DEPARTMENT WEB FRAMEWORK USERS GROUP

DECEMBER 3, 2019

AGENDA

- Announcements
- Online newsletters
- Student-facing content update

ANNOUNCEMENTS

- Husky Giving Day
- Admitted Student Preview Day
- Inside ArtSci Newsletter
- Trumba calendars and event sharing

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HOW ARE DEPARTMENTS USING ONLINE NEWSLETTERS?

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STATS AND TRENDS

Total Department Web Framework sites	31
Sent digital newsletter in past year	22
Sent multiple newsletters in past year	13
Sent with Marketo	13*
Have Marketo subscription form on site	24
Created newsletter on website	16
Sent newsletter but didn't post	5

Google Analytics date range: 11/20/2018-11/20/2019
Marketo summary spreadsheet date range: 3/1/2019-11/21/2019

* Actual number may be higher. Marketo data doesn't cover
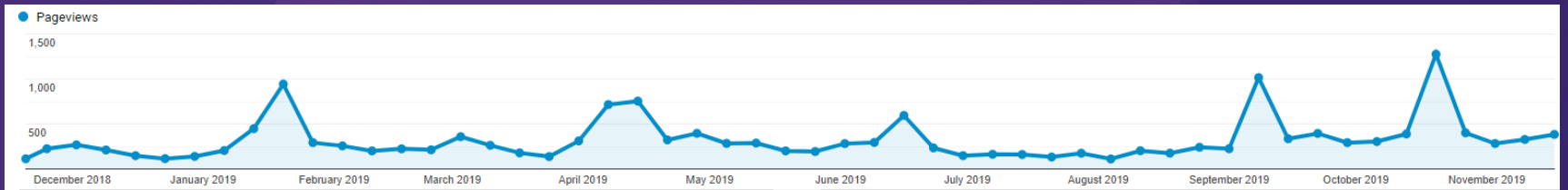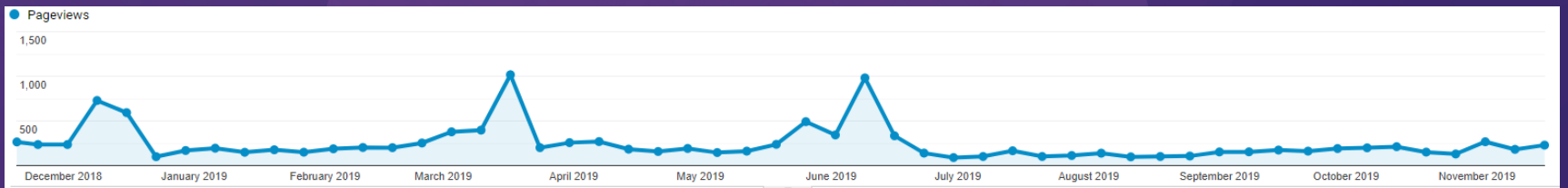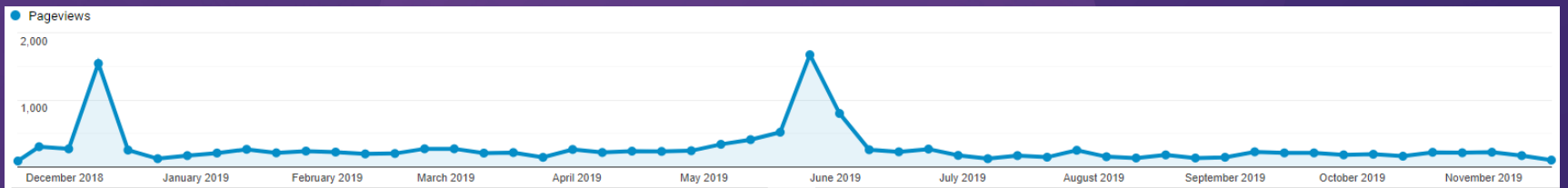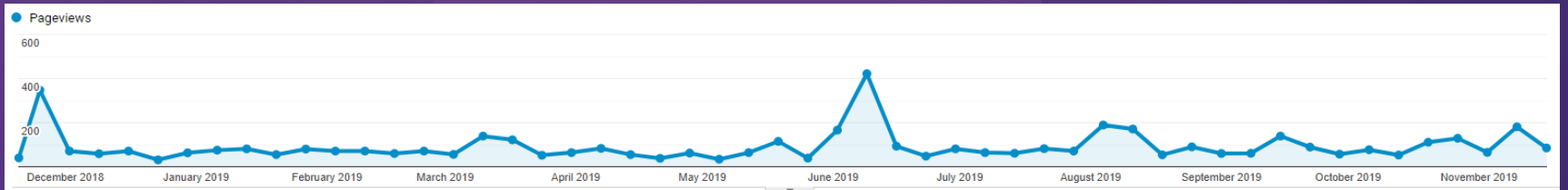11/1/2019-2/28/19.

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SENDING NEWSLETTERS INCREASES WEB TRAFFIC SIGNIFICANTLY

- Website visits increase during weeks when newsletters go out.

- Pageviews for the News section triple on average.

- Average weekly pageview increase was 200%, comparing 15 departments.

- Range of increase was 51% to 488%.

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PAGEVIEW SPIKES IN GOOGLE ANALYTICS
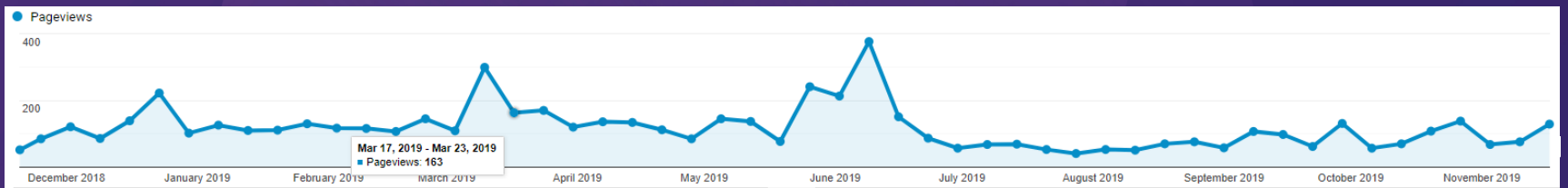
MARKETO WORKFLOW

DEPARTMENTS THAT MAKE GOOD USE OF NEWSLETTERS

- Send more than one newsletter per year
- Use the Newsletter content type
- Send using Marketo
- Invite followers by making the subscription form easy to find
- Have above average pageview spikes on weeks when newsletters are sent

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QUESTIONS & DISCUSSION

STUDENT–FACING CONTENT: WHAT IS THE IMPACT OF OUR REWRITES?

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WHERE DID WE LEAVE OFF?

- ~~Identified content that matters to students~~
- ~~Created templates for key pages~~
- ~~Collected feedback from advisers~~
- ~~Piloted content development with departments~~
- ~~Revised templates and created guidelines~~
- Shared and continued to craft new content
- Continue to assess and improve

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SITES UPDATED

- Asian Languages & Literatures
- CHID
- Classics
- Scandinavian Studies
- Slavic Languages & Literatures

EARLY METRICS

- Pageviews
- Acquisition
- Average time on page
- Bounce rate
- Compared to same period in previous year

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LIMITATIONS OF ANALYSIS

- Short study length (from 3 to 6.5 months)
- Different time frames for different sites
- Menu changes also occurred on all 5 sites
- Visits to other undergrad pages were not included
- Visual redesigns occurred on 2 sites within the period of analysis

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SUMMARY FINDINGS

- User engagement increased overall
- Pageviews increased for majority of pages, at a higher rate than pageviews increased for entire site
- Organic search pageviews increased
- Average time on page and bounce rate varied (some increases, some decreases)
- Results for specific pages varied by site
- Higher traffic volume on Asian L&L skews some averages

UNDERGRADUATE PROGRAMS LANDING PAGES

- Results were mixed.
- Pageviews increased on 3 sites, decreased on 1 (average -20%)
- Average time on page increased on 3, decreased on 1 (average +65%)
- Bounce rates increased for 4, decreased for 1 (average +39%)
  - New rates in line with site averages; previous bounce rates were low since pages had little content and users had to click a link to reach info

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MAJOR & MINOR PAGES

- Pageviews increased noticeably (+25% and +24% on average).
- Major pages receive significantly more pageviews than minor pages (about 2x to 4x more).
- Average time on page increased for 2 sites, decreased for 1 (average -6%).
- Bounce rates are stable.

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CAREERS LANDING PAGES

- Had the largest engagement increase.
- Pageviews increased on all 5 sites.
- Monthly pageviews more than doubled (average +107%).
- Increased by 383% and 652% on two sites!
- Pageview totals are relatively small compared to other page types.

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SCHOLARSHIPS LANDING PAGES

- Pageviews increased an average of 40%.
- Average time on page increased on 3 sites.
- Very little was changed on these pages. A couple boilerplate sentences were added to the top, the page was added to Undergraduate menu, and linked on Undergraduate landing page.

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CONCLUSIONS

- More pageviews mean our message is reaching more readers
    - But are they the right audience?
- Improved content is drawing more search traffic
    - But does this lead to more students?
- Rearranging the menu increases visibility of key pages/topics
- Major/minor pages and Careers page have highest engagement increases. Keep spending time to ensure they have quality content.

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QUESTIONS & DISCUSSION