

Web Analytics in Technical Documentation



Jigesh TV

“ It’s an unfortunate irony that, as technical communicators, many of us are rarely able to communicate with the users of the products we document. As a result, we’re often left wondering how well our systems are fulfilling users’ needs..”

“Obtaining User Feedback”

Jeremy Webb

STC Intercom July/August 2006



In today's session

- **Web Analytics**
- **Web Analytics in Tech Docs**
- **Considerations**

First thing first

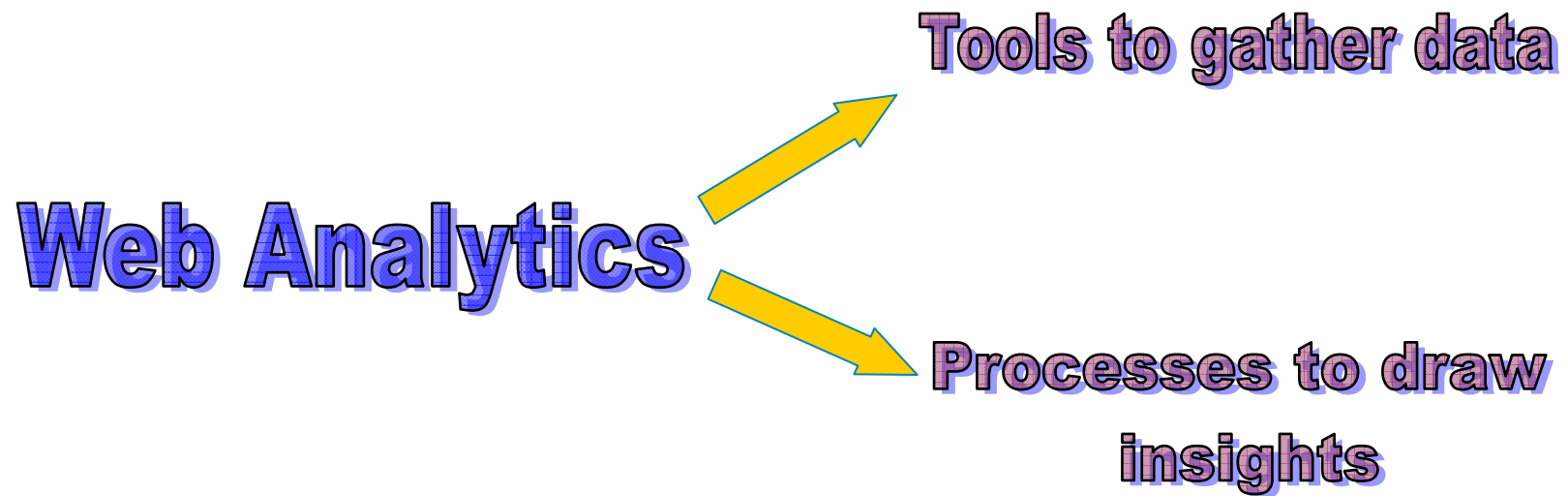
- **Web Analytics**
- Web Analytics in Tech Docs
- Considerations

“Web analytics is the measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage.”



WEB ANALYTICS
ASSOCIATION

The Official WAA Definition of Web Analytics



Web Analytics

- Understand user behavior
- Informed site and content design
- Improved interactions
- Insights into the improvements required to convert visitors into customers
- Check the effectiveness of your ad campaigns, search key wordings etc
- Forces you to realize facts, no guess work!

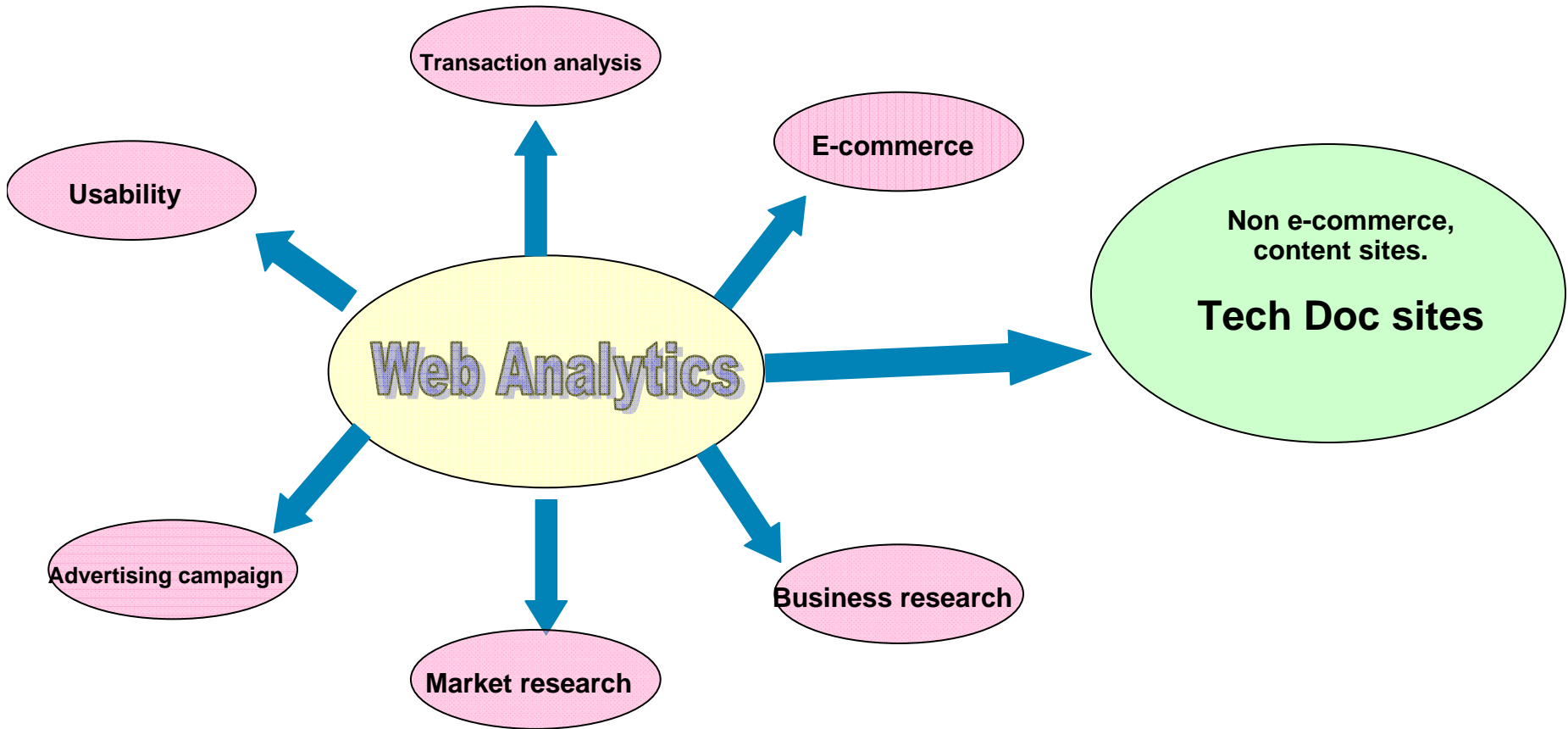
Some tools

Paid:



Free:





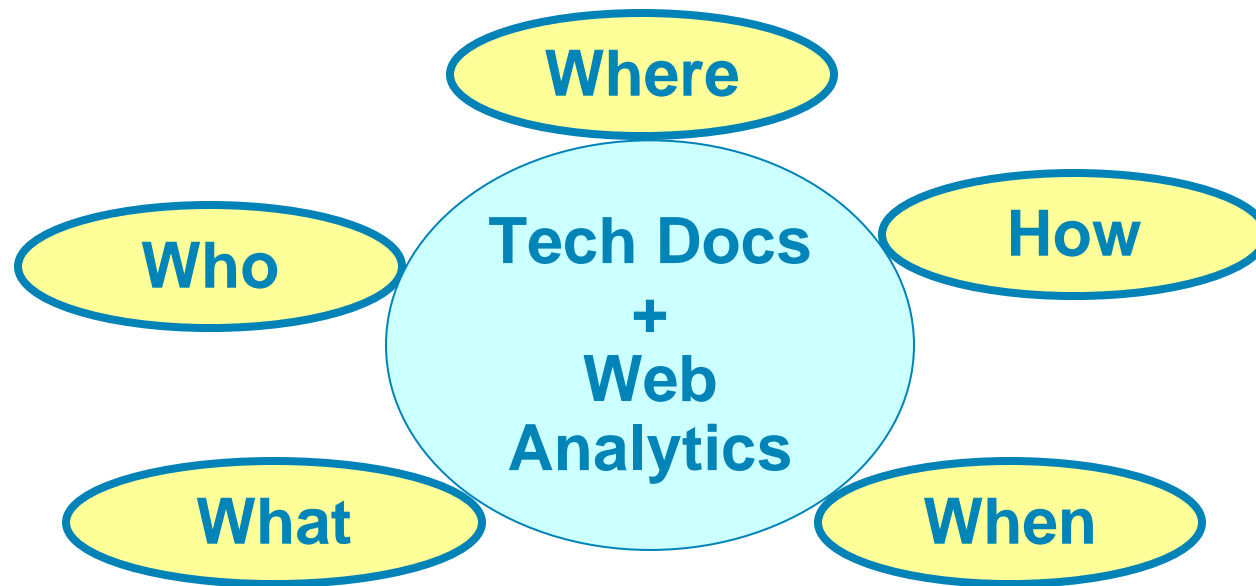
So what about Tech Docs...

- Web Analytics
- **Web Analytics in Tech Docs**
- Considerations

Tech Docs

- **Rarely communicate with the users of the content**
- **Feedback mechanisms are generally inefficient**
- **Value proposition of the function**

Tech Docs + Web Analytics



- **Who the user/visitor is:**

- first time visitor
- frequent visitor
- vendor/partner/employee

- **What is the user looking for:**

- what did he search for
- entrance keyword
- do I have relevant content

- **Where:**

- Entrance path. My home page or a search engine or some other site.
- Exit path. Did he use the hyperlink in the content to go to another page.



- **When:**

- time of the year when visitors are high/low. Plan maintenance, address legacy issues.

- **How:**

- which browser
 - mobile devices

Effective Content

- **User needs**
- **Target content**
- **Frequency of visits**
- **Dwell time**
- **Site navigation**
- **Test the new strategy**

Context

- **Compare data: site avg, company avg, other BU, other segments etc**
- **Compare timeline: this time last year, this time last quarter etc**
- **Understand where you are good or not good. Benchmark**

Setup Goals

- **Increase/reduce frequency**
- **Reduce dwell time**
- **Lesser clicks to destination**

Increase Value

- **Lead-generation tools: you can use your documentation as an online lead-generation tool**
- **Placing a value on each visit (example, every two Help pages visited equals one support call avoided), an indication of the monetary value of documentation.**
- **Measuring its impact on the website's ranking in the search engines**

Finally

- Web Analytics
- Web Analytics in Tech Docs
- **Considerations**

Considerations

- **Beyond “clicks” and “visits”**
- **Not tool and professional services but people**
- **Data in context and perspective**
- **Strategies, resources, and technology employed must align with enterprise needs**
- **Data drives decision**

- ***The value of Web analytics is undeniable***
- ***Insight and action are driven by expert analysts***
- ***Competitive advantage awaits enterprises that commit to Web analytics***

“Appraising Your Investment In Enterprise Web Analytics”

Forrester Consulting
MAKING LEADERS SUCCESSFUL EVERY DAY