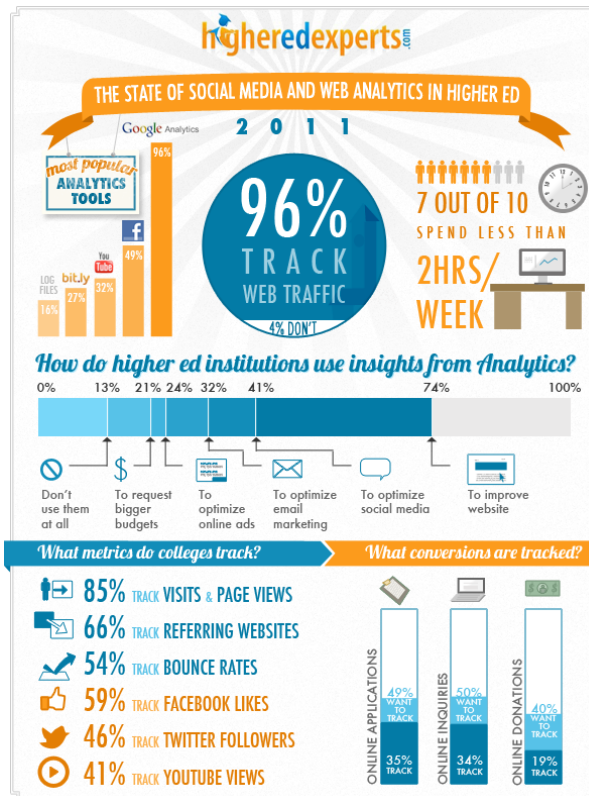


# The State of Web and Social Media Analytics in Higher Ed

## Survey Results

Executive Summary by Higher Ed Experts – July 2011



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

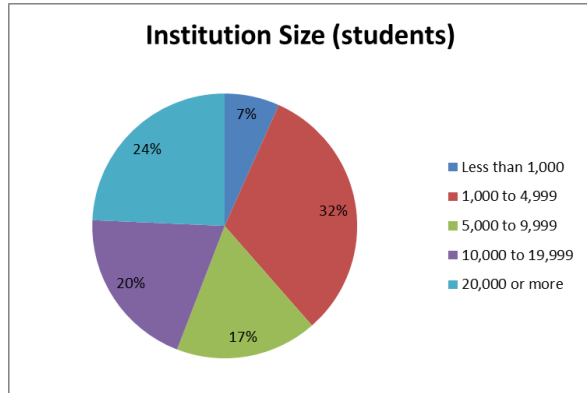
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A total of **358** professionals working in institutions of higher education completed this online survey about **the State of Web and Social Media Analytics in higher education conducted by Higher Ed Experts from April 29 to May 17, 2011.**

The total number (344) of the respondents tracking web traffic data was used as the baseline for most calculations and charts.

This online survey was completed on a voluntary basis and thus doesn't rely on a scientifically determined dataset. However, the resulting sample of surveyed institutions seems fairly representative of the Carnegie Classification breakdown.



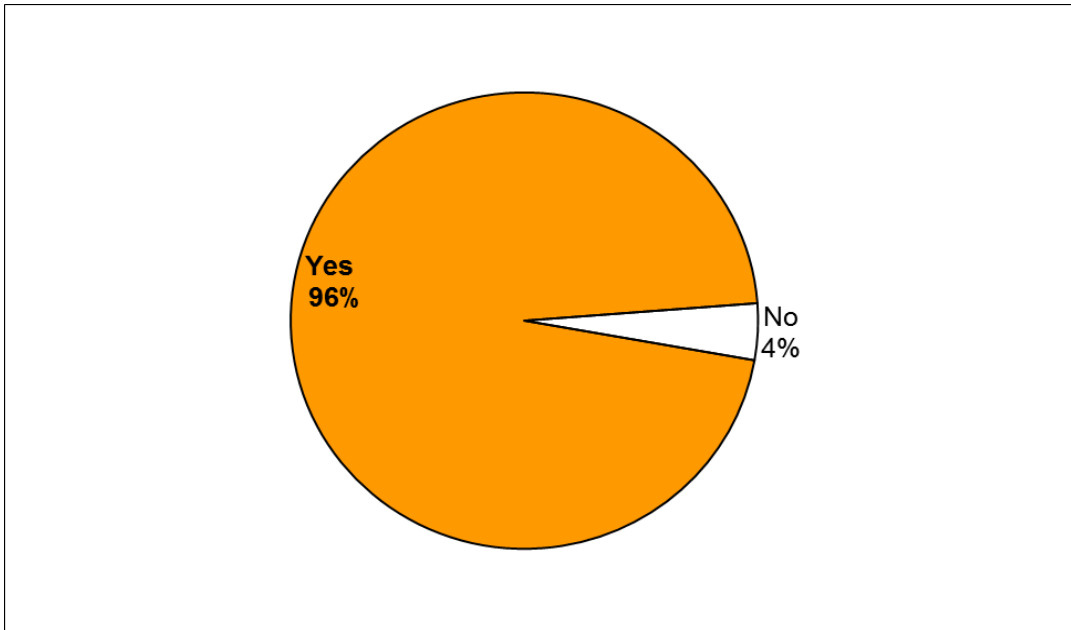
The survey was completed by people working in marketing/communications (45.6%), web/web communications (34.7%), information technology (5%), admissions office (4.5%), alum associations (3%) and other offices. 31% of the respondents indicated working in doctoral/research university, 26% in a baccalaureate (4-year) college, 23% in a master's college or university and 9% in a 2-year college.

56% work for a public institution and 94.4% for a non-profit.

### Survey highlights:

- ◆ 96% of survey respondents track web traffic data.
- ◆ 96% of survey respondents who track data use Google Analytics, 49% Facebook Insights, and 32% YouTube Insights.
- ◆ A staff member spends at least 20% of her/his time working on Analytics in 46% (35% in 2010) of the cases.
- ◆ In 67% (72% in 2010) of the cases respondents spend less than 2 hours per week working on Analytics - including 3% (8% in 2010) who don't spend any time at all.
- ◆ More than 70% monitor the 5 following metrics: visits, page views, unique visitors, referring websites and average length of visits.
- ◆ 28% track goal conversion (applications, online donations, etc.) rates.
- ◆ 22% (35% in 2010) don't track any conversions
- ◆ 35% track online applications (29% in 2010) and 34% online inquiry for admissions (32% in 2010), the majority wish they could.
- ◆ 19% track online donations (17% in 2010) and 40% wish they did.
- ◆ Insights gained from Analytics are used primarily to improve the website for 74% (53% in 2010), but 13% (15% in 2010) don't use them at all.

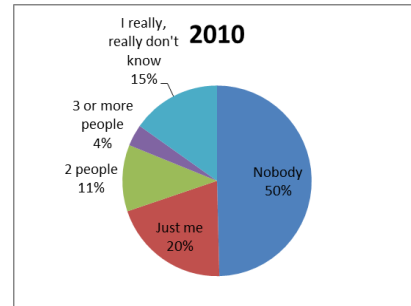
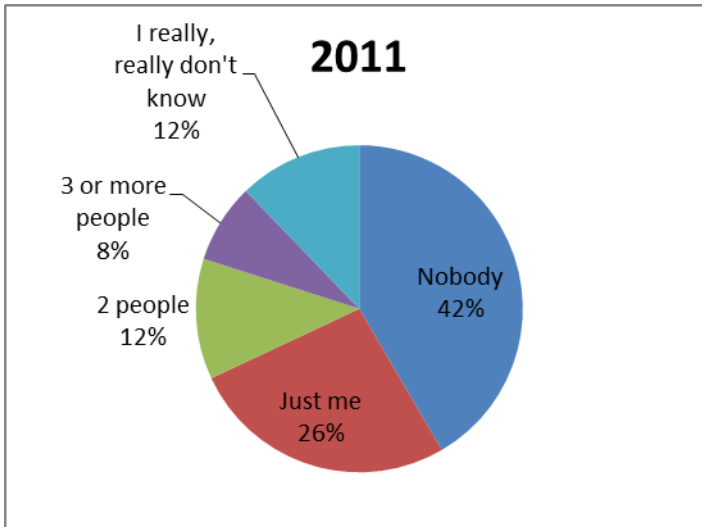
***Is web traffic data tracked?***



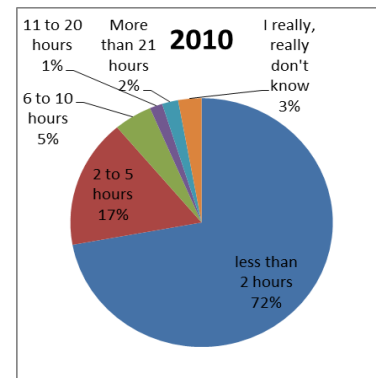
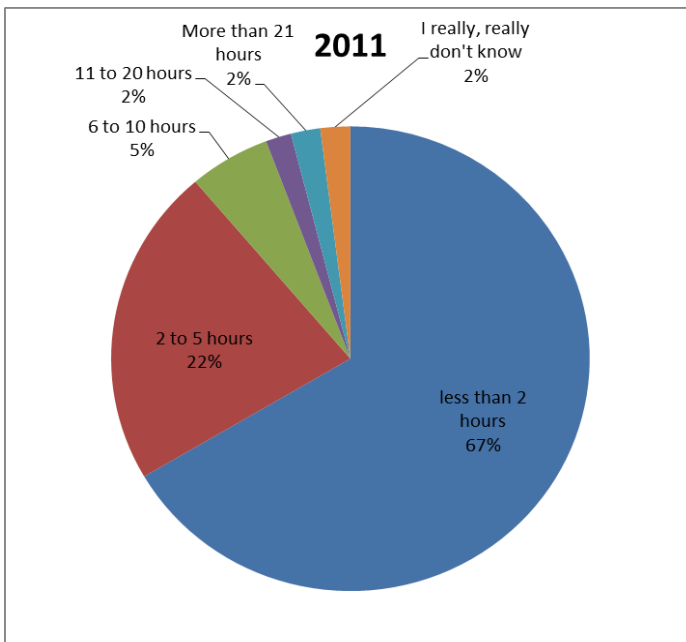
***What tools do you use to track this data?***

	2011	2010
<b>Google Analytics</b>	<b>96%</b>	<b>92%</b>
Facebook Insights	49%	36%
YouTube Insights	32%	24%
Email application statistics	28%	16%
Bitly or other web address shortening services	27%	19%
HootSuite	17%	9%
Server logs with an open source statistics package	9%	18%
Server logs with a commercial application	7%	11%
Urchin	5%	9%
WebTrends	6%	8%
Tweet Meme	1%	3%
Coremetrics	0%	2%
I really, really don't know	1%	1%
Others	13%	15%

**Who spends at least 20% of his/her time working on Analytics?**



**How much time per week is spent working on Analytics?**



## What metrics do you monitor?

Metrics	2011	2010
Visits	85%	88%
Page views	85%	85%
Unique visitors	80%	83%
Referring websites	66%	75%
Length of visits	73%	70%
Search engines traffic	65%	65%
External search engines keywords	52%	60%
Time on site	57%	58%
Average number of page per visits	51%	57%
Geographic locations	51%	57%
Website bounce rate	54%	54%
Facebook Page Likes	59%	52%
Page bounce rates	49%	51%
Time on page	44%	50%
Internal/Site search keywords	38%	40%
Twitter followers	46%	40%
Facebook Post Likes	42%	39%
YouTube video views	41%	38%
Facebook Wall message click through rates	27%	27%
YouTube channel subscribers/friends	25%	27%
Retweets	23%	24%
Twitter @ replies / mentions	23%	22%
Blog comments	18%	20%
Tweet click through rates	18%	18%
Click stream and conversions for email campaigns	22%	18%
Click stream and conversions for online advertising (PPC, banners, etc.) campaigns	17%	17%
Click stream and conversions for social media campaigns	18%	16%
Goal conversion funnels	19%	13%
Goal conversion rates	28%	NA
Paid traffic	12%	10%
Click stream and conversions for print campaigns	13%	10%
Others	7%	7%
None of the above	2%	2%

- ✓ More than 70% monitor the 5 following metrics: visits, page views, unique visitors, referring websites and average length of visits.
- ✓ Campaign outcomes (conversions click stream and rates) tracking has increased over the past year for all marketing channels.
- ✓ Social media metrics monitoring is increasing in higher education as well.

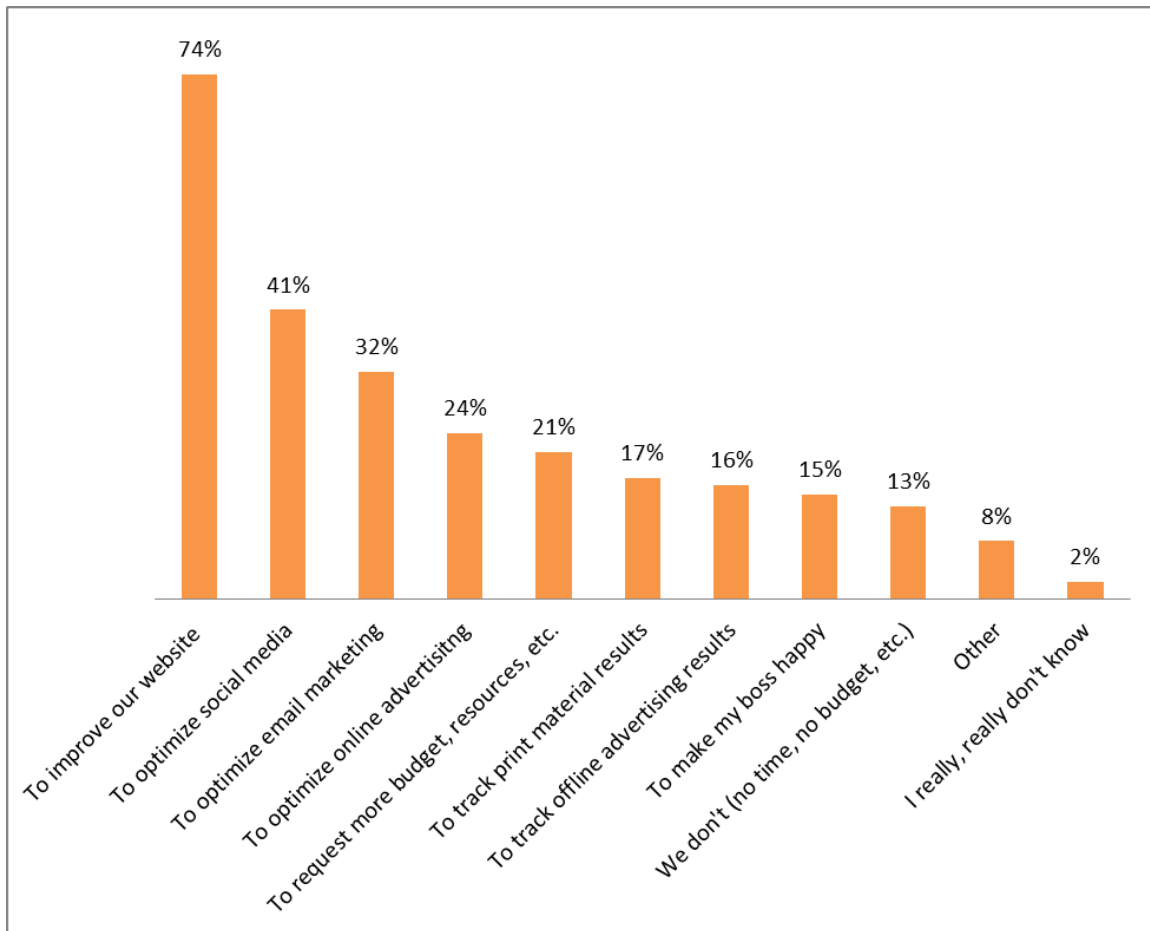
## ***What types of conversions do you/ would you like to track?***

**22% (35% in 2010) don't track any conversions.**

Conversions	Tracked		Would like to track	
	2011	2010	2011	2010
Online applications for admissions	35%	29%	49%	44%
Online inquiry for admissions	34%	32%	50%	47%
Online content consumption (article, news, etc.)	28%	25%	43%	43%
Online multimedia consumption (video, audio, etc.)	21%	25%	42%	43%
Message sent via the website (form, emails, etc.)	20%	18%	26%	30%
Online donations / gifts	19%	17%	40%	38%
Alum registration - i.e providing/updating their contact information	12%	16%	31%	34%
Job applications	4%	4%	14%	14%

- ✓ While 35% track online applications (29% in 2010) and 34% online inquiry for admissions (32% in 2010), the majority wish they could.
- ✓ 19% track online donations (17% in 2010) and 40% wish they did.

## How do you use the insights gained from Analytics?

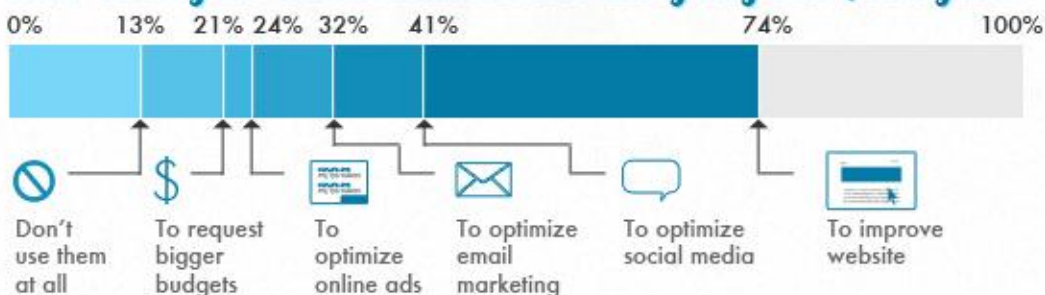


- ✓ For 74% (53% in 2010) insights gained from Analytics are used to improve the website, 41% to optimize social media initiatives.
- ✓ 13% (15% in 2010) don't use them at all.

THE STATE OF SOCIAL MEDIA AND WEB ANALYTICS IN HIGHER ED



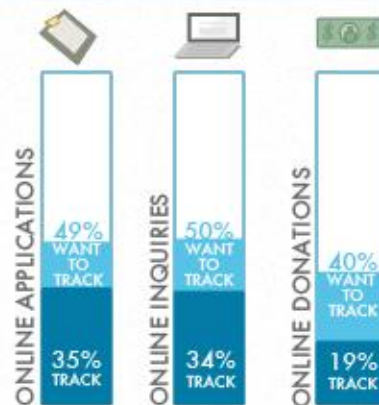
How do higher ed institutions use insights from Analytics?



What metrics do colleges track?



What conversions are tracked?



Source: The State of Social Media and Web Analytics in Higher Ed Survey Report - July 2011 (n= 358 )  
<http://higheredexperts.com/analytics2011> - Infographic designed by @stewartfoss