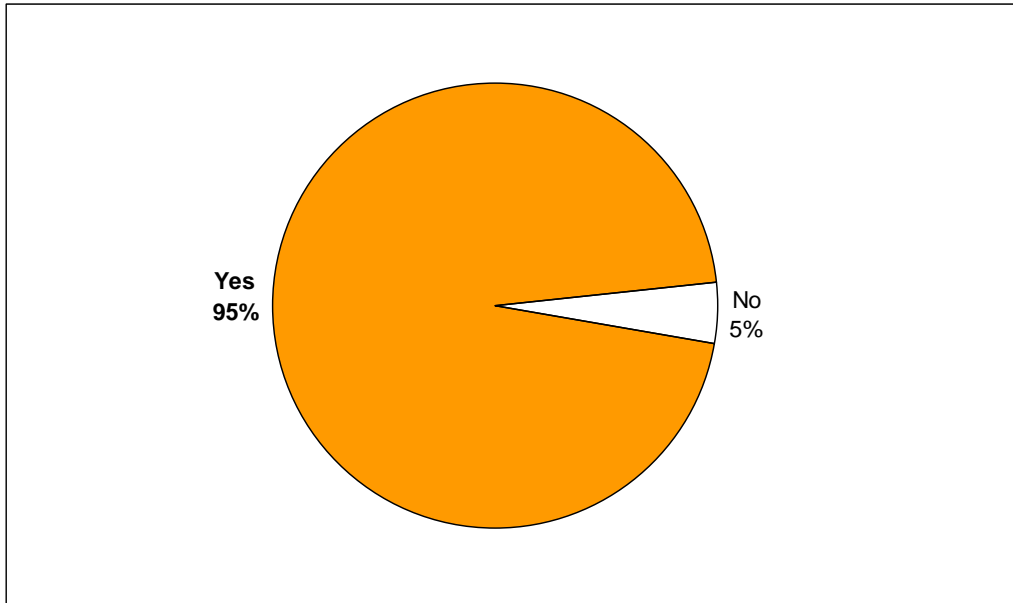
This online survey was completed on a voluntary basis and thus doesn't rely on a scientifically determined dataset. However, it's fair to assume, due to the size of the sample, that its results reflect the general state of online Analytics in higher education.

The survey was completed by people working in marketing/communications (45.4%), web/web communications (21.8%), information technology (9.5%), alum associations (7.3%) and other offices. 35.1% of the respondents indicated working in private non-profit 4-year colleges, 41.9% in 4-year public colleges and 9.5% in public 2-year colleges. The average student population across the data amounts to 14,026 students.

Survey highlights:

- ◆ 95% of survey respondents track web traffic data.
- ◆ 92% of survey respondents who track data use Google Analytics, 36% Facebook Insights, and 24% YouTube Insights.
- ◆ A staff member spends more than 20% of her/his time working on Analytics in only 35% of the cases.
- ◆ In 72% of the cases respondents spend less than 2 hours per week working on Analytics - including 8% who don't spend any time at all.
- ◆ More than 70% monitor the 5 following metrics: visits, page views, unique visitors, referring websites and average length of visits.
- ◆ 54% monitor website bounce rates, 52% Facebook page fans and 40% Twitter followers.
- ◆ 35% don't track any conversions, 32% do with admission info inquiries (47% wish they did) and 29% with online applications (44% wish they did).
- ◆ 43% wish they tracked online multimedia content (video/photos) as well as text-based content consumption.
- ◆ Analytics reports are not widely shared within an institution – even with senior management. In only 26% of the cases, they are shared with the VP/dean and 12% with the president.
- ◆ Insights gained from Analytics are used primarily to improve the website for 53%, but 15% don't use them at all.

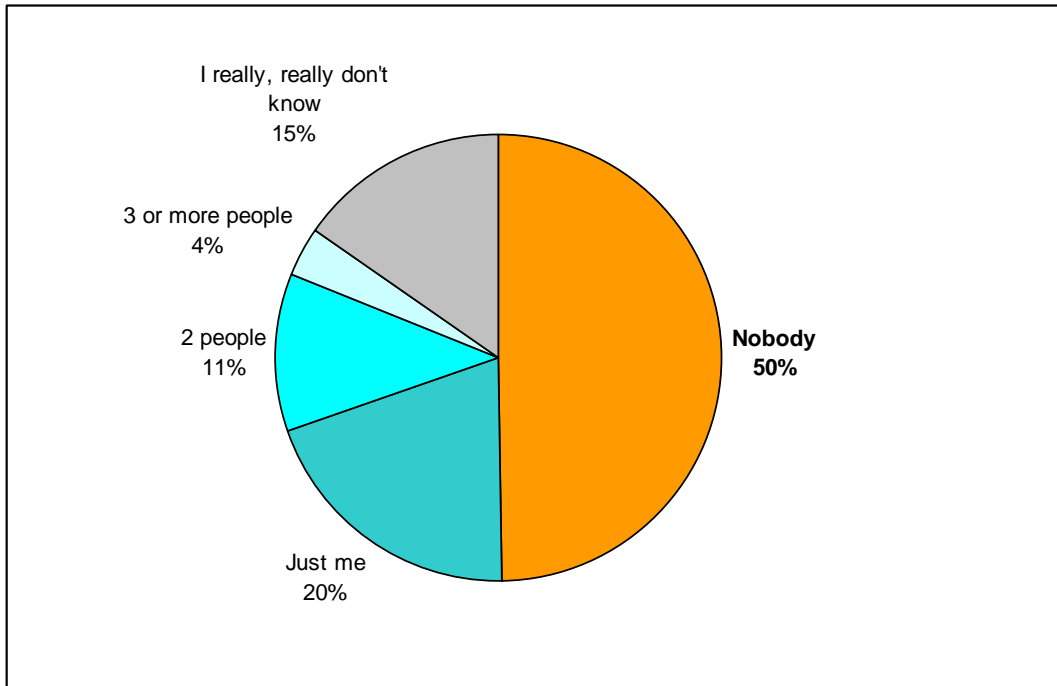
Is web traffic data tracked?



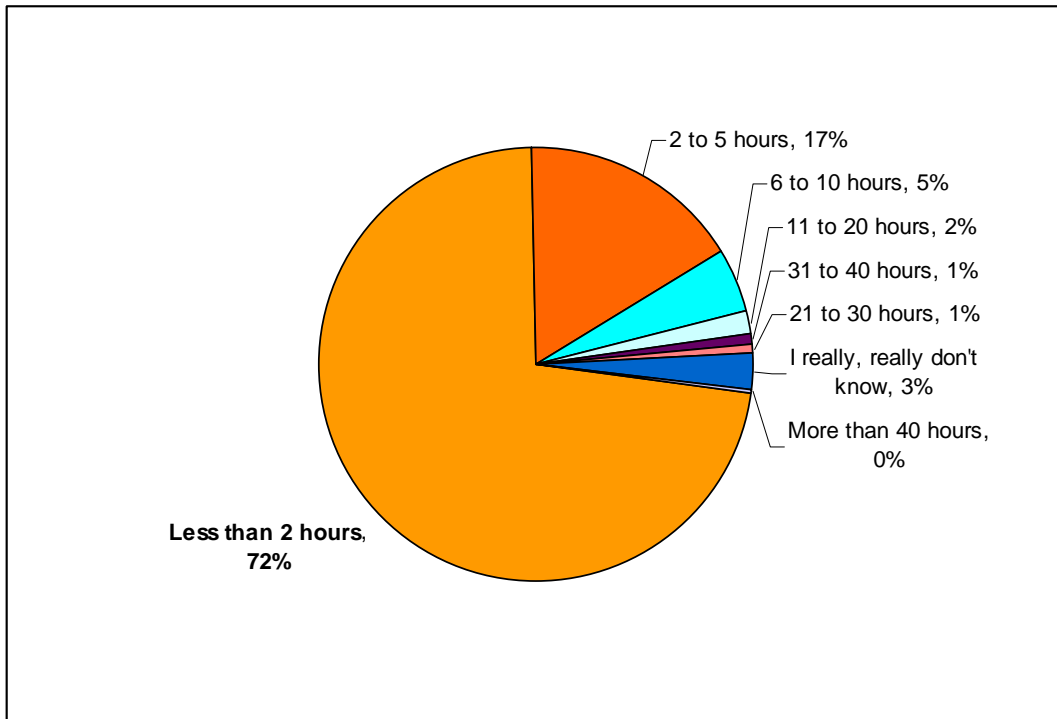
What tools do you use to track this data?

Google Analytics	92%
Facebook Insights	36%
YouTube Insights	24%
Bitly or other web address shortening services	19%
Server logs with an open source statistics package	18%
Email application statistics	16%
Server logs with a commercial application	11%
HootSuite	9%
Urchin	9%
WebTrends	8%
Tweet Meme	3%
Coremetrics	2%
I really, really don't know	1%
Others	15%

Who spends at least 20% of his/her time working on Analytics?



How much time per week is spent working on Analytics?



What metrics do you monitor?

Metrics	
Visits	88%
Page views	85%
Unique visitors	83%
Referring websites	75%
Length of visits	70%
Search engines traffic	65%
External search engines keywords	60%
Time on site	58%
Average number of page per visits	57%
Geographic locations	57%
Website bounce rate	54%
Facebook Page fans*	52%
Page bounce rates	51%
Time on page	50%
Internal/Site search keywords	40%
Twitter followers	40%
Facebook Likes*	39%
YouTube video views	38%
Facebook Wall message click through rates	27%
YouTube channel subscribers/friends	27%
Retweets	24%
Twitter @ replies / mentions	22%
YouTube comments	20%
Blog comments	20%
Tweet click through rates	18%
Click stream and conversions for email campaigns	18%
Click stream and conversions for online advertising (PPC, banners, etc.) campaigns	17%
Click stream and conversions for social media campaigns	16%
Conversion funnels	13%
Paid traffic	10%
Click stream and conversions for print campaigns	10%
Others	7%
None of the above	2%

- ✓ More than 70% monitor the 5 following metrics: visits, page views, unique visitors, referring websites and average length of visits.
- ✓ 54% monitor website bounce rate, 52% Facebook page fans and 40% Twitter followers

* Facebook aggregation of Page Fans and Likes was implemented after this survey

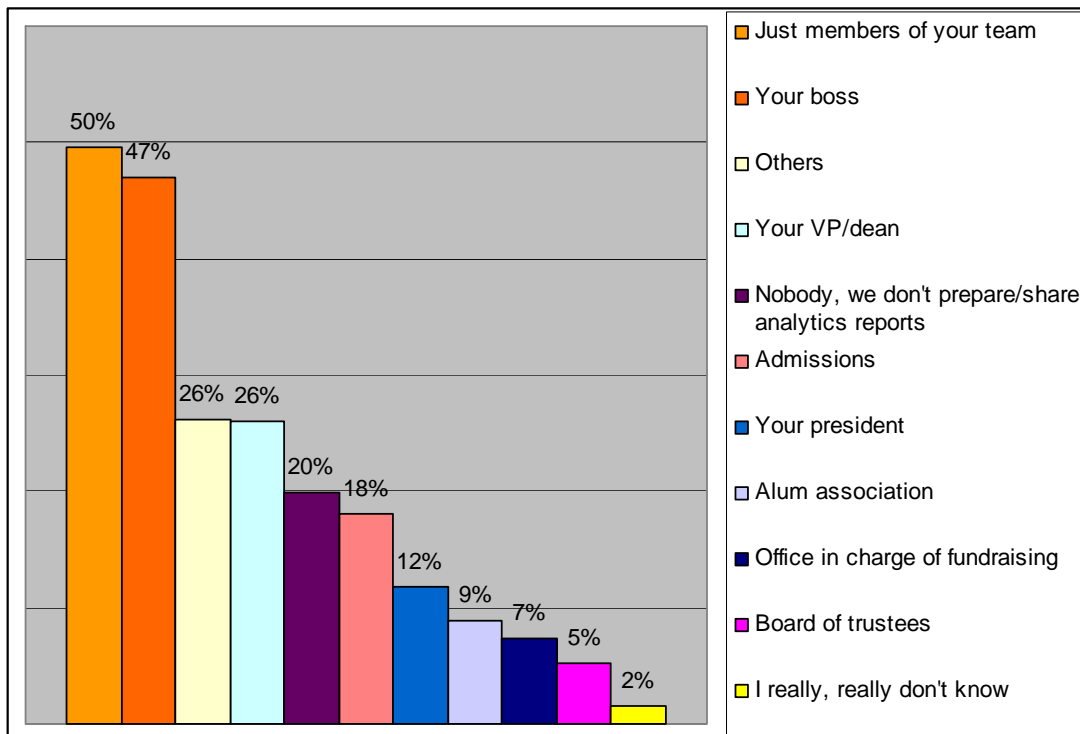
What types of conversions do you/ would you like to track?

35% don't track any conversions.

Conversions	Tracked	Would like to track
Online inquiry for admissions	32%	47%
Online applications for admissions	29%	44%
Online multimedia consumption (video, audio, etc.)	25%	43%
Online content consumption (article, news, etc.)	25%	43%
Message sent via the website (form, emails, etc.)	18%	30%
Online donations / gifts	17%	38%
Alum registration - i.e providing/updating their contact information	16%	34%
Job applications	4%	14%

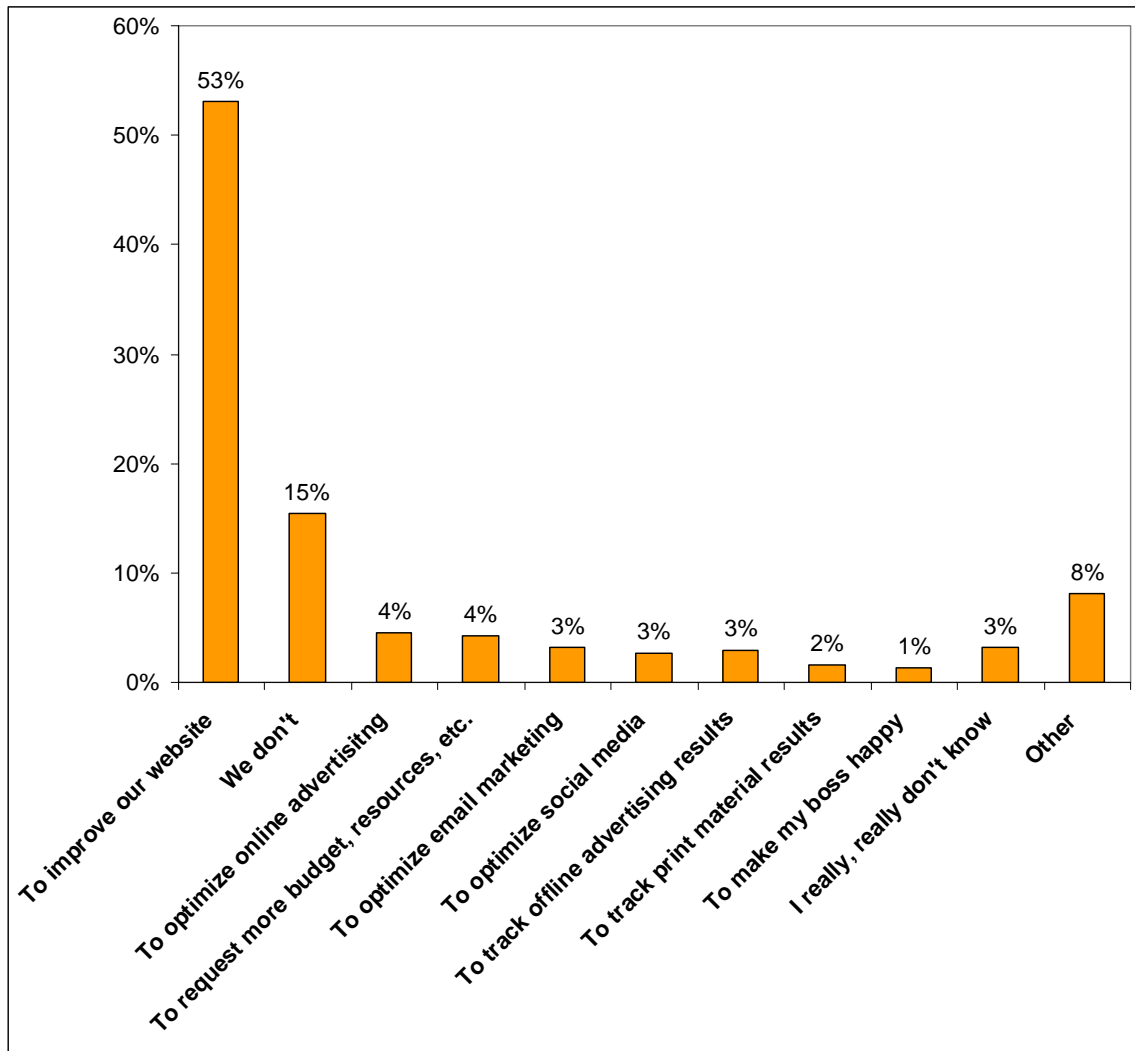
- ✓ 32% track conversions for admission info inquiries (47% wish they did) and 29% with online applications (44% wish they did).
- ✓ 43% wish they tracked online multimedia content (video/photos) and text-based content consumption.

Who gets Analytics reports?



- ✓ Analytics reports are not widely shared. In only 26% of the cases, they are shared with the VP/dean and 12% with the president.

How do you use primarily the insights gained from Analytics?



- ✓ For 53% insights gained from Analytics are used primarily to improve the website
- ✓ 15% don't use them at all.