

## Google Analytics Plan

Created: 18 December 2020

Modified: 23 December 2020

1. **State of Play** At the moment, we have no tailored analytics on the current website.
2. **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)
3. **Dashboard** The dashboard is generic and doesn't really tell us much. We need to tailor this more through using tags.
4. **Tags** There is also no use of Google Tag Manager. This helps us 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 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.
5. **Filters** We can filter 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).
6. **Duration** Bear in mind that a unique user is only at the moment set to an 'instance' of 30mins. If we would want to track unique users for longer than that time, we would need to increase the duration. So, if someone came to the website and stayed for 70 mins they would count as 3 unique instances.
7. **Measurement Plan** Overall, we must set up our analytic perimeters before we start to collect data. To do so, usually we would create a simple measurement plan, which would align with our strategy and plan.
  - **Action** Create a Measurement Plan for next 12 months. It could be as simple as this:
    - **Analytic Objective 1** Evaluate changes to website to drive more traffic to existing articles and increase citation rates for readers
      - o **Macro conversion** increase engagement of issue/archive content
      - o **Micro conversion** track clicks into article content before 2021

For more you can do this course:

<https://analytics.google.com/analytics/academy/course/7/unit/1/lesson/2>