

Web Evaluation Overview

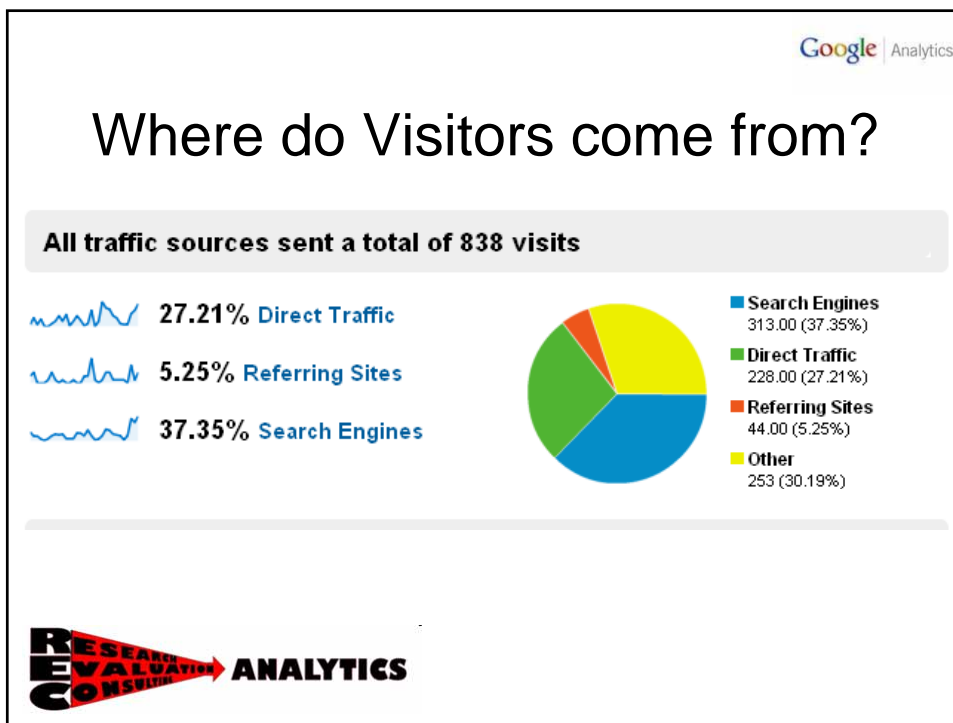
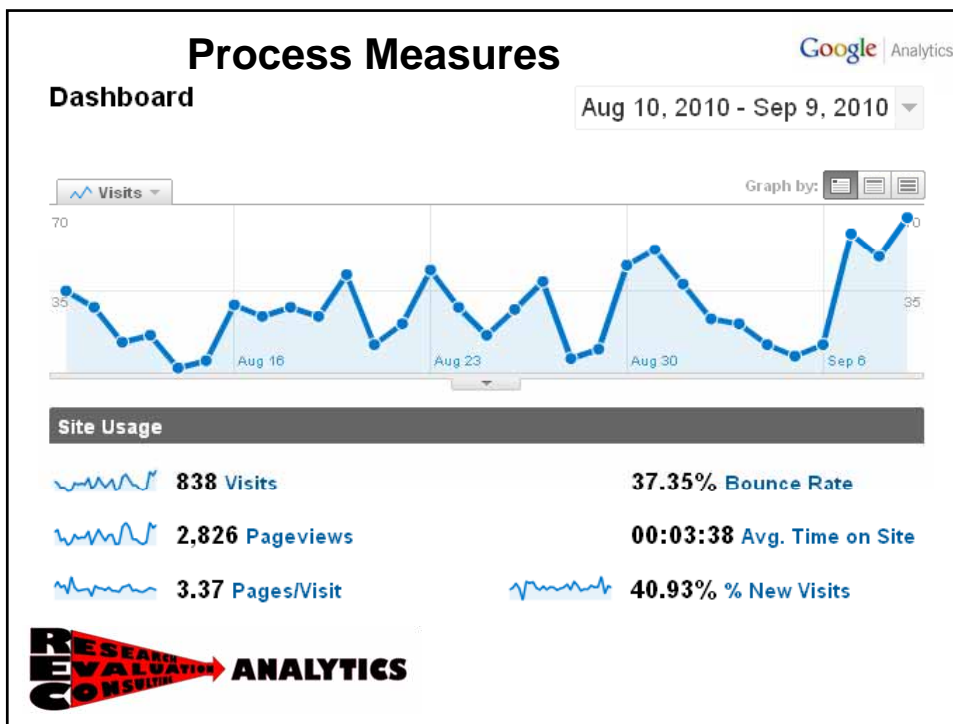
- What and Why
- Process Measures
- Website Goals (Outcomes)
- Website Optimization
- Qualitative Data



What and Why

- “Web Analytics is the study of the online experience for the sole purpose of improving it”





What Content?

Google Analytics

	Page None	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate
1.	/events.html	768	507	00:01:28	49.22%
2.	/index.html	569	421	00:00:29	21.70%
3.	/papers.html	233	183	00:03:48	58.82%
4.	/2010/workshop_descriptions.h	220	188	00:01:36	48.28%
5.	/registration/index1.php	170	93	00:03:13	10.53%
6.	/registration/index.php	147	79	00:02:26	9.09%
7.	/registration/index_proc.php	94	82	00:02:44	14.29%
8.	/about.html	81	64	00:00:27	66.67%

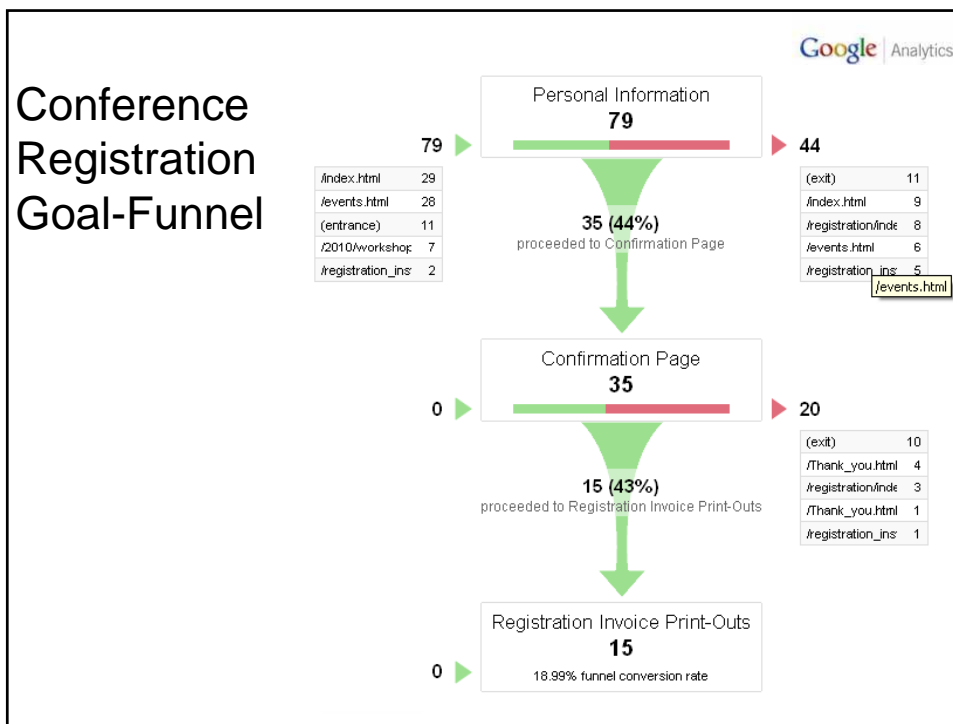
CER RESEARCH VALUATION CONSULTING ANALYTICS

Goals and Outcomes

Google Analytics

- **Macro Goals**
 - Conference Registration → (82 / 10%)
- **Micro Goals**
 - Conference material interest → (507 / 61%)
 - Keynote speaker interest → (60 / 7%)
 - Workshop interest → (188 / 22%)

CER RESEARCH VALUATION CONSULTING ANALYTICS



Website Optimization

- Used Google Website Optimizer
- Developed test page
- Completed A/B testing

Original Registration Page

Google Analytics

H-PEA Hawai'i-Pacific Evaluation Association

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2010 Conference & Workshops Registration Form

[Registration Instructions](#)

Please Select Number of Registrants: 1

REGISTRANT #1

Name Badge and Contact Information

* First Name:

* Last Name:

Badge Name:

Job Title:

Department/Unit:

Institution/Organization:

Test Page

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2010 Conference & Workshops Registration Form

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Thank you for your interest in one of the best evaluation-related events in Hawai'i!

We are proud of our excellent participant satisfaction rate!

The 2010 H-PEA conference features:

- International recognized keynote speakers
- Interesting panel on evaluation capacity building
- Cutting-edge presentations and posters from the field
- Useful pre-conference workshops

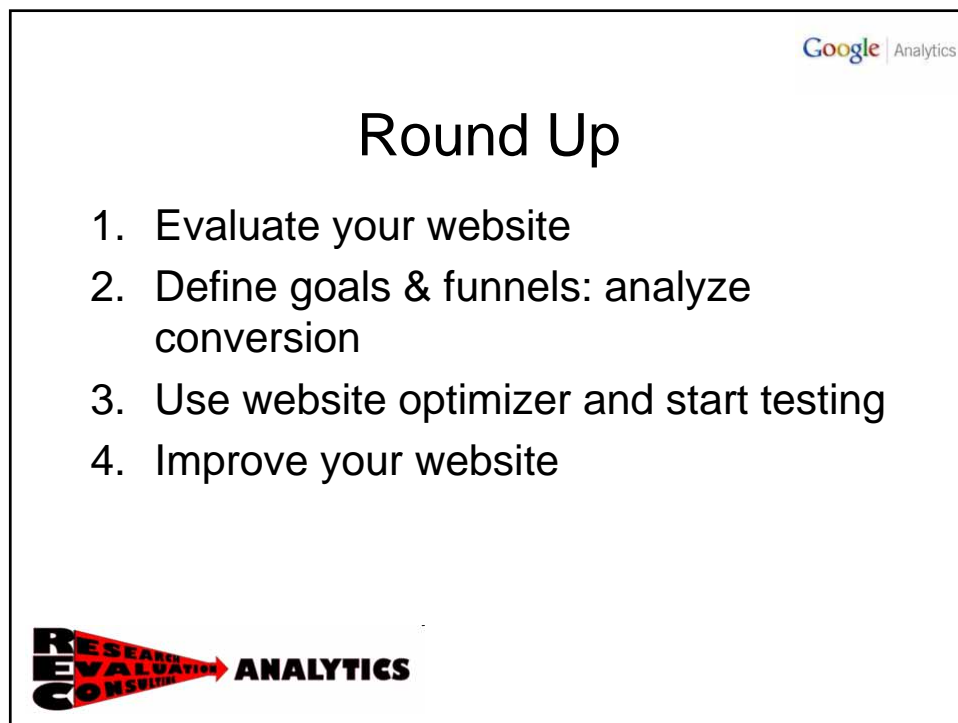
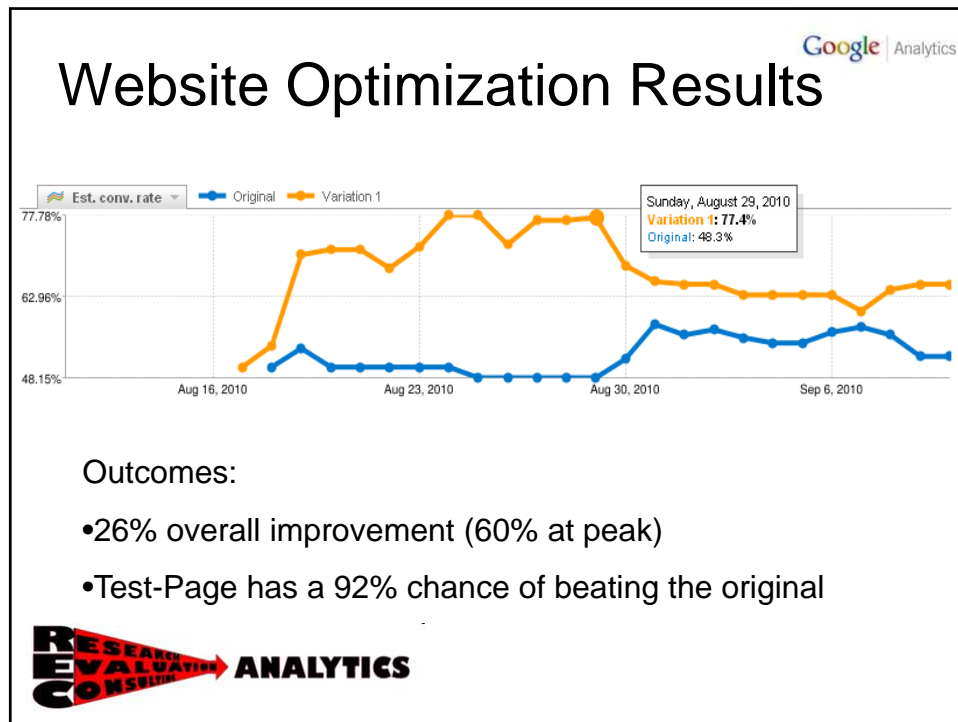
Just like you we hate spam too! We will not share your personal information with anyone else.

Please Select Number of Registrants: 1

REGISTRANT #1

Name Badge and Contact Information

* First Name:



Questions?



Mahalo nui loa!

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