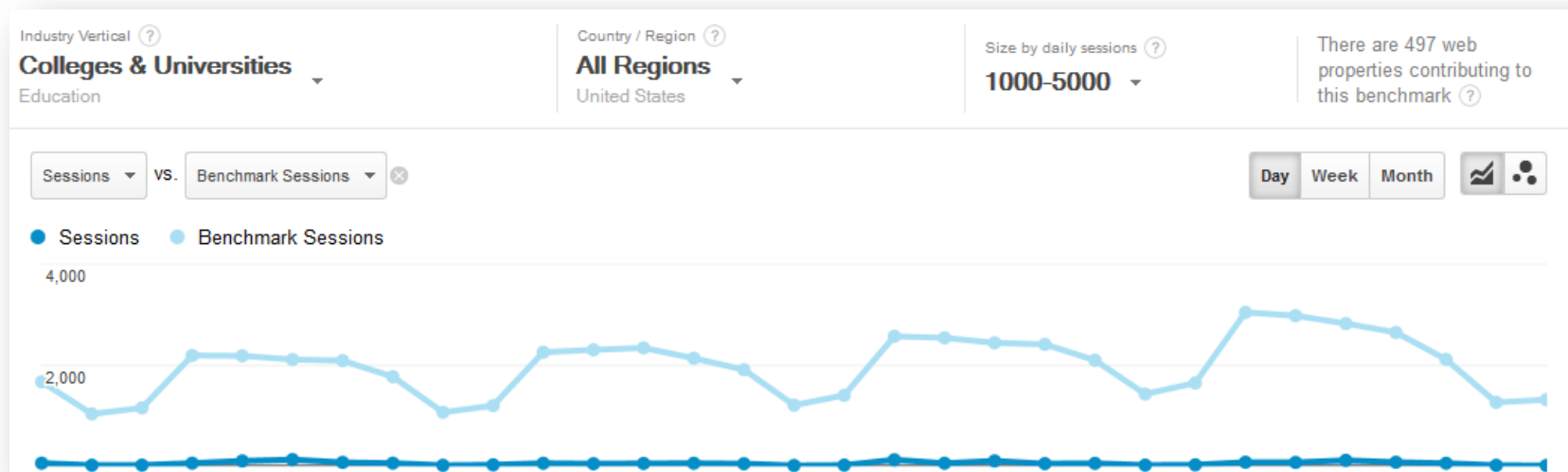




# The Higher Ed Web Analytics Monthly Benchmarking Report

Google Analytics Benchmarking **December 2014** Data Compiled by Higher Ed Experts



## Want to learn how to use Web Analytics in Higher Ed?

Check out our 4-week online course:

[www.higheredexperts.com/wahe](http://www.higheredexperts.com/wahe)

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## Background information

**In 2010-2011** Higher Ed Experts ran a 1-year long project to collect benchmarking data for universities & colleges websites on 12 relevant metrics<sup>1</sup>.

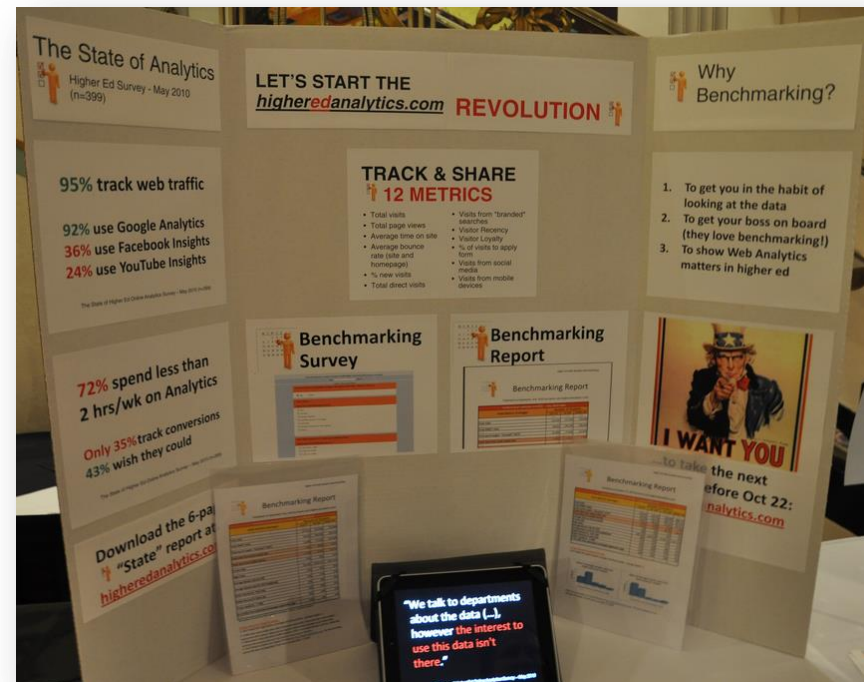
The goal of this research was to provide useful data and establish the habit of checking and using Google Analytics data for web teams working in institutions of higher education. According to our 2010 survey on the State of Web Analytics in Higher Education (n=399), 72% spent less than 2 hours per week on Analytics.

During the 2010-2011 Benchmarking Project, about 100 institutions self-reported their data for 12 common metrics via an online monthly survey. The data was then processed and compiled into a report breaking down metrics into 3 groups based on institution size (FTE students).

**In September 2014** Google Analytics introduced a new set of 3 benchmarking reports (Channels, Devices & Location) for 1,600 industry verticals – including a vertical of its own for all Colleges & Universities web properties.

This new set of reports has thus enabled institutions to compare their data for a few metrics with benchmarked values from similar websites segmented by location (country or state) and by traffic size (7 different increasing ranges of average daily sessions – called “buckets”).

According to our 2012 Survey on the State of Web Analytics in Higher Education (n=344), 97% of universities and colleges use Google Analytics to track their web metrics. This high adoption rate confers to the new Google Analytics Benchmarking Reports even more relevance and value for higher education.



<sup>1</sup> <http://higheredanalytics.com/analytics/index.php/2010/10/12-metrics-explained/>

## Report methodology

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The data compiled for this monthly report was downloaded on January 2nd, 2015 from Google Analytics Benchmarking Reports.

The compiled, scrubbed and analyzed data spans from **December 1st to December 31st, 2014** for the 7 GA buckets of the 5 following countries:

1. USA (2,948 benchmarked web properties)
2. Canada (1,580 benchmarked web properties)
3. UK (1,628 benchmarked web properties)
4. Australia (1,148 benchmarked web properties)
5. France (1,161 benchmarked web properties)

## Interested in previous report(s)?

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This project started with August 2014 data. Our goal is to issue a new monthly report every month. You can find previous report(s) online.

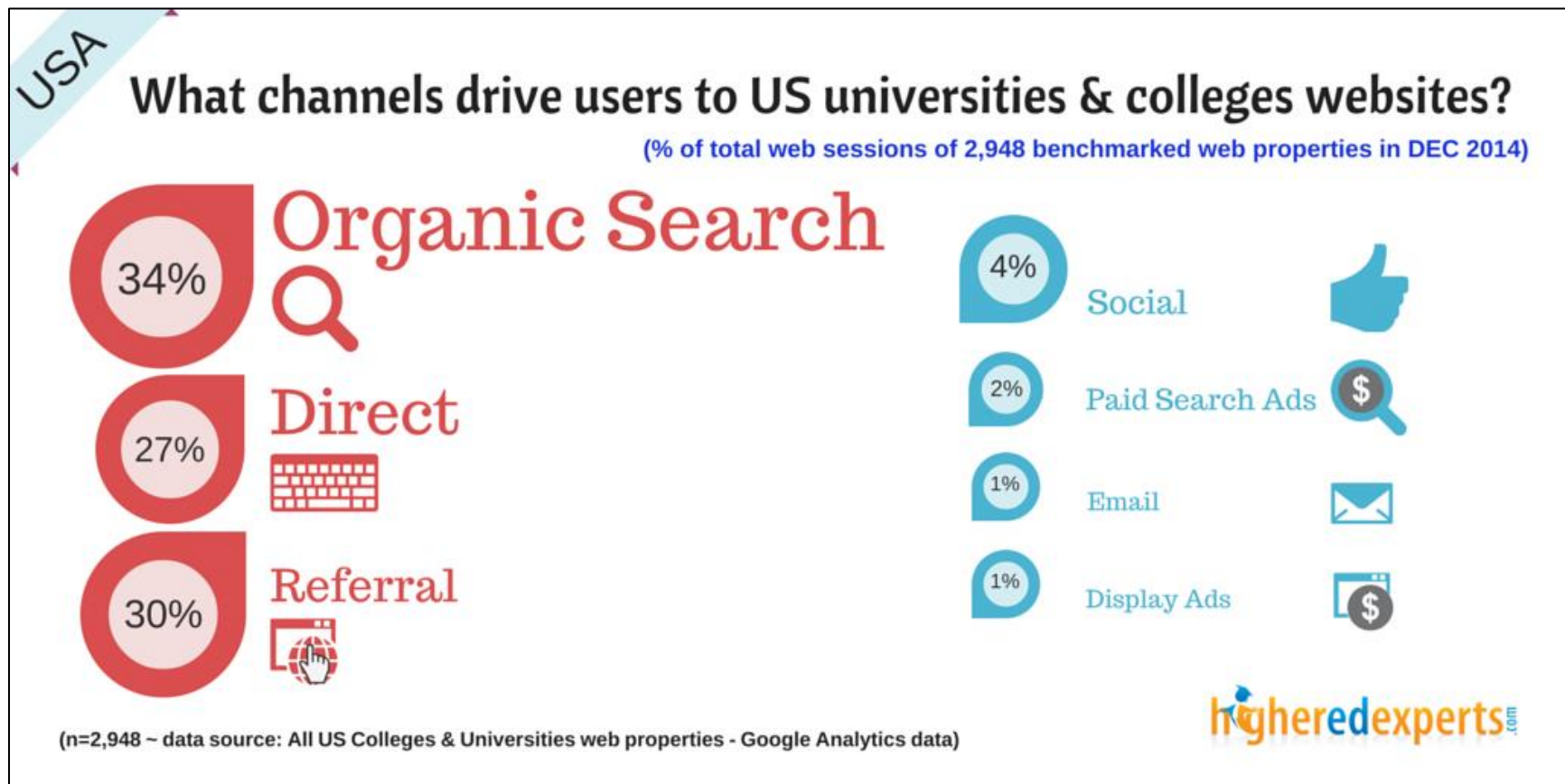
**Aug 2014:** <http://higheredexperts.com/edu/2014/09/30/the-highered-benchmarking-web-analytics-report-aug-2014-research/>

**Sep 2014:** <http://higheredexperts.com/edu/2014/10/16/the-highered-benchmarking-web-analytics-report-sep-2014-research/>

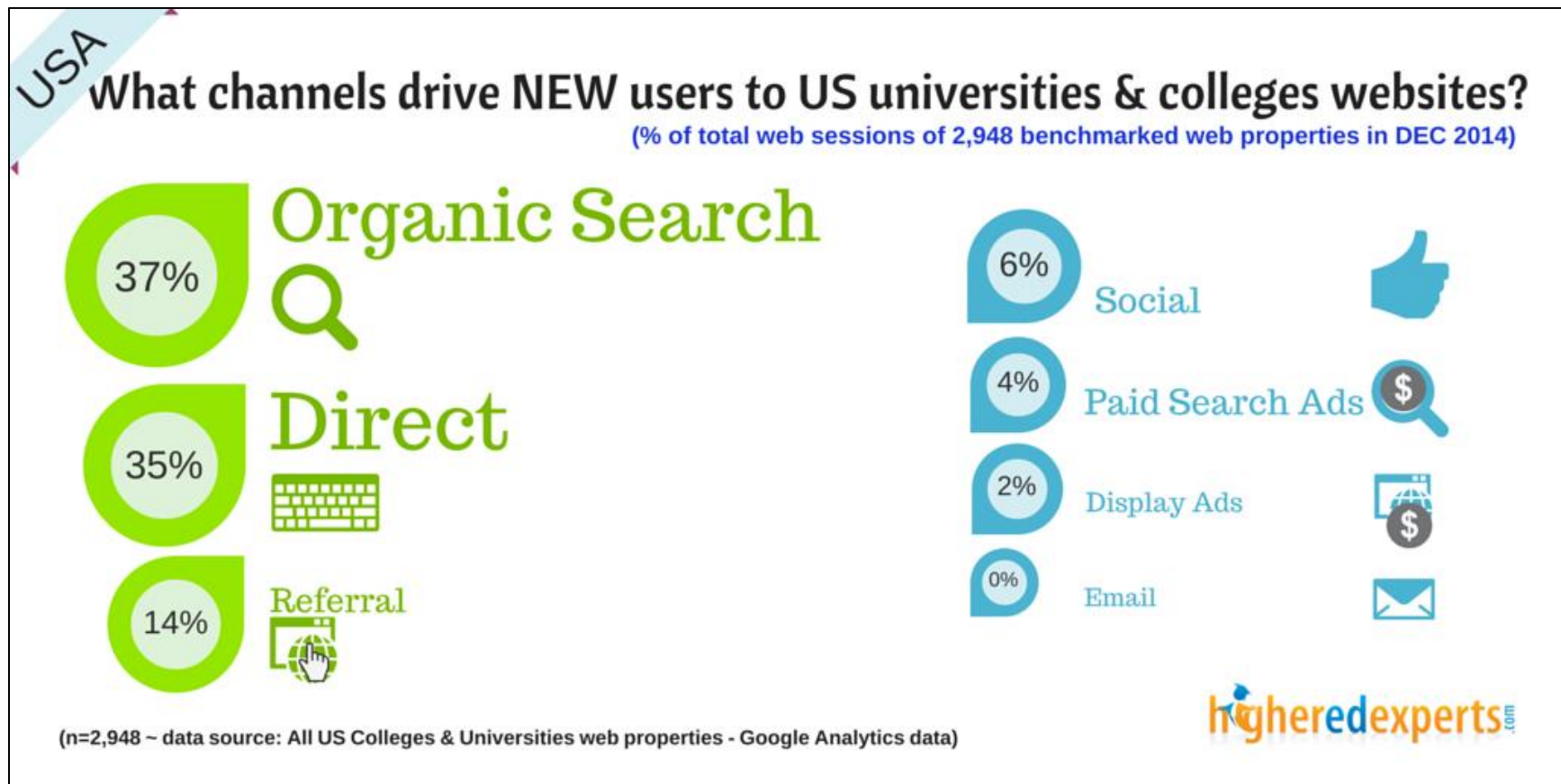
**Oct 2014:** <http://higheredexperts.com/edu/2014/11/03/the-highered-benchmarking-web-analytics-report-oct-2014-research/>

**Nov 2014:** <http://higheredexperts.com/edu/2014/12/09/the-highered-benchmarking-web-analytics-report-nov-2014-research/>

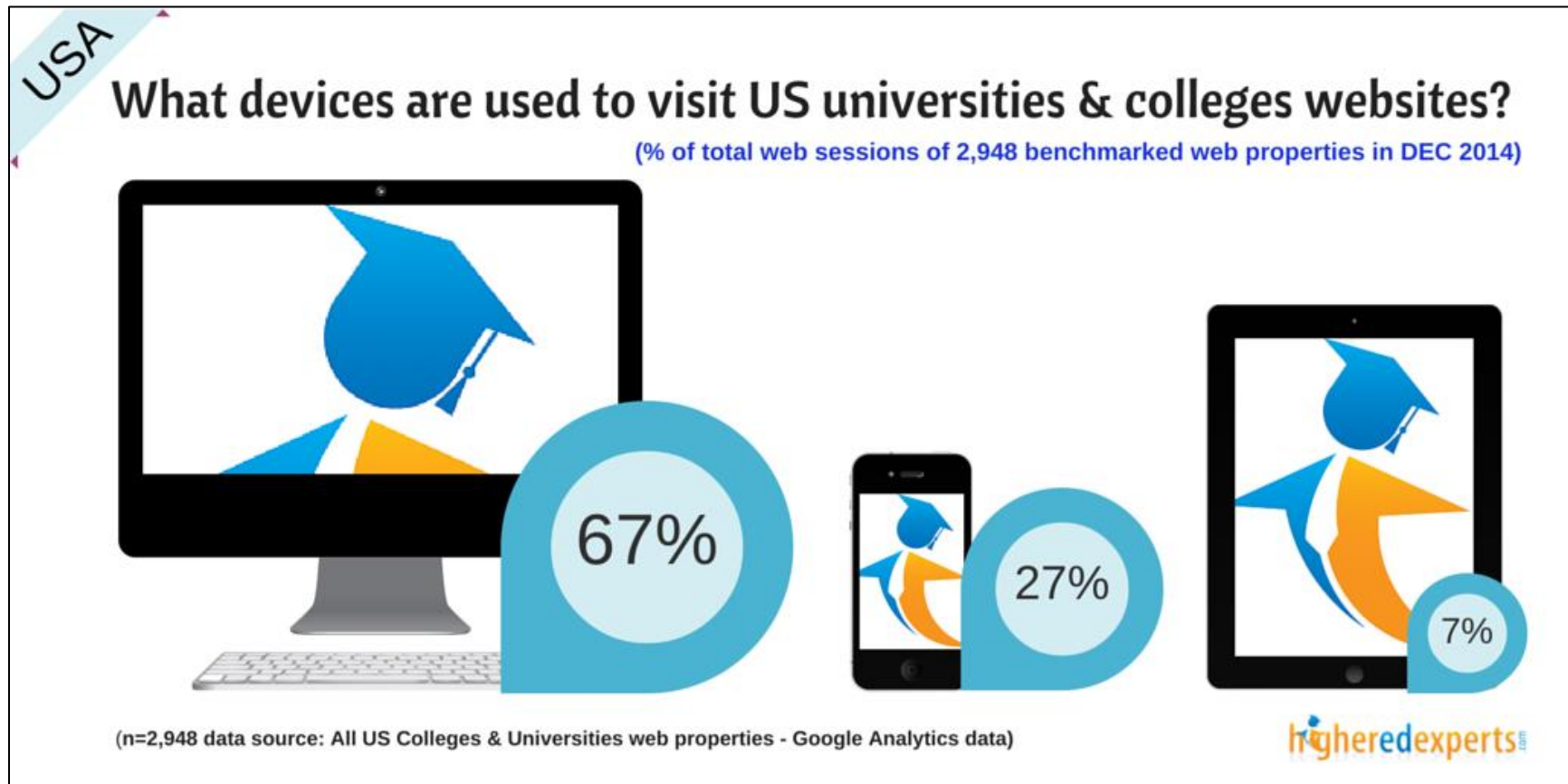
## What channels drive visitors to US colleges & universities websites?



## What channels drive NEW visitors to US colleges & universities websites?



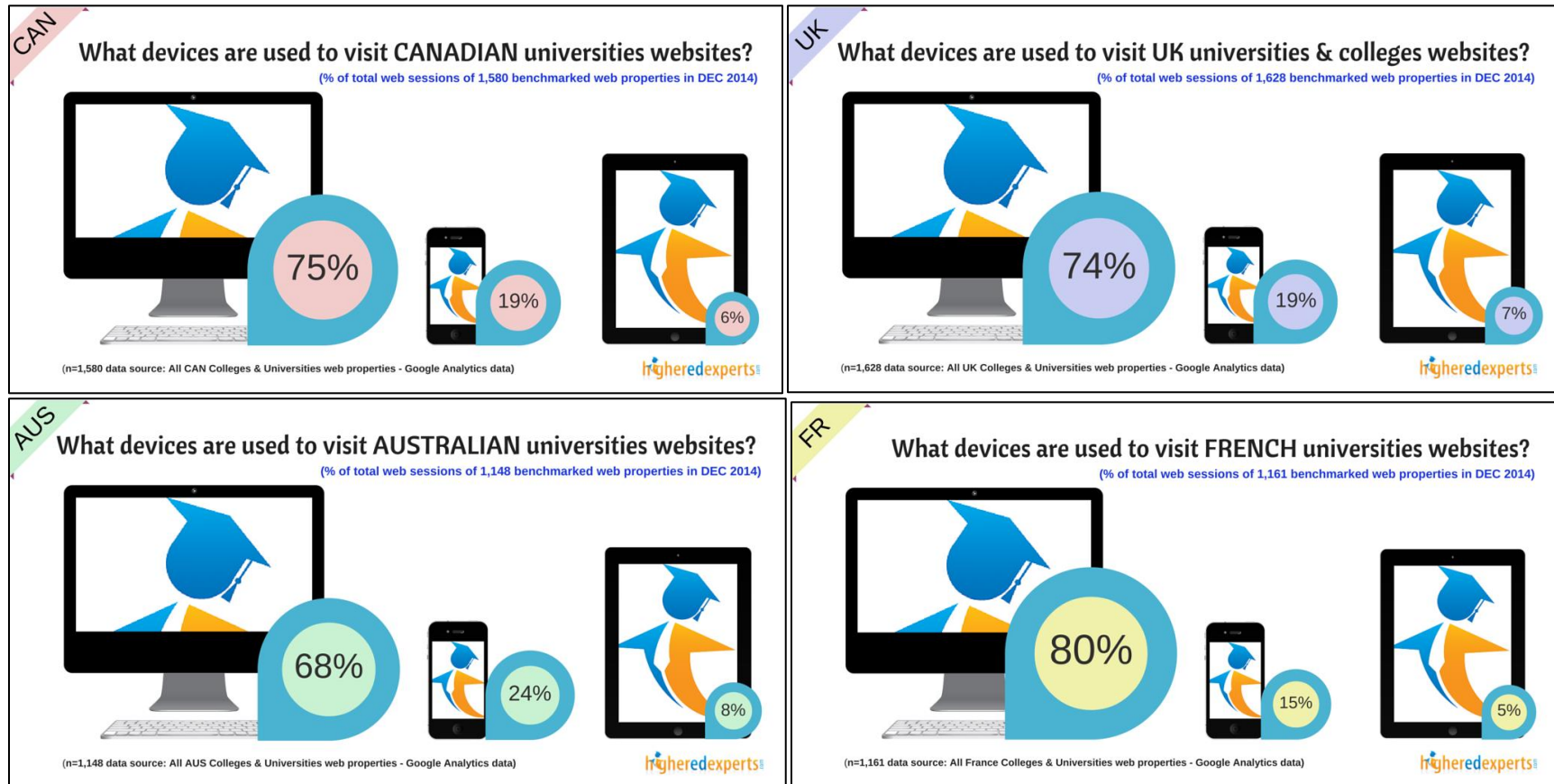
## What devices are used to browse US colleges & universities websites?



According to Higher Ed Experts 2013 survey on the State of the Mobile and Responsive Web in Higher Education (n=174), mobile phones were responsible for 9.3% of the total web traffic in 2012 and tablets for 3%.

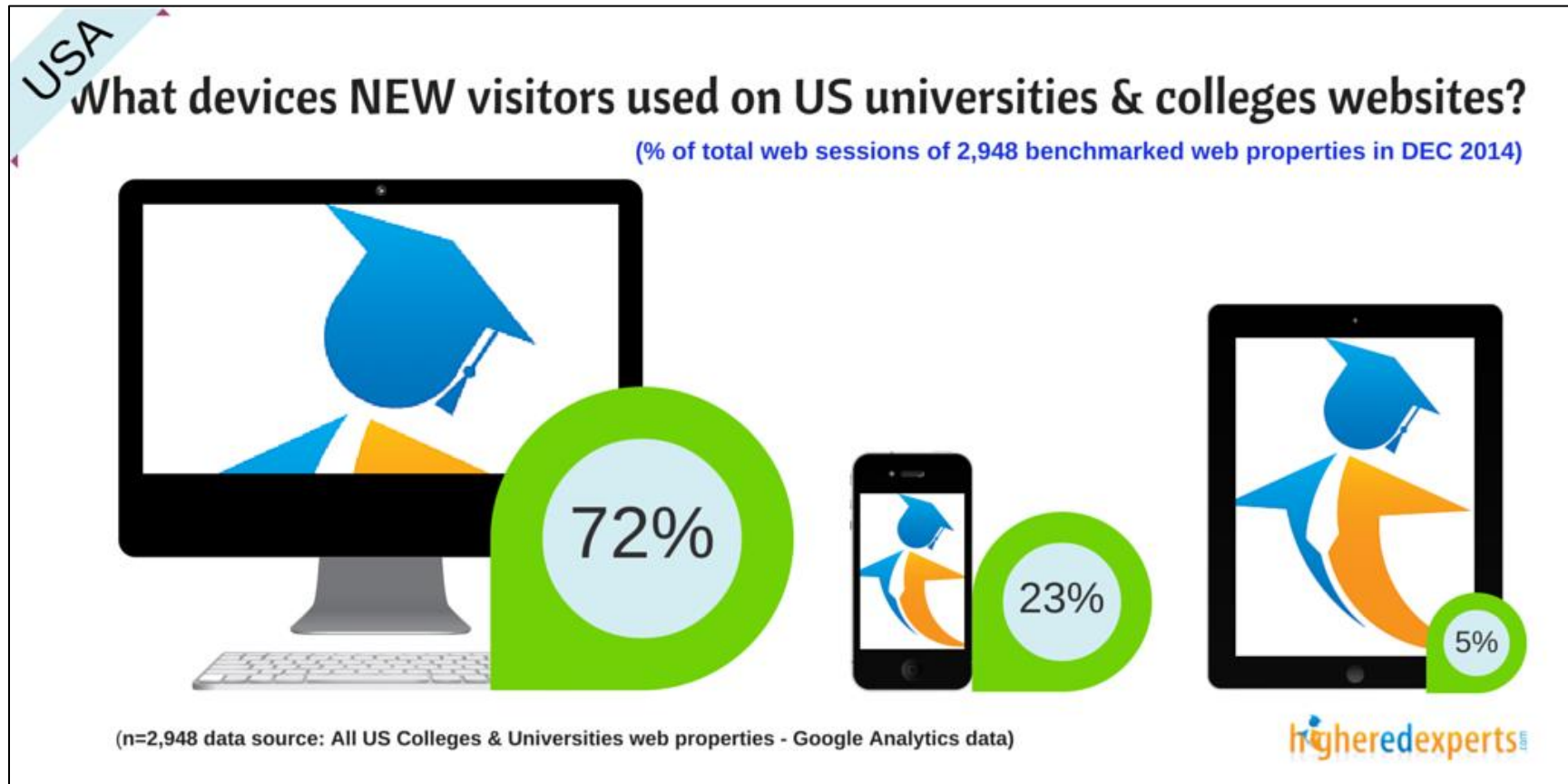


## What's the device breakdown in Canada, the UK, Australia & France?

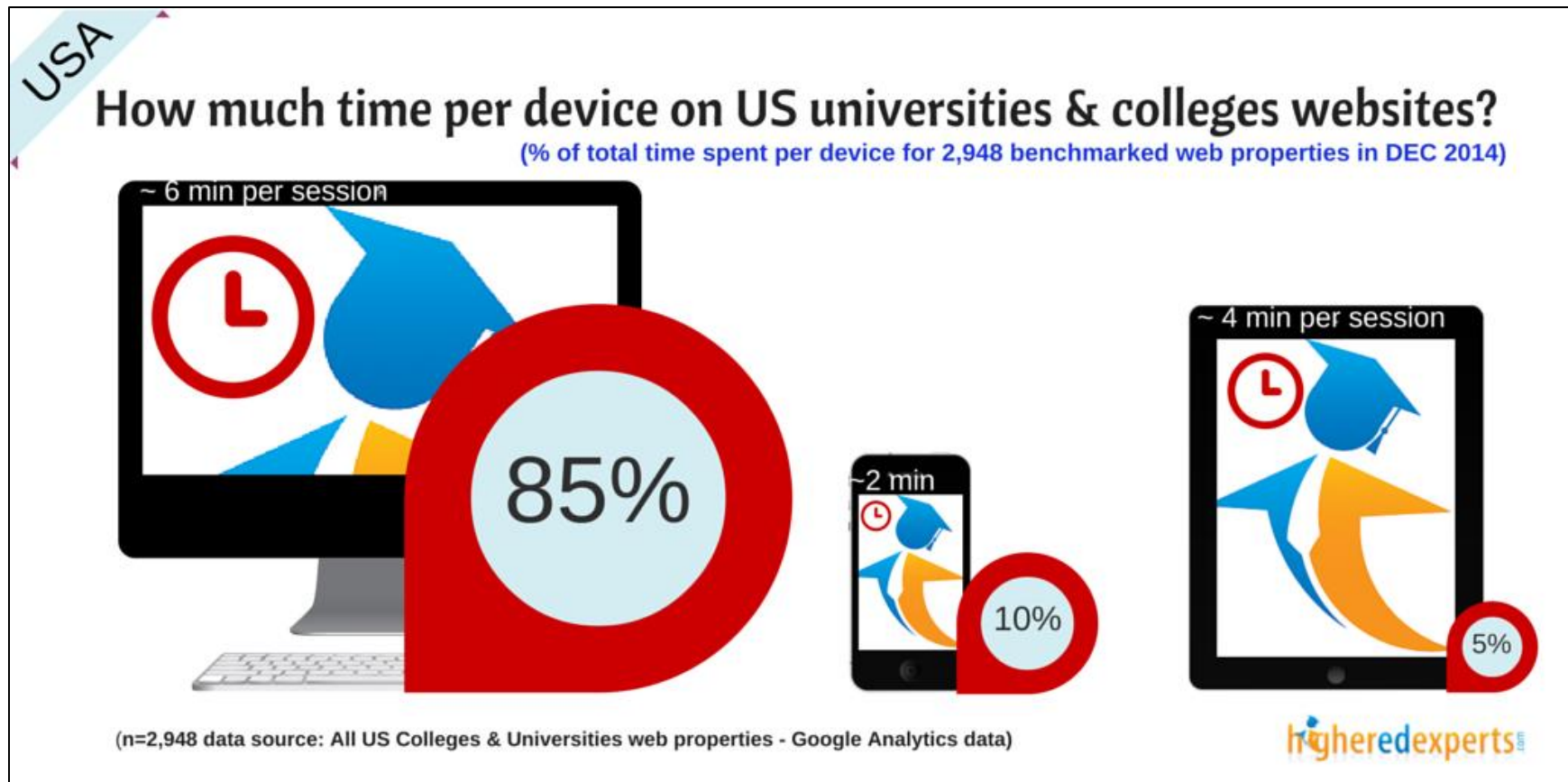




## What devices are used by NEW visitors to browse US colleges & universities websites?



## How engaged are visitors of US colleges & universities websites depending of the device they use?



## How to access Benchmarking Reports in Google Analytics? [VIDEO]

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Just follow this 4-minute screencast (<http://youtu.be/TPuRMBaE0jg>) to set and access your segmented benchmarking reports for your website.





**Higher Ed Experts is a professional online school for people working in universities & colleges.**

Founded in 2007 by Karine Joly, the school has offered live & on-demand online conferences since its launch as well as 4-week & 8-week instructor-led certificate online courses since 2011.

Higher Ed Experts professional certificate programs now count more than 500 alums in the US, Canada, the UK, Australia, New Zealand, the Middle East, etc. - all digital marketing and communication professionals working in institutions of higher education.

As part of its mission, Higher Ed Experts has been authoring and publishing research reports on the use of Web Analytics in higher education since 2010.

**Got questions?**

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**Want to learn how to use Google Analytics in Higher Ed?**  
Check out all our online courses on Digital Analytics for Higher Ed:  
<http://higheredexperts.com/edu/category/web-analytics/>

