Index

Note to the Reader: Throughout this index boldfaced page numbers indicate primary discussions of a topic. Italicized page numbers indicate illustrations.

A

A/B testing, 14, 18
  overview, 241–243, 241
  for referrers, 147
abandonment rate, 376–377
  actionable insights and actions, 379–380
  control limits for, 390
  segmentation, 378, 379
accountability
  dashboards for, 275, 279
  goals for, 272
acquisition strategies
  for customer satisfaction, 175
  overview, 366–367
ACSI (American Customer Satisfaction Index), 71, 266–268, 267
actionable analytics, 263
  benchmarks and goal setting, 264–266
  dashboards. See dashboards
DMAIC, 293–296, 293
external benchmarking, 266–269, 267–269
goals, 271–275, 272–273
internal benchmarking, 269–271, 270
processes, 287–292, 288–291
  reflecting on, 296
  Six Sigma and process excellence, 286–287
actionable insights and actions, 15, 15, 82
  purchase metrics, 382–384
  in RIAs, 316–317
  for site abandonment rate, 379–380
ActionSource solution, 318
adCenter Labs, 48, 48
  demographic prediction, 310
  keyword forecasts, 307, 308
Adobe Flex, 315
advertising spending return, 216–217
affiliates tracking, 232
agency audits in PPC, 372–373
aggregated data
  bounce rate, 371–372, 372
  email marketing, 221
  PPC, 218
  vs. segmented data, 67
aggregators for RSS, 320
 Ajax-based RIAs, 315
Alexa reports
  blog ranking, 188–189
  daily reach, 302–304, 303
Alt tags in SEO, 205
ambient traffic conversion rates, 173
American Customer Satisfaction Index (ACSI), 71, 266–268, 267
Analog program, 2–3, 2
analyst empowerment in data-driven culture, 417
Analytic Group statistical significance tool, 353
analytical skills for real-time data, 346
Analytics Talk blog, 86
analyze phase in DMAIC process, 295
anchors, link, 117, 204
anonymity of cookies, 130
anonymous checkout, 380
antispyware programs
  and clickstream data, 108
  for cookies, 30, 36, 131
  and unique visitors, 135
AOV (average order value), 216
appearance of dashboards, 279–280, 280–281
Applied Insights Blog, 86
arbitrage opportunities, 308–309
ASP (average selling price)
  business outcomes, 171
  PPC, 216
associations for referrers, 164
ATOS (average time on site), 138–139, 138–139
  for referrers, 148
  in SEO, 211
auditing
  consultants, 207
  data capture, 25, 120
  tags, 172
  URL parameters, 128
  vendors and agency, 37, 372–373, 376
author contributions in blogs, 185–186, 185
authoritative inbound links, 204
authority blogs, 205
automated systems, real-time data for, 346
average days to purchase, 380
average order size in email marketing, 222
average order value (AOV), 216
average page views, 141
average position in PPC, 216
average selling price (ASP)
  business outcomes, 171
  PPC, 216
average time on site (ATOS), 138–139, 138–139
  for referrers, 148
  in SEO, 211
average visits to purchase, 380
AWStats product, 5

behavior and behavior analysis
  in blogs, 185
  for clickstream data, 15–16, 16
  in data-driven culture, 418
  in lab usability tests, 55
  in Trinity-inspired dashboards, 282
benchmarks
  blogs, 187–189
  dashboards, 275
  external, 266–269, 267–269
  importance of, 264–266
  internal, 269–271, 270
  for surveys, 71
best bets, 201, 201
best practices, 113
  cookies, 115–116
  data validation, 120
  heuristic evaluations, 59–60
  link-coding issues, 116–120
  page definitions, 114–115
  rich media, 120–121
  surveys, 70–72
  tagging pages, 114
betting, 258
bid-related PPC metrics, 215–216
biorhythms of KPIs, 385–387, 385–386
birth stage, consultants vs. in-house experts in, 408–409, 408
black-hat tactics, 206
blogs, 184
  authority, 205
  competitive benchmarking, 187–189
  complexity and challenges, 184–185
  conversation rate, 187
  frequency and raw author contribution, 185–186, 185
  ownership costs, 189
  return on investment, 189–191
  RSS for, 186, 322
  unique readership, 186–187
  for web analytics, 86–87
bots
  filtering, 393–394, 393
  guidance for, 206–207
  log entries from, 3
bottom line first approach for data-driven culture, 414–415
Boughton, Tim, 363
bounce rate, 168–170, 169
e-mail marketing, 223–224
in opportunity pie, 391–392, 392
PPC, 371–372, 372
referrers, 148, 169, 169
segmenting, 355–357, 356–357
in SEO, 211
in standard reports, 142–145, 144
top entry page combined with, 152
brand/advocacy outcomes data, 40–41, 41
brand keywords share, 305–306, 306
broken sites, clues for, 198
business blogs, 186
costs, 189
rankings, 188
return on investment, 189–191
business case, 192, 261
business events in RIAs, 317
business leaders, tools for, 108
business outcomes, 170–172, 172
business questions method, 76, 79–81
business savvy and acumen in web analytics managers, 405
buttons for calls to action, 251
buzzy metrics, 14

caching, 3
calculators
blog value, 190
statistical significance, 353
calls to action, testing, 251
cannibalization rate in PPC, 373–375, 374
capturing data. See data collection
Carlson, Dane, 190
cart
abandonment rate, 376–378, 379, 390
Flash-based, 255
process analysis, 112
cases, 93
category keywords reports, 305–306, 306
CDI (customer-driven innovation), 7, 404
centralization ownership model, 95
centralized decentralization ownership model, 96–97
change, web analytics manager skills for, 403
checkout abandonment rate, 376–378, 379
actionable insights and actions for, 379–380
control limits for, 390
segmentation, 378, 379
chief information officers (CIOs), 93–94
chief marketing officers (CMOs), 94
chief technical officers (CTOs), 93–94
churn
in dashboards, 284
KPI, 349
CIOs (chief information officers), 93–94
clarity, page-level surveys for, 183–184
click density, 4, 5, 149–150
analysis, 10–11
benefits, 168, 168
internal searches, 200, 200
overview, 156–160, 157, 159–160
click-through rates (CTRs), 214, 216–217
click-to-open rate (CTOR), 221
clicks
e-mail marketing, 221
PPC, 216
clicks to website in RSS, 326, 326
clickstream data, 6, 25
customer satisfaction, 177
JavaScript tagging, 30–33, 31
packet sniffing, 33–36, 34
quality, 108–113
survey data integration with, 72
web beacons, 28–30, 28–29
web logs, 26–28, 26
ClickTracks Appetizer tool
10/90 rule, 84
selecting, 104, 163
closed nature experiences, top exit pages for, 154
CMOs (chief marketing officers), 94
color in heat maps, 5
comments on blogs, 187
Commerce360 Blog, 86
common sense in web analysts, 88
communication tool, segmentation as, 355
communicators, web analysts as, 88
company call centers, 230
competitive benchmarking, 187–189
competitive bidding for key phrases, 309
competitive intelligence, 7, 44, 297–298
ISP-based measurement, 46–47
overview, 298–299
panel-based measurement, 44–46
pitfalls, 312–313
search engine reports. See search engine reports
traffic reports, 299
Alexa, 302–304, 303
competitor traffic by media mix, 301–302, 302
share of visits by industry segment, 299–300
upstream and downstream traffic, 300–301, 301
completed tasks, survey questions for, 397–399
complexity, 100
internal searches for, 194
real-time data, 344–345
comScore NetWorks
industry segment visit shares, 299
panel-based measurements, 44–46
connectable analyses and reports, 359–363, 360, 362–363
consistency in calculations, 111–112
consultants vs. in-house experts, 406–407, 407
birth stage, 408–409, 408
maturity stage, 412–413, 412
toddler to early teens stage, 409–410, 409
wild youth stage, 411–412, 411
content
in competitive intelligence, 313
heuristic evaluations, 60
optimizing, 205–206
popularity, 166–167, 167
reports. See site content quality and navigation reports
RSS, 321, 321
testing, 251–252
content consumption, 150
blogs, 186
funnel reports for, 333–336, 334
context
actions, 264–266
benchmarks, 275
conversion rates, 172–173, 368
segmentation for, 356
site overlay reports, 159
continual surveys, 72
continuous listening program, 43
contributing segments in internal benchmarks, 270, 270
control limits, 385–387, 385–386
calculating, 387
example, 388–390, 389
outliers, 389
control phase in DMAIC process, 295–296
conversion rate in blogs, 187
conversion rates, 172–173, 336
acquisition strategies, 366–367
alternatives to, 338–340, 339
best practices, 363–365
blogs to e-commerce sites, 190
competitive intelligence, 312
customer satisfaction, 177
email marketing, 223
goals, 369–370, 370
internal searches, 202
in opportunity pie, 390–391, 391
outcomes, 364
overall site, 365
by page and link, 367–368
PPC, 216–217
problems with, 337–338, 337
revenue shown next to, 173, 368–369
segmentation for, 173, 368
time periods, 365
top exit pages, 153
top five referring URLs, 367
top search keywords, 123–124
top three acquisition strategies, 175
trends, 173, 365–366
unique visitors, 364–365
Cook, Scott, 19
cookie_ids, 133
cookies, 36
and antispyware programs, 30, 36, 131
best practices, 115–116
with feed readers, 323
overview, 129–131
in PPC, 372
in purchase metrics, 381
rejection and deletion rates, 131, 131
for visitors, 133, 135
core concepts, 125–126
cookies, 129–131
page views, 140–142, 142
site content and navigation. See site
  content quality and navigation reports
standard reports, 142
  bounce rate, 142–145, 144
  referrers, 145–149, 146, 148
time on site, 136–139, 137–139
URLs, 126–129
visits and visitors, 132–136, 134
Coremetrics tool, 107
correlations in surveys, 68
cost per acquisition (CPA), 212, 216–217
cost per click (CPC), 216
cost per order (CPO), 216
cost per thousand (CPM), 216
cost per unique visitor, 217
costs
  blogs, 185, 189
  data collection, 37
  PR, 191
counters, 3
coupons, 229–231
CPA (cost per acquisition), 212, 216
CPC (cost per click), 216
CPM (cost per thousand), 216
CPO (cost per order), 216
crawling and indexing by spiders, 206
creatives, testing, 251–252
critical components, 75–76
  10/90 rule, 81–84
  business questions method, 79–81
customer centricity, 76–79
  organizational structure and responsibilities, 93–97
web analysts
  characteristics, 84–88
  senior analyst job description, 89–93
tools for, 107
critical metrics
  for dashboards, 277–278, 277
  in PPC, 216
critical tasks in lab usability tests, 54
CTOR (click-to-open rate), 221
CTOs (chief technical officers), 93–94
CTRs (click-through rates), 214, 216–217
custom content, 251
customer centricity, 52, 76–79, 87
customer-driven innovation (CDI), 7, 404
customer intent, 16, 16
  internal searches for, 198
in opportunity pie, 394–396
referrers for, 145
site overlay reports, 158
survey questions for, 395, 397–398
customer ratings, 182
page-level surveys, 183–184
problem resolution, 182–183, 183
customer satisfaction
blogs, 191
e-commerce sites, 176–177
internal searches for, 202
trends, 266, 267
customer use complexity, 100
customers
goals for, 256
listening to, 238. See also voice of the
customer (VOC)
qualitative data, 14
solutions from, 239
before tags, 114
win-win outcomes, 19–20, 19

D
D2I (data to information), 263
dashboards
appearance, 279–280, 280–281
benchmarks for, 275
churn levels, 284
critical metrics, 277–278, 277
effectiveness, 286
insights in, 278–279, 279
line of sight for, 283
management use, 286
metrics and owners, 284–286
segmentation for, 276, 276
single pages for, 279–280
time lag for, 283–284
trends, 276, 277
Trinity approach, 281–282
data
perfect, 341, 342
validation, 120
data collection, 23–24
clickstream data. See clickstream data
competitive data, 44
ISP-based, 46–47
panel-based, 44–46
search engine, 47–49, 47–48
concerns about, 36–37
factors, 100–102
outcomes, 39–41, 41
overview, 24–25
reconciling, 38
research data, 42–44
data-driven culture, 401–402
consultants vs. in-house experts,
406–413, 407–409, 411–412
steps, 414–420
web analytics manager skills for,
402–406
data mining techniques, 221
data ownership concerns, 36
data resources for real-time data, 344
data to information (D2I), 263
days to purchase, 380–382
actionable insights and actions,
382–384
measuring, 382
decentralization ownership model, 96
decision making
in data-driven culture, 416
goals for, 272
for real-time data, 346
deep analysis of referred traffic, 147
define phase in DMAIC process, 294
definition, page, 114–115
del.icio.us site, 205
deletion rates for cookies, 131, 131
deliverables in senior analyst job
description, 91
delivery rates in email marketing, 221
delivery schedules in site abandonment
rate, 380
demographic prediction, 310–311, 310
depersonalized decision making, 416
depth of visit, 77
  in competitive intelligence, 313
overview, 140–142, 142
for referrers, 147
top entry pages report, 151
in traditional web analytics, 9
descriptions in SEO, 205
details in site experimentation and
testing, 262
direct marketing (DM) campaigns
  multichannel marketing, 230
testing, 253
discrete surveys, 72
diversified decision-making structure for
  real-time data, 346
DMAIC (define, measure, analyze,
  improve, control) process, 293–294,
  293
  analyze phase, 295
  control phase, 295–296
  define phase, 294
  improve phase, 295
  measure phase, 294
documenting URL parameters, 128
domains in URLs, 127
downstream traffic reports, 300–301,
  301

E
e-commerce websites, 170
  conversion rates, 172–173
  customer satisfaction, 176–177
effectiveness, 175–176, 176
indexing performance to goals,
  174–175, 175
outcomes, 40, 170–172, 172
ease of finding answers, surveys for,
  183–184
ecosystem context, 44
effect of blogs, 185
effectiveness
dashboards, 286
e-commerce websites, 175–176, 176
  email marketing, 223–224
internal searches, 200–201, 201
800 phone numbers
  multichannel marketing, 230, 232
  support websites, 181
e-mail marketing, 219, 253
  analytics pitfalls, 223–224
  company call centers, 230
  conversion rates, 222
  fundamentals, 220–221
  integrating, 225
  outcome metrics, 222
for referrers, 147
  response metrics, 221–222
  website effectiveness, 221–222
emails bounced, 221
emails opened, 221
emails sent, 221
empowered decision-making for real-
  time data, 346
empty referrers, 147
end-to-end PPC success, 215
engagement
  blog conversations, 185
  connectable language for, 361–363,
    362–363
  page views metric, 140
  time on site metric, 136
  traditional web analytics, 9
error messaging in RIAs, 316
ETL (Extract Transform Load) program
  load, 319
evangelism in site experimentation and
testing, 258–259
events in RIAs, 316–318
evolution of dashboards, 284
Excel for control limits, 387
execution capabilities skills for real-time
data, 346
effective dashboards. See dashboards
exit links
  multichannel marketing, 232
overview, 154–156, 155–156
exits
from search results page, 201, 201
top exit pages, 9, 123, 152–154
experience
analysis, 18–19, 18, 176–177
blogs, 185
in data-driven culture, 418
testing, 246–249, 247
in Trinity-inspired dashboards, 282
experimentation. See site
experimentation and testing
expert analysis, 57–61
explorers, web analysts as, 87
external benchmarks
blogs, 188, 188
leveraging, 266–269, 267–269
for surveys, 71
external redirects, 118–119
external searches, 197
Extract Transform Load (ETL) program
load, 319

false sense of confidence from real-time
data, 345
FAQ click density analysis, 180–181, 180
feed management services, 322–324, 323–324
feed readers, 320–321, 321, 327, 327
FeedBurner service, 186, 322–324, 323, 327
Feedreader application, 321, 321
filtering opportunity pie, 393–394, 393
finite processes, control limits for, 390
Fireclick Index, 268–269, 268–269
first-party cookies
purchase metrics, 381
vs. third-party, 131
unique visitors metric, 135
Flash
page views metric, 141
in RIAs, 317
shopping cart and checkout process, 255
Flex-driven RIAs, 315
follow-me-homes, 14, 19, 42
for customer voice, 182
overview, 61–64
follow-up
lab usability tests, 55–56
surveys, 68
font size for dashboards, 279
forecasts, keyword and key phrases, 306–308, 307–308
formatting in SEO, 205
foundational questions
page views, 140–142, 142
time on site, 136–139, 137–139
visits and visitors, 132–136, 134
foundational reports, 162–163
bounce rate, 168–170, 169
home page visits, 167–168, 167
site content popularity, 166–167, 167
site overlay, 168, 168
top key phrases, 165–166, 166
top referring URLs, 164–165, 164–165
404 errors, 393–394, 393
fractured multisource data, 343
frequency of blog contributions, 185–186, 185
fun environment for site
experimentation and testing, 258
fundamentals, 99–100
best practices. See best practices
clickstream data quality, 108–113
layers, 121–124
tool selection, 102–108
web logs, 100–102
funnel reports
keywords, 306–307, 307
overview, 333–336, 334
G

Gatineau tool, 84
geographic locations in RSS, 327, 327
GIGO (garbage in, garbage out), 23–24
data collection. See data collection
multivariate testing, 246
Gmail (Google Mail) RIA, 315
goals
conversion rate, 369–370, 370
encouraging and creating, 271–275, 272–273
importance, 264–266
indexing performance to, 174–175, 175
key metrics, 192
PPC visitors, 375–376
site experimentation and testing, 256–257
time on site, 139
top referring URLs, 164
validation, 256–257
golden rule of actionability, 265
Google
indexing by, 207–208, 207
keyword expansion tool, 308–309, 309–310
Google Analytics Blog, 86
Google Analytics tool, 5, 7, 163
10/90 rule, 84
selecting, 104
top referring URLs, 165
Google Mail (Gmail) RIA, 315
Google Maps RIA, 315
Google Search Appliance (GSA), 202
Google Trends report, 47, 47
graphs, 171, 172
greatest survey questions ever, 396–399
group influence in funnel reports, 335
GSA (Google Search Appliance), 202

HCI (human-computer interaction)
methodologies, 42
heat maps, 5, 6
help
customer satisfaction, 178
support websites. See support websites
as visitor purpose, 338
heuristic evaluations, 57–61
hidden texts in SEO, 206
highest-valued option forgone, 189
hints in SEO, 205
HiPPOs, 416
history of Web analytics, 2–5, 2–3, 5–6
hits, 2
defined, 88
in traditional web analytics, 9
Hitwise tool, 46–47
industry segment visit shares, 299
psychographic data, 311, 311
home pages
time on site, 137
top entry pages, 152
visits, 167–168, 167
HTML page titles, 205
HTTPS (secure) pages, 206
huge changes, A/B testing for, 242
Hughes, David, 228
human-computer interaction (HCI)
methodologies, 42
hypotheses, 254–255, 261

I

idea democracy, 253
identity of websites, 127
IDs, cookie, 130
images
filtering requests, 393–394, 393
formatting, 205
important pages, testing, 250–251
impressions, PPC, 216–217
improve phase in DMAIC process, 295
in-house experts vs. consultants, 406–407, 407
birth stage, 408–409, 408
maturity stage, 412–413, 412
toddler to early teens stage, 409–410, 409
wild youth stage, 411–412, 411
inbound links
authoritative and relevant, 204
blogs, 190
tracking, 208–209, 208–209
incentives for survey completion, 69
inclusion ratio, 208
indexing
measures, 207–208, 207–208
performance to goals, 174–175, 175
by spiders, 206
IndexTools tool, 107, 335
industry segment, share of visits by, 299–300, 299–300
inferring intent, 16, 16
initial lists of prioritized metrics, 191–192
initial tests, 257–258
inline tags, 114
innovation
CDI, 7, 404
data collection, 101–102
web analytics manager skills for, 404
insights
actionable. See actionable insights and actions
in dashboards, 278–279, 279
for data-driven culture, 415
insights gold, 368
Instadia tool, 107
instances of keywords, 199
Instant Cognition blog, 86
integrated Trinity platforms, 20–21, 21
integration
survey data, 72
tools, 257
web logs, 102
intent, 11, 16, 16
internal searches for, 198
in opportunity pie, 394–396
referrers for, 145
site overlay reports, 158
survey questions for, 395, 397–398
internal benchmarks, 269–271, 270
internal links, 204
internal redirects, 118
internal searches, 194
effectiveness, 200–201, 201
vs. external, 197
outcome metrics, 202
overlooking, 196
site overlay reports, 200, 200
top search key phrases, 199, 199
trends, 198–199, 199
value, 194–198, 195–198
interquartile ranges (IQR), 389
interruptives
purchase metrics, 384
in site abandonment rate, 380
inventory for key phrases, 309
iPerceptions benchmarks, 71
IQR (interquartile ranges), 389
irrationality
in blogging, 191
support site handling of, 184
isolating traffic groups, 252–253
ISPs
ISP-based measurement, 46–47, 298
page caching by, 3
IT team
role of, 93
tool implementation by, 107
Ivy, Clint, 387
JavaScript
log files, 4
for RIA actions, 316
tags, 30–33, 31, 100  
  business outcomes, 171–172  
  emergence of, 4  
  Google Analytics, 163  
  inline, 114  
  page views metric, 141  
  process, 292  
  RIAs, 317  
  RSS, 323  
  time on site metric, 137  
  top exit pages, 156  
  wrappers, 116–117, 206  
  job content and scope in senior analyst  
  job description, 90

K
key insights analysis (KIA), 10–12, 82  
  key performance indicators (KPIs), 10, 122  
  biorhythms of, 385–387, 385–386  
  conversion rate for top search  
  keywords, 123–124  
  percent of repeat visitors, 122  
  relevance, 347–349  
  top exit pages, 123  
  key phrases  
    bounce rate by, 371–372, 372  
    competitive bidding expected for, 309  
    forecasts, 307–308, 308  
    internal searches, 197–199, 197, 199  
    vs. keywords, 149  
    in PPC, 372, 375, 384  
    referrers, 145–149, 146, 148  
    search reports, 47, 305–306, 306  
    top, 165–166, 166  
  keyword expansion tool, 308–309, 309–310  
  keyword stuffing, 206  
  keywords  
    forecasts, 307–308, 308  
    vs. key phrases, 149  
    rank tracking, 209–210, 209–210  
    search reports, 305–306, 306  
    SEO, 205–206  
  KIA (key insights analysis), 10–12, 82  
  knowledge/background/experience in  
  senior analyst job description, 91–92  
  KPIs. See key performance indicators  
  (KPIs)

L
lab usability tests, 14, 19, 52–57  
  landing pages for referrers, 148  
  language, connectable, 361–363, 362–363  
  last pages for time on site metric, 137  
  layers in testing, 121–124  
  layout for heuristic evaluations, 59  
  LCL (lower control limit), 386, 388–390  
  lead generation  
    email marketing, 222  
    outcomes data, 40  
    leakage points, 123, 153  
    learning about companies as visitor  
    purpose, 338  
    length, survey, 69  
    length of visit, 136–139, 137–139, 145  
    level of comfort for clickstream data, 110  
    Levenstein, Aaron, 354  
    Lies, Damned Lies... blog, 86  
    likelihood to recommend  
    blogs, 191  
    support websites, 182  
    line of sight for dashboards, 283  
  links  
    to blogs, 188, 190  
    coding issues, 116  
    anchors, 117  
    JavaScript wrappers, 116–117  
    multiple source links, 117–118  
    redirects, 118–119  
    conversion rate by, 367–368  
    exit, 154–156, 155–156, 232  
    inbound, 190, 204, 208–209, 208–209
to press releases and social sites, 204–205
SEO, 204, 206
listening to customers, 238. See also voice of the customer (VOC) logs. See web logs
long tails, 308
long-term mindset, 78
lower control limit (LCL), 386, 388–390
LunaMetrics Blog, 86

M
magazines in multichannel marketing, 229
Malley, Wendi, 389
marketers, tools for, 108
marketing
email. See email marketing
multichannel. See multichannel marketing
PPC. See pay per click (PPC) marketing
Marketleap.Com site, 208–209
maturity stage, consultants vs. in-house experts in, 412–413, 412
MCVI (multichannel value index), 234, 234
means in control limits, 386
measure phase in DMAIC process, 294
media mix, competitor traffic by, 301–302, 302
merchandising effectiveness, 175–176, 176
meta keywords, 205
meta tags, 205
mindsets, 42
shifts, 78
and strategic approach, 15, 15
upstream and downstream traffic reports, 301
Minitab program, 387

moments of truth in customer satisfaction, 177–178
monthly conversion rate, 365
monthly revenue goals, 175
Moore Wallace statistical significance calculator, 353
Morgan, Dave, 389
most requested URLs, 150–151, 150
most viewed pages, 150–151, 150
multichannel impact analysis, 12
multichannel marketing, 219, 225–226
offline, online, and nonline, 226–229, 227–228
offline-to-online, 229–230, 229
online-for-multichannel, 233–236, 233–235
online-to-offline, 231–232
online-to-online, 232
multichannel value index (MCVI), 234, 234
multiple goals
PPC visitors, 375–376
validation, 256–257
multiple source links, 117–118
multisource data, fractured, 343
multivariate testing (MVT), 14
overview, 243–244, 243–245
pros and cons, 245–246
for referrers, 147
for site abandonment rate, 379
MySpace.com site, 205
myths, 329–330
conversion rate, 336–340, 337, 339
path analysis, 330–336, 330, 332, 334
perfection, 340–343, 342
real-time data, 343–347
standard KPIs, 347–349

N
navigation. See also site content quality and navigation reports
analyzing, 179
heuristic evaluations, 59–60
newspapers in multichannel marketing, 229
nonline marketing, 226–229, 228
nonmembership checkout, 380
note takers in lab usability tests, 53
null referrers, 147
numbers skills in web analytics manager, 404–405

observing site visits, 62
Occam’s Razor blog, 86
corversion rate, 187
external benchmarks, 188, 188
frequency and raw author contributions, 185–186, 185
internal searches, 197, 197
return on investment, 190
subscribers, 325, 325
traffic sources, 360, 360
off-the-shelf multivariate tests, 244
offensive strategies, 88
Offermatica vendor
multivariate testing, 245
site experimentation and testing, 259
offline impact, 178
information finding methods, 179–180, 179
support call percentages, 181, 181
top FAQs, 180–181, 180
offline marketing
offline-to-online, 229–230, 229
overview, 226–229, 227
Omniture solution for RIAs, 318
On-Line Analytical Processing (OLAP) tool, 319
online marketing
online-for-multichannel, 233–236, 233–235
online-to-offline, 231–232
online-to-online, 232
overview, 226–229, 227
online redeemable coupons, 230
online support, 178
online surveys, 230
open-ended questions, 79
customer satisfaction, 177
surveys, 71, 183–184
open mindedness for experimentation, 254–255
open rates in email marketing, 221, 224
opportunity costs, 189
opportunity pie, 390
actions for, 396
bounce rate in, 391–392, 392
conversion rate in, 390–391, 391
customer intent in, 394–396, 397–398
filtering, 393–394, 393
opt-in surveys, 183
optimization
links, 204
page tags, 205–206
search engine. See search engine optimization (SEO)
top pages, 212–214, 212–213
Optimost vendor for multivariate testing, 245
orders in email marketing, 222
organic referrals
from PPC, 210–211, 210–211
value of, 211–212
organizational complexity, 100
organizational structure, 43, 93–97
outcomes, 39
analysis, 16–17, 17
blogs, 185
brand/advocacy and support, 40–41, 41
cconversion rate, 364
data-driven culture, 414–415, 418
e-commerce, 40, 170–172, 172
e-mail marketing, 222
lead generation, 40
vs. reports, 163
in site experimentation and testing, 262
in Trinity-inspired dashboards, 282
outliers in control limits, 389
overall benchmark from trend metric, 359
ownership
dashboards, 284–286
models, 95–97
web analytics, 419–420
OX2 Blog, 86

P
packet sniffing, 33–36, 34
page analysis reports, 158–159, 159
page counters, 3
page-level surveys, 65, 183–184
page strength of blogs, 188
page titles, 205
page views, 77
   in competitive intelligence, 313
   overview, 140–142, 142
   for referrers, 148
   top entry pages report, 151
   in traditional web analytics, 9
pages
   attributes, 115–116
   blog, 184
   cached, 3
content. See content conversion rate by, 367–368
dashboard, 279–280
definitions, 114–115
exit rates, 213, 213
funnel reports for, 335
heuristic evaluations, 59
path analysis. See path analysis PPC, 216
   in RIAs, 316–317
   search engine rankings, 203
tagging. See JavaScript; tags
pan-session metrics, 381–384
panel-based measurement, 44–46, 298
paper prototypes, 53
paradox of testing, 257
paralysis by analysis, 7
parameters, URL
   for data validation, 120
overview, 127–129
   for PPC, 373
partners
PPC, 375
   for referrals, 164
   for surveys, 70
top exit pages, 156
passion
   in blogging, 191
   in web analytics managers, 403
path analysis, 179, 330–331, 330
   alternatives to, 333–336, 334
   challenges with, 331–332, 332
   site overlay reports, 160, 160
pay per click (PPC) marketing, 214, 214, 370–371
basics, 215
bid-related metrics, 215–216
bounce rate, 371–372, 372
cannibalization rate, 373–375, 374
critical metrics, 216
   key phrases, 372, 375, 384
   reporting best practices, 217–218
   vs. SEO, 202–203
split organic referrals from, 210–211, 210–211
testing and experimentation in, 375
unique visitors, 217
vendor and agency audits, 372–373
visitor understanding in, 375–376
PDI (possibility-driven innovation), 7
PE (process excellence)
   applying, 286–287
   control limits for, 386
people skills in web analytics managers, 405–406
percentages
   percent of repeat visitors indicator, 122
   visitors calling support phone numbers, 181, 181
   visitors visiting home page, 167–168, 167
percentiles, 389
perfection, 340–343, 342
performance
dashboard summary, 278
indexing to goals, 174–175, 175
permanent redirects, 120, 147
persistent cookies, 129
personal blogs
costs, 189
value calculations, 190
personalized experiences, cookies for, 130
Peterson, Eric, 85
phone channel and support
multichannel marketing, 230, 232
site visitors calling, 181, 181
PMO (Project Management Office), 419
pop-up surveys, 65
popular pages, 150–151, 150, 166–167, 167
possibility-driven innovation (PDI), 7
post-funnel reports, 307
post-visit surveys, 65–66
postpurchase surveys, 231–232
PPC. See pay per click (PPC) marketing
PR costs in blogs, 191
pre-funnel reports, 307
prerequisites and framing
foundational reports. See foundational reports overview, 162
press release links, 204–205
“pretty pictures” in reports, 360–361, 360
price sensitivity testing, 252–253
primary market research, 230–231
primary purpose, task completion rate by, 338–340, 339
print margins for dashboards, 279
printable coupons, 231
prioritized metrics list, 191–192
privacy issues, 25
cookies, 131
data collection, 37, 116
packet sniffing, 35
Prizm lifestyles data, 311
proactive approach for data-driven
culture, 416–417
problem resolution, support websites for, 182–183, 183
process excellence (PE)
applying, 286–287
control limits for, 386
processes
actionable analytics, 287–292, 288–291
creating, 291–292
for data-driven culture, 418–419
site experimentation and testing, 259–261, 260
Project Management Office (PMO), 419
promotions
multichannel marketing, 232, 235, 235
in site abandonment rate, 380
testing, 252–253
prospects, key phrases for, 306
psychographic data, 311–312, 311
purpose, 11, 16, 16
internal searches for, 198
in opportunity pie, 394–396
referrers for, 145
site overlay reports, 158
survey questions for, 395, 397–398
task completion rate by, 338–340, 339
website, 17

Q
qualitative data and analysis, 7, 10, 42, 51–52
customer centricity, 52
heuristic evaluations, 57–61
lab usability tests, 52–57
measuring, 12–14
site visits, 61–64
surveys. See surveys
quality
clickstream data, 108–113
content. See site content quality and navigation reports
signal, 354
quality audits (QAs)
data collection, 120
tags, 172
quantitative measuring, 12–14
quartiles, 389
questioning
data, skills for, 403–404
reality, 348
questionnaires. See surveys
questions
business, 76, 79–81
customer satisfaction, 177
foundational
page views, 140–142, 142
time on site, 136–139, 137–139
visits and visitors, 132–136, 134
surveys, 71, 183–184, 396–399

R
rankings
blogs, 188–189, 188
search engines, 203
top keywords, 209–210, 209–210
raw author contributions to blogs,
185–186, 185
raw business savvy and acumen in web analytics managers, 405
raw numbers
most viewed pages, 151
site overlay reports, 160
reach in RSS, 325, 325
readability in heuristic evaluations, 60
readers for RSS, 320–321, 321, 327, 327
reads in RSS, 325–326
real-time data
with automated systems, 346
limitations of, 343
readiness checklist, 345–346
results of, 344–345
reality, questioning, 348
Really Simple Syndication (RSS), 184, 320
blogs, 186, 322
clicks to website in, 326, 326
reach in, 325, 325
reads in, 325–326
reality of, 320–322, 320–322
subscriber location and feed reader type in, 327, 327
tracking standards, 322–323, 323
tracking subscribers, 324, 325
recipes in multivariate testing, 244
reciprocal links, 156
Recommendation Index, 276
recommended actions in dashboards, 278
reconciliation in data collection, 38
redeemable coupons, 229–230
redirects, 118
external, 118–119
internal, 118
multichannel marketing, 229–230
permanent, 120, 147
SEO, 206
referrals
PPC, 210–211, 210–211
RSS, 326, 326
SEO, 211–212
value of, 211–212
referrer
bounce rates, 148, 169, 169
overview, 145–149, 146, 148
referring fees, 156
referring URLs
conversion rate, 367
top, 164–165, 164–165
rejection rates, cookies, 131
relevant inbound links, 204
report creators, tools for, 107
reports
connectable, 359–363, 360, 362–363
in data-driven culture, 415–416
foundational. *See* foundational reports

vs. outcomes, 163

outcomes data, 39–41, 41

PPC best practices, 217–218

“pretty pictures” in, 360–361, 360

real-time data, 344

site content and navigation. *See* site content quality and navigation reports

standard, 142

bounce rate, 142–145, 144

referrers, 145–149, 146, 148

requests for proposal (RFPs), 106

requirements gathering in site experimentation and testing, 261–262

research as visitor purpose, 338

research data, 42–44

response rate in email marketing, 221

responsibilities in site experimentation and testing, 260, 260

retail stores in multichannel marketing, 230

return on advertising spending (ROAS), 216–217

return on investment (ROI)

blogs, 189–191

business outcomes, 170

revenue

with conversion rates, 173, 368–369

e-mail marketing, 222

goals, 175

PPC, 216

trends, 174, 175

RFPs (requests for proposal), 106

rich Internet applications (RIAs), 35, 315

reality of, 315–317, 316

tracking standards, 317–318

tracking steps, 318–319

rich media websites

encoding, 120–121

page views, 141

right-fit managers, 402

ROAS (return on advertising spending), 216

ROI (return on investment)

blogs, 189–191

business outcomes, 170

roles in site experimentation and testing, 260–261, 260

RSS. *See* Really Simple Syndication (RSS)

**S**

scaling control charts, 388

scenarios vs. hypotheses, 255

search analytics, 193

internal searches. *See* internal searches

PPC. *See* pay per click (PPC) marketing

SEO. *See* search engine optimization (SEO)

search bots

filtering, 393–394, 393

guidance for, 206–207

log entries from, 3

search engine marketing (SEM), 203, 214. *See also* pay per click (PPC) marketing

analysis, 370–371

multichannel marketing, 232

redirects, 118

search engine optimization (SEO), 202–203, 203

guidelines, 206

inbound links tracking, 208–209, 208–209

index measures, 207–208, 207–208

link optimization in, 204

links to press releases and social sites, 204–205

objective, 203

organic referrals value in, 211–212

search robot guidance, 206–207
split organic referrals, 210–211, 210–211
top entry pages, 151
top keywords ranking, 209–210, 209–210
top pages optimization, 212–214, 212–213
web page tags and content optimization, 205–206
search engine reports, 47–49, 47–48, 298, 304
demographic prediction, 310–311, 310
keyword and key phrase forecasts, 307–308, 308
keyword expansion tool, 308–309, 309–310
psychographic data, 311–312, 311
search funnel reports, 306–307, 307
segmentation in, 356–357, 356–357
share of brand and category keywords, 305–306, 306
share of search, 304–305, 305
search key phrases. See key phrases
search traffic, testing, 251
searchability in heuristic evaluations, 60
seasonality
business outcomes, 171
conversion rates, 365–366
indexing performance to goals, 174
secure (HTTPS) pages, 206
segmentation
benefits, 354–355, 355
bounced visitors, 355–357, 356–357
conversion rate, 173, 368
for dashboards, 276, 276
funnel reports, 335
internal benchmarking, 270, 270
PPC, 218
purchase metrics, 383–384
search, 356–357, 356–357
share of visits, 299–300, 299–300
site abandonment rate, 378, 379
site overlay reports, 158
in survey data analysis, 67
trending, 12, 357–359
visitor purpose, 338
visitors, 12
SEM (search engine marketing), 203, 214. See also pay per click (PPC) marketing analysis, 370–371
multichannel marketing, 232
redirects, 118
senior analyst job description, 89–93
SEO. See search engine optimization (SEO)
session logs, 2–4
session-based purchase metrics, 381–382
session cookies, 129
session_id value, 72
session termination setting, 38
sessionization
process, 135
in purchase metrics, 381
share of brand and category keywords reports, 305–306, 306
share of search reports, 304–305, 305
share of visits by industry segment, 299–300, 299–300
shared tracking codes, 230
shipping costs in site abandonment rate, 380
shopping cart abandonment rate, 376–378, 379, 390
Flash-based, 255
process analysis, 112
short-term mindset, 78
short time lag for dashboards, 283–284
short visits. See bounce rate
signal quality in statistical significance, 354
silos, 12
simple tests in site experimentation and testing, 257–258
single-page visits, 138–139, 138–139
single pages for dashboards, 279–280
site abandonment rate, 376–377
  actionable insights and actions, 379–380
  control limits for, 390
  segmentation, 378, 379
site content quality and navigation reports, 149–150
most viewed pages, 150–151, 150
site overlay, 156–160, 157, 159–160
top destinations, 154–156, 155–156
top entry pages, 151–152, 152
top exit pages, 152–154
site developers, tools for, 107
site engagement
  blog conversations, 185
  connectable language for, 361–363, 362–363
  page views metric, 140
  time on site metric, 136
  traditional web analytics, 9
site experimentation and testing, 14, 237–238
A/B testing, 241–243, 241
calls to action, 251
case for, 238–239
content and creatives, 251–252
direct marketing campaigns, 253
direct marketing campaigns
  experience testing, 246–249, 247, 249
  fun environment for, 258
goals, 256–257
  hypotheses, 254–255
  important pages, 250–251
  initial tests, 257–258
  learning from, 240
  methodologies, 240–241
  multivariate, 243–246, 243–245
  PPC, 375
price and promotions, 252–253
process, 259–261, 260
  reflecting on, 249–250
requirements gathering, 261–262
search traffic, 251
testing evangelists and experts for, 258–259
site maps, 206
site overlay, 4, 5, 149–150
  analysis, 10–11
  benefits, 168, 168
  internal searches, 200, 200
  overview, 156–160, 157, 159–160
site surveys, 64–65
sites
  content. See content; site content quality and navigation reports
meta tags, 205
  support. See support websites
  visits. See visits and visitors
SiteSpect technology
  for multivariate testing, 33–34, 245
  for site experimentation and testing, 259
Six Sigma
  applying, 286–287
  control limits for, 386
small and medium businesses (SMBs)
  bounce rate reports, 169
  partnerships with, 164
snail mail in direct marketing
campaigns, 253
“so what” tests
  applying, 349
  overview, 121–124
social networking sites links, 204–205
source links, multiple, 117–118
sources
  cookies for, 115–116
  referrers, 145–149, 146, 148
spam queues, 224
spiders, 206
split organic referrals, 210–211, 210–211
spreadsheet-based statistical significance calculators, 353
stacked bar graphs, 171, 172
stale site experiences, 239
standard deviations for control limits, 387
standard KPI relevance, 347–349
standard reports, 142
  bounce rate, 142–145, 144
  referrers, 149–150, 146, 148
StatCounter tool, 5, 104
statistical control limits, 385–387, 385–386
  calculating, 387
  example, 388–390, 389
  outliers, 389
statistical significance
  power of, 352–354
  real-time data, 345–346
Sterne, Jim, 88
stinker key phrases, 371
store locator tracking, 231
street smarts in web analysts, 88
stress-testing visitor engagement index, 348
structured experiences in multivariate testing, 246
structured processes, control limits for, 390
suboptimal solutions from real-time data, 344
subscribers
  blogs, 186
  RSS, 320
    location, 327, 327
    tracking, 324, 325
success measures in site experimentation and testing, 262
support as visitor purpose, 338
support websites, 177–178
  click density analysis of top FAQs, 180–181, 180
  information finding methods, 179–180, 179
  outcomes data, 40–41, 41
  page-level surveys, 183
  problem resolution, 182–183, 183
  site visitors calling, 181, 181
surveys, 14, 18, 43, 64
  benefits, 69–70
  best practices, 70–72
  conducting, 67
  data analysis, 67–68
  follow-up, 68
  greatest questions ever, 396–399
  multichannel marketing, 230–231, 233
  page-level, 183–184
  post-visit, 65–66
  preparing, 66
  tips, 68–69
  visitor purpose, 338
  warnings, 70
  website, 64–65
survivors, web analysts as, 88
switching tools, 112
synonyms in internal searches, 201, 201

T
tag
  importance, 114
JavaScript. See JavaScript
  optimizing, 205–206
Taguchi method, 244
targeting survey participants, 71–72
targets, multiple source links to, 117–118
task completion
  rates, 11, 338–340, 339
  survey questions for, 397–399
team/leadership skills in senior analyst job description, 92
technical/functional skills in senior analyst job description, 92
Technorati rank, 188, 188
television in multichannel marketing, 229
10/90 rule, 76, 81–84
test audiences, 261–262
testing
  lab usability, 14, 19, 52–57
sites. See site experimentation and testing
visitor engagement index, 348
testing evangelists and experts, 258–259
text
formatting, 205
link, 204
third-party cookies
vs. first-party, 131
PPC, 372
for unique visitors metric, 135
thresholds, bounce rate, 145
tickets, 93
time lag for dashboards, 283–284
time on last page issues, 36
time on site, 136–139, 137–139, 145, 179
time periods
conversion rate, 365
unique visitors metric, 133–135, 134
time to market, 121
timeliness in problem resolution, 182
timestamps, 137
timing issues, 43–44
toddler to early teens stage, consultants vs. in-house experts in, 409–410, 409
tools
integrating, 257
selecting, 102–103, 163
old way, 103
steps, 104–108
switching, 112
top content, 150–151, 150
top destinations
multichannel marketing, 232
overview, 154–156, 155–156
top entry pages, 151–152, 152
top exit pages, 9, 123, 152–154
top FAQs, 180–181, 180
top key phrases, 165–166, 166
bounce rate by, 371–372, 372
internal searches, 199, 199
top keywords ranking, 209–210, 209–210
top pages, optimizing, 212–214, 212–213
top problems pages, 180
top referring URLs
conversion rate, 367
overview, 164–165, 164–165
total page views for referrers, 148
total visitors, 38, 133, 364
trackbacks, 187
tracking codes in multichannel marketing, 230
traditional web analytics, 8–10, 8
traffic reports, 299
Alexa, 302–304, 303
competitor traffic by media mix, 301–302, 302
share of visits by industry segment, 299–300
upstream and downstream traffic, 300–301, 301
transient cookies, 129, 133
trends
conversion rates, 173, 365–366
for dashboards, 276, 277
indexing performance to goals, 174, 175
internal searches, 198–199, 199
most viewed pages, 151
revenue, 171, 172
segmented data, 357–359
tribal knowledge, 407
triggers
control limits for, 387
survey, 69
Trinity approach
for customer centricity, 78–79
for dashboards, 281–282
for data-driven culture, 417–418
overview, 15–21, 15–19, 21
Tristan Louis research, 190
Turner, Stephen, 3

U

UCD (user-centric design), 42, 404
UCL (upper control limit), 386, 388–390
UI (User Interface) design, 52–57
Unica tool, 107
Uniform Resource Locators (URLs), 126–127
parameters
for data validation, 120
overview, 127–129
PPC, 373
for referrers, 145–147, 164–165, 164–165
unique 800 phone numbers
multichannel marketing, 230, 232
support websites, 181
unique blog readers, 186–187
unique_cookie_id value, 72
unique pages, 114–115, 141
unique promotion codes, 232
unique visitors, 132–135, 134
blogs, 186–187
conversion rate, 364–365
emergence of, 4
PPC, 217
reconciling data for, 38
top three acquisition strategies, 175
unknown referrers, 147
unstructured remote conversations, 14
unsubscribe requests, 221, 224
upper control limit (UCL), 386, 388–390
upstream traffic reports, 300–301, 301
Urchin product, 5
urgency for calls to action, 251
URLs. See Uniform Resource Locators (URLs)
usability tests, 14, 19, 52–57
usefulness, page-level surveys for, 183–184
user attributes, 115–116
user-centric design (UCD), 42, 404
user-friendly reports, 360–361, 360
User Interface (UI) design, 52–57
user research, 52
validation
data, 120
multiple goals, 256–257
vanity URLs, 229–230
vendor audits in PPC, 372–373
vendor support
top exit pages, 156
unique visitors, 135
versions, A/B testing for, 14, 18
overview, 241–243, 241
for referrers, 147
views
page. See page views
RSS, 325–326
visitor engagement index, 348
visits and visitors, 14, 19, 42, 132–136, 134
blogs, 186–187
for customer voice, 182
depth. See depth of visit
vs. instances, 199
overview, 61–64
PPC, 375–376
purpose. See purpose
reconciling data for, 38
for referrers, 148
with RSS, 322
screen resolution, 9
support phone numbers called by,
181, 181
to support websites, 178
time on site, 136–139, 137–139, 145, 179
visits to purchase, 380–382
actionable insights and actions,
382–384
e-mail marketing, 223
measuring, 382
visual design in heuristic evaluations, 59
Visual Sciences tool, 107, 323
voice of the customer (VOC), 42, 182
dashboards for, 286
greatest questions ever, 396–399
problem resolution, 182–183, 183
surveys for. See surveys

W
Web 2.0 analytics, 7, 297–298
overview, 314–315
for Rich Interactive Applications, 315–319, 316
for RSS. See Really Simple Syndication (RSS)
web analysts
characteristics, 84–88
senior analyst job description, 89–93
tools for, 107
Web Analytics Association, 2
Web Analytics Demystified blog, 86
web analytics managers, skill requirements, 402–406
web beacons, 28–30, 28–29
Web Link Validator tool, 114
web logs, 2–4, 26–28, 26, 100, 393–394
analysis programs for, 3
data serving and data capture separation, 100–101
innovations, 101–102
integration, 102
JavaScript, 4
type and size of data, 101
web smart functions, 417
Webalizer product, 5
Weblogs, Inc., 190
websites. See sites
WebTrends tool, 3, 3, 335
weekly conversion rate, 365
weekly revenue goals, 175
what measuring, 12–14
why measuring. See qualitative data and analysis
wild youth stage, consultants vs. in-house experts in, 411–412, 411
win-win outcomes, 19–20, 19
Windows Live, 303
Winsorization technique, 389
wire-frames, 53
wrappers, JavaScript, 116–117, 206
www.miniusa.com site, 315

X
XML Sitemaps, 206

Y
Yahoo! web analytics group, 85
year-over-year conversion rate, 366, 366

Z
zones in multivariate testing, 243, 243