

There was a group of Aggie science students that wanted to send a probe to the sun, but some UT students said that was impossible and that the probe would burn up long before reaching the sun.

The Aggies replied that they planned to send the probe at night.



Web Analytics: shadows on the wall

Or

How to get to the sun traveling only at night

Web analytics

Analog

AWStats

Sawmill

Webalizer

Webtrends

Wusage

<http://counterguide.com/listing/logs.dir.html>

http://en.wikipedia.org/wiki/Web_analytics

Webalizer at UB

<http://wings.buffalo.edu/webalizer/ubit.buffalo.edu/>

Log analysis prep

- Remove all non-page hits (images, css, robots/spiders, anything else you don't want to count) – cleanlog script
- Block the junk (.htaccess)

Mach 5 FastStats

<http://www.mach5.com/products/analyzer/index.php>

Mostly traditional

Some good features

- Hyperlink tree view
- Tracked files
- Scenario analysis

Clickheat

<http://www.labsmedia.com/clickheat/index.html>

Crazy Egg: <http://crazyegg.com/>

- Developed for server; I run analysis on macbook
- Screencaps for presentation/data preservation
- Php5, gd, javascript
- Lot of data

Clickheat

Plus

- See where users click
- Good for short term
- Discover underperforming content

Minus

- Temporal – tied to page design at time recorded
- Data “offset” (doesn’t perfectly align)
- A lot of data
- Not site-wide (per page)

Google Analytics

- A lot of data analysis
- No raw data
- Difficult to get to some results
- Designed for commerce
- Not necessary on every page

The Internet is down

PITA with Google Analytics

- Wrapped my JS include with PHP script that tests connex to GA; fails after 2 seconds
- Lost data – probably not really an issue

HOW DO I USE THE DATA?

Patterns of failure

Clickheat: Testing content

- Design-by-committee template
- Constant push to “add more” to menu
- Documented results

Clickheat: Effectiveness of content

- Home page content design for start-up
 - What links they chose
 - Click on areas that aren't links ("New to UB")
- Our goals for customers
- Our customer "wants"

Google Analytics: Underperforming pages

- [Email quota](#)
- [Unix quota](#)

Google Analytics: Goals

- Designed for commerce
- Shopping cart model
- Admissions conversions?

Google Analytics: Other features

- [Entrance keywords](#)
- Site overlay (never worked that well for me)