BESA
BUILDING ENGINEERING
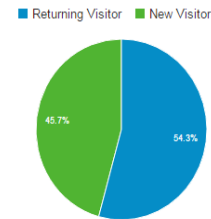## SERVICES ASSOCIATION

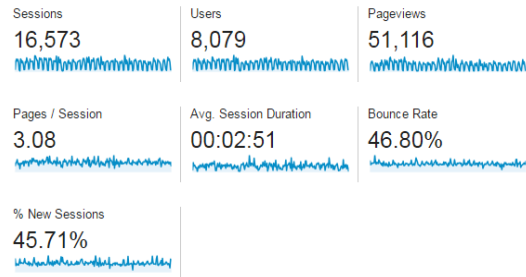# Google Analytics

Best Association Website

Google Analytics overview

Old B&ES website 25 January – 13 September 2015

Sessions 16,573	**Users** 8,079	**Pageviews** 51,116
Pages / Session 3.08	**Avg. Session Duration** 00:02:51	**Bounce Rate** 46.80%
% New Sessions 45.71%		

Returning Visitor / New Visitor

54.3% / 45.7%

New BESA website 25 January – 13 September 2016

Sessions 40,753	**Users** 25,852	**Pageviews** 132,689
Pages / Session 3.26	**Avg. Session Duration** 00:03:00	**Bounce Rate** 45.01%
% New Sessions 63.36%		

New Visitor / Returning Visitor

Returning Visitor
14,927 Sessions (36.6%)

36.6% / 63.4%
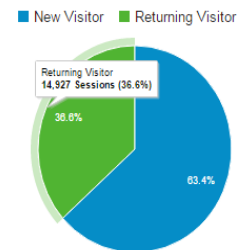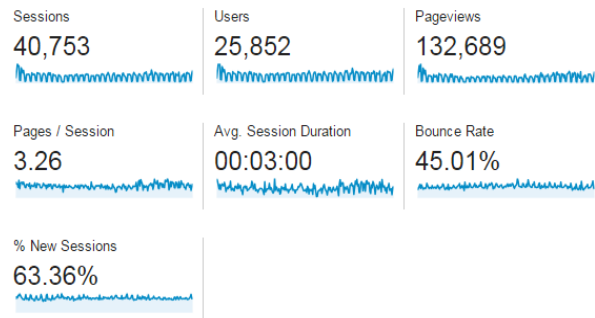
✓ **Bounce rate** has dropped by 3%
✓ **Session duration** increased by 10 seconds
✓ **New sessions** increased by 17%

Old B&ES website 25 January – 13 September 2015

Device Category	Acquisition			Behavior			Conversions		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	16,573 % of Total: 100.00% (16,573)	45.71% Avg for View: 45.71% (0.01%)	7,576 % of Total: 100.01% (7,575)	46.80% Avg for View: 46.80% (0.00%)	3.08 Avg for View: 3.08 (0.00%)	00:02:51 Avg for View: 00:02:51 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. desktop	13,634 (82.27%)	43.71%	5,960 (78.67%)	44.47%	3.23	00:03:04	0.00%	0 (0.00%)	$0.00 (0.00%)
2. mobile	2,218 (13.38%)	54.55%	1,210 (15.97%)	60.28%	2.20	00:01:38	0.00%	0 (0.00%)	$0.00 (0.00%)
3. tablet	721 (4.35%)	56.31%	406 (5.36%)	49.38%	3.00	00:02:27	0.00%	0 (0.00%)	$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 3 of 3

New BESA website 25 January – 13 September 2016

Device Category	Acquisition			Behavior			Conversions	Goal 1: PDF Download	
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	PDF Download (Goal 1 Conversion Rate)	PDF Download (Goal 1 Completions)	PDF Download (Goal 1 Value)
	40,753 % of Total: 100.00% (40,753)	63.38% Avg for View: 63.36% (0.03%)	25,828 % of Total: 100.03% (25,821)	45.01% Avg for View: 45.01% (0.00%)	3.26 Avg for View: 3.26 (0.00%)	00:03:00 Avg for View: 00:03:00 (0.00%)	2.70% Avg for View: 2.70% (0.00%)	1,101 % of Total: 100.00% (1,101)	$0.00 % of Total: 0.00% ($0.00)
1. desktop	32,308 (79.28%)	61.38%	19,832 (76.78%)	42.47%	3.45	00:03:17	2.72%	879 (79.84%)	$0.00 (0.00%)
2. mobile	6,473 (15.88%)	70.57%	4,568 (17.69%)	57.18%	2.30	00:01:42	2.47%	160 (14.53%)	$0.00 (0.00%)
3. tablet	1,972 (4.84%)	72.41%	1,428 (5.53%)	46.70%	3.21	00:02:38	3.14%	62 (5.63%)	$0.00 (0.00%)

✓ Optimising the new BESA website has had a positive effect as the usage of mobile and tablets has increased by 97%

Google Analytics – new vs returning visitor

Old B&ES website 25 January – 13 September 2015

User Type	Acquisition			Behavior			Conversions		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	16,573 % of Total: 100.00% (16,573)	45.71% Avg for View: 45.71% (0.01%)	7,576 % of Total: 100.01% (7,575)	46.80% Avg for View: 46.80% (0.00%)	3.08 Avg for View: 3.08 (0.00%)	00:02:51 Avg for View: 00:02:51 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. Returning Visitor	8,997 (54.29%)	0.00%	0 (0.00%)	45.08%	3.32	00:03:40	0.00%	0 (0.00%)	$0.00 (0.00%)
2. New Visitor	7,576 (45.71%)	100.00%	7,576(100.00%)	48.84%	2.81	00:01:52	0.00%	0 (0.00%)	$0.00 (0.00%)

New BESA website 25 January – 13 September 2016

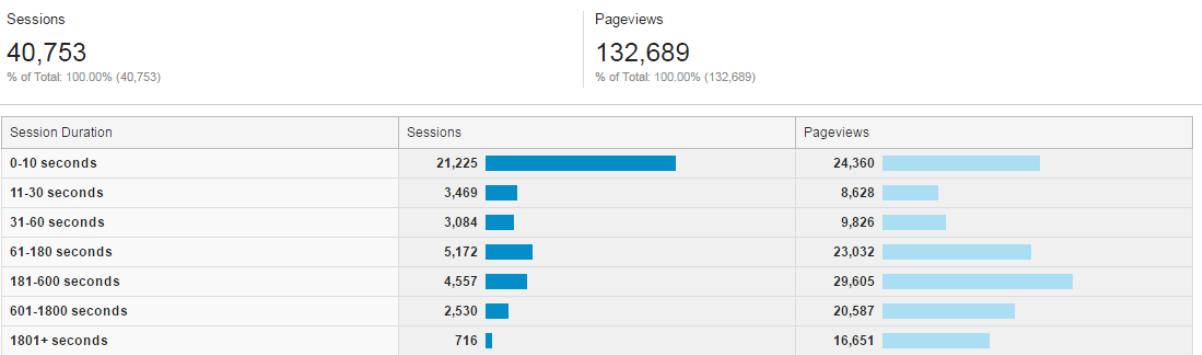| User Type	Acquisition			Behavior			Conversions Goal 1: PDF Download ▼		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	PDF Download (Goal 1 Conversion Rate)	PDF Download (Goal 1 Completions)	PDF Download (Goal 1 Value)
	40,753 % of Total: 100.00% (40,753)	63.38% Avg for View: 63.36% (0.03%)	25,828 % of Total: 100.03% (25,821)	45.01% Avg for View: 45.01% (0.00%)	3.26 Avg for View: 3.26 (0.00%)	00:03:00 Avg for View: 00:03:00 (0.00%)	2.70% Avg for View: 2.70% (0.00%)	1,101 % of Total: 100.00% (1,101)	$0.00 % of Total: 0.00% ($0.00)
1. New Visitor	25,826 (63.37%)	100.01%	25,828(100.00%)	45.54%	2.93	00:02:17	2.59%	668 (60.67%)	$0.00 (0.00%)
2. Returning Visitor	14,927 (36.63%)	0.00%	0 (0.00%)	44.09%	3.82	00:04:16	2.90%	433 (39.33%)	$0.00 (0.00%)

✓ New visitors to the new BESA website has increased by 109% and returning visitors by 50%

Google Analytics – engagement

Old B&ES website 25 January – 13 September 2015

Session Duration | Page Depth

Sessions
16,573
% of Total: 100.00% (16,573)

Pageviews
51,116
% of Total: 100.00% (51,116)

Session Duration	Sessions	Pageviews
0-10 seconds	8,998	10,220
11-30 seconds	1,424	3,925
31-60 seconds	1,081	3,771
61-180 seconds	1,894	9,009
181-600 seconds	1,729	11,774
601-1800 seconds	1,182	8,829
1801+ seconds	265	3,588

New BESA website 25 January – 13 September 2016

Sessions
40,753
% of Total: 100.00% (40,753)

Pageviews
132,689
% of Total: 100.00% (132,689)

Session Duration	Sessions	Pageviews
0-10 seconds	21,225	24,360
11-30 seconds	3,469	8,628
31-60 seconds	3,084	9,826
61-180 seconds	5,172	23,032
181-600 seconds	4,557	29,605
601-1800 seconds	2,530	20,587
1801+ seconds	716	16,651

- Members and users of the new BESA website are spending longer on the site and engaging with our content

Google Analytics – engagement

Old B&ES website 25 January – 13 September 2015

	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	51,116	38,340	00:01:22	46.80%	32.25%

Site Content		Page		Pageviews	% Pageviews
Page	▶	1. /		12,054	23.58%
Page Title		2. /Account/Login?ReturnUrl=/		2,493	4.88%
Site Search		3. /locate-member/		2,361	4.62%
Search Term		4. /b-es-connections/employment-affairs/wages-and-salary-standards/		1,515	2.96%
Events		5. /joinb-es/		831	1.63%
Event Category		6. /about/		818	1.60%
		7. /b-es-connections/employment-affairs/employment-standards/operative-national-agreement/		796	1.56%
		8. /contact/		777	1.52%
		9. /about/whoarewe/		694	1.36%
		10. /contact/b-es-regions/		632	1.24%

New BESA website 25 January – 13 September 2016

	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	132,689	96,865	00:01:20	45.01%	30.71%
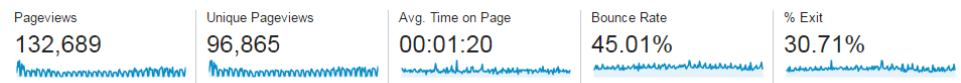
Site Content		Page		Pageviews	% Pageviews
Page	▶	1. /		38,797	29.24%
Page Title		2. /find-a-besa-member/		6,693	5.04%
Site Search		3. /login		6,527	4.92%
Search Term		4. /wages-and-salaries/		4,125	3.11%
Events		5. /about/		3,741	2.82%
Event Category		6. /contact/		3,703	2.79%
		7. /members-area		2,651	2.00%
		8. /join-us/		2,297	1.73%
		9. /national-agreements/		2,236	1.69%
		10. /training		2,150	1.62%

✓ Knowing what our members and visitors are engaging with, enables us to prioritise what is important to them and make call to actions more clearer