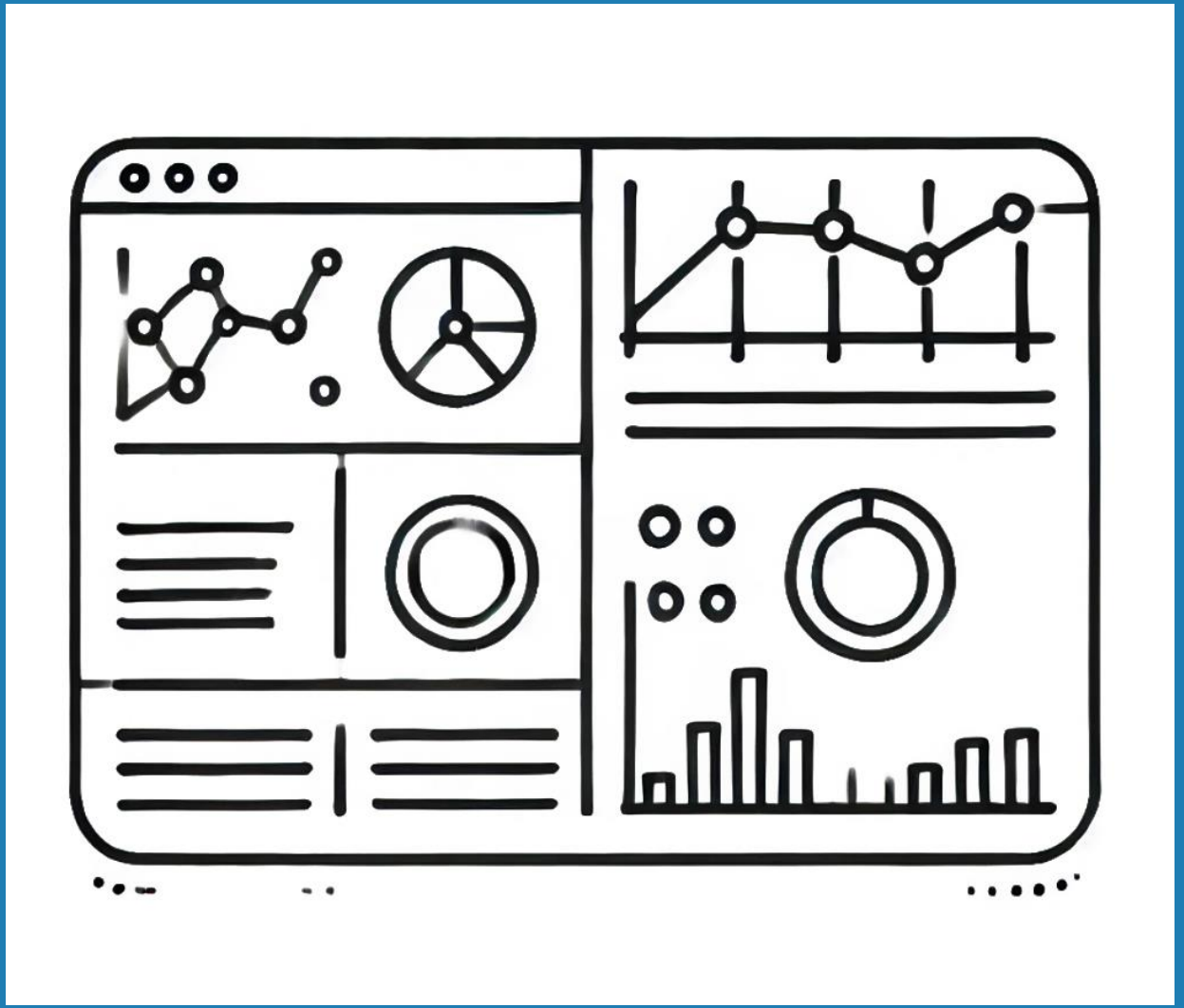
// WEBDAGEN

Web analytics workshop

How do you use data from your website?



Some presentations will be in English

Feel free to ask questions in Danish or English

Today's focus

Examples of **specific practical ways** of working with web analytics for different types of public sector websites.

To discuss how we can use data to improve our websites for our users.

Agenda

Short introduction

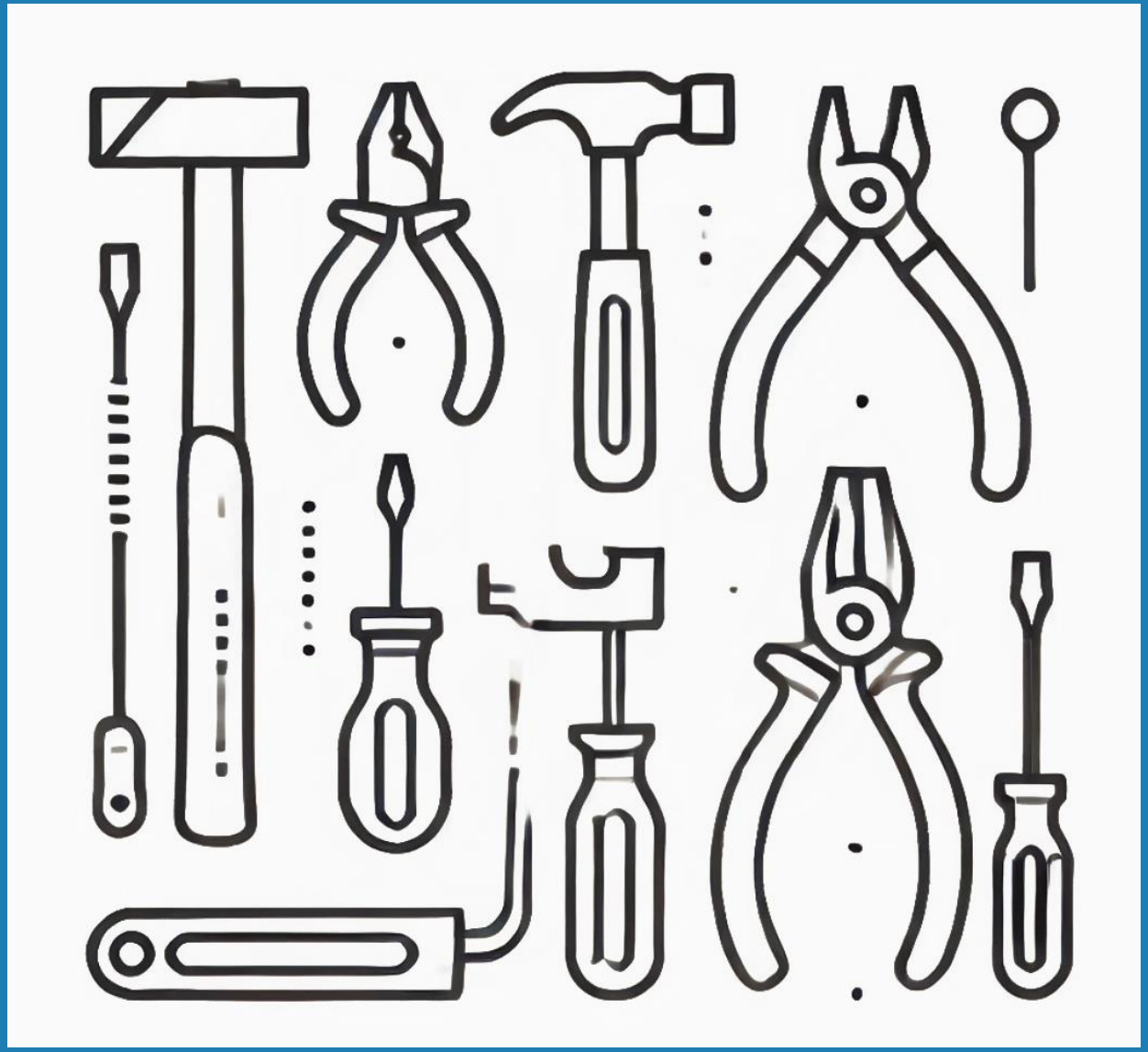
Presentation: Thomas Petersen, **University of Copenhagen**

Presentation: Richard Mastop, Mastalytics – **showing data from the Dutch Government**

Presentation: Henrik Borck Larsen, **Styrelsen for Undervisning og Kvalitet**

Discussion after each presentation

Tools



Perhaps you want to show your work next year?

The public sector website can be many things …

Many different types of purposes depending on organisation type, site type, content type etc.

The specific ways of tracking, and which user actions we should focus on will differ a lot.

In this session we will be looking at it from a practical angle:

Examples of **specific practical ways** of working with web analytics for different types of public sector websites.

To discuss how we can use data to improve our websites for our users.

Working questions

… to think about while listening

How do **you**
use data from
your website

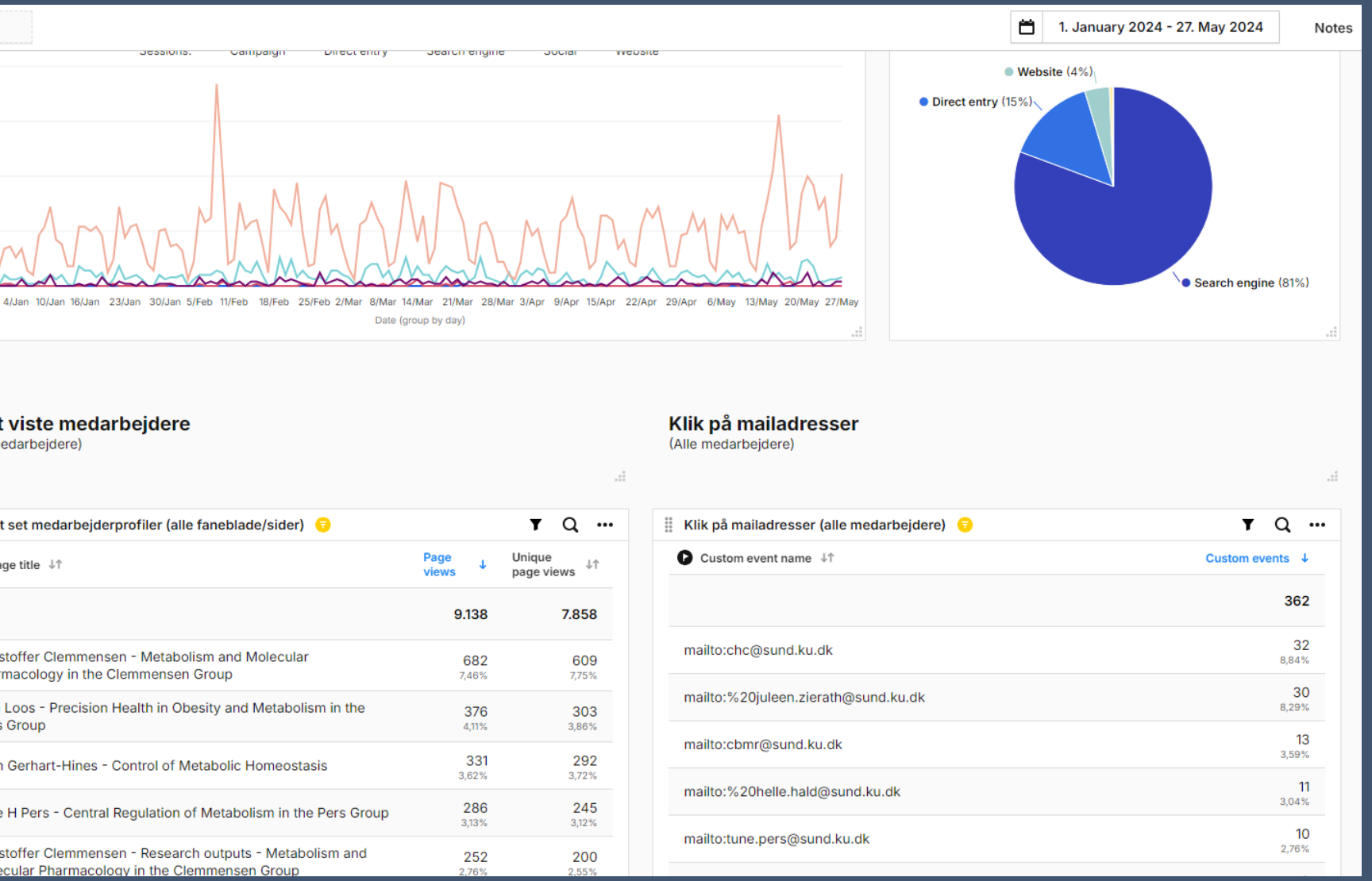
What is hard?
Which **obstacles**
do you encounter

Who uses the numbers and insights and for what

How do we make the numbers **useful and actionable**

Which reports, dashboards or visualisations are good for **communicating** the data

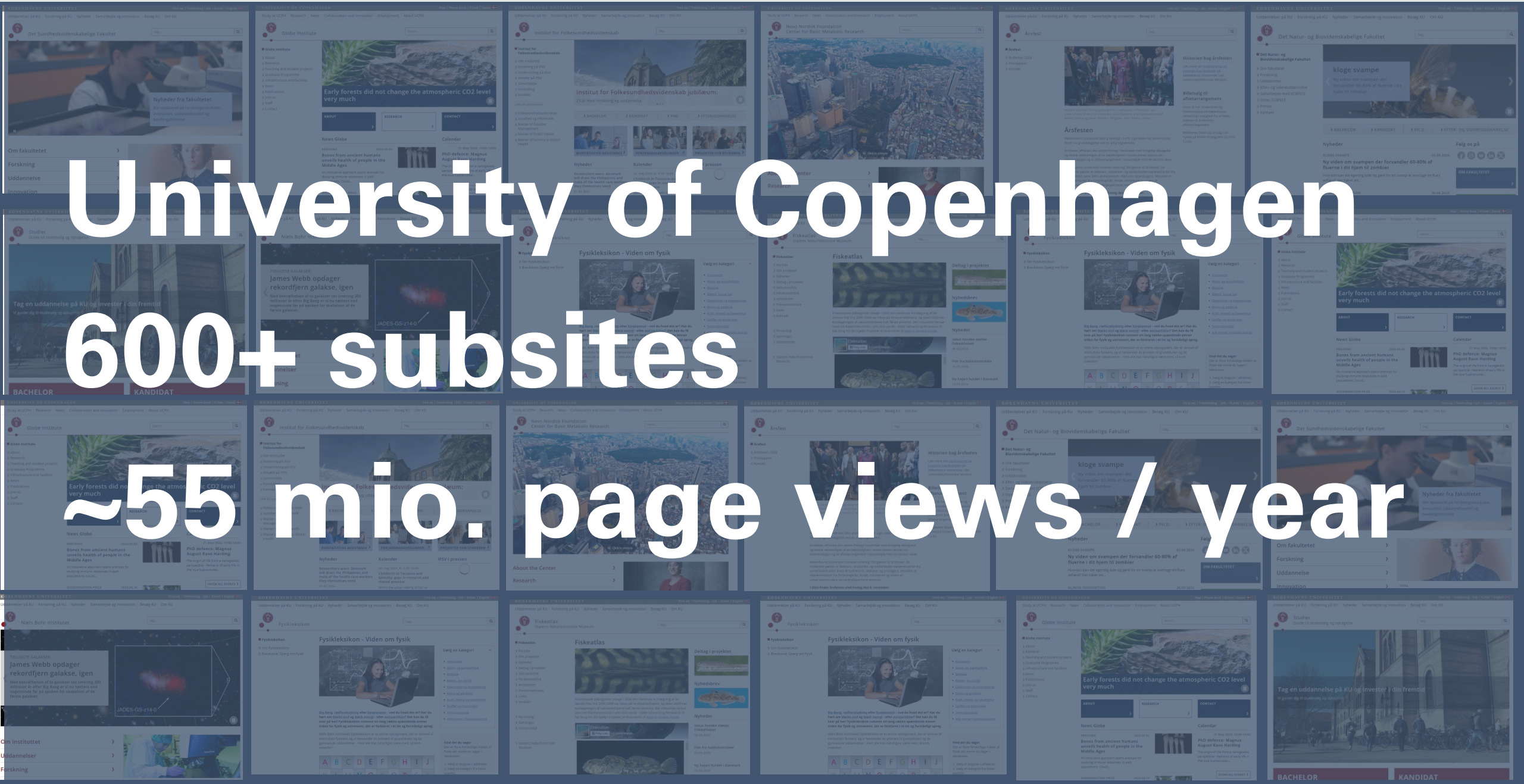
Presentations



University of Copenhagen

Targeted custom dashboards

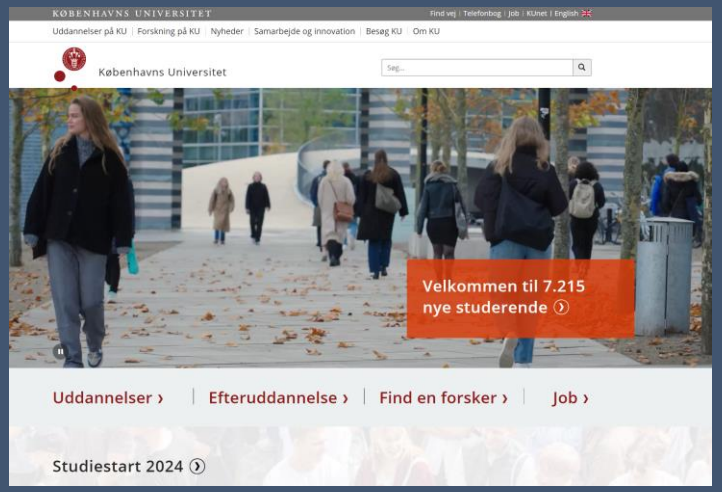
Thomas Petersen
Webteam / KU KOM
University of Copenhagen



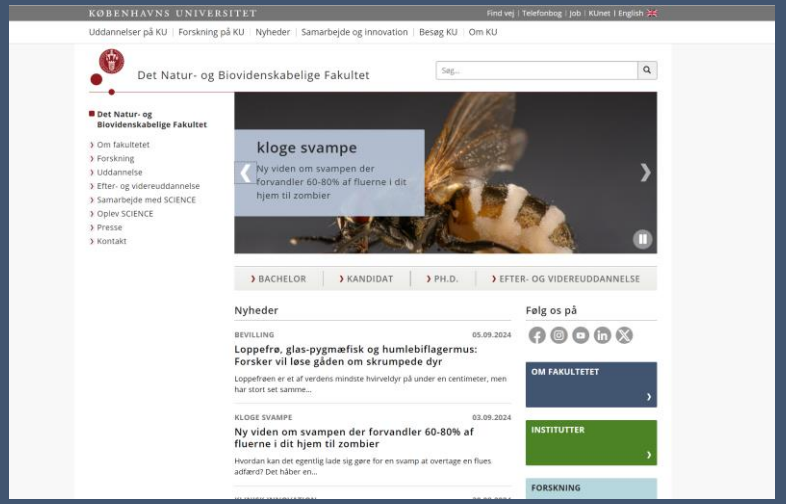
University of Copenhagen

600+ subsites

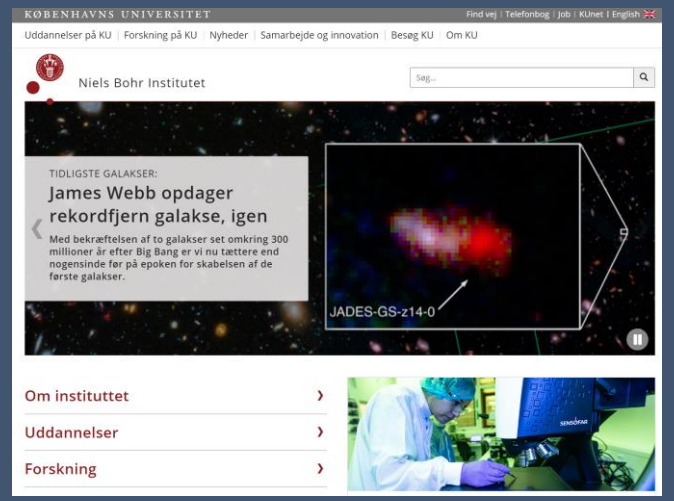
~55 mio. page views / year



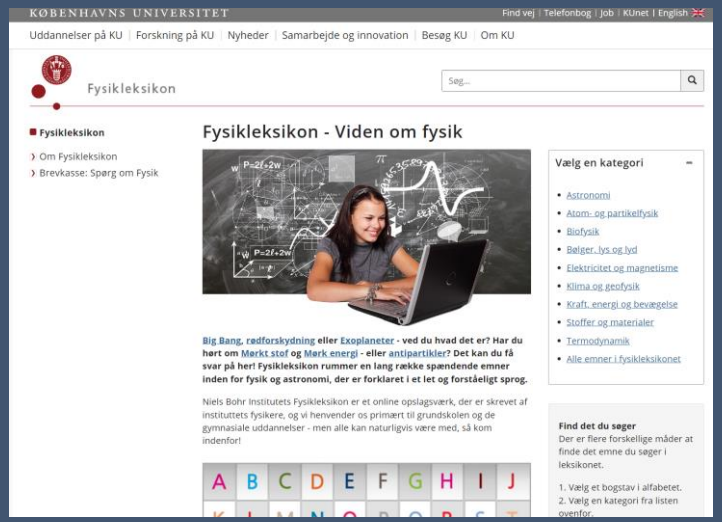
Core pages



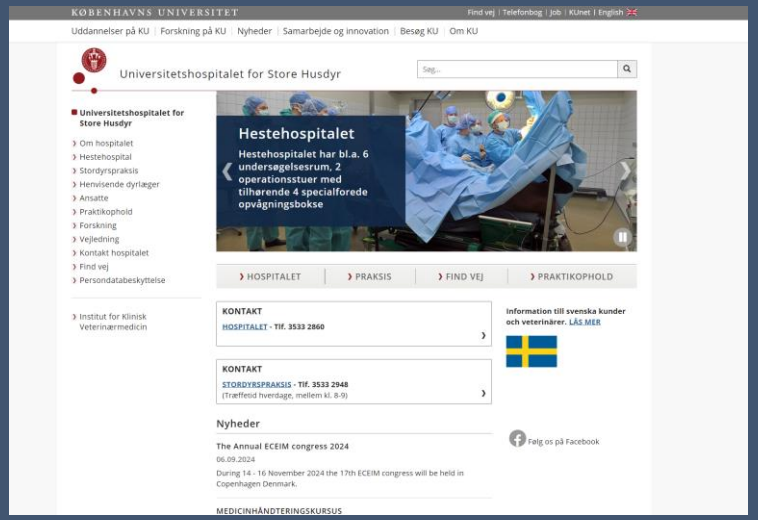
Faculties



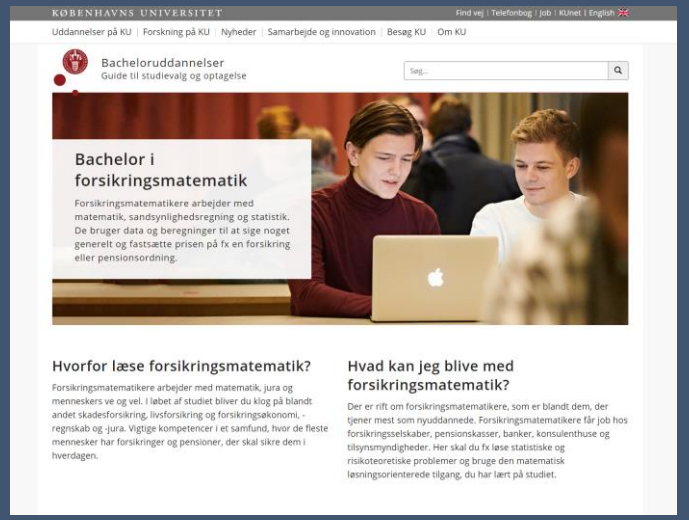
Institutes



Ressources / facilities



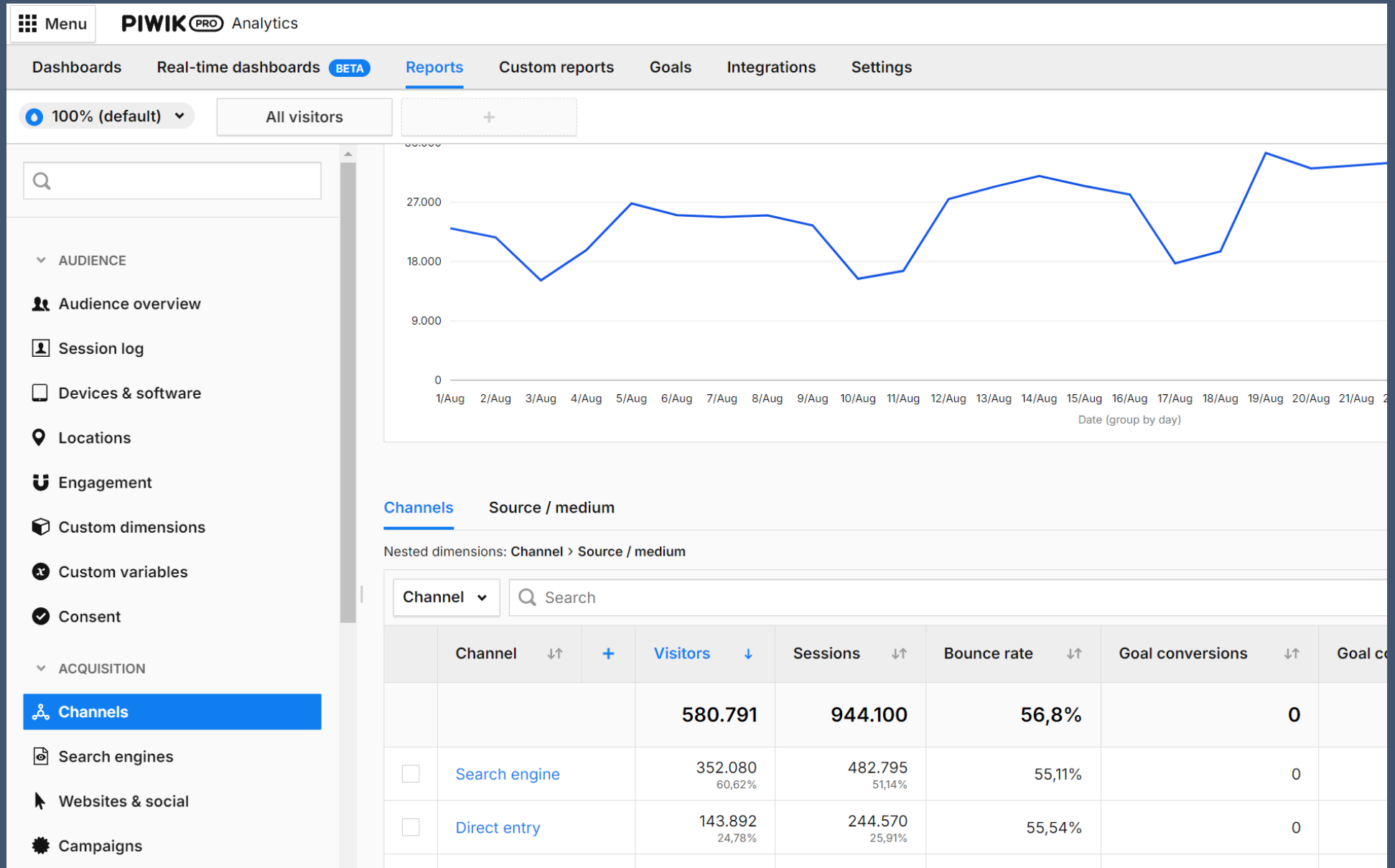
Museums, hospitals etc.



Study descriptions

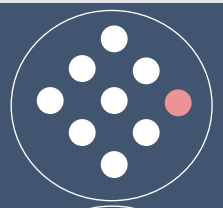
And a lot more …

Tool: Piwik Pro

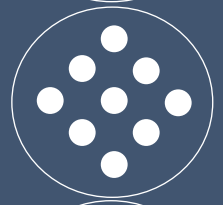


Analytics account structure

Main tracker



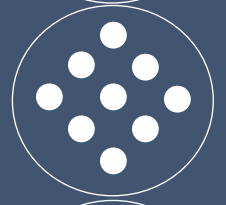
sund



science

samf

hum

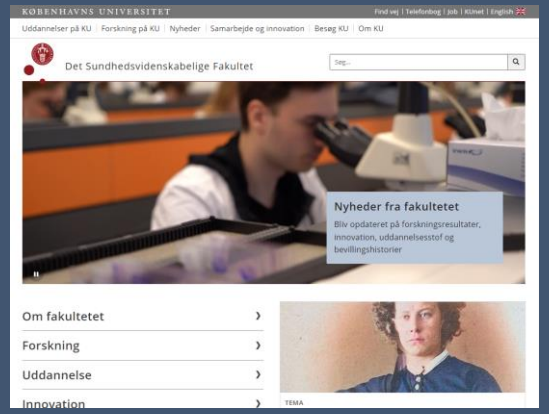


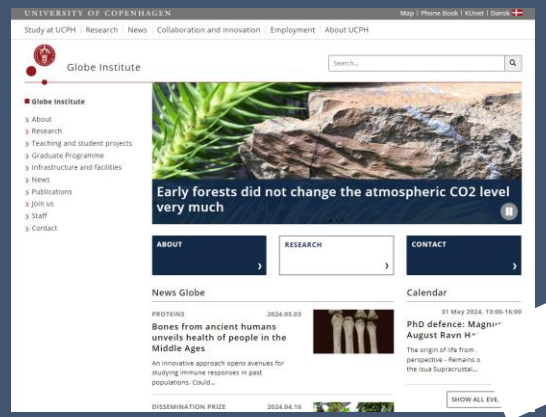
teo

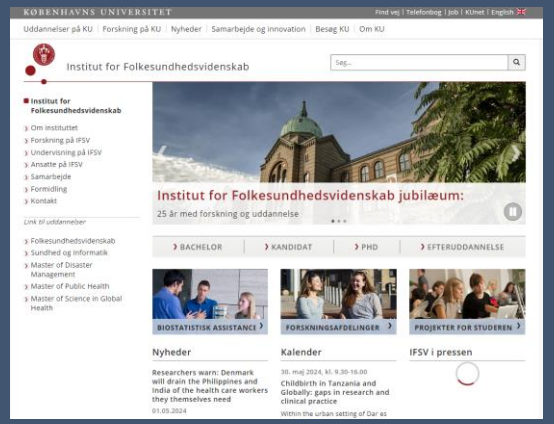
jur

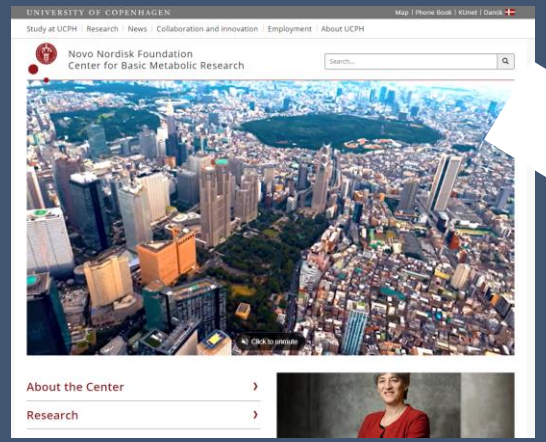
adm

SUND sites

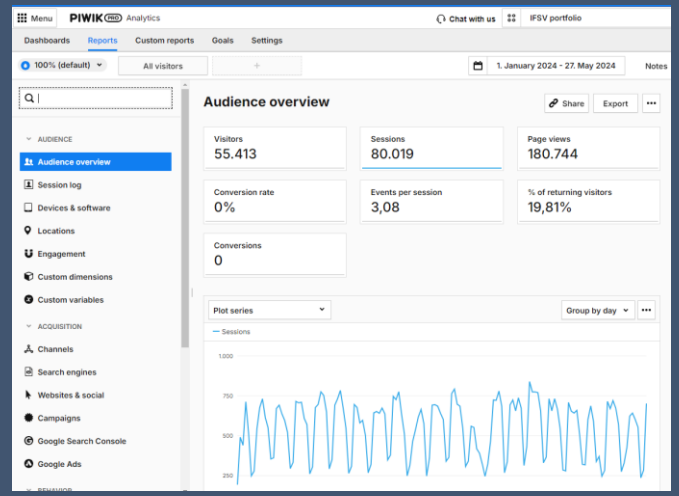




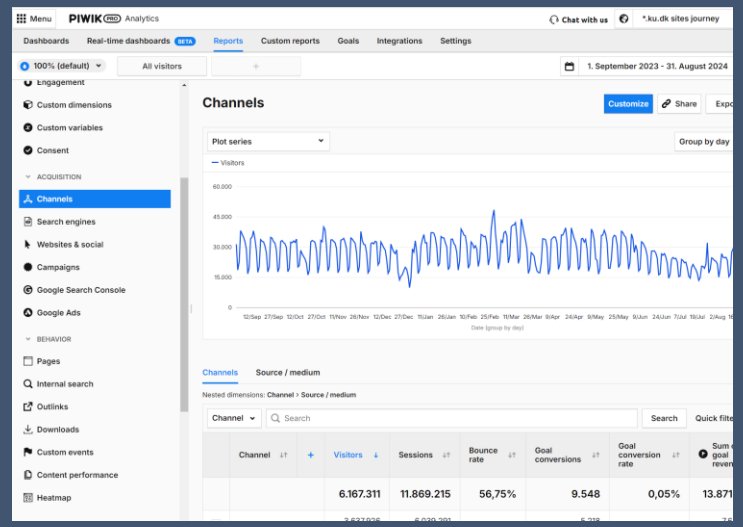


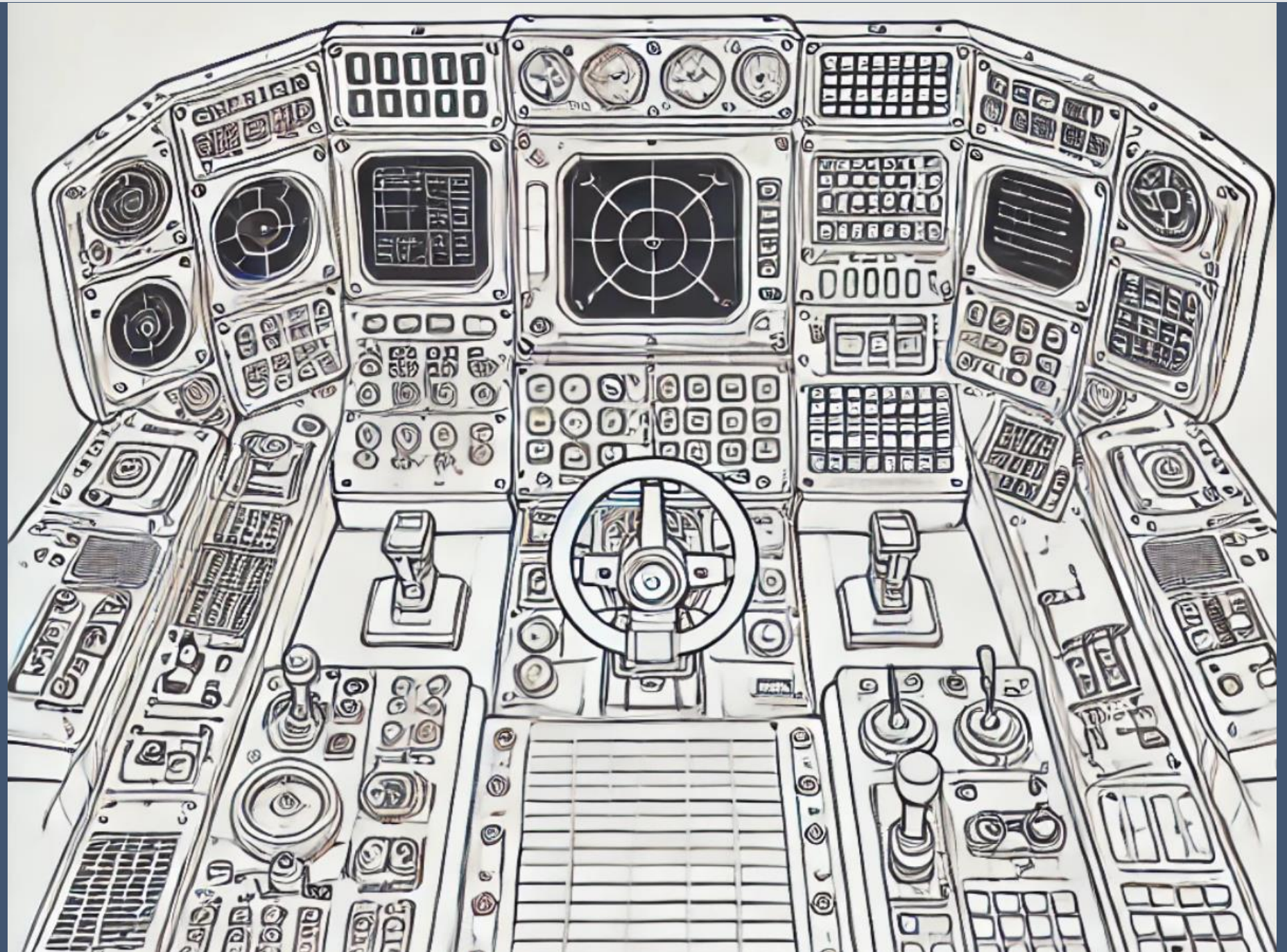


SUND's piwik.pro

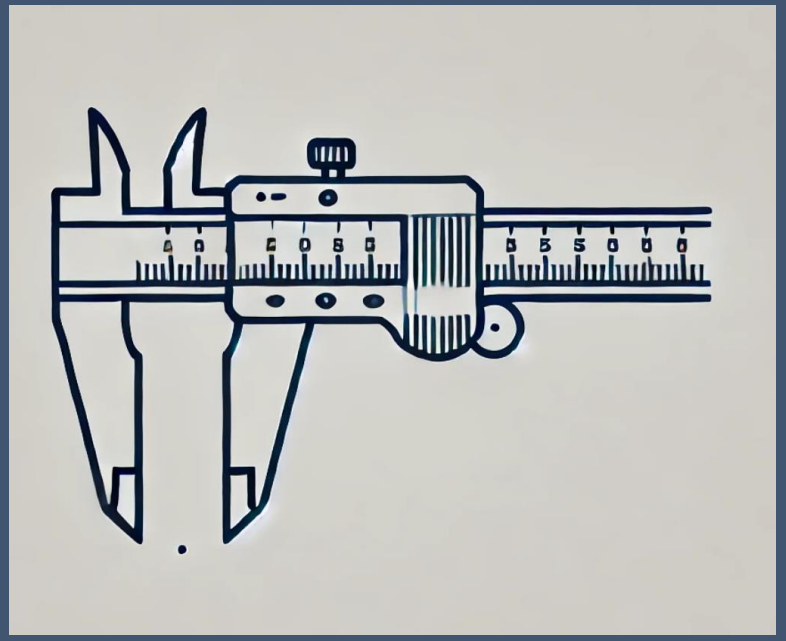


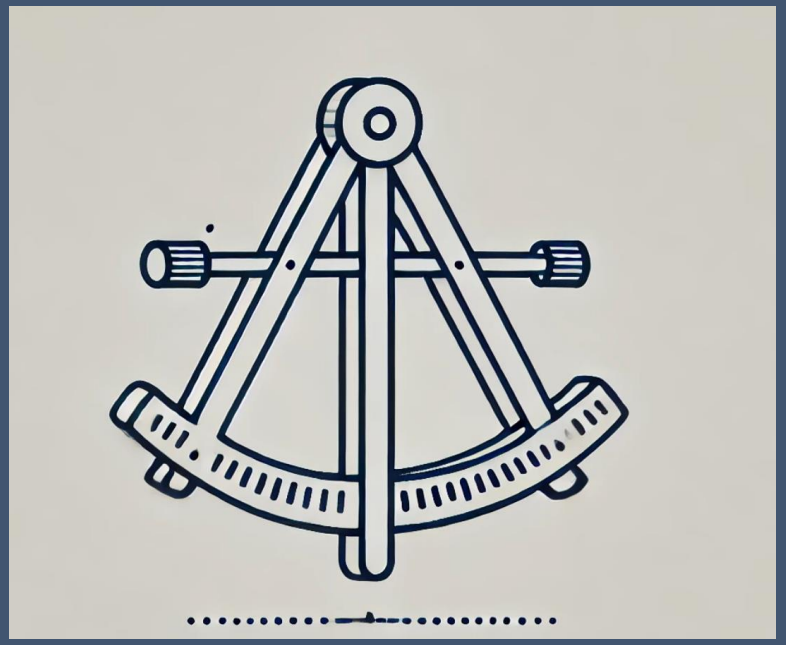
Main tracker





Targeted dashboards for specific tasks and specific people

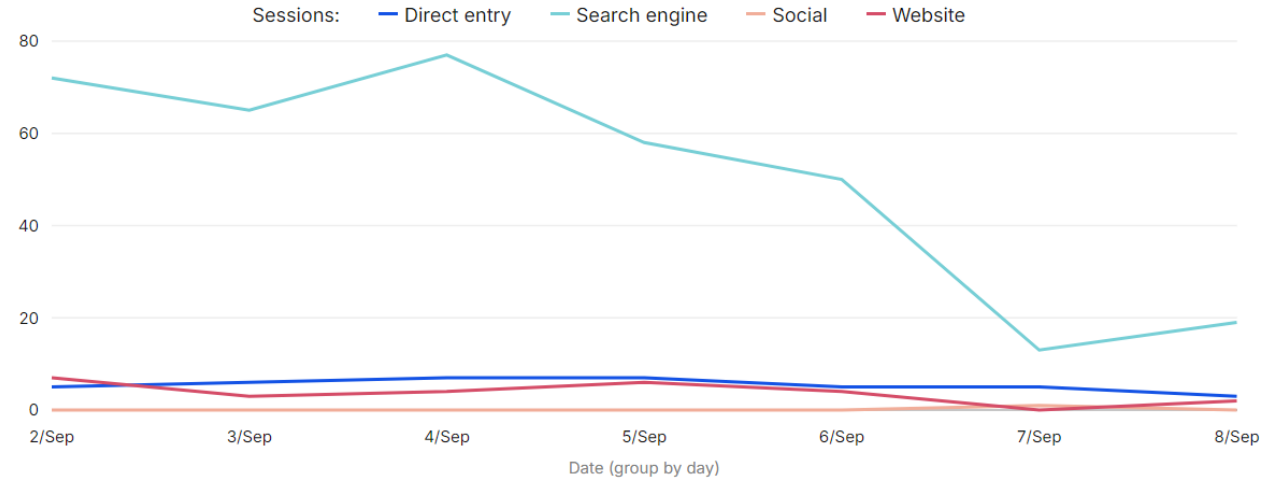




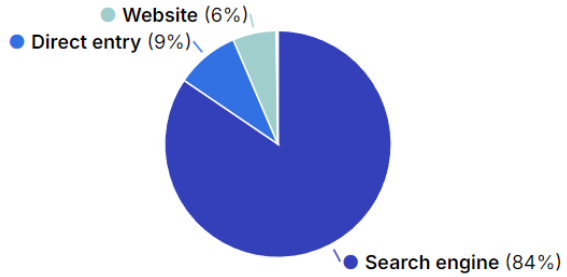
Custom dashboards
What are they? Lightning round …

Custom dashboards

Hvor kommer besøgene til medarbejderprofilerne fra? (sessioner)



Hvor kommer besøgene til medarbejderpr...



Mest viste medarbejdere
(Alle medarbejdere)

Mest set medarbejderprofiler (alle faneblade/sider)

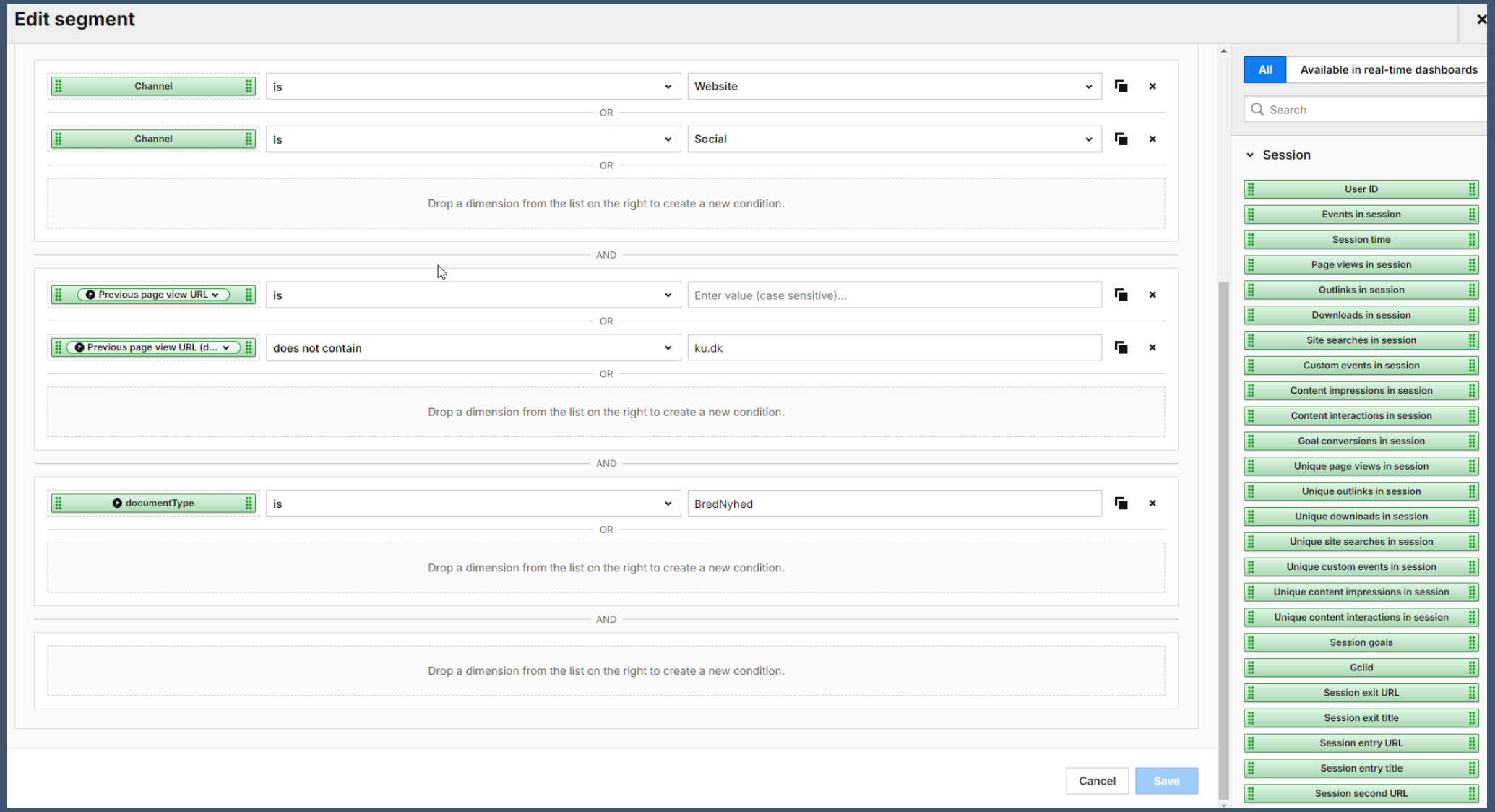
Page title	Page views	Unique page views
	884	728
Terese Sara Høj Jørgensen - Publikationer - Alle medarbejdere på Institut for Folkesundhedsvidenskab	25 2,83%	13 1,79%
Gert Martin Hald - Alle medarbejdere på Institut for Folkesundhedsvidenskab	21 2,38%	20 2,75%

Klik på mailadresser
(Alle medarbejdere)

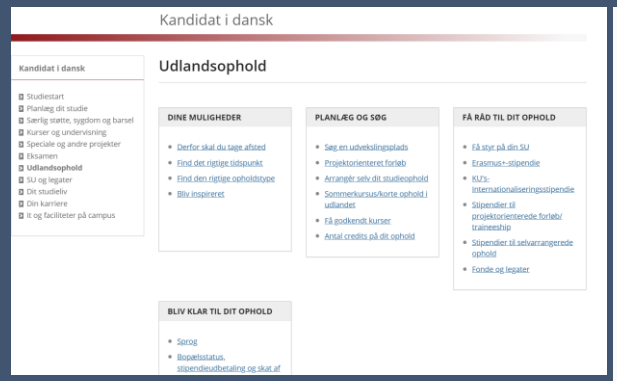
Klik på mailadresser (alle medarbejdere)

Custom event name	Custom events
	21
mailto:daniel.jans-pedersen@sund.ku.dk	3 14,29%
mailto:fransw@sund.ku.dk	2 9,52%

The dashboard builder



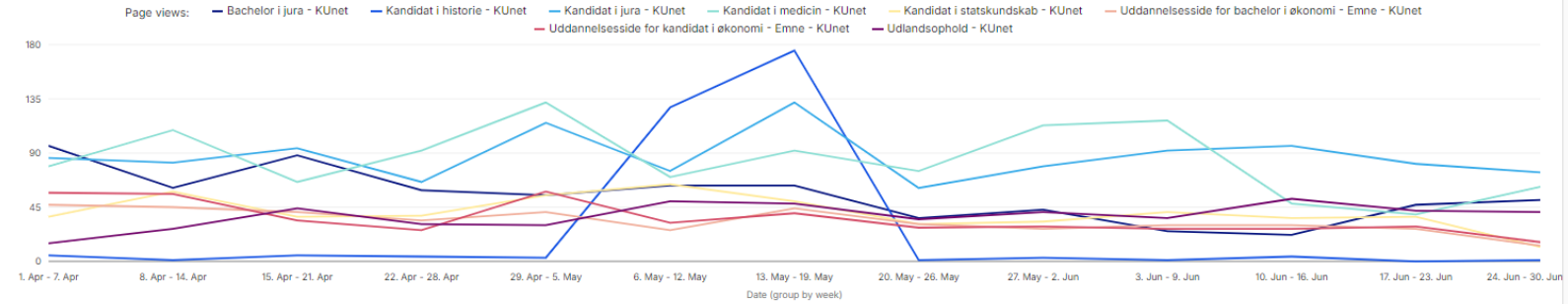
Udlandsophold / Study abroad



Gennemsnitligt tidsforbrug på siden Udlandsophold

39s

Udlandsophold fordelt på uddannelser

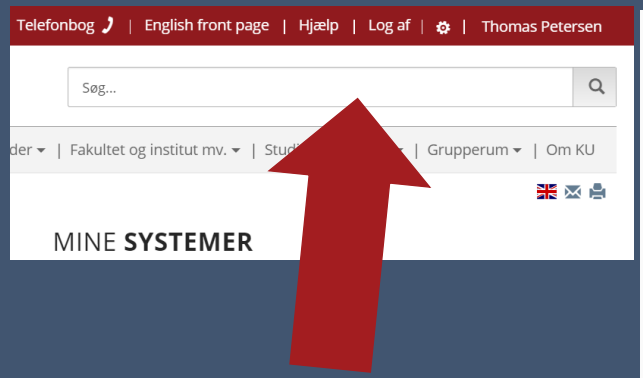


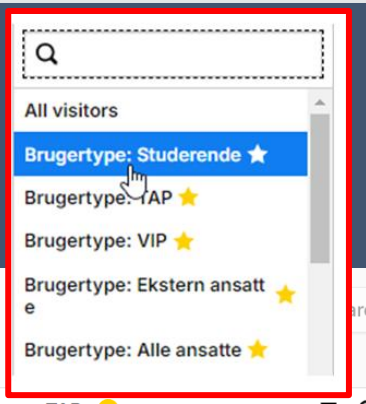
This graph will only show top 8 dimension values. You can use filters to see other data.

Alle emnesider under Udlandsophold

Page Sub Title	Page views ↓	Sessions	Average time on page
	15.286	**8.463**	**3m 58s**
Søg en udvekslingsplads	5.587 36,55%	4.502 53,2%	5m 34s
Projektorienteret forløb	1.734 11,34%	1.198 14,16%	2m 22s
Erasmus+-stipendie	1.019 6,67%	853 10,08%	4m 17s
Sommerkursus/korte ophold i udlandet	859 5,62%	664 7,85%	3m 35s
Antal credits på dit ophold	845 5,53%	775 9,16%	5m 22s

Searches on the intranet





Søgning - søgeord grupperet efter brugertype

Søgninger studerende

Search keyword	Searches	Unique searches
studiekort	803	479
skema	518	419
office	333	237
webprint	225	159
studievejledning	221	195
maple	210	175
bøger	208	112
eftertilmelding	193	172
kalender	192	138

10 Page 1 out of 531 1

Søgninger VIP

Search keyword	Searches	Unique searches
nimbus	237	220
phd planner	180	154
cwt	143	130
rejsud	122	80
software	92	81
skema	90	62
copilot	86	75
eduroam	85	74
kantine	85	81

10 Page 1 out of 577 1

Søgninger TAP

Search keyword	Searches	Unique searches
kantine	431	374
kupa	238	134
ferie	220	176
parkering	138	100
kurser	135	93
rejsud	133	73
dhl	127	111
administrationsreform	120	104
tidsregistrering	119	104

10 Page 1 out of 1060 1

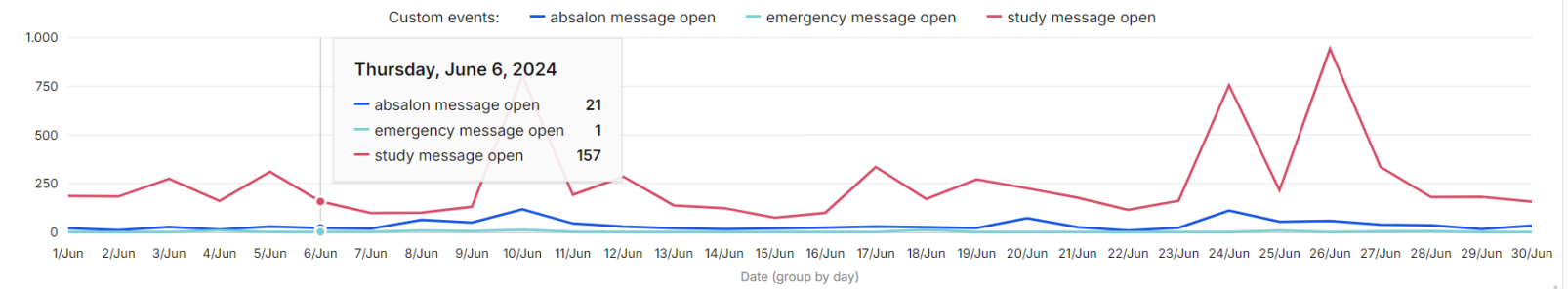
Søgninger over tid

App-tracking

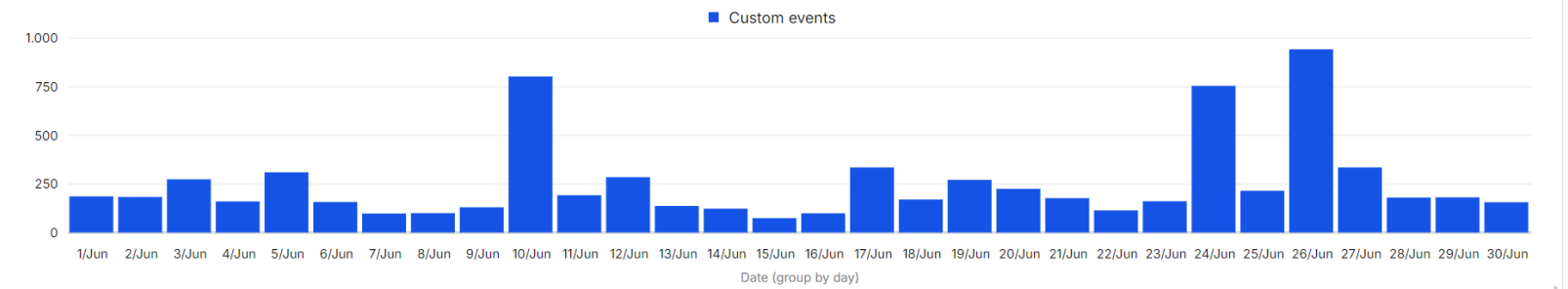
Beskeder

Add a widget | Share

Alle beskeder over tid



Studiebeskeder



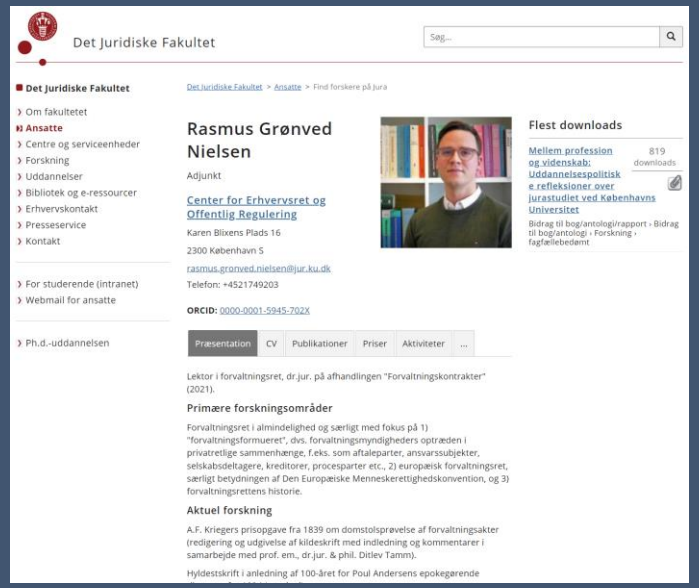
Studiebesker i tal

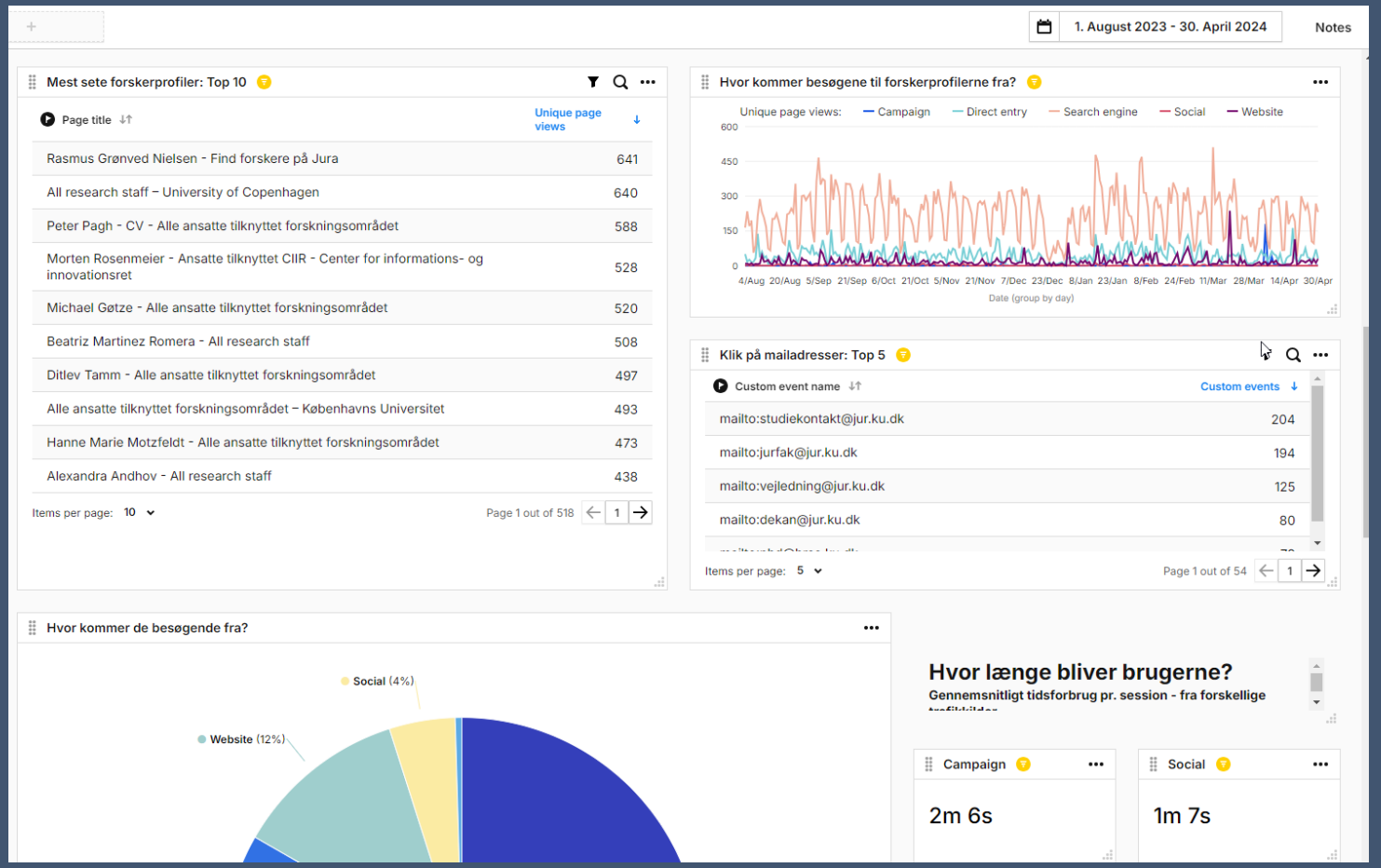
7.529

Studiebesker brugere

2.536

Employee profiles / e-mails





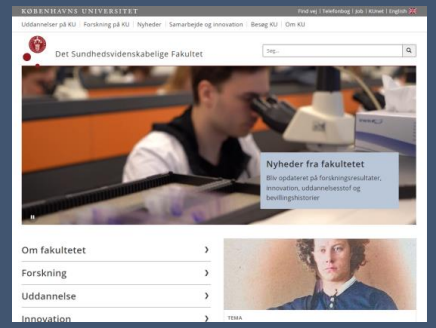
Case 1: Referral Alerts

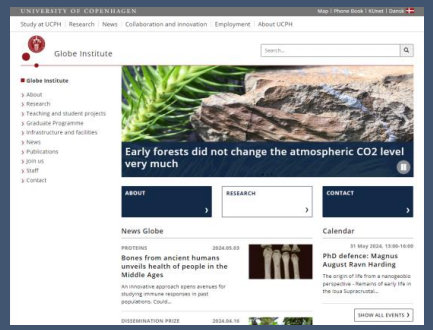
The question was:

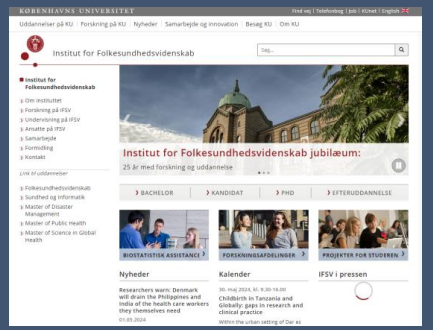
"How do we find out when any specific news article is suddenly being referred to on someone elses website or social media? We want to know right away, so we can react ..."

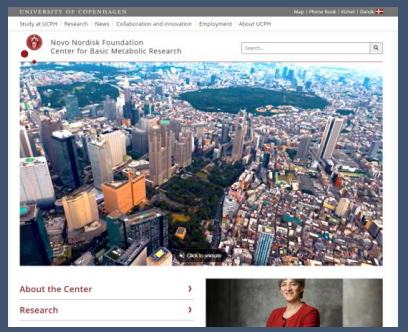
Target group: Communications consultant

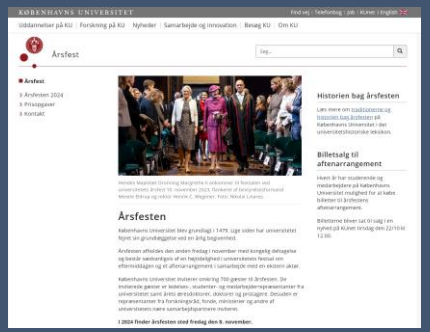
600+ subsites







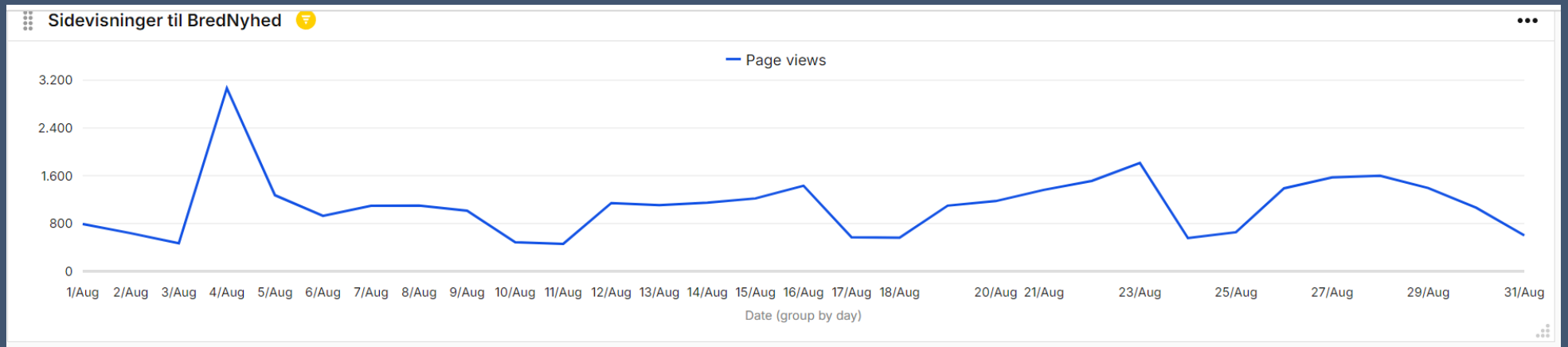


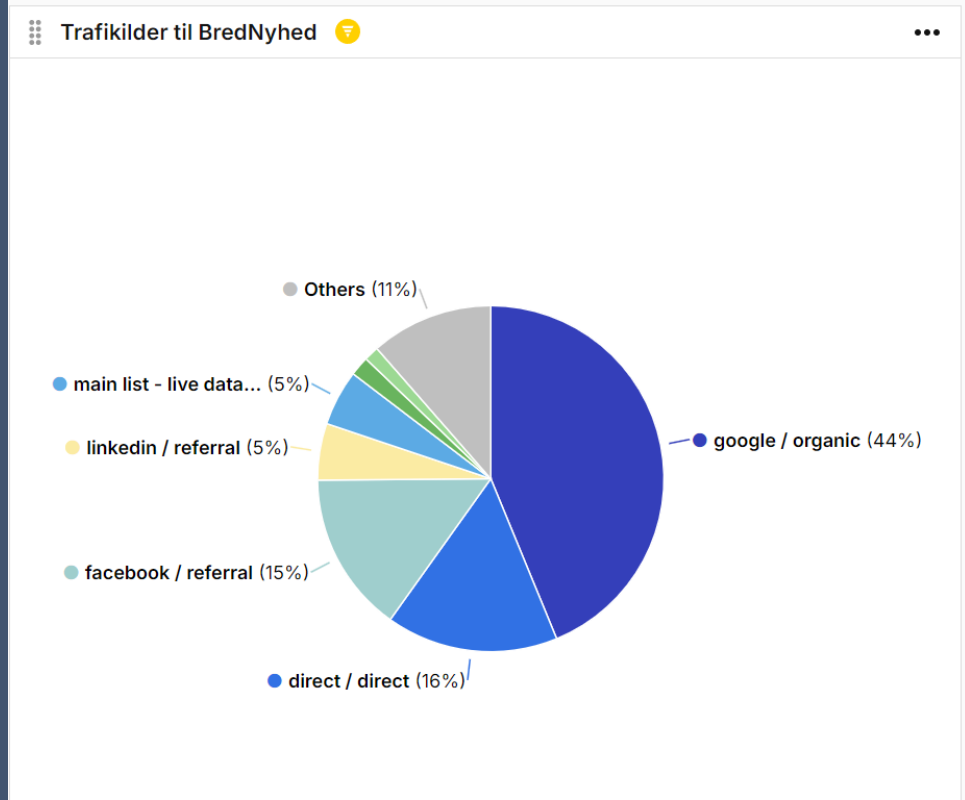


News item	News item	News item	News item	News item
News item	News item	News item	News item	News item
News item	News item	News item	News item	News item
News item	News item	News item	News item	News item

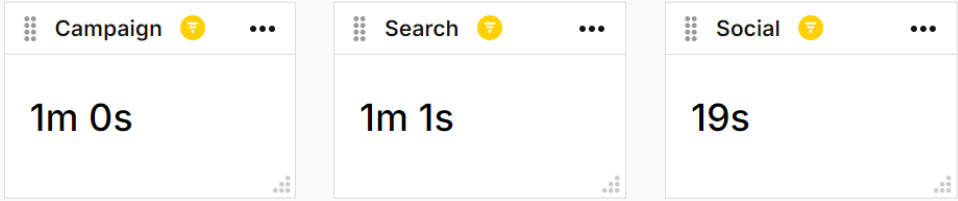
Thousands of news items

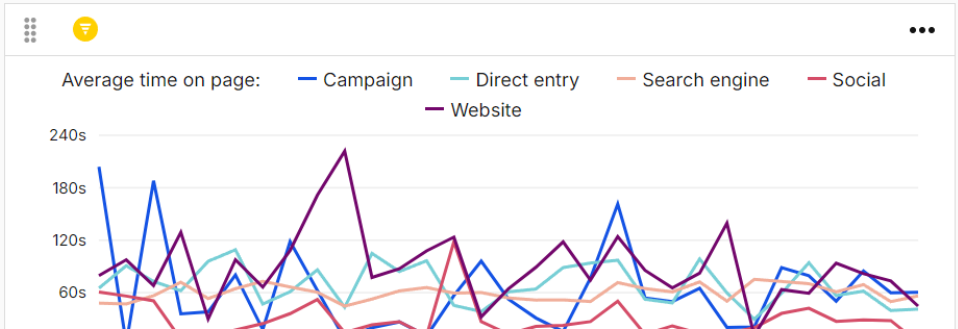
Dashboard 1: Creating an overview





Gennemsnitlig tid på siden på nyheder fra forskellige trafikkilder





Dashboard 1: Creating an overview

FA: Top 5

Page title	Unique page views
Dinosaurs lived in a warmer and more dynamic climate than previously thought – University of Copenhagen	312
Nyt studie om børn og mad: Særligt én aldersgruppe har det svært med frugtstykker i yoghurten – Københavns Universitet	193
Dyster klimaberegning: Forskere forudser et kollaps af den atlantiske havstrøm i midten af dette århundrede – Københavns Universitet	163
Researchers invent one hundred percent biodegradable "barley plastic" – University of Copenhagen	163
Nu ved vi, hvorfor succesbehandling ikke virker på særlige kræftceller – Københavns Universitet	160

Items per page: 5 Page 1 out of 121 1

SUND: Top 5

Page title	Unique page views
Forskere finder hidtil ukendt signalvej i hjernen, der er skyld i migræne med aura – Københavns Universitet	3.357
Cocaine discovery could pave way for treatment for substance abuse – University of Copenhagen	603
New center will future-proof education of experts to Danish life science – University of Copenhagen	373
Er du over 40 år? Så skal du lave hård styrketræning for at holde kroppen ung – Københavns Universitet	360
Søsterhormon til GLP-1 kan gøre overvægtsmedicin bedre – Københavns Universitet	284

Items per page: 5 Page 1 out of 113 1

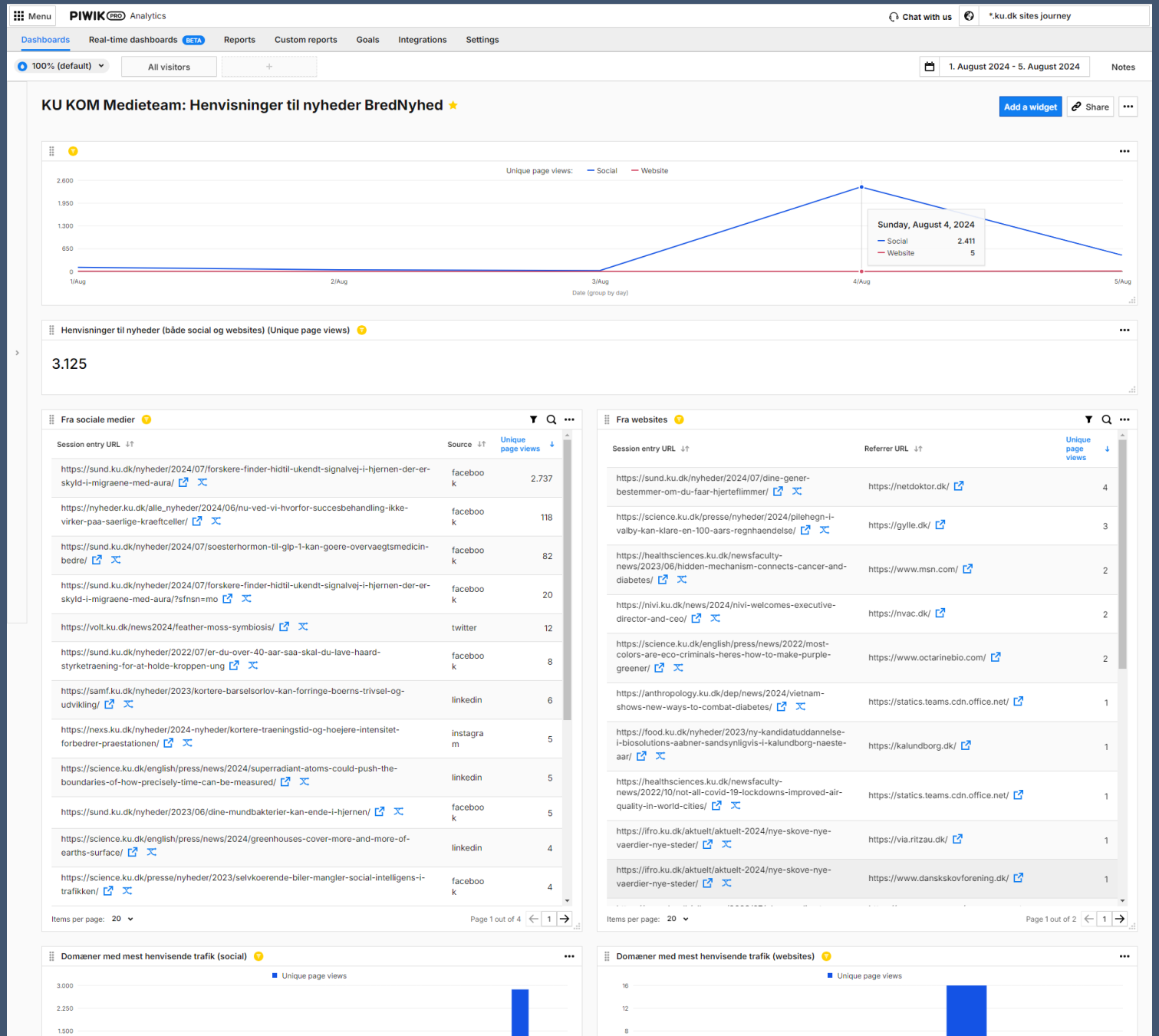
SCIENCE: Top 5

Page title	Unique page views
Historisk stor bevilling skal give Danmark verdens bedste naturvidenskabelige undervisere – Københavns Universitet	673
Godt nyt til løbere: Slap lidt af på spurten og kom i form alligevel – Københavns Universitet	382
Historisk stor bevilling til forskning i natur-videnskabsundervisning på universitetet – Københavns Universitet	259
Greenhouses cover more and more of Earth's surface – University of Copenhagen	246
Jellyfish are smarter than you think – University of Copenhagen	208

HUM: Top 5

Page title	Unique page views
Personer uden indre stemme har dårligere sproglig hukommelse – Københavns Universitet	70
People without an inner voice have poorer verbal memory – University of Copenhagen	60
The earliest recorded kiss occurred in Mesopotamia 4,500 years ago – University of Copenhagen	52
ChatGPT klarer sig godt på dansk, men sproglige nuancer går tabt – Københavns Universitet	40
Karen Vallgårda bliver professor i historie – Københavns Universitet	34

So, who is picking up our news items?

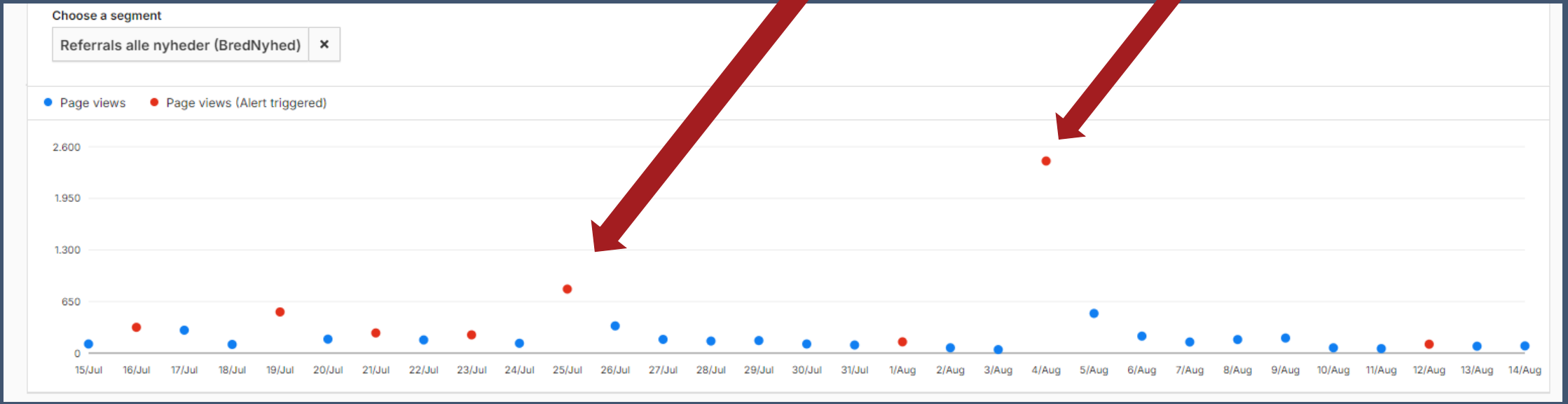


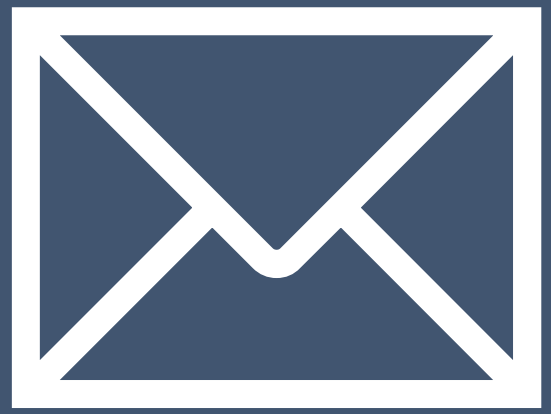
The question was:

"How do we find out when any specific news article is suddenly being referred to on someone elses website or social media? We want to know right away, so we can react ..."

Target group: Communications consultant

I want to receive an e-mail when the number of page views have increased by 30% from one day to the next





Svar Svar til alle Videresend Chat

Piwik PRO <robot@piwik.pro> Thomas Petersen

Henvisninger til nyheder er steget med 30% (tjek dashboard) (v2) • *.ku.dk sites

Opbevaringspolitik 60 Days Deleted Items (60 dage) Udl

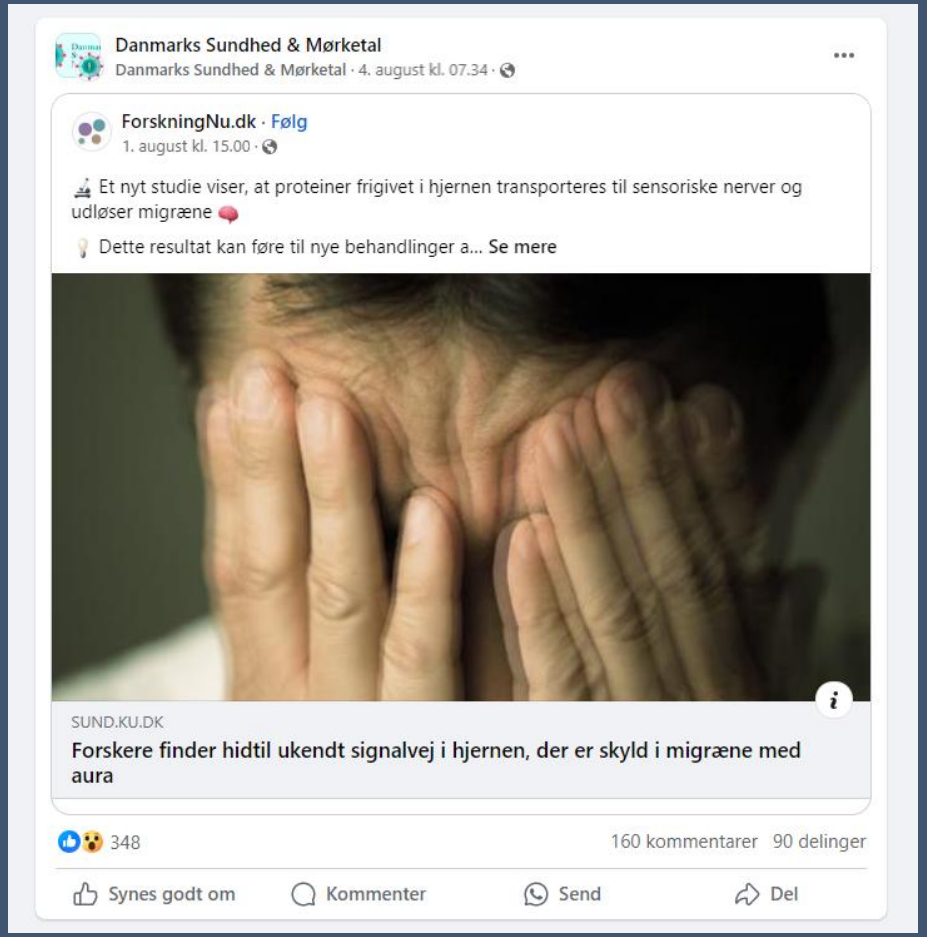
Klik her for at hente billeder. For at beskytte dine personlige oplysninger har Outlook forhindret automatisk hentn

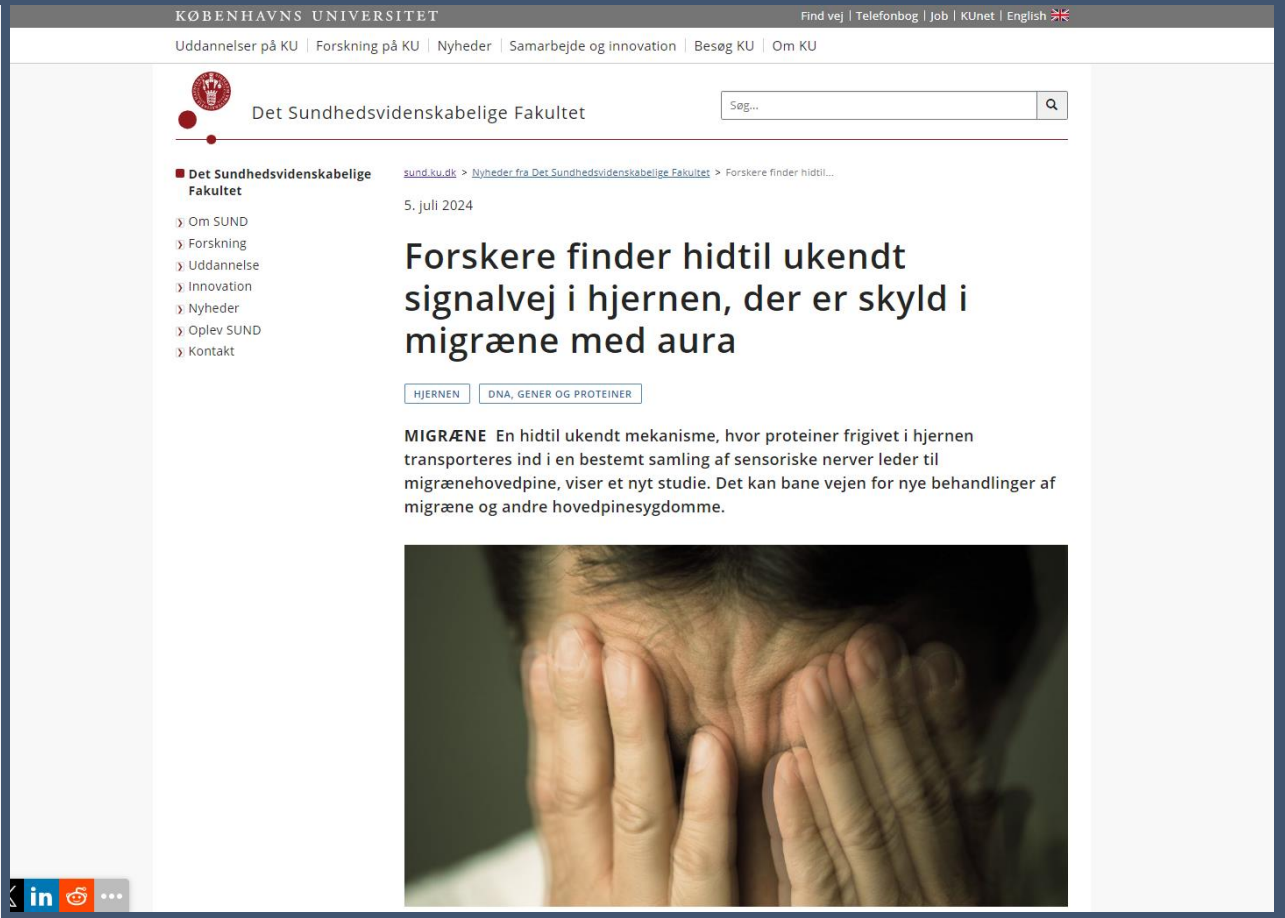
Hi, you've got a new alert.

Alert details:

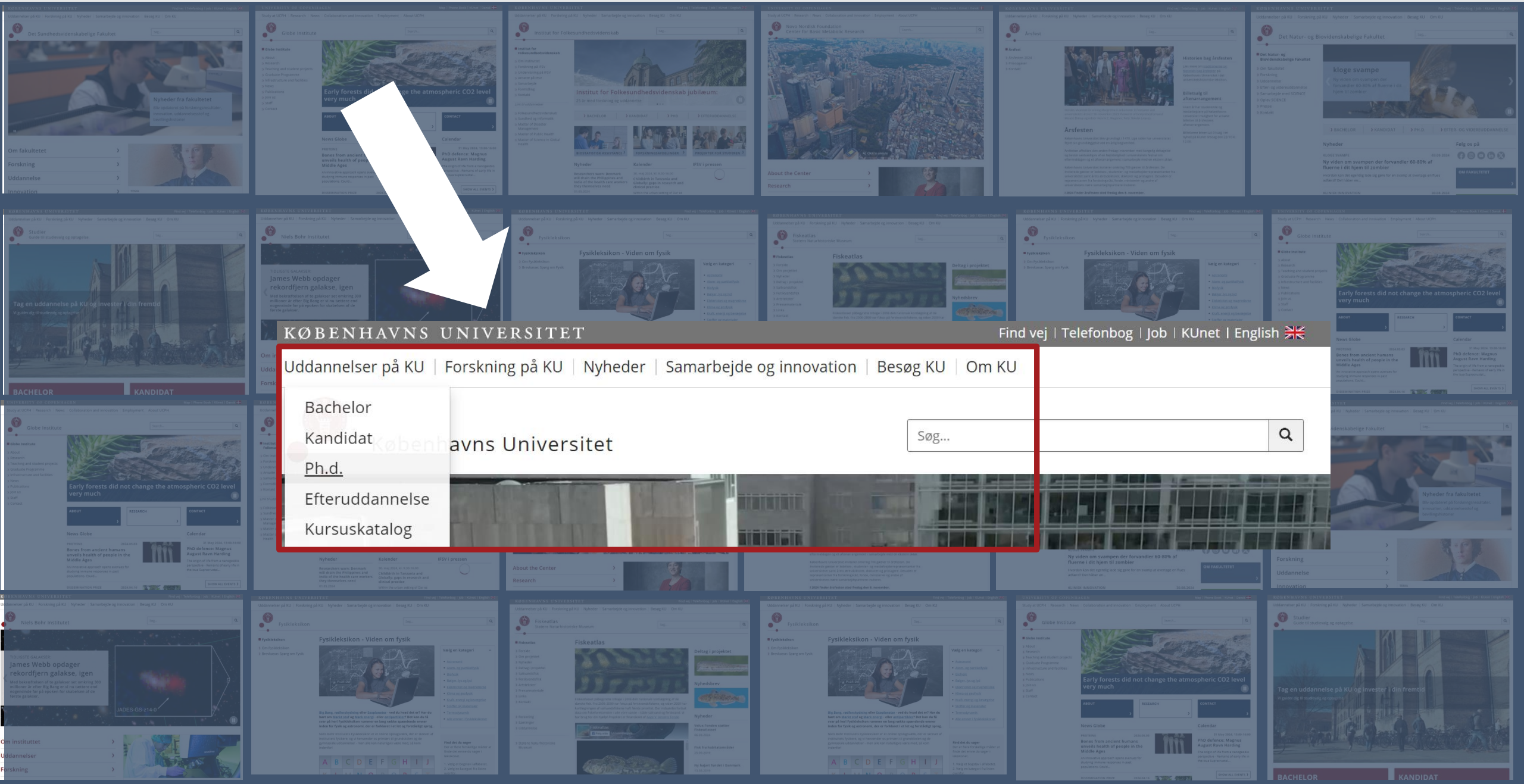
- Site or app: *.ku.dk sites journey
- Frequency: Daily
- Selected segment: Referrals til alle nyheder (URL)
- Alert condition: Page views increased by at least 30.0
- Metric value: 2501
- Author: KOM-support+kumain@adm.ku.dk

Facebook group picked up the news item





Example 2: Global menu analysis


KØBENHAVNS UNIVERSITET
Find vej | Telefonbog | Job | KUnet | English
Uddannelser på KU | Forskning på KU | Nyheder | Samarbejde og innovation | Besøg KU | Om KU
Bachelor
Kandidat
Ph.d.
Efteruddannelse
Kursuskatalog
Søg...

The questions were:

"How are people using the global menu? Are there differences in the way they use them on different site types?

We want to know what is going on, so we are able to make decisions about global and local navigation - which items and how to place them"

Target group: UX / Web consultant

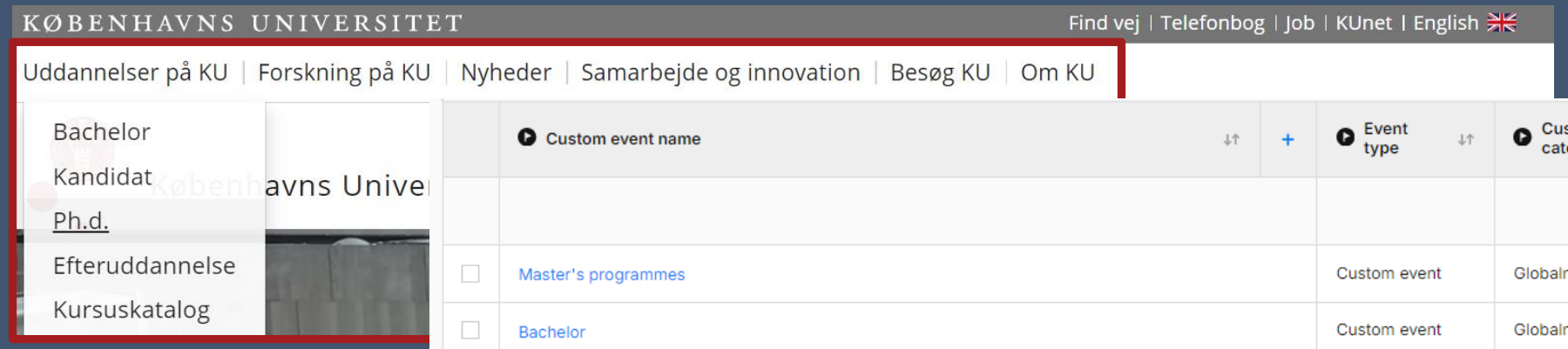
So many questions …

Which menu items are used a lot / a little in the global menu?

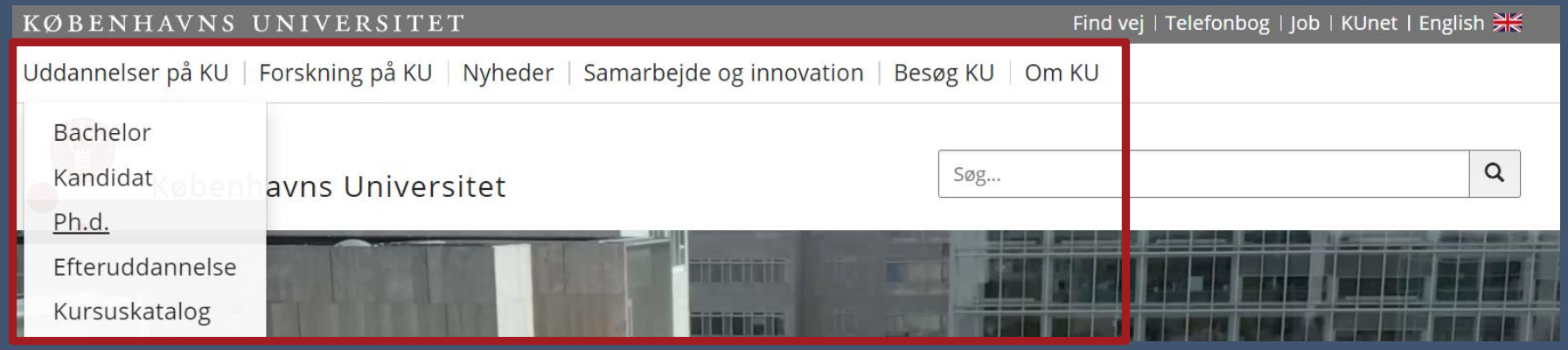
How do the users move across the different sites in the domain, using the global menu.

Which global menu items are used a lot / a little, depending on the category of website

How much is the global menu used to navigate across many subdomains?

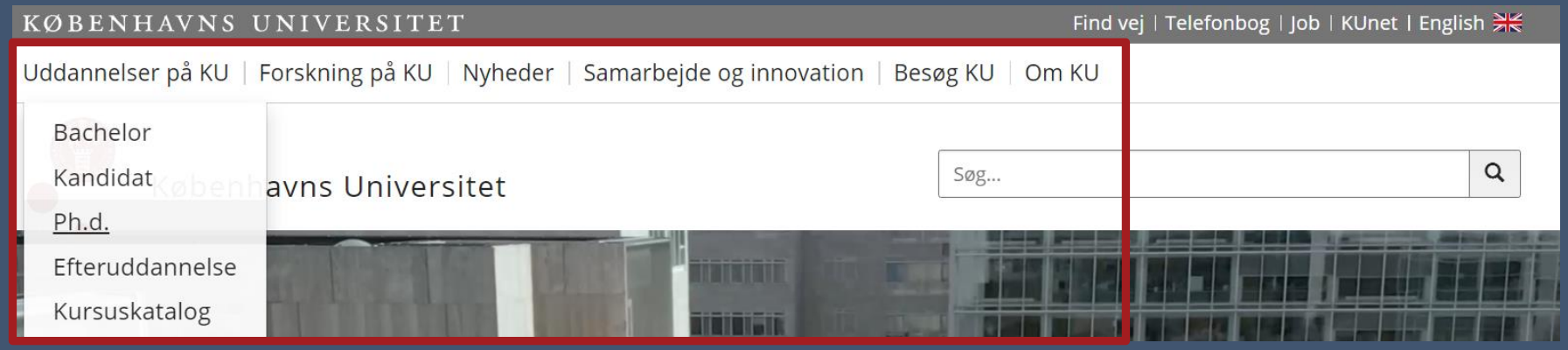


Custom event name	Event type	Custom event category	Sessions
			75.971
Master's programmes	Custom event	Globalmenu	12.092 15,92%
Bachelor	Custom event	Globalmenu	10.473 13,79%
Bachelor's programmes	Custom event	Globalmenu	8.707 11,46%
PhD programmes	Custom event	Globalmenu	6.503 8,56%
Study at UCPH	Custom event	Globalmenu	5.533 7,28%
Uddannelser på KU	Custom event	Globalmenu	5.173 6,81%
Kandidat	Custom event	Globalmenu	4.431 5,83%
Job portal	Custom event	Globalmenu	2.672 3,52%
Study abroad	Custom event	Globalmenu	2.436 3,21%
Research	Custom event	Globalmenu	2.334 3,07%
Research centres	Custom event	Globalmenu	2.220 2,92%
Researchers and publications	Custom event	Globalmenu	2.159 2,84%
Organisation	Custom event	Globalmenu	1.847 2,43%
Employment	Custom event	Globalmenu	1.757 2,31%
Om KU	Custom event	Globalmenu	1.446 1,9%
No data	Custom event	Globalmenu	1.326 1,75%



	websiteCategory	Event type	Custom event category	Sessions
				24.269
	Fælles KU-portal	Custom event	Globalmenu	15.871 65,4%
	Institutwebsted	Custom event	Globalmenu	2.733 11,26%
	Uddannelsesbeskrivelse	Custom event	Globalmenu	1.854 7,64%
	Fakultetswebsted	Custom event	Globalmenu	1.610 6,63%
	Phd-beskrivelse	Custom event	Globalmenu	1.604 6,61%
	System	Custom event	Globalmenu	1.311 5,4%
	Forskningscenter	Custom event	Globalmenu	913 3,76%
	Efter- og videreuddannelse	Custom event	Globalmenu	460 1,9%
	Ressourcer og faciliteter	Custom event	Globalmenu	271 1,12%

	Custom event name	Event type	Custom event category	Sessions
				15.871
	Master's programmes	Custom event	Globalmenu	2.490 15,69%
	Bachelor	Custom event	Globalmenu	2.063 13%
	Bachelor's programmes	Custom event	Globalmenu	1.852 11,67%
	PhD programmes	Custom event	Globalmenu	1.222 7,7%
	Study at UCPH	Custom event	Globalmenu	913 5,75%
	Uddannelser på KU	Custom event	Globalmenu	881 5,55%
	Kandidat	Custom event	Globalmenu	815 5,14%
	Job portal	Custom event	Globalmenu	489 3,08%
	Study abroad	Custom event	Globalmenu	458 2,89%



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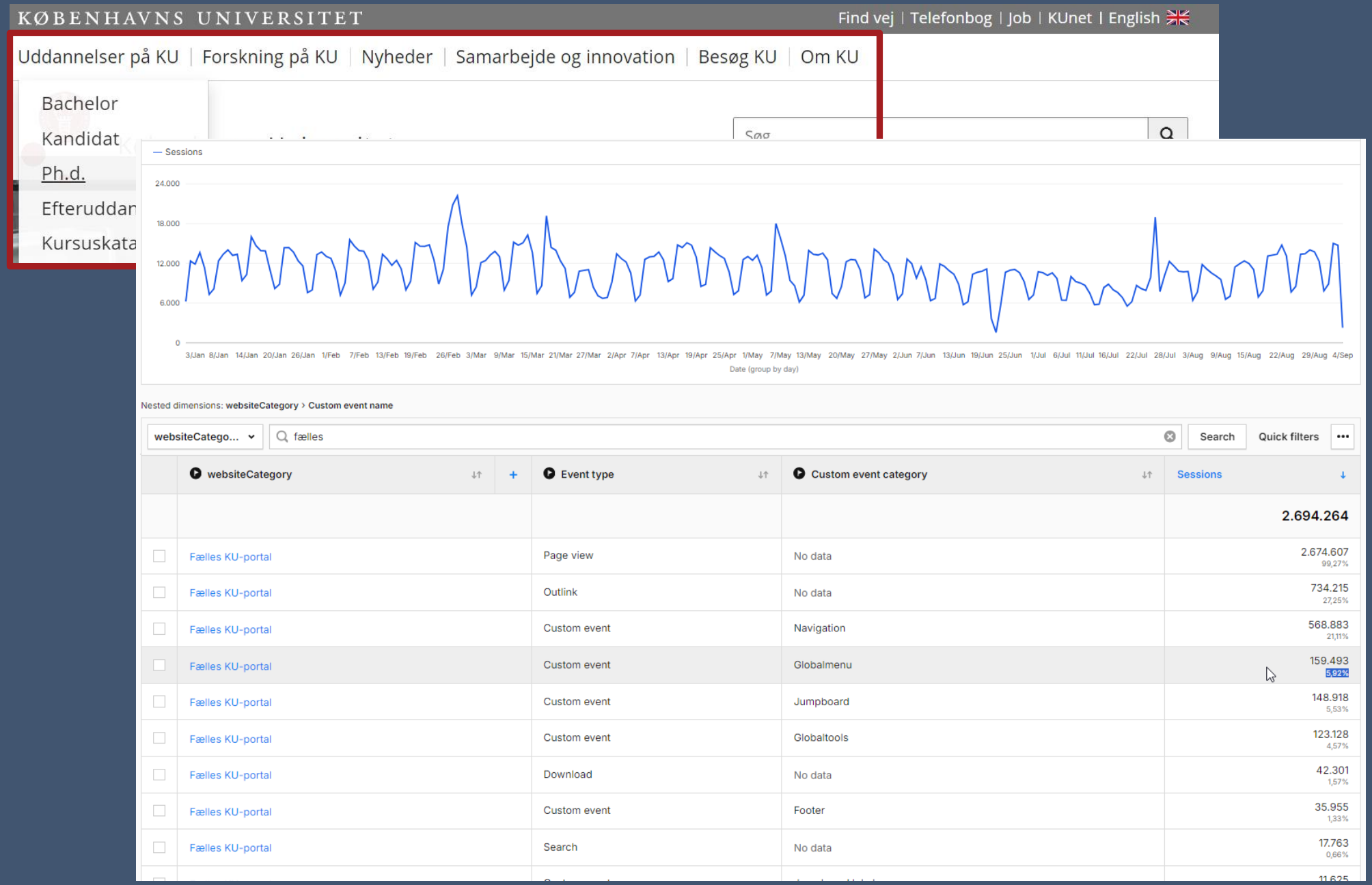
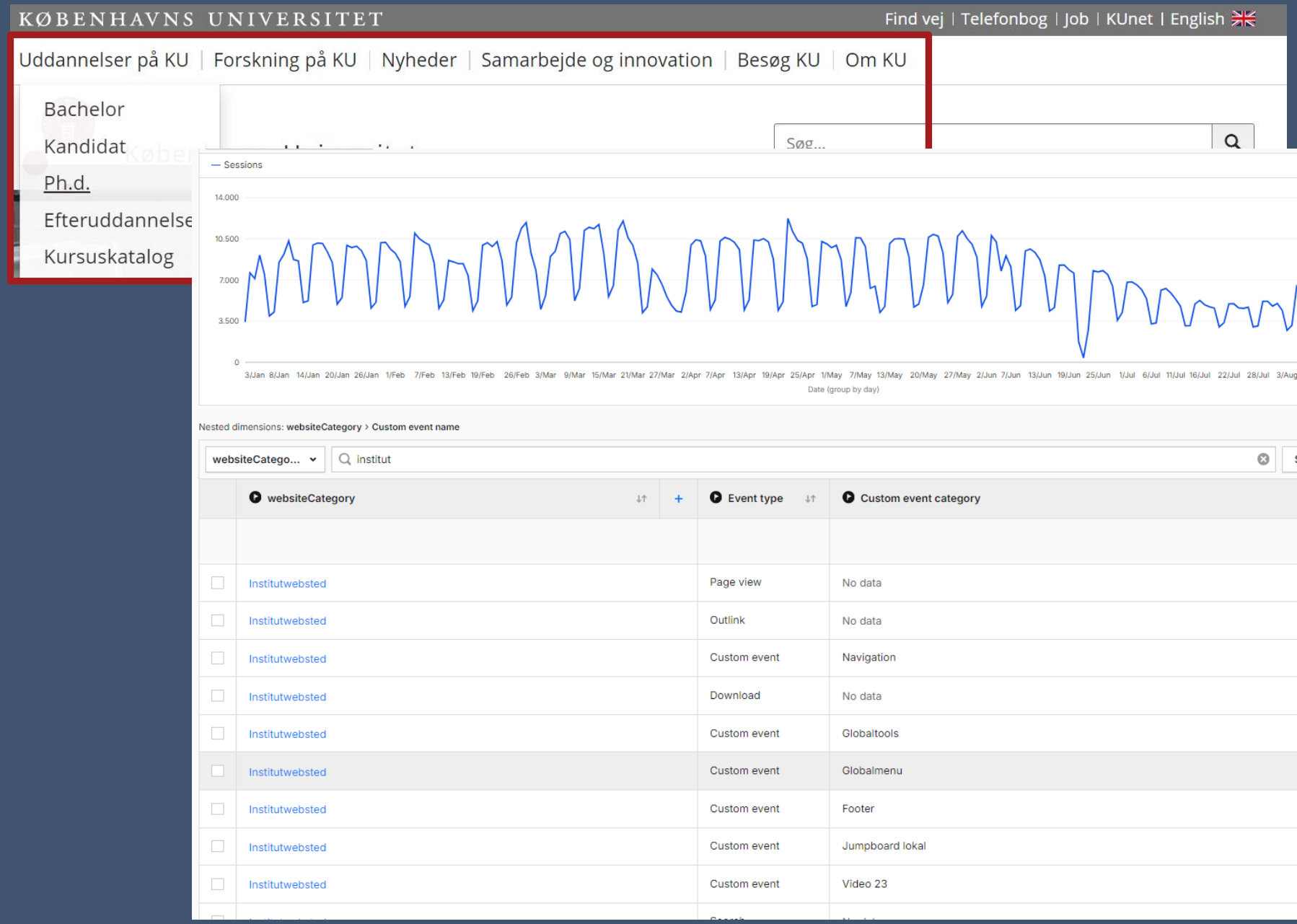


websiteCategory	Event type	Custom event category	Sessions
			2.694.264
Fælles KU-portal	Page view	No data	2.674.607 99,27%
Fælles KU-portal	Outlink	No data	734.215 27,25%
Fælles KU-portal	Custom event	Navigation	568.883 21,11%
Fælles KU-portal	Custom event	Globalmenu	159.493 5,92%
Fælles KU-portal	Custom event	Jumpboard	148.918 5,53%
Fælles KU-portal	Custom event	Globaltools	123.128 4,57%
Fælles KU-portal	Download	No data	42.301 1,57%
Fælles KU-portal	Custom event	Footer	35.955 1,33%
Fælles KU-portal	Search	No data	17.763 0,66%


KØBENHAVNS UNIVERSITET
Find vej | Telefonbog | Job | KUnet | English
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Bachelor
Kandidat
Ph.d.
Efteruddannelse
Kursuskatalog
Søg...
Sessions
14.000
10.500
7.000
3.500
0
3/Jan 8/Jan 14/Jan 20/Jan 26/Jan 1/Feb 7/Feb 13/Feb 19/Feb 26/Feb 3/Mar 9/Mar 15/Mar 21/Mar 27/Mar 2/Apr 7/Apr 13/Apr 19/Apr 25/Apr 1/May 7/May 13/May 20/May 27/May 2/Jun 7/Jun 13/Jun 19/Jun 25/Jun 1/Jul 6/Jul 11/Jul 16/Jul 22/Jul 28/Jul 3/Aug 9/Aug 15/Aug 22/Aug 29/Aug 4/Sep
Date (group by day)
Nested dimensions: websiteCategory › Custom event name
websiteCatego...
institut
Search
Quick filters
websiteCategory
Event type
Custom event category
Sessions
1.835.033
Institutwebsted | Page view | No data | 1.826.258 99,52%
Institutwebsted | Outlink | No data | 251.643 13,71%
Institutwebsted | Custom event | Navigation | 181.830 9,91%
Institutwebsted | Download | No data | 60.111 3,28%
Institutwebsted | Custom event | Globaltools | 46.630 2,54%
Institutwebsted | Custom event | Globalmenu | 23.118 1,26%
Institutwebsted | Custom event | Footer | 12.040 0,66%
Institutwebsted | Custom event | Jumpboard lokal | 2.984 0,16%
Institutwebsted | Custom event | Video 23 | 2.537 0,14%

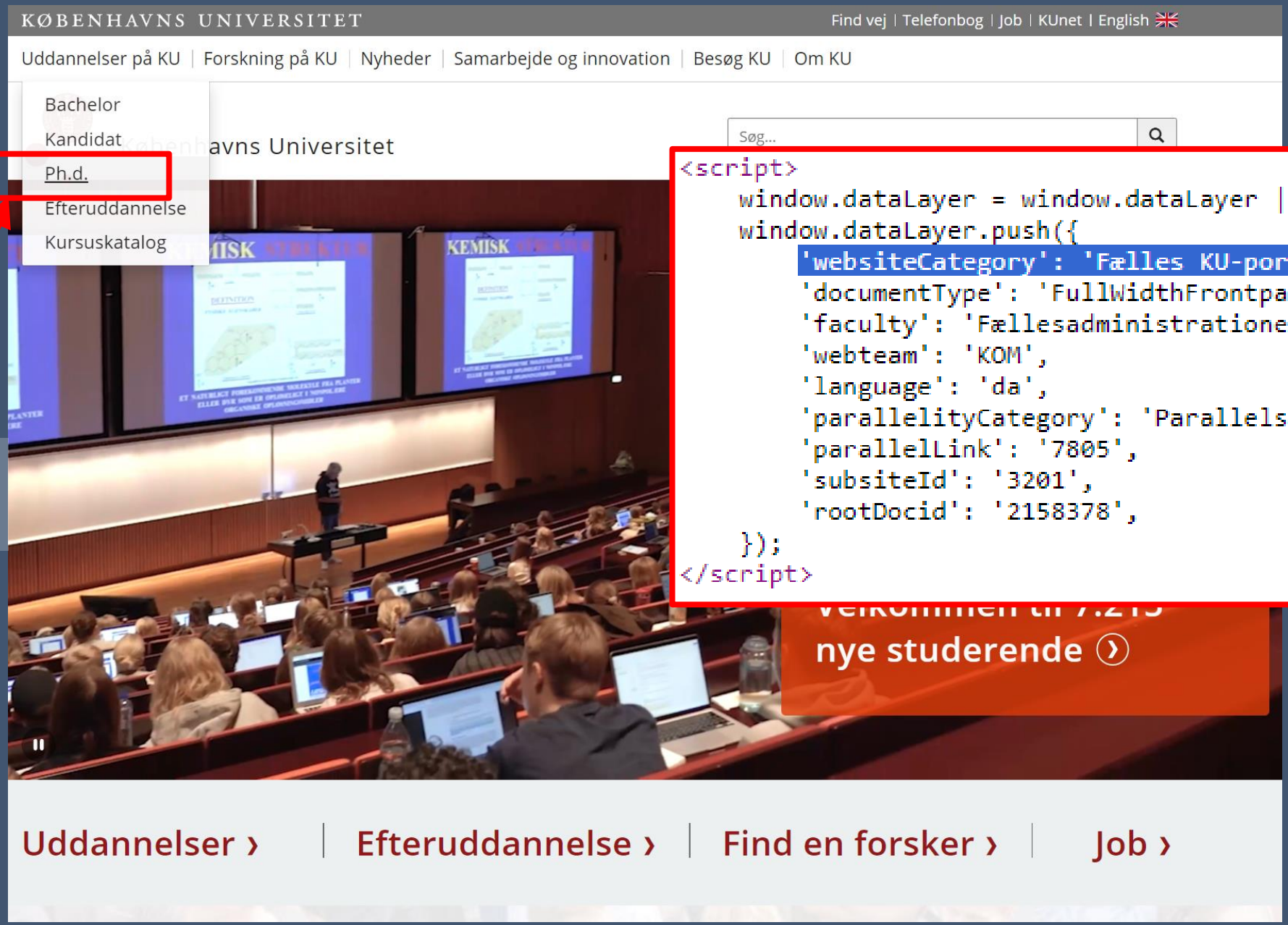
The questions were:

"How are people using the global menu? Are there differences in the way they use them on different site types?

We want to know what is going on, so we are able to make decisions about global and local navigation - which items and how to place them"

Target group: UX / Web consultant

Event tracking

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<script>
    window.dataLayer = window.dataLayer || [];
    window.dataLayer.push({
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        'documentType': 'FullWidthFrontpage',
        'faculty': 'Fællesadministrationen',
        'webteam': 'KOM',
        'language': 'da',
        'parallelityCategory': 'Parallelsprogligt',
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        'rootDocid': '2158378',
    });
</script>
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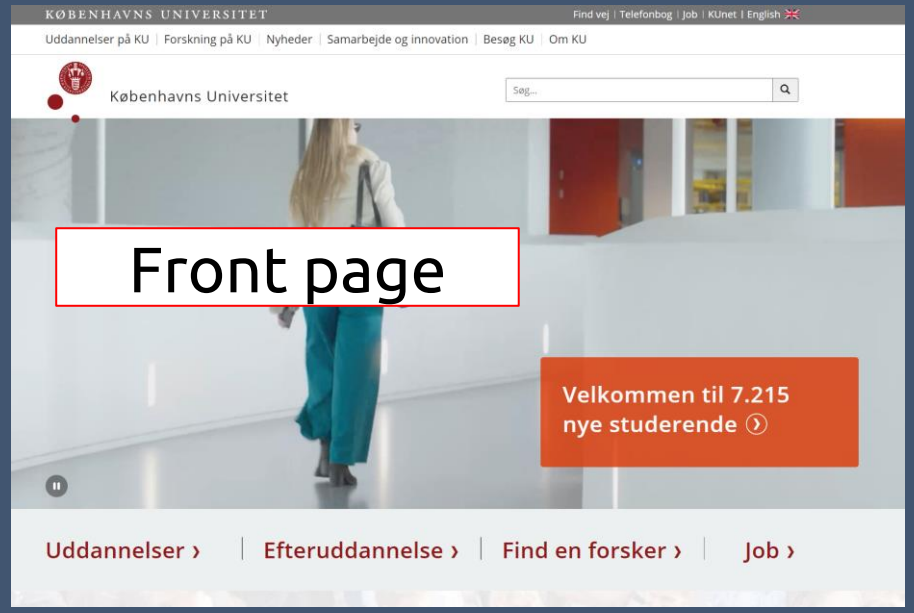
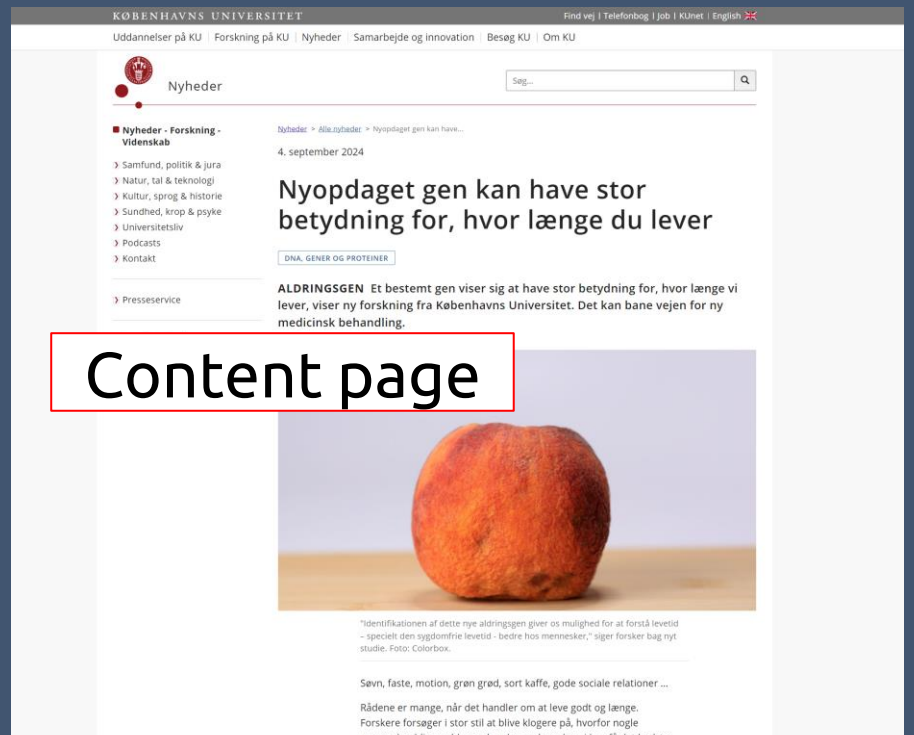
Future project: Global KPI's based on page functions



Front page



Content page

Defining standard measurement criteria for specific types of functions and page types

Working questions

- How do you use data from you website?
- What is hard? Which obstacles do you encounter?
- Who uses the numbers and insights and for what?
- How do we make the numbers useful and actionable?
- Which reports, dashboards or visualisations are good for communicating the data?