First Runner Up.

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

Premisses

Period used for analysis: May 01, 2008 to May 31, 2008
Observation about filtered information for analysis:
From May 25 to May 27, we noticed that a high number of requests (65 visits and 5,358 page views) were originated from a Telekon Malaysia network resource. This Telekon Malaysia was not a source of consistent traffic in the past, and requests were made on web pages of member information and associated companies. Thus, we conclude that these accesses were generated by a bot and/or human for retrieving member information from the WAA website, and do not represent regular traffic to the site. This information was filtered and was not used in our analysis.

Recommendations on site infra-structure and web analytics implementation:

Based on our analysis, we recommend the following changes for more efficient web analysis.

1.Revise site tagging
   a.Optimize URL regular expression / rewriting so that URL information within webanalytics system is oriented for decision making (we observed that some URLs even contain user email information)
   b.Change tag positioning in HTML from the middle of HTML content to the top (right after the <BODY> tag)
   c.Monitor clicks to external sites and resources (such as PDF documents)
   d.Correct Social Media group (which generated 21 visits and only 1 page view)
   e.Include tags on all web pages of the registration process
   f.Use variables to differentiate logged/registered users
   g.Correct Goal configuration (goals 1 and 3 are identical).

2. Avoid duplicity in page views, working on a better site information architecture without menus like "News" that closes the submenus when get in one of them, forcing the user to go back to main News page if they want to go to another News submenu.
3. Identify HTML pages with forms that were reloaded due to input error with different tags. Currently forms completed with errors are presented with the same URL / page name, which makes input error analysis more complicated.
4.Use Google Analytics source query string parameters to allow origin segmentation and measure offline marketing efforts results too.

Analysis methodology: We analyzed the WAA site based on three goals: (1) generating new member associations, (2) generating new corporate memberships and (3) increasing WAA brand awareness. Using funnil-based analyses and ROI metrics, we are suggesting site improvements that increase total registrations and decrease site slippery slopes. Based on figures, a 6% conversion rate improvement adds to $146 thousand in revenues.

Aquisition 17,165
Information 8,009
Registration 63

How to attract visitors to the WAA site:

1. Increase the WAA site exposure during offline events. We observed increased traffic on days just following events in May:
   a. Traffic peak #1: a 26.7% increase in visits happened on May 8th right after the "eMetrics Marketing Optimization Summit San Francisco". Much of this traffic came from new users (over 33%) and from search engines possibly proving the low recall of the WAA website address. We also recommend a simpler and/or shorter URL to be used for offline event exposure.
   **b. Traffic peak #2:** a 19.1% increase in visits on May 22nd right after the international WAA events in London and Stockholm. Much of this traffic came from users inputting the WAA website URL directly and were returning visitors.

2. Optimize the WAA site for search engine exposure:
   a. search engines were responsible for 56% percent of the visits, and even for returning visitors, 45% of these visits came from search engines;
   b. most users coming from search engines already knew about the WAA, 40% of the visits originated from searches used words from WAA brand;
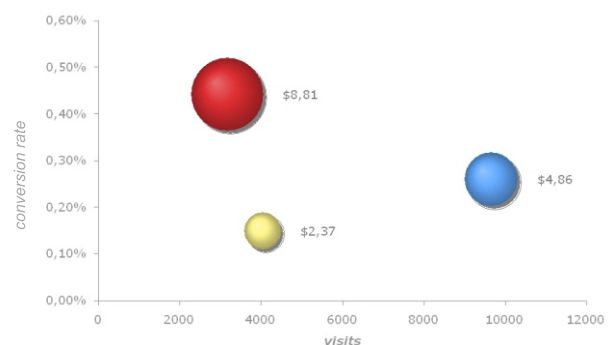
● organic search ● direct access ● referral sites ● newsletter

   c. optimize site tags, structure and content to better rank the WAA site for basic web analytics terms (like

"page view" or "web analysis", that were searched 3 times more than "waa" in may, and WAA site doesn't appear in first 3 pages);
d. invest in Search Engine Marketing to guarantee WAA brand exposure to important industry terms where WAA organic search results is not present (like ctr, page view, web analysis)
e. optimize image and video content for search engine indexation.
3. Expose the WAA site through news and blog postings related to web analytics since origins from external referrals accounted for 24% of the site visits for this period.
4. Consider using a different domain name since recall for the web site URL (direct access) was responsible for only 18% of the site visits. These direct accesses are responsible for most of the association conversions.

How to improve user experience on the WAA site:

1. Provide objective content - we noticed a great amount of scanning on the WAA website (visits with many page views but a short total visit time), which reinforces the need to have objective content.
  a. Offer shorter, simpler and more direct content; create topic headlines;
  b. Create main anchors on WAA site home page of the current most important content;
  c. Create main anchors of subjects currently being most sought out and offer links to more material of that subject;
  d. Restrict some of the site's content and identify that to create incentives for users to register and became "Site Users" allowing future communication with these users.
2. Improve content organization - we noticed many alternative click paths to the same objective, which demonstrates a lack of content organization. We suggest the following actions to improve content organization:
  a. Revise site navigation structure;
  b. Create a fixed header with the following hyperlinks: Join Now, Login/Logoff, Contact Us, Site Search
  c. Create direct hyperlinks between associated areas we noticed that the primary destination (7.49%) of the "About Us" section was the "Resources" section; and that the primary destination (11.64%) of visits accessing the "Resources" section was the "Articles" section.
3. Apply usability tests to improve user form completion we noticed critical rates of user input errors on the following forms:
  a. Register New User: 0.85 errors per registration;
  b. Add Corp Member: 0.84 errors per registration;
  c. Constant input errors due to "Captcha" (anti-spam mechanism) images and sounds troubles

4. Improve browser viewable area by creating adaptable site configurations based on user browser resolution (over 97.7% of user visits are browsed with resolution above the current 800x600 site resolution) we recommend three different layouts based on the top three browser resolutions.
5. Consider creating WAA sites in different languages. 65.4% of the user visits came from North America, but only 1/3 of members are from this region the others could use more.
6. Help your visitor to find contents, improving site search position only 0.48% of visits used the Main Search feature, which we think is caused by the inconspicuous location of the site search.

How to impress the WAA site user?

We noticed that 69% of the users visited the WAA site only once. 37% of all users bounced off the site from the home page, and when users do remain on the site, they view this page for 1:15 minutes (on average). These metrics demonstrate that with more appropriate content, we can increase user navigation on the site.
We recommend targeting content on the homepage / landing pages based on the user segments, here are some suggestions based on top content by each segment:
1. New visitors: show Membership, Articles and Training, and the Job Boards links;
2. Returning visitors: show Job Boards links, Articles and Training and Events;
3. Registered site user: show Job Boards links, Articles and Training and Events;
4. Organic search: enforce Education and Job Board content;
5. Referrals: show Education and Membership content.

One last observation: If we analyze visit behavior beyond May, we did notice that the site visitation jumped after the WAA Championship was announced. Not only visitation metrics increased, but actual conversions. Special attention should be paid to Avinash's post on June 10th the conversion rate jumped 100% for the following 4 days to this post, if compared to the 30 days before. This announcement generated $5,750 in revenue per day. We do recommend these types of member interactions / privileges.

New Associations

championship announcement — Avinhash post