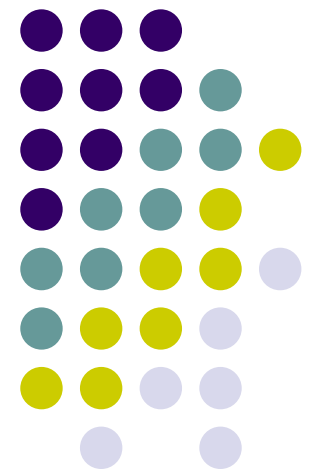


# *Web Analytics: The World Bank Experience*

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*E-metrics Summit  
October 2006, Washington, DC*



# Today – The big picture



The World Bank and its Web Presence

Metrics @ the Bank

Empowering staff

Engaging management

The future of content metrics?

# The World Bank Group



- International organization
- Aiming at eradicating poverty
- Operating in 184+ countries
- In nearly every sector of an economy
- Authority / catalyst of development knowledge

# The World Bank Web



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## The World Bank

IBRD & IDA: Working for a World Free of Poverty

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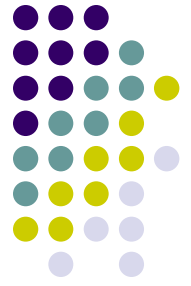
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### NEWSLETTERS

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# The World Bank Web



- ~ 1,000 external websites
- Maintained by ~ 900 staff at various levels
- Multiple languages
- Lots of content
- Many audiences
- ~ 1.3 million unique & 10 million page views

# Timeline



Phase 1: Quantitative measurements (log analysis)

Phase 2: Business specific indicators (page tagging)

Phase 3: Intelligence; Metrics integration and increased relevance

# Tagging strategy



- Leverage metadata to break silos
  - Title | Topic | Type | Country | Author | Date and correlate
  - Use data warehouse to cluster information by discipline (Comm, Operations, Regional)
- Replicate organization chart to stimulate collaboration and create accountability
  - Page < Site < Unit
  - Stimulate comparison between sites and units
- Campaign metrics and segmentation
  - For advertising, newsletters, rss (1 content item = 1 product)
  - Basic funnel analysis
  - Segmentation: privacy implications and rare data for external site
  - Only done for client extranet and intranet

# Some key metrics



- Keywords – (referrers and on site)
  - Indicative of mindset -> Inform content development
  - Top & gaining to measure live needs
- Links – (top and gaining)
  - Fundamental for outreach / understanding the mindset
- Loyalty, consumption, engagement
  - Pages per visit | Visit frequency | Repeat rates | time spent
  - To assess strength of the relationship with visitors

# Empowering staff



- “Metrics Clinics” twice a month
- Face to face meetings
- Exploring blogs, tailored video tutorials

# The culture of performance



**Q:** How is my site doing?

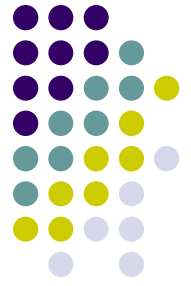
**A:** What is it supposed to be doing?

# It all comes together



## Show “how to move the needle”

- Interface design and information architecture
- Search engine optimization (cross links, keywords etc...)
- Online advertising and marketing
- Editorial and copy writing
- A/B testing
- ...



# Engaging Management

- Metrics as the foundation of governance & strategy
- Pitching optimization
- Aiming for the wallet: cost efficiency

## How?

- Annual “web in review” report: traffic and usage, user satisfaction, web staffing analysis
- Cross VP benchmarks on staffing, traffic and loyalty
- Set of recommendations
- Roadshow

# Intelligence & World **Live** Web



- Concept of site is increasingly meaningless
- Attention is the new “currency”
- Public sector must invest in offsite metrics and measure conversations, perceptions to inform the strategy

# BuzzMonitor



## All articles tagged banco mundial

Monday, Sep 18, 2006 (Today)

### ● Gripe aviária pode custar US\$ 2 trilhões

Feed: Technorati - "Banco Mundial"

... Gripe aviária pode custar US\$ 2 trilhões O Banco Mundial (Bird) estimou em até US\$ 2 trilhões de dólares o prejuízo para a economia global caso aconteça uma pandemia grave de gripe aviária em humanos. ...

**Opinião e Notícia**

### ● US\$ 17 milhões para a Amazônia O Banco Mundial eo governo ...

Feed: Google Blogsearch - "Banco Mundial"

O Banco Mundial eo governo brasileiro acabam de assinar um acordo para o financiamento do projeto Manejo Integrado da Biodiversidade Aquática e dos Recursos Hídricos na ... Pelo acordo, o Banco Mundial entrará com US\$ 7,2 milhões. ...

### ● Proibido desarmar

Feed: Technorati - "Banco Mundial"

... Ayer fui a la conferencia de I. sobre el oleoducto de Chad - Camerun financiado por el Banco Mundial. Ahora sí empecé mi exploración con el mapa para evitar tomar el metro hasta la sede del instituto (C.H.). Calor-calor-calor. Cuando llegé dije: shit!! todos están muy elegantes, parece una reunion de directorio. Todos estaban alrededor de una ...

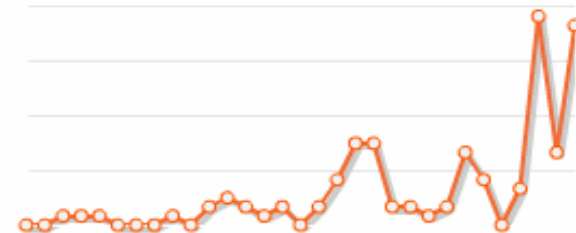
**Prohibido desarmar**

### ● Não influenciarnos em nada e ainda pagamos por isso

Feed: Technorati - "Banco Mundial"

## Last 30 Days

Items/day tagged banco mundial



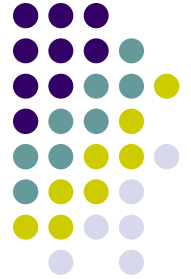
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# Thank you



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