Google Analytics Plan

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This draft plan should help the Editorial Collective make decisions on what data to collect from the ESTS website, what data to combine it with, or to indeed not collect data. The plan takes the advanced Google Analytics planning as a step by step plan.

For more you can do this course: https://analytics.google.com/analytics/academy/course/7/unit/1/lesson/2

State of Play — we have no tailored analytics on the current website.

Site searches aren't switched on. If they were, this would tell us what content people want to get to, but don't, like searching for an academic name. However, there is no search functionality on our existing website, which leads to a UX decision. Do we need search?

- **Action** Switch on "site search settings." Without this, we are unable to know what content people want but don't get to in our site.
- **Action** Add a search facility to our website. (Actioned April 2021)

The Dashboard is generic and doesn't really tell us much. We need to tailor this more through using tags.

Tags are also not in use (no permissions for Google Tag Manager). This could help ESTS to track customised aspects of our new site. For instance, we could track a new customised aspect of our webpage, like Twitter or the indexing click-throughs to DOAJ and others.

- **Action** Set-up to track pdfs and html files on custom reports. That way, we could cross-reference it with the OJS analytic reports.
- **Action** Decide on what parts of our website we would like to track for the next 6 months?
- **Action** Choose 1-4 things and then update those scripts to make this work.

Filters can be added to data.

- **Action** Filter out our internal team from analytic data.
- **Action** Consider analytics by country? We need to plan what we might want to collect (see measurement plan).

Duration— Duration is generically set to an 'instance' of 30mins. If someone came to the website and stayed for 70 mins they would count as 3 unique instances. Would ESTS want to increase or decrease this? Do we increase the duration.

Measurement Plan Overall, ESTS needs to set up analytic perimeters before starting to collect data. Here's a simple measurement plan, which could align with our strategy and plan. This could be used in annual reporting.

- **Action** Create a Measurement Plan for next 12 months. It could be as simple as this:

    o **Analytic Objective 1** Evaluate changes to website to drive more traffic to existing articles and increase citation rates for readers
        - **Macro conversion** increase engagement of issue/archive content
        - **Micro conversion** track clicks (downloads pdf/html) in 2021 versus pdf only download of article content in 2021
    o **Analytic Objective 2** Evaluate growth in long-term users
        - **Macro conversion** Filling in the contact form
        - **Micro conversion** Sign-up to our mailing letter
    o **Analytic Objective 3** Evaluate click-throughs to PECE infrastructure
        - **Macro conversion** Click on a certain part of a page.
        - **Micro conversion** Registering to PECE
    o **Analytic Objective 4** Evaluate transnational growth in journal readership beyond US and Europe
        - **Macro conversion** Review on OJS, or use Google to do this.
        - **Micro conversion** Registering to PECE
    o **Analytic Objective 5** Evaluate device and browser use for website maintenance and design development
        - **Macro/Micro conversion** Review dimensions of metric data (e.g., for browser and device)
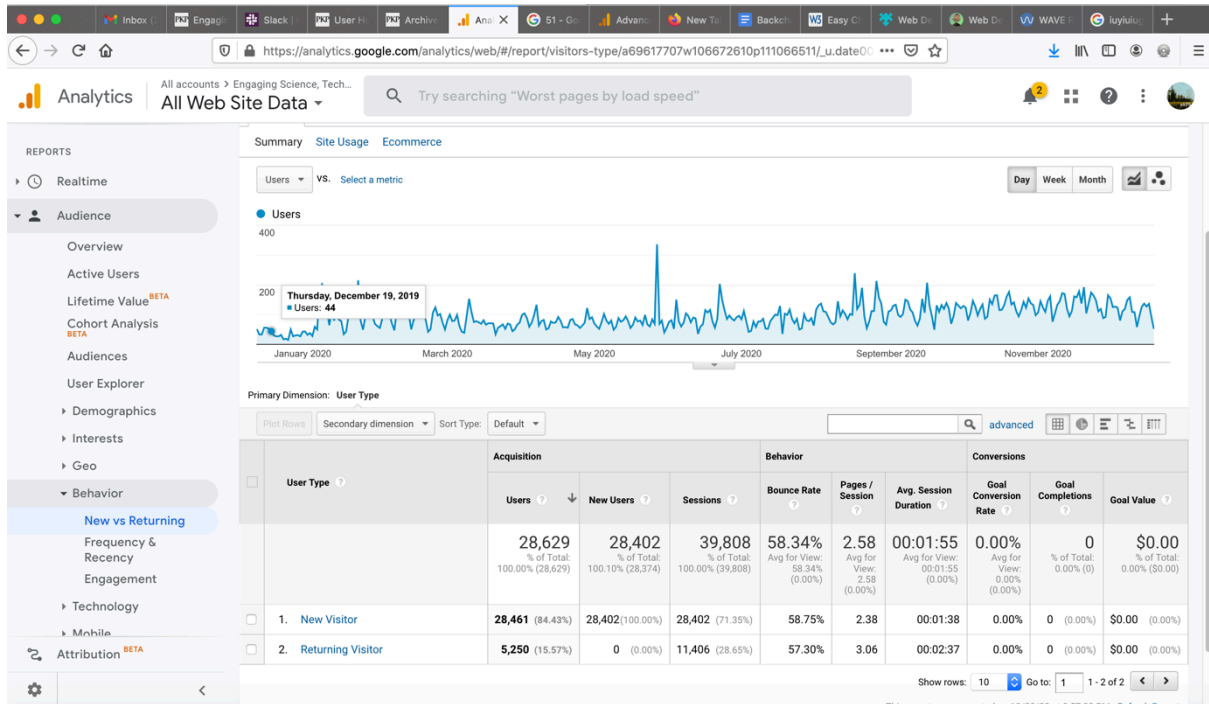
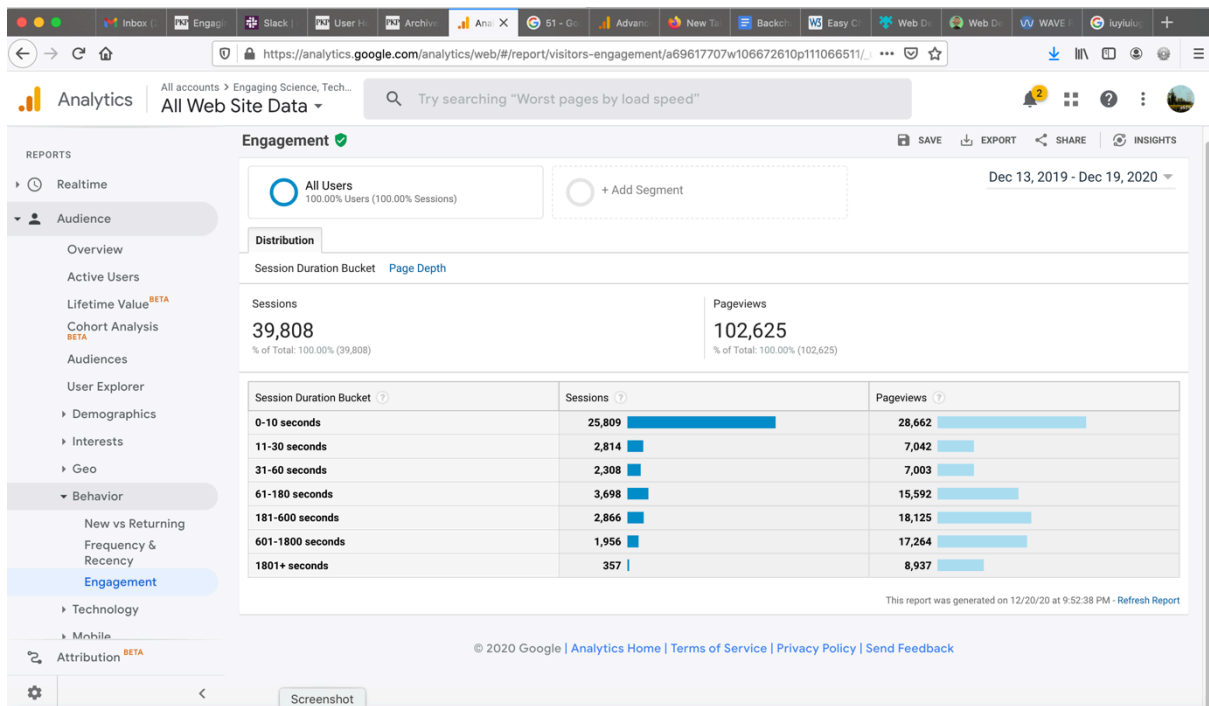Fig. 1. New and Returning Visitors (*Source* ESTS website via Google Analytics, Dec 2020)

Fig. 2. Bounce Rates / Engagements (*Source* ESTS website via Google Analytics, Dec 2020)