

To: The Enrollment Management Team
From: The Web Team
Date: August, 2008
RE: Admissions Web Analytics (Q4 2007-08: 4/1/08 - 6/30/08)

I. Overview

Statistics for the fourth quarter (Q4) of LiberalArts College's 2007-2008 financial year (4/1/08 - 6/30/08) show us the popularity of pages containing information for undergraduates on student life, financial aid, academic programs, and general information about the College; and for graduates on programs, calendar/events, and financing/assistantships. These findings confirm general higher education research regarding prospective student interests in college web sites. Statistics in Q4 correspond with the overall recruiting cycles, and give us interesting insight as to peak times of use, both in terms of days of the week and also times of day.

II. Significant Findings

UNDERGRADUATE

- The main LiberalArts College Undergraduate Admissions index page is the most visited of the undergraduate admissions pages, with X# unique visits and X# views for an overall rank of 16th out of all pages on the entire naz.edu site. Other frequently-visited pages include:
 - Living Here (ranked 2nd of all undergraduate admissions pages with X# visits);
 - Financing (ranked 3rd of all undergraduate admissions pages with X# visits);
 - Academics (ranked 4th of all undergraduate admissions pages with X# visits); and
 - Fast Facts (ranked 5th of all undergraduate admissions pages with X# visits).
 - The Visit registration (X# visits) and Apply Now (X# visits) pages are a close 6th and 7th.
 - Least visited undergraduate admissions pages in Q4 include the Misc. page (X# visits), the Standardized Testing Optional information page (X# visits) and the IM Live Chat page (X# visits.) However, it is important to note that the statistics for the IM Live Chat page only represent three weeks of tracking as the page did not launch until June 9, 2008.
- Q4 traffic was highest in the month of April (corresponding with class of 2012 acceptance, initiation of the search process with high school juniors, and the last weeks before freshman deposits are due), with the most hits on 4/7/08; the day with the least hits was 5/12/08 (corresponding with 2008 Commencement).
- Tracking of user paths indicate that X# visits (X# 7%) to admissions came in via the College's homepage (X# % from the central Admissions page; X# % via from the central Prospective Students page); X# (X# %) visits came in directly to admissions. Note that these numbers do not give data regarding search engine links.
- X# % of all visits occur on weekdays (M-F), with visits on Tuesdays and Wednesdays being the highest. Tracking of times of day indicated that peak visit times are between 9 a.m.- 4 p.m. (EST) (X# %), corresponding with the LiberalArts work day when community members will likely access the pages for professional reasons. It's worth noting that X# % of all visits occur between the hours of 5 p.m.-10 p.m.

GRADUATE

- The main LiberalArts College Graduate Admissions index page is the most visited of the graduate admissions pages, with X# unique visits and X# 3 views for an overall rank of 21st of all pages on the entire College site. Other popular pages include:
 - Programs (ranked 2nd of all graduate admissions pages with X# visits);
 - Calendar (ranked 3rd of all graduate admissions pages with X# visits);
 - Assistantships (ranked 4th of all graduate admissions pages with X# visits); and
 - Financing (ranked 5th of all graduate admissions pages with X# visits).

- The Apply (X# visits) and Visit (X# visits) pages are a close 6th and 7th.
- Least visited graduate admissions pages/links in Q4 include Catalog (X# visits), Administration profiles (X# visits) and other profiles (X# visits).
- Q4 traffic was highest in April, with the most hits the weeks of 4/1 and 4/8; the week with the least hits was 5/20 (immediately following Commencement). Surges in traffic occurred the weeks of 5/13 and 5/27 (corresponding with the May 28 graduate information session) and the week of 6/17.
- Tracking of user paths indicate that X# visits (X# %) to grad studies came via the College's homepage (X# % from the central Admissions page; X# % from the central Academics page; X# % via from the central Prospective Students page); X# (X# %) visits came in directly to www.naz.edu/dept/grad_studies/. Note that these numbers do not give data regarding search engine links.
- X# % of all visits occur on weekdays (M-F), with visits on Tuesdays and Wednesdays being the highest. Tracking of times of day indicated that peak visit times are between 8 a.m.- 4 p.m. (EST) (X# %), corresponding with the LiberalArts work day when community members will likely access the pages for professional reasons. It's worth noting that X# % of all visits occur between the hours of 5 p.m.-10 p.m.

III. Recommendations/Conclusions

Based on the above statistics for Q4 2007-2008, the following are recommendations for future action:

GENERAL

- We should continue to observe trending in the top areas of user interest (for Q4: UG = student life, financial aid, academic programs, general information about the College; G = programs, calendar/events, financing/assistantships), and consider them priority messaging areas as we determine features, language choices, content and information architecture.
- Continued strong visibility on the main naz.edu page is crucial, as almost a full quarter of visits were generated from that page, as well as through top level pages. Multiple paths of access should be cultivated and maintained, as data points to the fact that users are accessing information via a variety of methods. Advertising of the direct link to the admissions pages should also be pushed on all advertisements, print materials, etc.

UNDERGRADUATE

- Continue implementing evening hours for instant messenger and other synchronous forms of online communication to maximize points of contact for the X# % of all visits which take place after traditional working hours.
- Tracking of the instant messenger page should be especially considered as we look toward future CRM and interactive communication channels.
- Consider strong online undergraduate admissions presence and features for introduction and use in Q3 -Q4, with removal/ending by May 1.

GRADUATE

- Consider that prospective students are coming to the graduate admissions pages in ways not previously expected, via self-identification as a prospective student (X# %) and via the central Admissions page (X# %). We should consider more strongly using these and other alternate paths and identifications in order to maximize contact with prospective graduate students.
- Evaluate the value of the least-viewed pages, particularly the profiles pieces which accounted for four of the bottom 20 pages. If return on the investment of upkeep time is not apparent, consider downgrading or removing these pages to focus more energy in developing other key areas.