Web Analytics and the Content Interest Index (CII)

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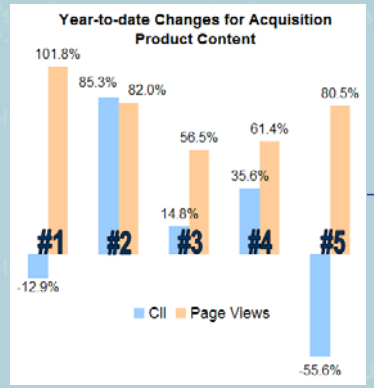
- To download the full case study
  - http://www.digitalsolid.com/?p=219
  - Or go to digitalsolid.com and search on "cii"
- Five Product Pages: Year-to-date
  - Example from Case Study



- The format of this presentation
  - Pecha Kucha
    - 20 slides, 20 seconds per slide = 6:40 minute presentation

  - Mind Map

- Analytics, Success Metrics & ROI
  - Or: Is your web analytics process feeding your web's **antlions**?

- The accepted model for a sales effort
  (and also an opera by Verdi & Elton John)
  - Attention
  - Interest
  - Desire
  - Action =

- How does that model translate into Web analytics?
  - A = Attention
    - Measured by Page Views
    - Where some analytic efforts stop
  - I = Interest
    - Difficult to measure, until the CII
  - D = Desire
    - Measured by Conversion Funnels
      - Pricing
      - Terms
      - Sizes
      - etc.
    - Usually the only pages that are optimized to improve conversion
  - A = Action
    - Measure by Transactions
      - Typically, measured by confirmation page loads
      - Less often, measured by analyzing transaction data

- Introducing the CII as a way to measure web visitor interest
  - How it helps
    - Isn't "session-reliant"
    - It is purely behavioral
    - Used as a coaching tool
    - Tells a story
  - How it is calculated
    - # who click on *Printer-friendly Format* / # who click on *Tell a Friend* (i.e., e-mail link) — Takes two behaviors as a proxy for interest in page content
    - Adds these numbers together and divides that sum by that page's total Page Views
    - Weighting can take place to make numbers greater than zero
  - Its limitations
    - Only works for high-volume sites
    - Works best with a system that tracks web content changes by date
    - Works best to track success of web pages "surrounding" your **antlions' lairs**