

Interactive Media: Web Analytics Overview

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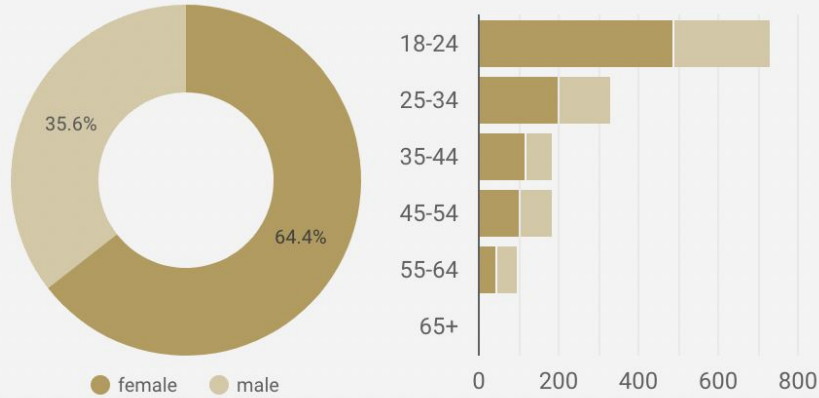
Interactive Media: Goals

- Understand the demographics of our website visitors and possible applicants
- How does visitor traffic and behavior compare between fall and spring:
 - August 1 to December 31: potential students expressing interest in the program
 - January 1 to April: potential students applying to the program
- Where are our website visitors coming from?

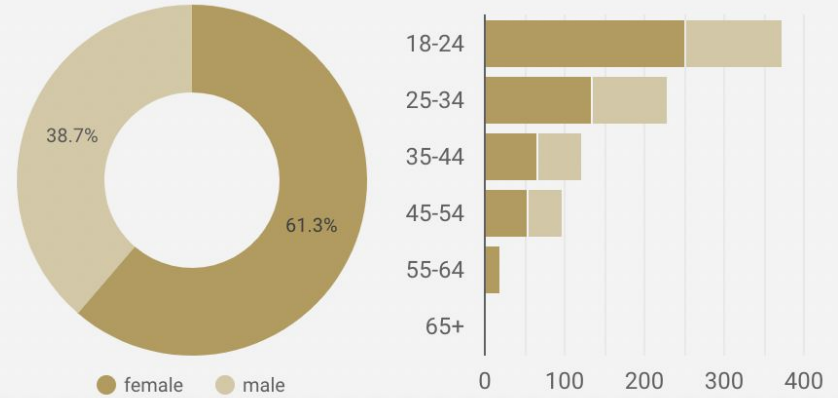


Website Summary Page

Engagement by age & gender



Engagement by age & gender



August 1 2022 - December 31 2022

January 1 2023 - April 15 2023

Visitor Insights

August 1 - December 31

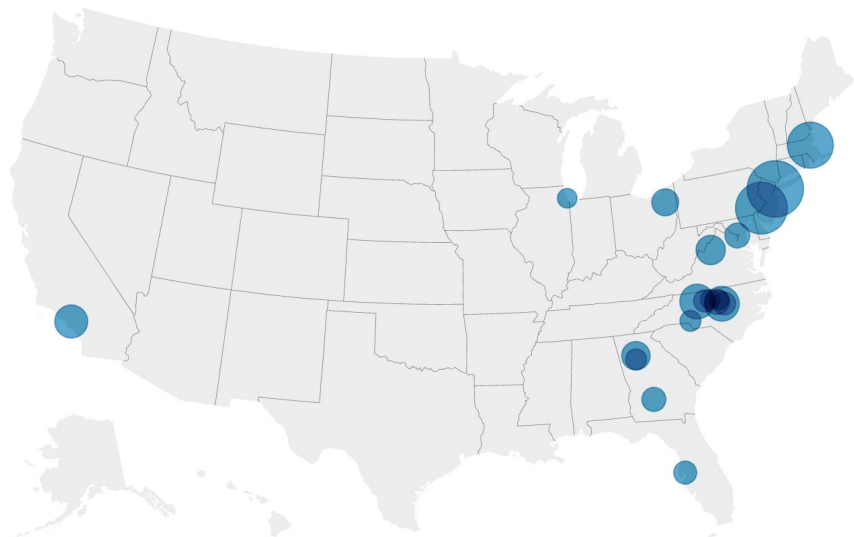
	New Users	Pages per Session	Average Session Duration	Bounce Rate
On Campus	11	5.23	06:54	27.2%
Off Campus	3,651	2.14	1:25	73.5%

January 1 - April 15

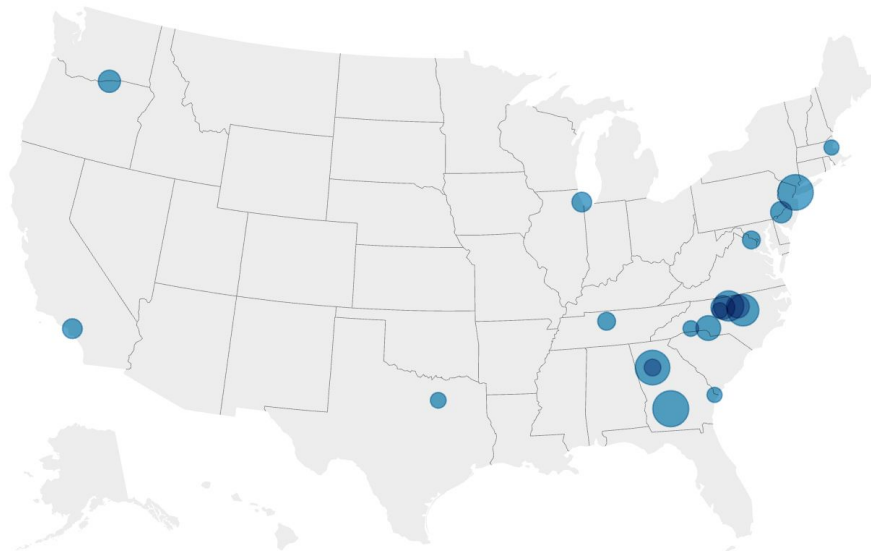
	New Users	Pages per Session	Average Session Duration	Bounce Rate
On Campus	7	5.7	7:56	30.2%
Off Campus	2,175	2.36	1:40	74.1%

Off Campus Insights

New Users, Aug. to Dec. 2022

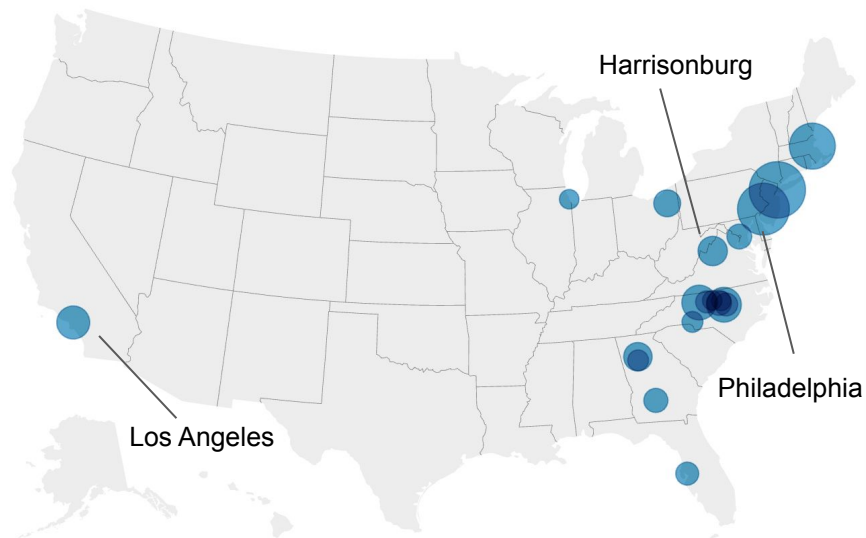


New Users, Jan. to April 2023

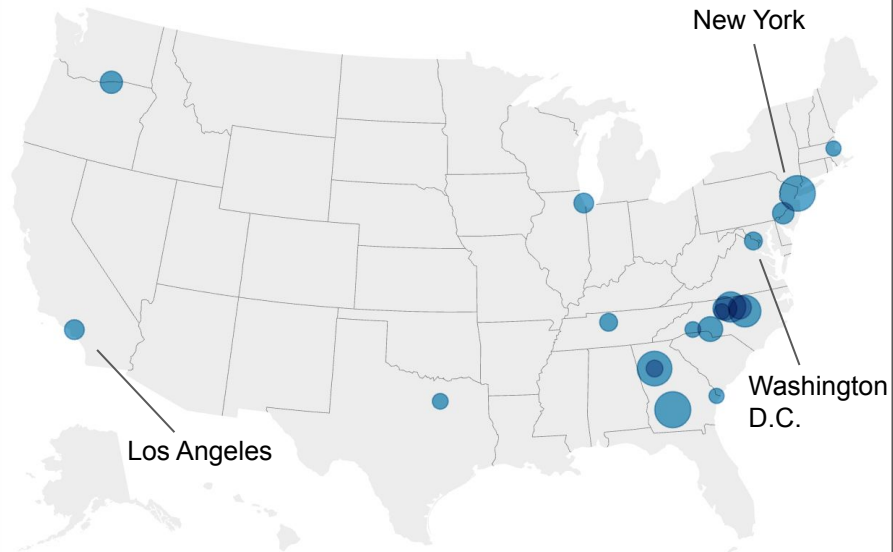


Off Campus Insights: highest % of new users

New Users, Aug. to Dec. 2022

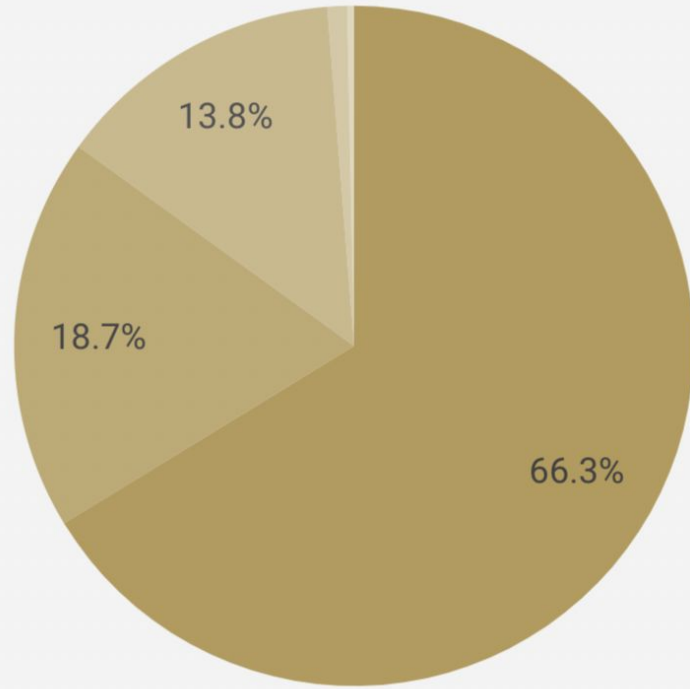


New Users, Jan. to April 2023



Acquisition Overview

Where are visitors coming from?



- Organic Search
- Direct
- Referral

Referral Traffic Insights

August 1 - December 31

Overall bounce rate = 71.8%

Highest

- LinkedIn (100%)
- Facebook (100%)

Lowest

- Twitter (0%)
- Elon.university-tour.com (0%)
- Elon News Network.com (23%)

January 1 - April 15

Overall bounce rate = 71.5%

Highest

- Facebook (100%)
- Mail.google.com (100%)

Lowest

- Twitter (33%)
- Topuxschool.com (38)
- Elon.smartcatalogiq.com (45%)

Interactive Media Website Recommendations

1.

Showcase male
and female
students equally

2.

Continue
marketing
efforts through
the spring

3.

Highlight
students'
geographic
diversity

4.

Keep digital
marketing and
web content
consistent

1. Highlight men as well as women on the page; if male-identifying potential students only see female representation, they may feel like Interactive Media is not the program for them.
2. Continue to advertise the program in the spring, especially to seniors as they realize they don't have post-grad plans. We're doing a good job of hitting the traditional application timeline, but we can capitalize on our rolling admissions deadline.
3. Use the "Meet the Class" page as an opportunity to highlight students diverse backgrounds — especially if they're not from the East Coast.
4. When linking on social media and in email campaigns, make sure the landing page's content aligns with visitor expectations .