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The [KPIs](#) could be defined based on a website purpose (goals) only. In fact it is an answer to a very simple question: "Why to spend money for a website at all?"

Ideally, to be combined also with data from [Social Networks](#) where active too; or even from all (or as much as possible) of [Social Media](#) and data from "traditional" media (printed press, radio, TV ...)

Then to assess the success of communication via [Europa](#) following indicators have been proposed (based on the [Purposes of Web-Site](#)

Indicators

Information Dissemination

Unique Device by Day

Assuming that we accept proposed [definition of a website goals](#), then the 1st goal is dissemination of information.

From all [IFABC](#) metrics the best fitting would be [unique device](#).

Given that EU institutions may not use [cookies](#) (and certainly not persistent ones), the only way to identify the Unique Device is to use just combination of [IP Address](#) and [User Agent String](#). The User Agent String changes with every single update of the Operating System and Browser or modification some of its parameters, which "make to believe" to a web analytic system that there is a new unique device.

The error margin increase with time, so already after one week it may be significant. For a period of a month or longer the error may be so important that it renders this indicator unusable.

A solution (also suggested by IFABC) is to use Unique Device aggregated by Day. For longer period the median should be used; e.g median for a week, month ... with accuracy as high as for the single day.

Ideally the maxima and minima should be counted too.

Unique Device with Geographic Location

Country report based on Unique Devices (Visitors/Browsers) with possibility to exclude/include traffic by EU institutions and therefore to filter records by ip range of address

Enabled report per capita (taking into account different population sizes - we may not count traffic from the DE the same way as from ET, MT, LUX or so - the populations are too different).

Aggregation not only by countries, but also: by EU/non-EU region; EU-EFTA/non-members, NATO/ ..., by continents (not really needed to take the population into account here).

Other

A/B testing

Analysis capability of A/B testing results

Platform reports

Reports on platforms relevant to web design and web development (So “NO Browsers/OS - offering only marker share of Browser/OS vendors” - where to get something usable requires considerable manual work, while it could be automated)

Mobile/Desktop/Other

Device capabilities

Screen resolution/size, colour depth

HTML5/xHTML/... capability

JS capability

Video codecs, Flash... Enabled

SEO - search phrases

with multilingualism enabled (e.g. “Digital Agenda” and “Agenda Digitale” should be considered as the same search phrase) by countries (details per EU MSs / with per capita ratio)

Users behaviour

Landing page “hot-spot” report – to get click-through analysis (report is presented as an overlay of the page in question with % of click on each element)

Click-through ration above/under fold (related technically to points 3) – Platforms)

Multilingual behaviour

Normalising all-over languages report – all linguistic renditions would be counted as a same “page”; so we could get undistorted/unbiased view on the themes/topics with general interest for all EU citizens)

In case of DAE – the .../en/xyz/ would be counted together with .../xyz/ -> it is exactly the same content (and later counted with eventual translation(s)).

Languages preferences – by country a report on Unique devices – With Browser Languages and Languages visited on the site (+ if a change of language during navigation – and which language it had been)

Referrer reports

aggregated by major no-refer/organic-search/paid-advertisements/Europa/Social-Media/Social-Networks/other-3rdpartie-sites

organic search aggregated by major search engines (count as just google all google.com, google.fr, google.de, nl ... and so on) to get unbiased view.

Conversions (once we'll get the task it'll be essential report to see if people are able to accomplish a task)

Funnelling report – this time based on visits (not unique devices)

The current paths (journeys) report – this time based on visits (not unique devices)

Number of downloads for each type of file (pdf, wmv,ppt, doc, etc)

How long time multimedia content (podcasts, videos) has been seen before closing the browser session or changing page (not sure it is possible)

Possibility to download stats for off line analysis

Implementation of graphical template for the production of reports

Real time analysis of the pages

Unique visitors

Behaviour Flow: we can isolate pages, or sources, or even keywords, and analyze how visitors behave once they land on our website. We can then follow the path a successful visit takes and try to isolate why that visit was successful when others were not.

Technical points

- Swap to page-tagging from web-log (analysis).
- Move from [Unique Devices](#) per month/year to unique devices per day (and offering a medians, maxima and minima for longer period aggregation - week, month, year or longer) to over come errors brought by OS and Browser updates for period longer then week

See also

- [Social Media measuring and monitoring](#)
- [Web Analytics Tools](#)