

# Google Analytic

Enterprise-class web analytics  
made smarter, friendlier and free.

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Seminar Staf Ikhtisas, 19 January 2012

# What will we learn?

- What is Google Analytic?
- What we can do with it?
- Google Analytic Data Sample.



# What is Google Analytic?

- Shows you how people found your site.
- How they explored it.
- How you can enhance their visitor experience.



# What we can know from Google Analytic?

Location



Visits/Unique Visitor



## New vs Returning



## Visitor Loyalty

### Visitor Recency

#### Most people last visited:

| Last Visit     | Visits    | Percentage of all visitors |
|----------------|-----------|----------------------------|
| 0 days ago     | 10,113.00 | 37.58%                     |
| 1 days ago     | 2,706.00  | 10.06%                     |
| 2 days ago     | 1,615.00  | 6.00%                      |
| 3 days ago     | 1,421.00  | 5.28%                      |
| 4 days ago     | 1,050.00  | 3.90%                      |
| 5 days ago     | 802.00    | 2.98%                      |
| 6 days ago     | 802.00    | 2.98%                      |
| 7 days ago     | 655.00    | 2.43%                      |
| 8-14 days ago  | 2,241.00  | 8.33%                      |
| 15-30 days ago | 2,370.00  | 8.81%                      |

## Browser



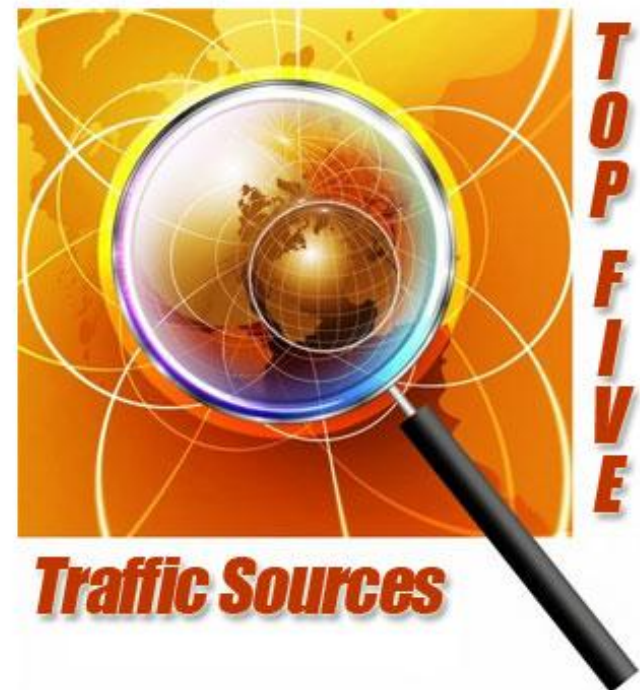
## Network



## Mobile Devices



## Traffic Sources



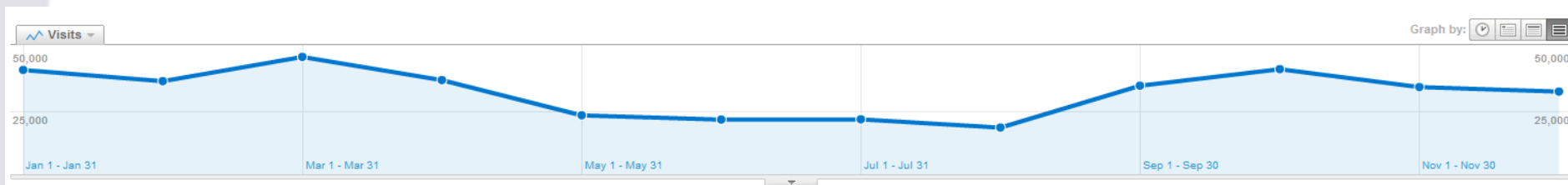
# Google Analytic Data Sample

- Will used our library website  
<http://www.lib.usm.my>
- From 1 January – 31 December 2011.



# Visitor

2011 = 395,677 visits. That is 1,084.05 Visit/Day.



**395,677 Visits** | **1,084.05 Visits / Day**

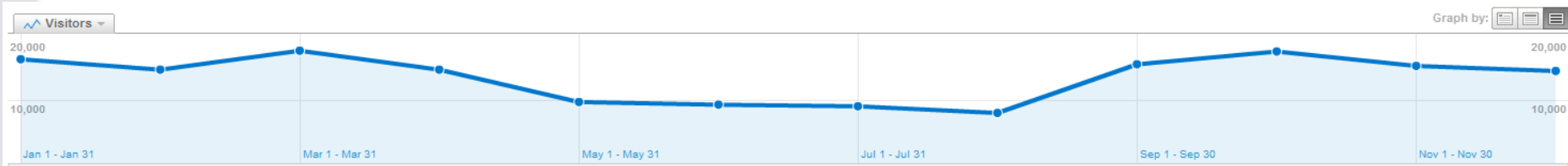
|                            |                 |
|----------------------------|-----------------|
| Jan 1, 2011 - Jan 31, 2011 | 10.56% (41,777) |
| Feb 1, 2011 - Feb 28, 2011 | 9.43% (37,307)  |
| Mar 1, 2011 - Mar 31, 2011 | 11.87% (46,969) |
| Apr 1, 2011 - Apr 30, 2011 | 9.54% (37,754)  |
| May 1, 2011 - May 31, 2011 | 5.97% (23,603)  |
| Jun 1, 2011 - Jun 30, 2011 | 5.54% (21,929)  |
| Jul 1, 2011 - Jul 31, 2011 | 5.57% (22,027)  |
| Aug 1, 2011 - Aug 31, 2011 | 4.73% (18,701)  |
| Sep 1, 2011 - Sep 30, 2011 | 8.96% (35,458)  |
| Oct 1, 2011 - Oct 31, 2011 | 10.64% (42,098) |
| Nov 1, 2011 - Nov 30, 2011 | 8.84% (34,978)  |
| Dec 1, 2011 - Dec 31, 2011 | 8.36% (33,076)  |



# Absolute Unique Visitors



How many visitors (people) came to your site, counting each person only once for the entire time period.

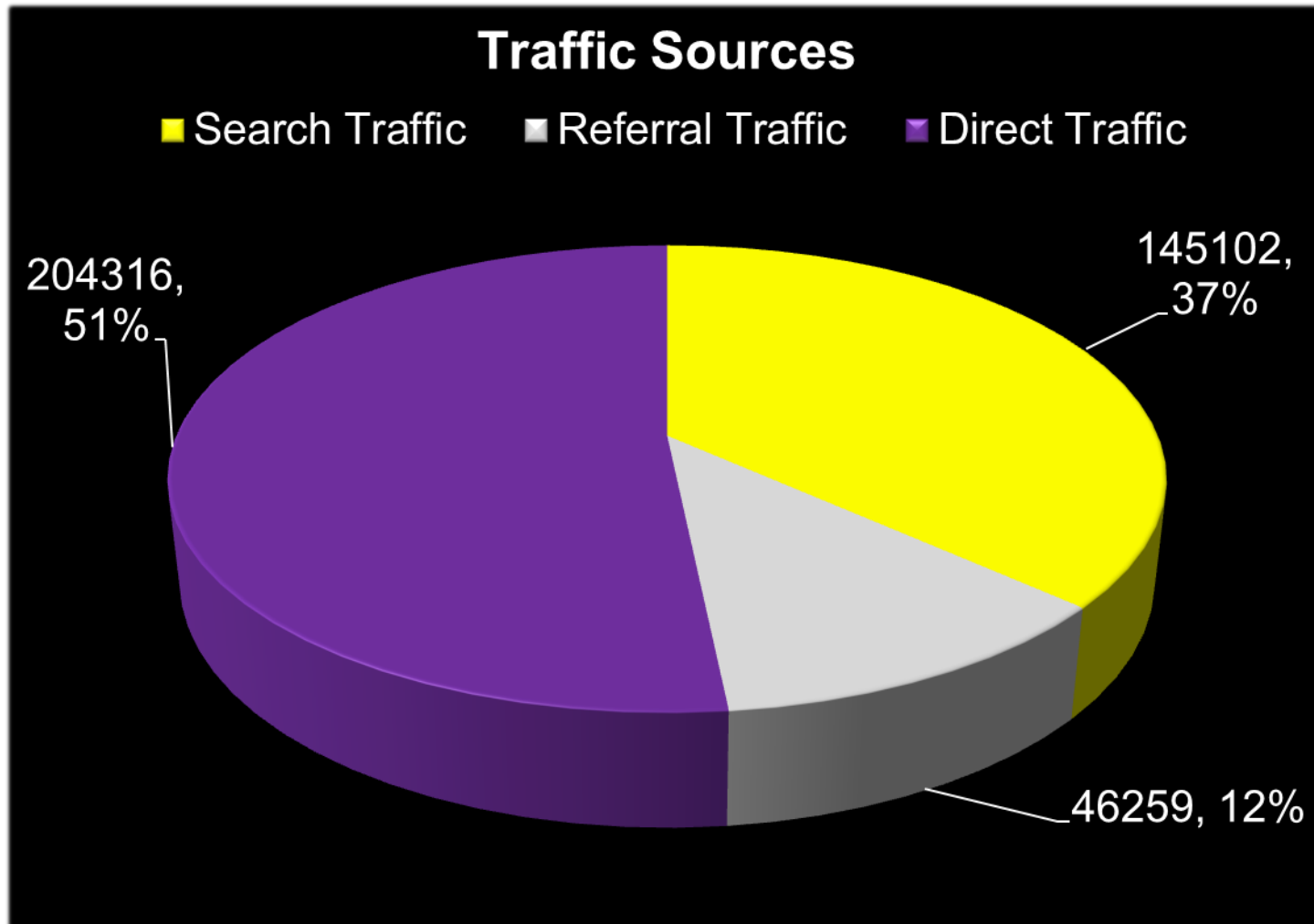


## 125,488 Absolute Unique Visitors

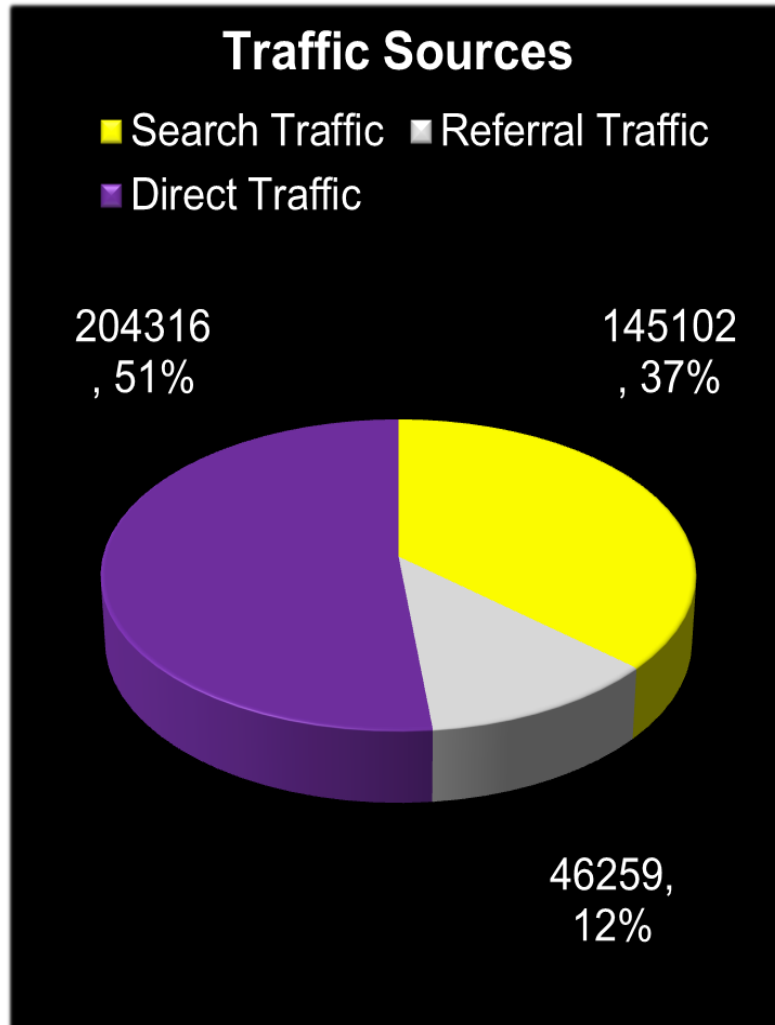
| Month                      | Percentage | Count    |
|----------------------------|------------|----------|
| Jan 1, 2011 - Jan 31, 2011 | 10.09%     | (16,621) |
| Feb 1, 2011 - Feb 28, 2011 | 9.07%      | (14,934) |
| Mar 1, 2011 - Mar 31, 2011 | 10.92%     | (17,983) |
| Apr 1, 2011 - Apr 30, 2011 | 9.07%      | (14,945) |
| May 1, 2011 - May 31, 2011 | 5.94%      | (9,787)  |
| Jun 1, 2011 - Jun 30, 2011 | 5.69%      | (9,366)  |
| Jul 1, 2011 - Jul 31, 2011 | 5.52%      | (9,092)  |
| Aug 1, 2011 - Aug 31, 2011 | 4.87%      | (8,028)  |
| Sep 1, 2011 - Sep 30, 2011 | 9.61%      | (15,827) |
| Oct 1, 2011 - Oct 31, 2011 | 10.83%     | (17,846) |
| Nov 1, 2011 - Nov 30, 2011 | 9.45%      | (15,571) |
| Dec 1, 2011 - Dec 31, 2011 | 8.94%      | (14,718) |

# Traffic Sources

In 2011= 396,677 people visited lib.usm.my site.



# Traffic Sources



What is Direct Traffic?

User used our library url to visit our library website.

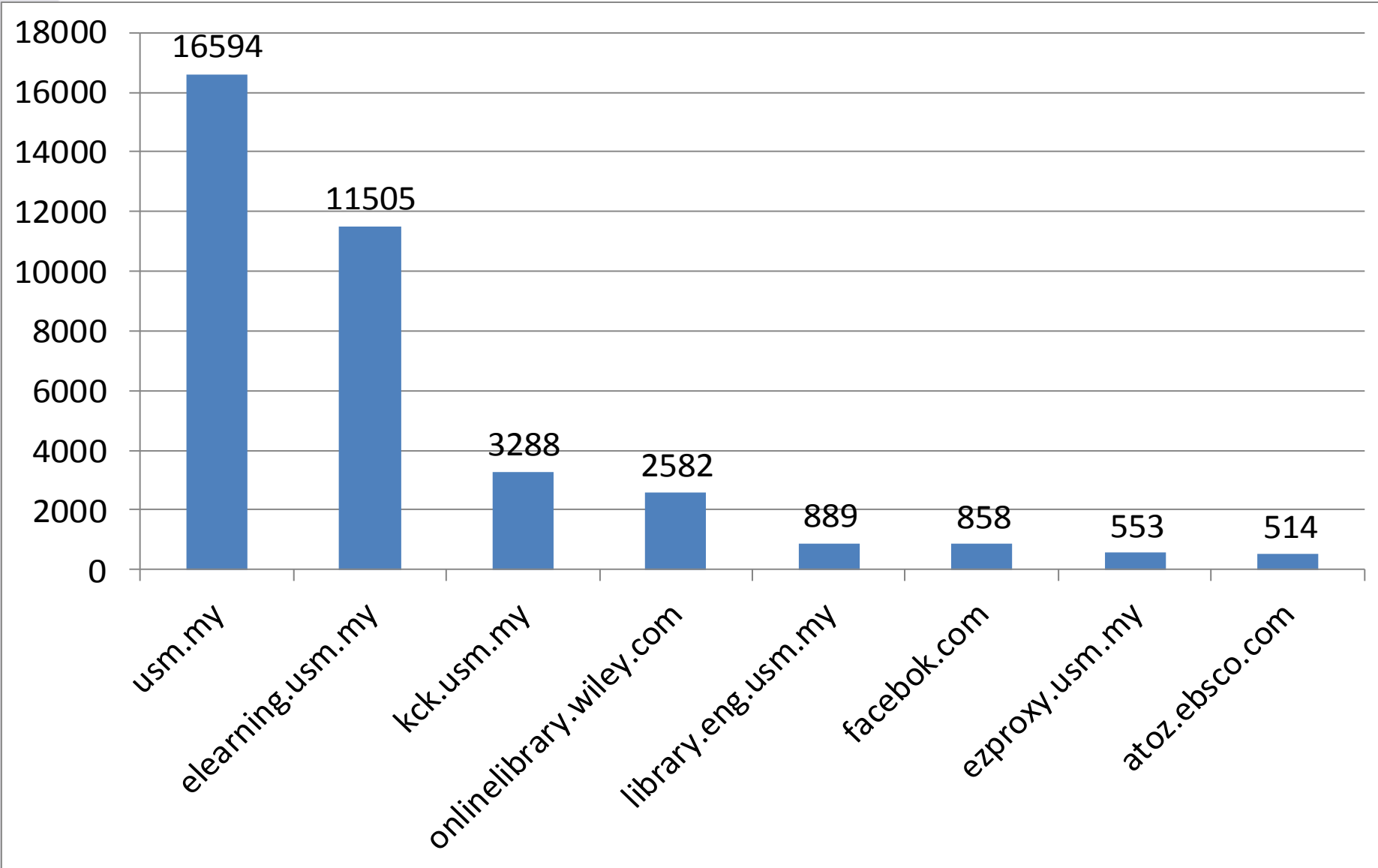
What is Referral Traffic?

User used other website to visit our library website.

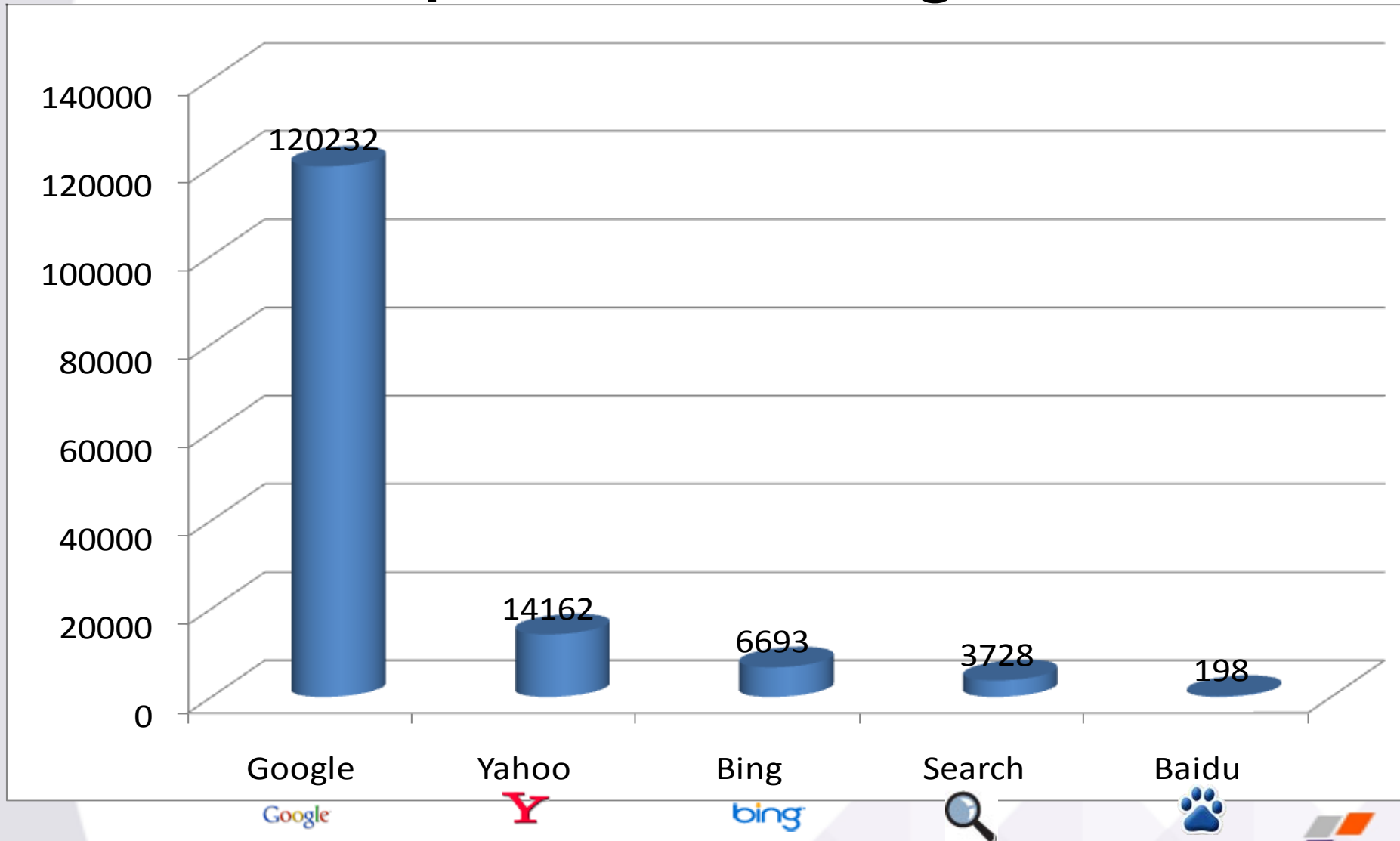
What is Search Traffic?

User used search engine to visit our library website.

# Top Referral Traffic












# Top Search Engine



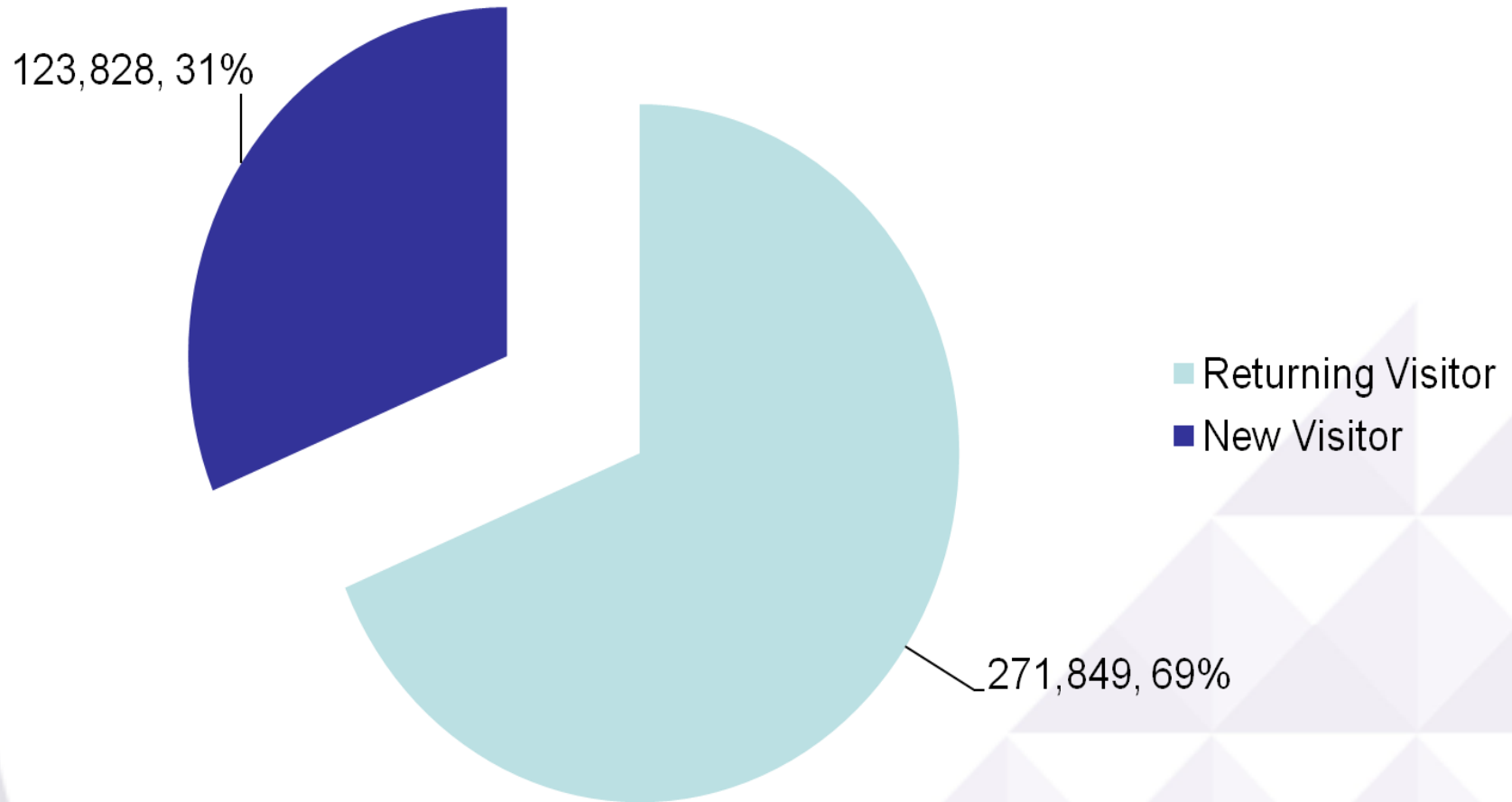


# Location

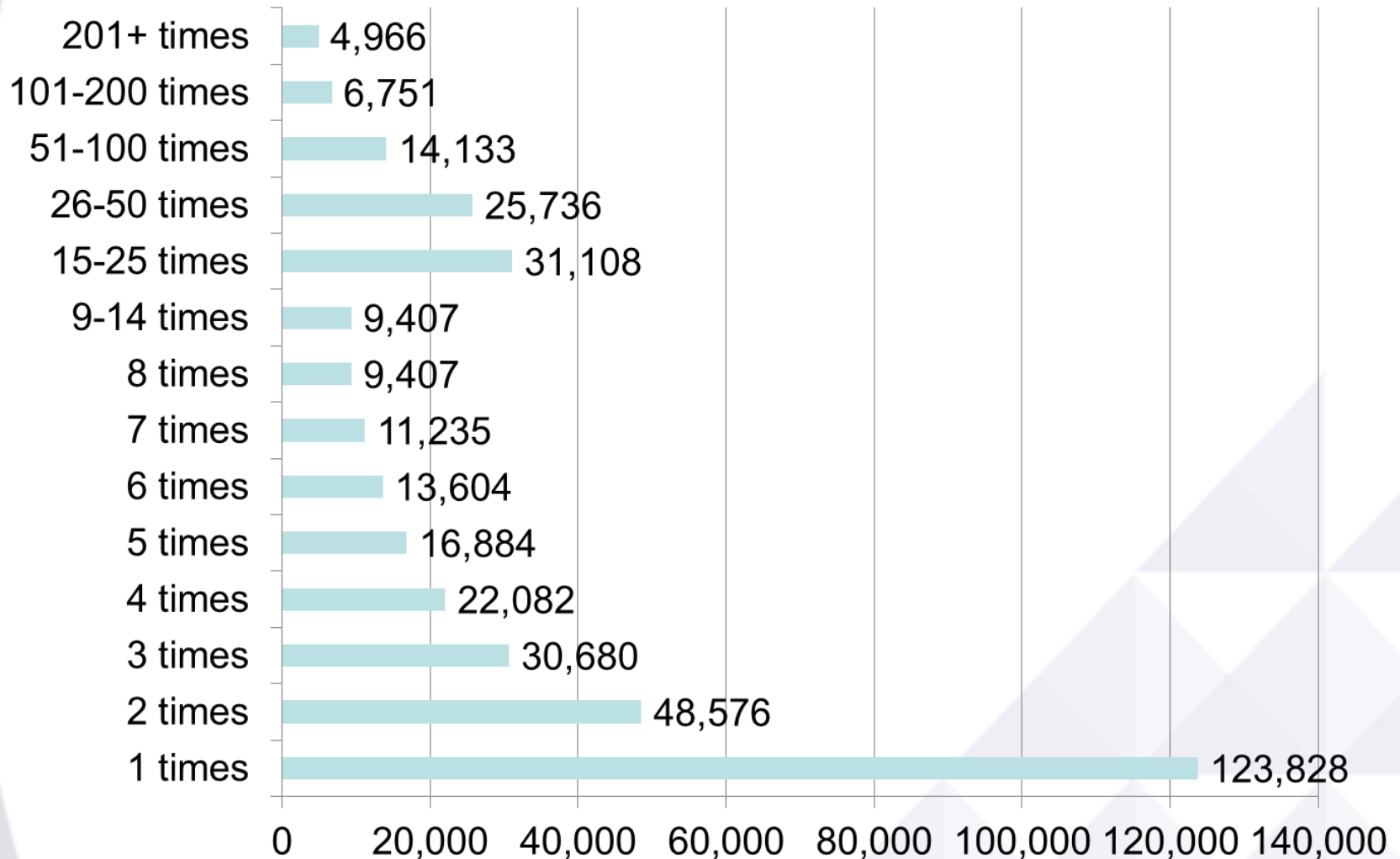
|   |              |        |
|---|--------------|--------|
|  Malaysia      | 384,898      | 97.28% |
|  Indonesia     | <b>1,579</b> | 0.40%  |
|  United States | <b>1,140</b> | 0.29%  |
| ??? (not set)   | <b>807</b>   | 0.20%  |
|  Iran          | <b>714</b>   | 0.18%  |
|  Japan         | <b>650</b>   | 0.16%  |
|  Qatar        | <b>585</b>   | 0.15%  |
|  Thailand    | <b>569</b>   | 0.14%  |
|  Iraq        | <b>547</b>   | 0.14%  |
|  Singapore   | <b>542</b>   | 0.14%  |

**395,677 visits came from  
108 countries/territories**

# New VS Returning



# Visitor Loyalty





# Browser & OS

the  
top5



110,160



10,751

162,309



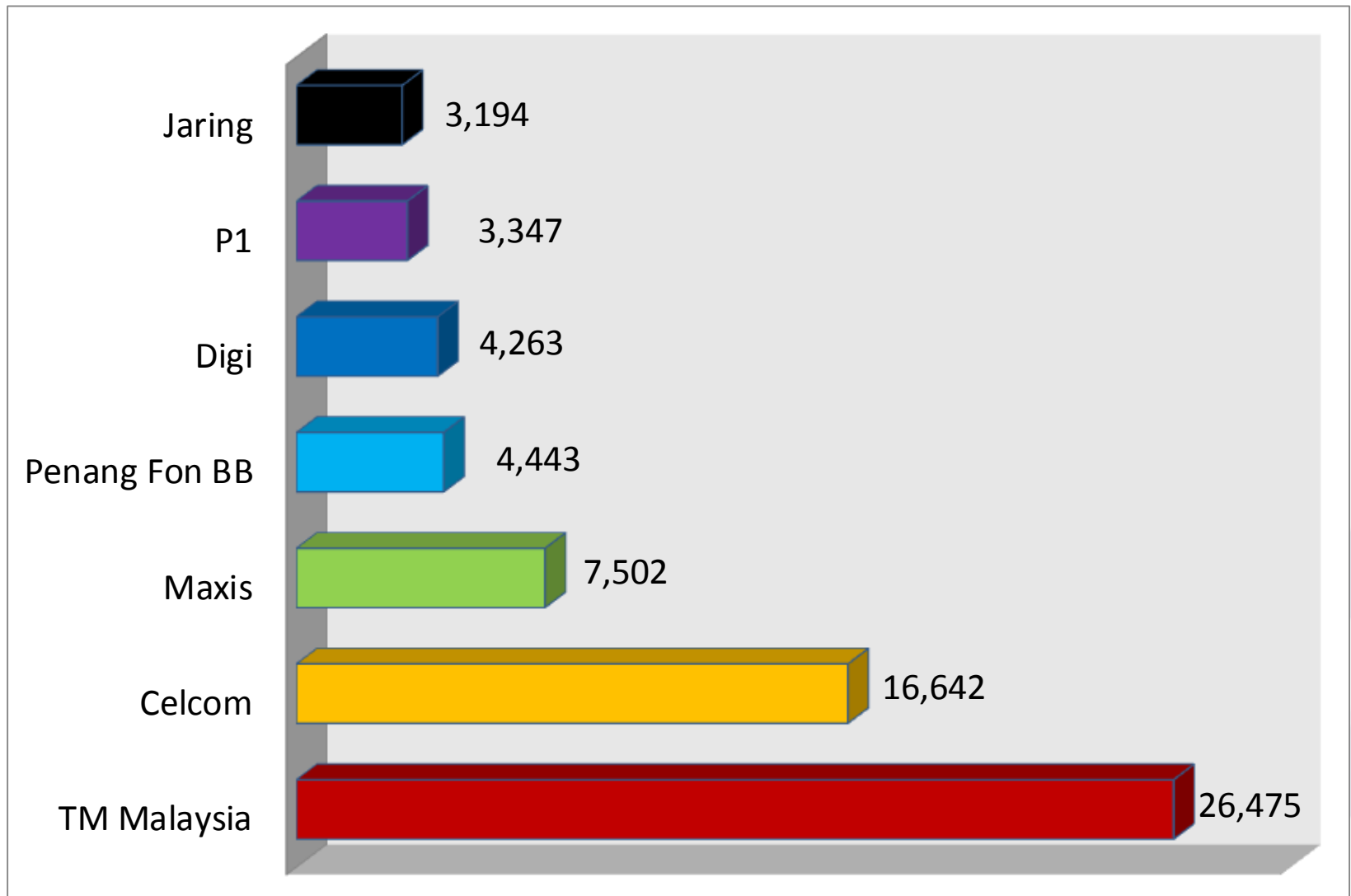
94,436



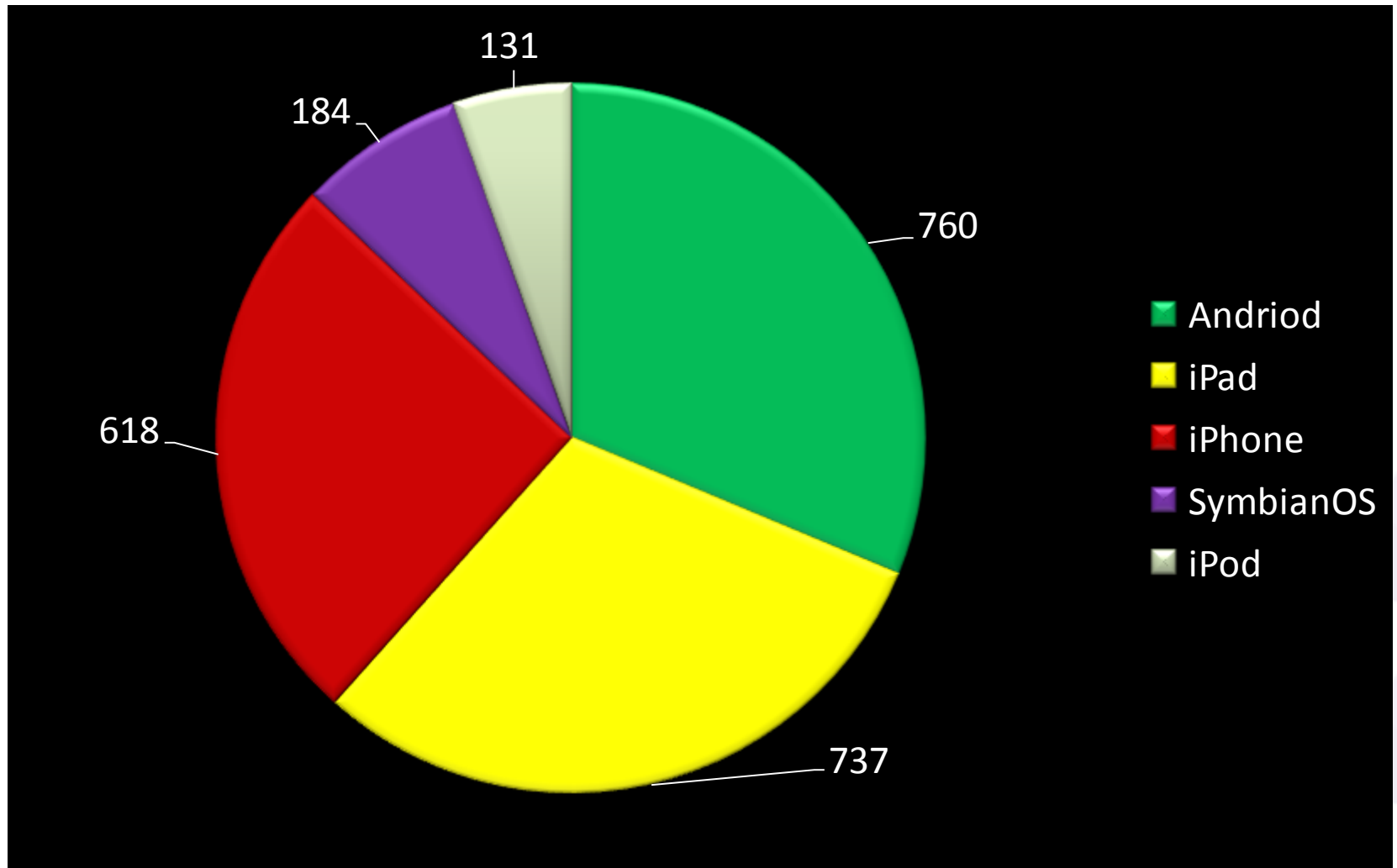
1,730



# Network



# Mobile Devices



**Mobile devices sent 2,485 visits via 10 OS systems**

# What we can learn from google analytic data & my personal idea.

- Support all type of Browser & OS.
- English & Malay version
- CMS (Control Management System) style in editing website information.
- SEO ( Search Engine Friendly ) website.
- Low version (For slower internet connection) & High version.
- Support multiple type of mobile device.
- Variety type of Audio & Visual information.



- Ezproxy login integration.
- Every department can update their information.
- ePrints data integration.
- Simple online survey to gather info from our user.
- Keep information short.
- Share information with other social medium.
- Minimize clicking.
- Simple but functional website layout.





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THANK YOU