

The 2012 State of Web and Social Media Analytics in Higher Education

Survey Results

Executive Summary by Higher Ed Experts – June 2012



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

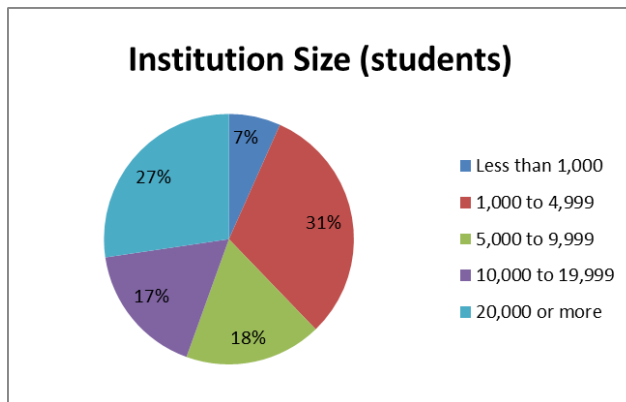
Check out our 4-week online course:

www.higheredexperts.com/wahe

A total of **344** 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 March 30 to April 18, 2012.**

The total number (334) 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.



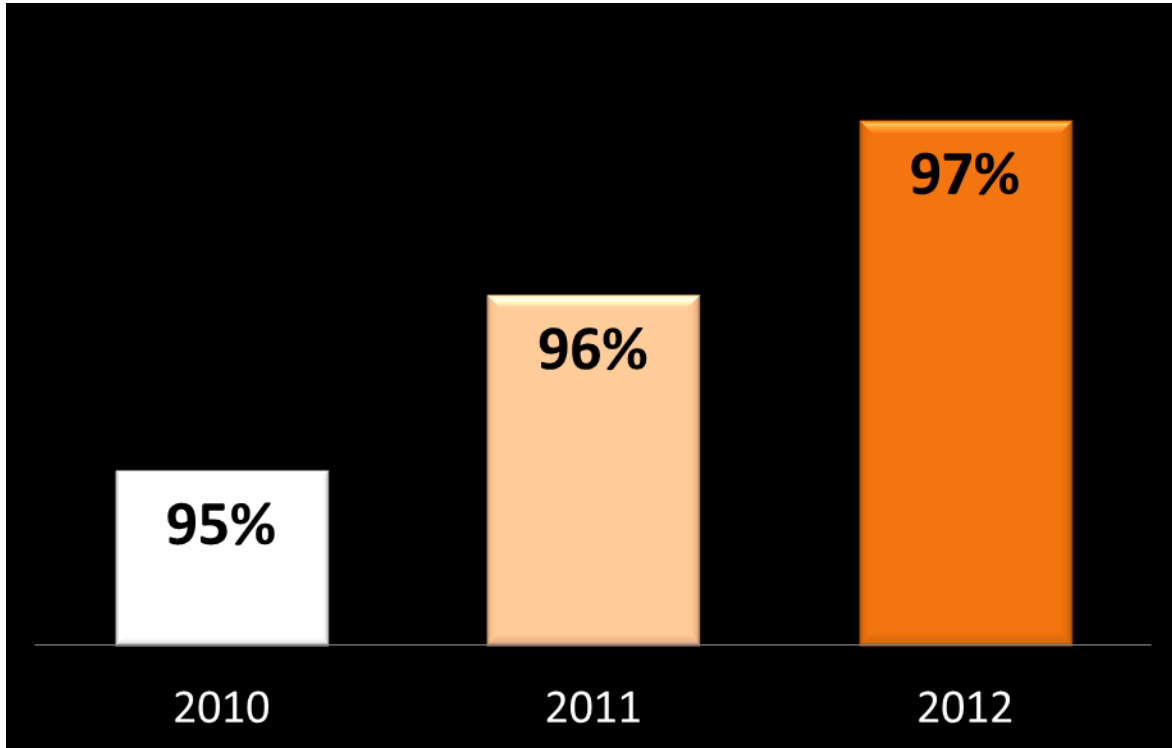
The survey was completed by people working in marketing/communications (45%), web/web communications (32%), information technology (7%), admissions office (4%), academics (2%), alum associations (1%) and other offices. 35% of the respondents indicated working in doctoral/research university, 24% in a baccalaureate (4-year) college, 21% in a master's college or university and 12% in a 2-year college.

58% work for a public institution and 94% for a non-profit.

Survey highlights:

- ◆ 97% of survey respondents track web traffic data.
- ◆ 97% of survey respondents who track data use Google Analytics, 62% Facebook Insights, and 40% YouTube Insights.
- ◆ In 60% (67% in 2011, 72% in 2010) of the cases respondents spend less than 2 hours per week working on Analytics. More than a quarter of respondents (27%) spend between 2 and 5 hours per week on analytics.
- ◆ Two thirds monitor the 5 following metrics: page views, visits, unique visitors, Facebook Page Likes and average length of visits.
- ◆ Close to half the respondents (47%) now track mobile web traffic, an important increase over the past year from 38% in 2011.
- ◆ 31% don't track any conversions
- ◆ 31% track online applications and 35% online inquiry for admissions, but the majority wish they could.
- ◆ 18% track online donations and 41% wish they did.
- ◆ Insights gained from Analytics are used primarily to improve the website for 72%. They are used to inform content strategy by 66% and marketing strategy by 50% while 46% use them to optimize social media. Only 12% don't use them at all.

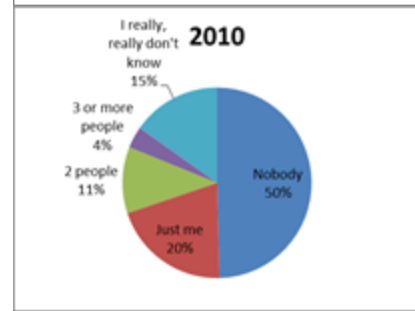
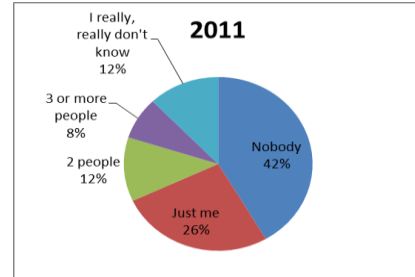
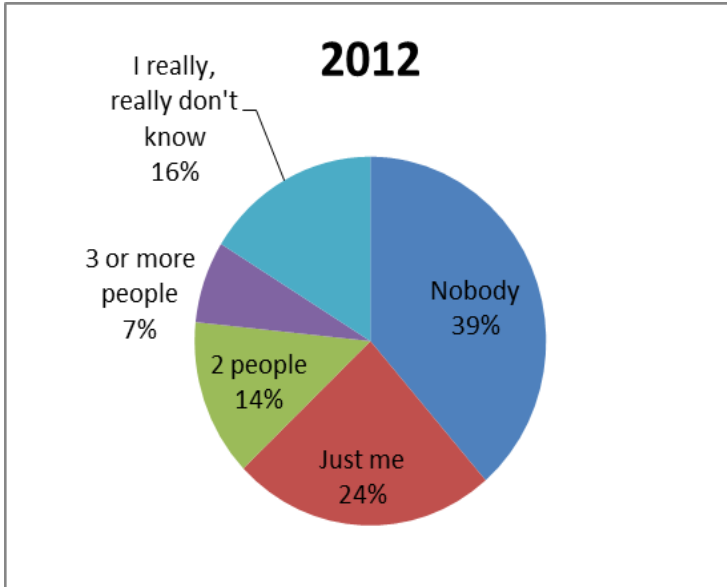
Web traffic data is tracked by an increasing majority



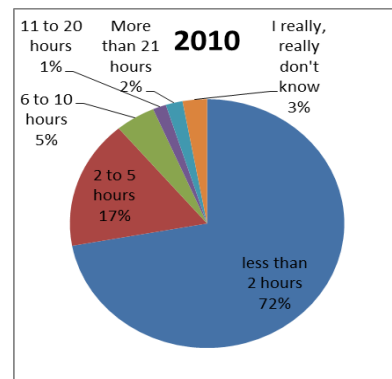
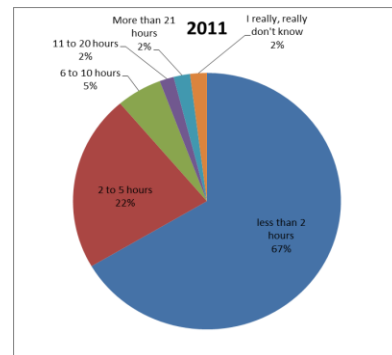
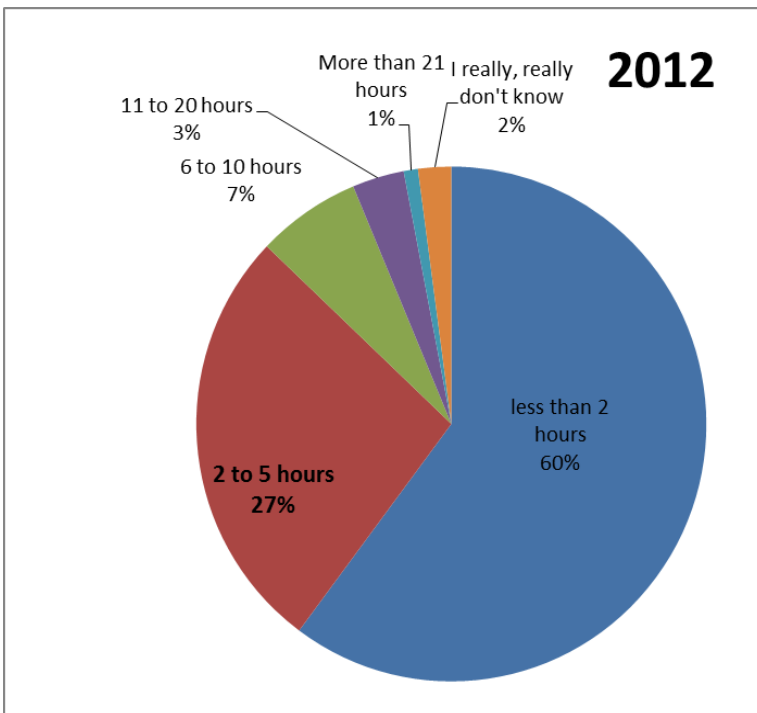
What tools do you use to track this data?

	2012	2011	2010
Google Analytics	97%	96%	92%
Facebook Insights	62%	49%	36%
YouTube Insights	40%	32%	24%
Email application statistics	19%	28%	16%
Bitly or other web address shortening services	34%	27%	19%
HootSuite	25%	17%	9%
Server logs with an open source statistics package	13%	9%	18%
Server logs with a commercial application	7%	7%	11%
Urchin	4%	5%	9%
WebTrends	6%	6%	8%
Tweet Meme	2%	1%	3%
Coremetrics	1%	0%	2%
I really, really don't know	1%	1%	1%
Others	11%	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	2012	2011	2010
Page views	85%	85%	85%
Visits	84%	85%	88%
Unique visitors	80%	80%	83%
Facebook Page Likes	66%	59%	52%
Length of visits	65%	73%	70%
Referring websites	63%	66%	75%
Search engines traffic	60%	65%	65%
Time on site	60%	57%	58%
Geographic locations	52%	51%	57%
Average number of page per visits	51%	51%	57%
Time on page	51%	44%	50%
Page bounce rates	50%	49%	51%
Twitter followers	50%	46%	40%
Facebook Post Likes	50%	42%	39%
External search engines keywords	49%	52%	60%
Website bounce rate	48%	54%	54%
Mobile web traffic	47%	38%	NA
YouTube video views	46%	41%	38%
Internal/Site search keywords	32%	38%	40%
Retweets	31%	23%	24%
Twitter @ replies / mentions	30%	23%	22%
YouTube channel subscribers/friends	25%	25%	27%
Facebook Wall message click through rates	23%	27%	27%
Click stream and conversions for email campaigns	23%	22%	18%
Tweet click through rates	22%	18%	18%
Click stream and conversions for online advertising (PPC, banners, etc.) campaigns	19%	17%	17%
Goal conversion rates	19%	28%	NA
Click stream and conversions for social media campaigns	15%	18%	16%
Click stream and conversions for print campaigns	15%	13%	10%
Blog comments	14%	18%	20%
Goal conversion funnels	13%	19%	13%
Paid traffic	11%	12%	10%
Others	4%	7%	7%
None of the above	1%	2%	2%

- ✓ Two thirds monitor the 5 following metrics: page views, visits, unique visitors, Facebook Page Likes and average length of visits.
- ✓ Social media metrics tracking has increased over the past year confirming how important the channel has become for higher education.
- ✓ Mobile web traffic tracking has increased from 38% in 2011 to 47% this year.

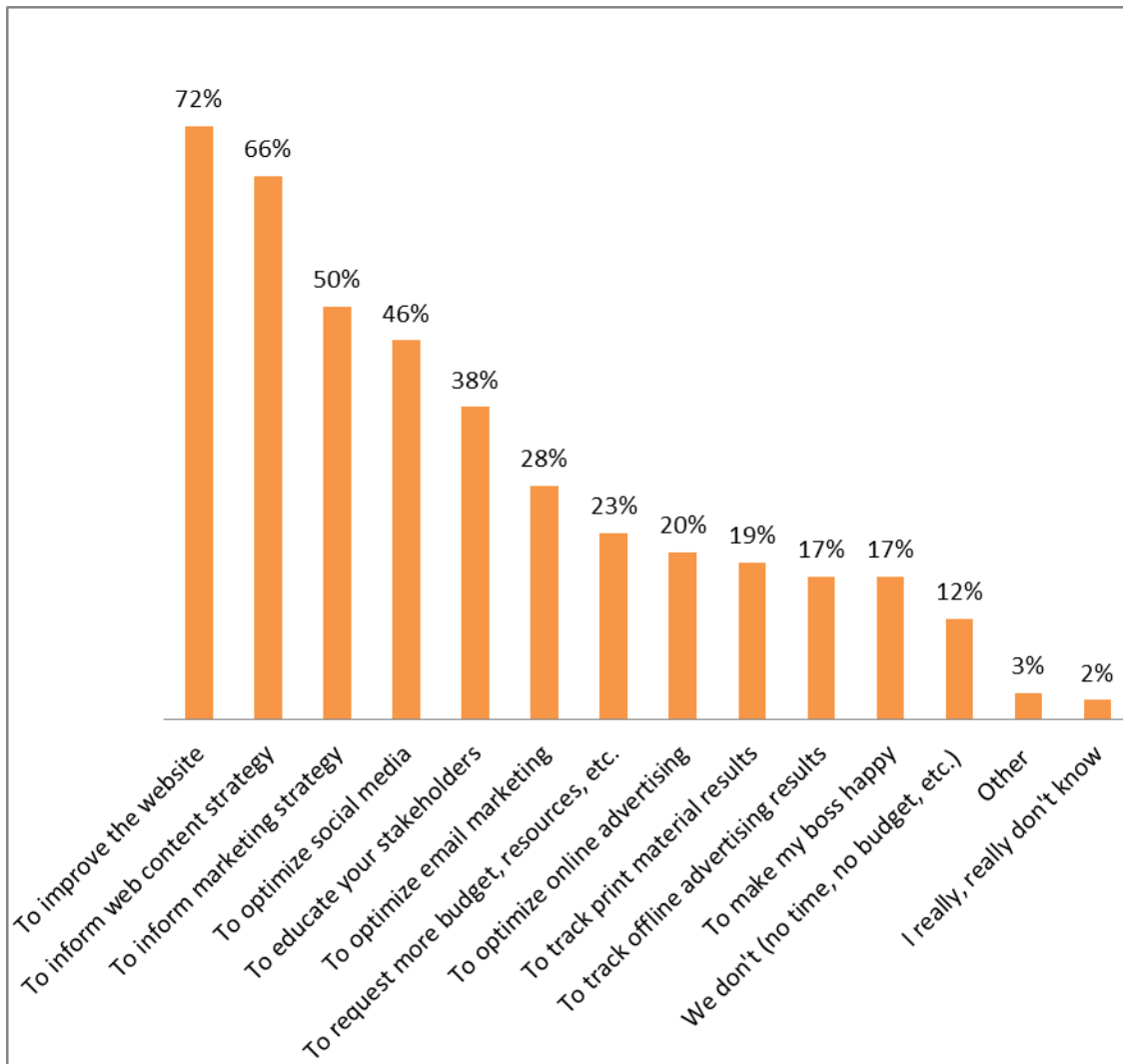
What types of conversions do you/ would you like to track?

31% (22% in 2011, 35% in 2010) don't track any conversions.

Conversions	Tracked			Would like to track		
	2012	2011	2010	2012	2011	2010
Online applications for admissions	31%	35%	29%	48%	49%	44%
Online inquiry for admissions	35%	34%	32%	46%	50%	47%
Online content consumption (article, news...)	31%	28%	25%	44%	43%	43%
Online multimedia consumption (vid, audio...)	26%	21%	25%	43%	42%	43%
Message sent via the website (form, emails...)	16%	20%	18%	27%	26%	30%
Online donations / gifts	18%	19%	17%	41%	40%	38%
Alum registrations	12%	12%	16%	31%	31%	34%
Job applications	3%	4%	4%	10%	14%	14%

- ✓ While 31% track online applications and 35% online inquiry for admissions, the majority wish they could.
- ✓ 18% track online donations and 41% wish they did.

How do you use the insights gained from Analytics?



- ✓ For 72% (74% in 2011, 53% in 2010) insights gained from Analytics are used to improve the website, 46% (41% in 2011) to optimize social media initiatives.
- ✓ 12% (13% in 2011, 15% in 2010) don't use them at all.



Want to learn how to use Web Analytics in Higher Ed?
Check out our 4-week online course:
www.higheredexperts.com/wahe