The Winner.

http://www.webanalyticsassociation.org/wachampionship/

From: Riana Meyer
Sent: 11 June 2008 01:26 AM
To: Rob; Niel; Pete; Dave
Subject: WAA Competition

Hi Monkeys, anyone still awake? WAA is running an analytics competition where they would like bright new stars to be insightful; extract valuable data and follow a sound methodology? Check out: http://www.waa.org/competition. Sounds like something for us?

From: Niel Bornman
Sent: 11 June 2008 01:27 AM

Nice time to be sending this, some things will never change ;). I'm in and reckon that it's perfect for a bunch of very strange, passionate and flawed propellerheads (Rob excluded) in the middle of nowhere with nothing better to do...

From: Rob Stanbridge
Sent: 11 June 2008 01:28 AM

Easy Tigers, lay off the negatives until I've had my coffee. Cool project and I'm game, so where do we start and what can we win? Show me the money!

From: Riana Meyer
Sent: 11 June 2008 01:32 AM

The starting point is easy. We figure out what everyone else is going to do and then do exactly the opposite. Most average Joes will probably dive head first into the data, getting sucked in deeper and deeper and come up with things like:
1. The jobs search receiving 45% more page views per visitor for direct visitors than new visitors, or
2. that the goal conversion for any other traffic than search traffic and direct traffic is negligible, or
3. that non brand keywords don't convert to the macro goals, etc.

The end result is basically representing exactly what is in the data in a condensed format, nothing that the judges wouldn't already know or be able to tell for themselves simply by looking at the data. It's like reading yesterdays newspaper ;) or being a web analyst in the 90's wearing 70's clothing.

I think we should put our heads together and stick to our usability analysis that includes micro goals, personas and our review methodology criteria including reach, navigation, copy, analytics, interaction, touch points and tech and use the data to support or dispel our findings/recommendations.

From: Rob Stanbridge
Sent: 11 June 2008 01:32 AM

Nice one! So what you are saying is focus on micro conversions as opposed to macro, take into account multiple data sources and figure out the primary purposes for the website? I think it's time to wake up the General. Whose calling Dave?

From: Dave Murray
Sent: 11 June 2008 01:32 AM

Can't you clowns do anything on your own? It's time to structure our process, turn your rants into responsibilities and nail this sucker! Let's start off with the data sources. Riana, I want you to look at the sites web reputation. This includes reviewing their search rankings, what are they listed for?, more

importantly, what aren't they listed for? Also try to understand the voice of the customer by checking out blogs, forums and the keyword data to understand the visitor intent. Try to find patterns in all the madness. Niel, you get to look at click paths, the analytics etc. Focus on the raw data as opposed to the profiles and remember, it's about the small things! Always keep it in mind what the WAA is trying to achieve when reviewing the data. They are attempting to create standards for the industry, educate, unite web analytic professionals and promote the common interests globally. Rob, start thinking about the money ;) I'll give each of you a call in two hours and formulate our game plan. By the way, don't wake Pete up, he will simply confuse us!

From: Pete Stewart
Sent: 11 June 2008 03:42 AM

Aren't you all forgetting something?

From: Dave Murray
Sent: 11 June 2008 03:47AM

Rely on Pete to spoil the moment. Yes, we don't have any survey data, no actual audience telling us why they visited the website, whether they succeed or fail and if they fail, why they failed. However, we have come up with the following after assessing the site as well as reviewing the data:

The site does not provide for users outside North America[1], mostly relies on people that already know about or have heard of the WAA[2], is not optimized to drive conversion for any industry related keywords that don't include "web analytics"[3] and while it provides for formal analytics education, it fails to provide analytics help for common analytics problems[4]. The site itself needs some updating to with the most optimal use of Web 2.0 features and best practices navigation (probably should get rid of the Tendenci) as the page reloads when clicking navigational items need to go[5]!

Supportive data:

1. Singapore and India does three times more searches for the term "web analytics" than the US and more than double that of the US and Canada combined (Google Trends data), yet the WAA site receives 62% of its traffic from North America while India and Singapore only provides around 4%!

2. Almost 19% of direct site visitors account for 46% of the site revenue with the majority of corporate memberships coming from direct traffic. The search term *web analytics* converts 70% better for professional memberships, while *web analytics association* converts 138% better for professional and 63% better for corporate memberships when compared to the overall site.

3. "Web data" is searched 6.65 times more than "web analytics" and "web stats" 1.74 more than "web analytics", but these keywords don't bring any visitors to the WAA site. (Google trends)

4. Education is not only a formal thing. Google launching Google Analytics on November 14 2005 brought web analytics into the mainstream. This resulted in more people confronting data anomalies, issues with terminology, etc. The WAA site is not addressing these issues. The only place where this can be addressed is in the Forum and this isn't even hosted within the WAA framework.

5. There is an inconsistency with the cookie trail (aka breadcrumb), the navigation requires page reloads, the blog is stale with old postings and very little comments, too many things link outside of the WAA site like the Social wiki, the forum, etc and does not seem to contain analytics data.

Our recommendation is a concerted effort to include the rest of the world through copy, keyword optimisation, events, help/FAQ and seamless navigation to allow the WAA to truly become the world wide provider of web analytics education, support, help and jobs in all fields related to web analytics. Localization will be key.