



**Applied Research Center**  
FLORIDA INTERNATIONAL UNIVERSITY

# Web Analytics Narrative for the

Deactivation and Decommissioning Knowledge Management  
Information Tool

<http://www.dndkm.org>

## First Quarter 2014

Period: January 1, 2014 – March 31, 2014

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## For First Quarter 2014 (January 1, 2014 – March 31, 2014)

(Previous Period October 1, 2013 – December 31, 2013)

### Summary

The first quarter of 2014 started slow after a 33.1% drop in total visits during the fourth quarter of 2013. The site traffic was down 9.3% during first quarter of 2014 which is not consistent with previous reports where the first quarter typically shows an improvement over the fourth quarter of the previous year. This report analyzes the data to give insight on the site's overall performance and key factors that may be attributing to this trend.

This report was developed by combining the Google Analytics (GA) data with the data from Google Webmaster Tools (GWT). The information gathered from GWT is mainly the visits to documents from Google search results which GA is not able to track. The data shown in Figure 1 is from (GA) only, where the current period is represented by the blue line and the previous period is represented by the orange line. The *Combined Visits* section on page 5 has a more detailed comparison.

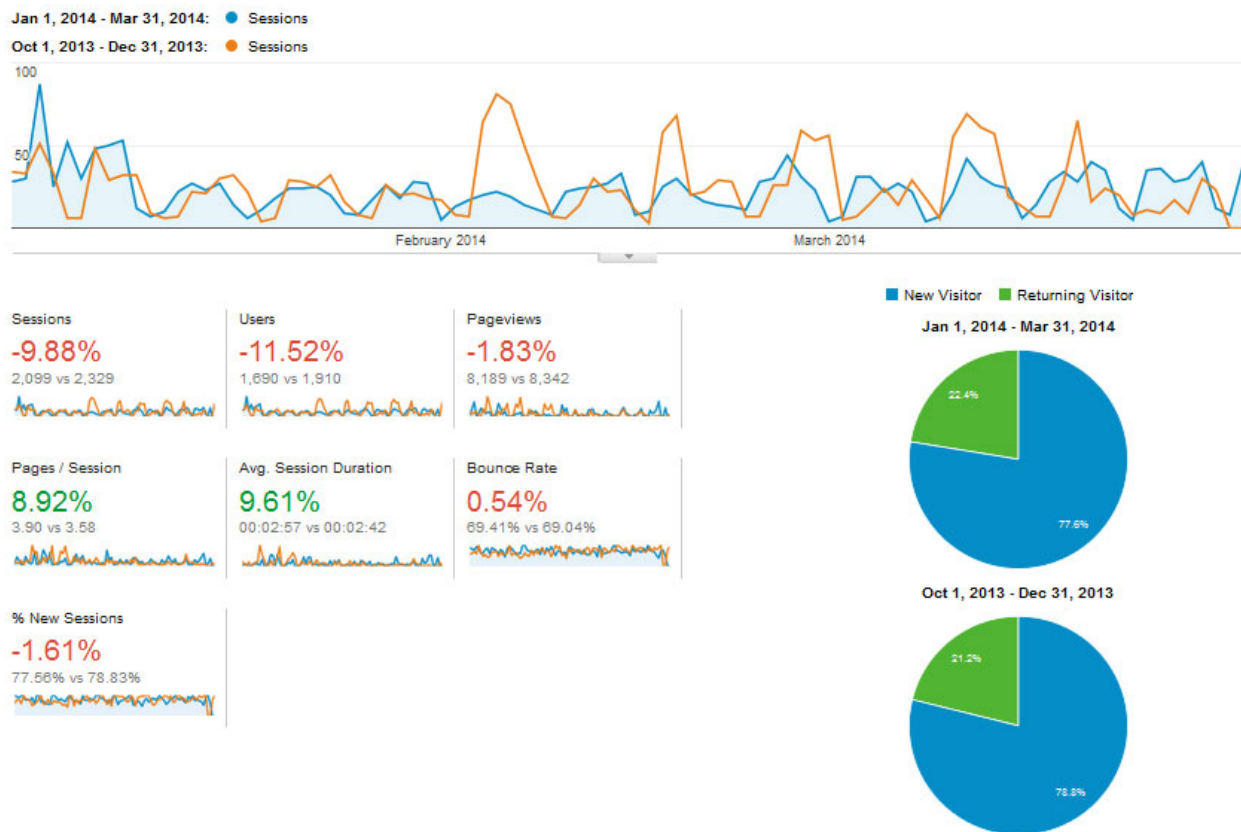


Figure 1: Summary of Q1 2014 (blue line) vs. previous period (orange line Q4 2013)

## 2014 Q1 Infographic

An infographic is an image composed of charts and/or diagrams used to represent information or data. We have compiled an infographic based on the web analytic data from this quarter (see Figure 2). The content of the infographic are measurements that will be discussed later in this report. The measurements included in the infographic are: total visits, average monthly visits, new and returning visitors. There is also a measurement for the percentage of visitors that come from the FIU network. In addition, time on site, traffic type, demographics, keywords, browsers and module destination are also included. The aim of the infographic is to provide a summary of key data from the report in a single graphical image for target audiences.

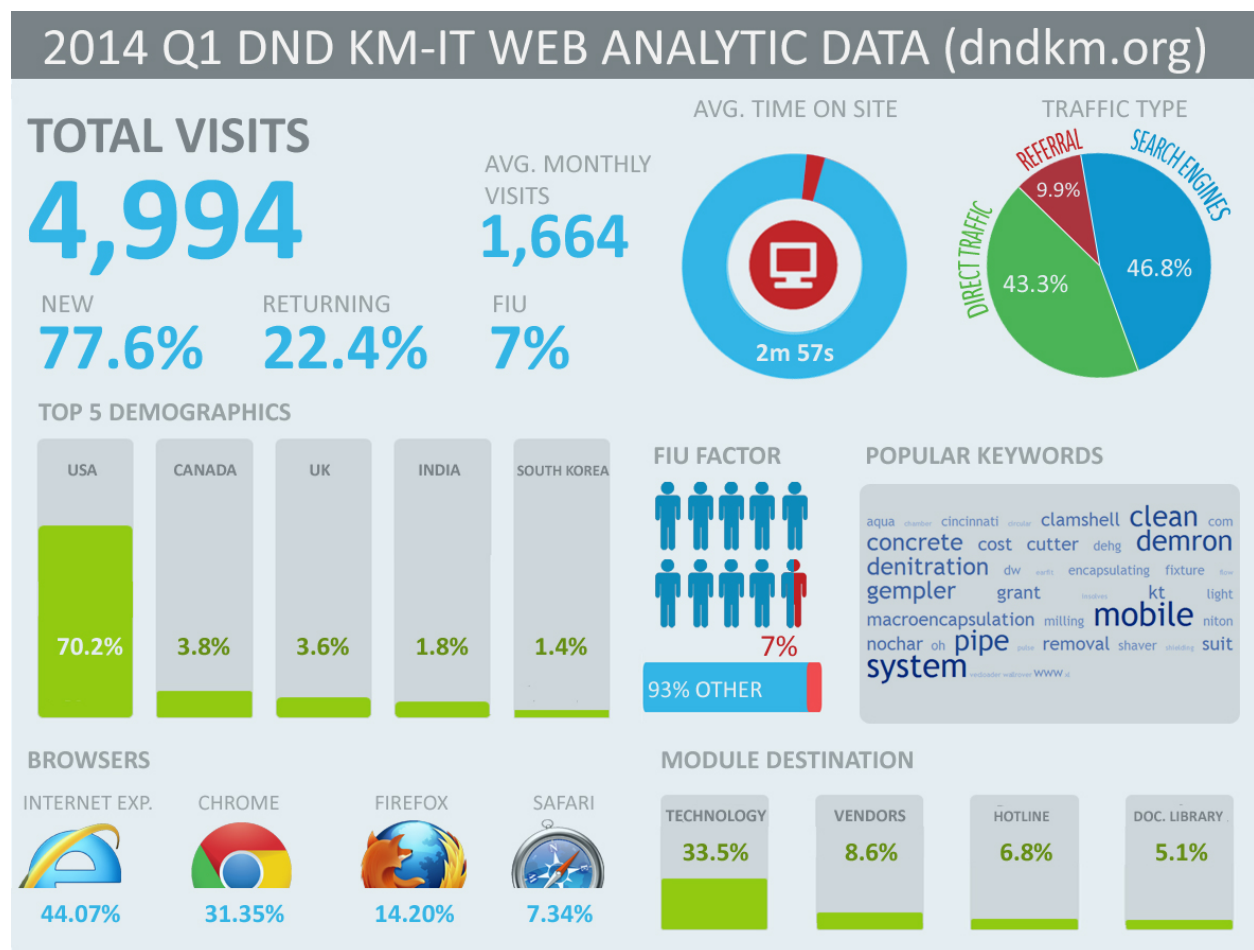


Figure 2: Infographic for 2014 Q1 Based on Web Analytic Data

One thing worth mentioning from the infographic is the 14.03% drop in traffic by visitors using Internet Explorer (IE), from 58.31% last quarter to 44.07% this quarter. The browsers gaining ground are Chrome with an 8.12% increase followed by Firefox (4.54%) and Safari (1.67%).

Recently IE has been under the microscope as many security firms and even the banking sector are warning its users from using the IE due to some vulnerabilities recently discovered. These warnings are based on a security advisory from Microsoft that affects IE versions 6 through 11. It claims that it could allow an attacker to hijack a user's online session after the PC was infected with malware. An attacker could spoof a website that was designed to exploit this vulnerability and then convince a user to view the website through things like phishing attacks. These attacks could lure the user to click a link contained in an email or instant message and then the user's computer would be infected with the malware upon visiting the website or by opening an infected attachment. According to the technology research firm NetMarketShare, Internet Explorer versions 6 through 11 accounts for 55% of the browser market, which is consistent with the D&D KM-IT analytics where 58.31% of the visitor used IE last quarter. This warning was not taken lightly, as proven by the 14.03% drop in IE visits to the D&D KM-IT.

## Terminology Changes by Google

Figure 1 is a summary gathered from GA (see Summary, Page 1). It is important to note that Google changed the terminology of some of its metrics. They introduced “Sessions”, “Users” and “% New Sessions” to replace “Visits”, “Unique Visitors” and “% New Visits”. Therefore, “Sessions” now represent the number of visits to the website. These sessions can be from more than one visitor. “Users” is the new name for the number of unique visitors that visit the site during the period. For instance, if 3 people visit the site the first month of the period and one of them does not come back while the other 2 repeatedly come back to the site over and over, the total number of “Users” (or Unique Visitor as it used to be called) will be 3. Finally, “% New Sessions” it is simply a percentage of new vs. returning visits. In our previous example, the two people that repeatedly came back to the site will contribute to the “Returning Visitor” percentage and won’t be counted as a new session after visiting the site the first time. These terms have been added to the definition list on page 16.

## Combined visits

As mentioned earlier, Figure 1 in the *Summary* section was extracted from the GA software. It does not take into account the direct visits to documents from web searches because the code used to track traffic to the site can only be added to HTML elements and not documents. By combining the information from GA with GWT, we get a better picture of the total number of visits the website received. During Q1, the D&D KM-IT website served 578 unique documents to search engines. The 578 documents were clicked (i.e., opened by users) a total of 2,895 times. Therefore, combining 2,895 direct visits to the site via documents with the 2,099 visits to the site through the rest of the D&D KM-IT system, we get a total of 4,994 total visits to the site, which translates to 1,664 average visits per month (see **Error! Reference source not**

**found.1).** The four previous quarters are also included in this table for reference and comparison. This quarter experienced a drop of 9.3% in overall traffic when compared to the previous quarter. This drop in traffic was evenly divided between HTML pages and documents. HTML pages dropped 9.9% while document traffic was reduced by 8.8%. Meanwhile, comparing 2014 Q1 with 2013 Q1, overall traffic shows a very close similarity. In fact, there is only a 1% difference between these two quarters. It is worth mentioning that the measuring method used in 2013 Q1 was experimental, where the site traffic was counted only for HTML pages while documents were counted with PDF viewer, and the HTML page that served the documents. A full explanation for that measurement approach was recorded in the 2013 Q1 Analytics Report title: *2013Q1\_Web Analytics Narrative for dndkm.doc*.

**Table 1: Combining Google Analytics and Google Webmaster Tools Visit Count for 2014 Q1**

Source	2014Q1	2013Q4	2013Q3	2013Q2	2013Q1
Google Analytics Visits (visits counted by GA to every HTML page of the D&D KM-IT website)	2,099	2,329	2,356	2,138	4,941
Google Webmaster Tools Visits (Counting only direct visits to documents where GA code can't be included)	2,895	3,176	5,873	5,476	Not included (only March could apply)
Total Visits to D&D KM-IT	4,994	5,505	8,229	7,614	4,941*
Average Visits Per Month	1,664	1,835	2,743	2,538	1,647*






























\* March 2013 results were experimental: 1) It is possible that Google ignored the PDF Viewer which did not count the visits to the site, 2) The D&D KM-IT team removed the PDF Viewer so the documents could be accessed but not counted, 3) Webmaster Tools numbers could be counted for March but this tool only keeps a 3 month trailing count and can't isolate the visits to March alone; therefore, it is not included in the numbers.

## Top Documents

The top ten documents served by D&D KM-IT are shown in **Error! Reference source not found.2** below. The impression column represents how many times this document was returned as a search result on Google. The Avg. Position represents the order in which this document was placed on the results page. The lower the Avg. Position, the closer it is to the top of the search results. Finally, the Clicks column is the number of times this document was clicked (i.e., opened) by the user from the search results page. Next to each of these labels is an up or down arrow. This arrow represents the movement of this document compared to the previous quarter in this category. The top document is “Crossflow Filtration” from the Innovative Technology Summary Reports (ITSRs) category. This document was clicked a total of 173 times. Although it decreased in clicks from last quarter, the document remained the top document on D&D KM-IT and has been for the last couple of quarters as well. Notice that nine out of the top ten documents are from the ITSRS section of the website. There is clearly an interest in ITSR documents from the D&D community; in particular, those ITSRS belonging to the D&D category as demonstrated by the document path.

**Table 2: Top 10 documents in Q1 2014**

 increase and  decrease from previous period. No arrows indicates no change)

	Document	Clicks	Impressions	Avg. Position
1	/ITSR/Tank/Crossflow Filtration.pdf	173 	1,510 	12 
2	/ITSR/TRUMixedWaste/Membrane System for the Recovery of Volatile Organic Compounds from Remediation of Off-Gases.pdf	157 	1,161	6.2 
3	/ITSR/DND/NITON XL-800 Series Multi-Element Spectrum Analyzer (Alloy Analyzer).pdf	145 	1,681 	13 
4	/News/Docs/Prioritization Tool_User's Manual.pdf	126 	1,364 	7 
5	/ITSR/SoilGroundWater/Frozen Soil Barrier.pdf	95 	1,544 	20 
6	/ITSR/DND/Excel Automatic Locking Scaffold.pdf	67 	801 	14 
7	/ITSR/DND/Diamond Wire Cutting of the Tokamak Fusion test Reactor Vacuum Vessel.pdf	65 	1,094 	17 
8	/ITSR/Tank/Pulsed Air Mixer.pdf	56 	551 	10 
9	/ITSR/DND/Nochar Petrobond Absorbent Polymer Tritiated Oil Solidification.pdf	53 	910 	7.2 
10	/ITSR/DND/Urethane Foam Void Filling .pdf	50 	521 	4 

In general, all of the documents this quarter experienced lower average position. In fact, the only documents with “green” arrows in the average position column were documents that made the top 10 for the first time. It is hard to analyze why this happens since the GA code

can't be added to the documents to dig deeper but FIU is reviewing all the document links and paths to make sure that search engines are able to crawl these document as they did before.

## Top Searches and Queries

The top 10 keywords with the most impressions and best position are shown in **Error! Reference source not found.3**. The top query with the most impressions (the number of times it was returned by Google as a search result) was the phrase "Mobile system" with approximately 1,327 impressions, up from last quarter. In addition, the phrase "cryogenic drilling" returned on the first page of search engines this quarter. Search results are highly targeted to the users search and browsing patterns and hard to duplicate due to location, time and current events. Approximately 80% or more of the content in the table below changes every quarter due to these facts.

Figure 3 is a keyword tag cloud representation for Q1 2014 of the top 40 keyword query impressions on the website. It provides a good visualization of the extended data from Table 3. The tag cloud separates phrases into single words and displays the "weight" of each word according to the frequency of the word. The bolder and bigger the word, the more popular it is.

Similarly, Figure 4 is also a tag cloud. This tag cloud is from keywords found on the D&D KM-IT website. This is basically how a search engine "sees" the site. As the previous tag cloud, the information most relevant on the site will be displayed bigger and bolder.

Table 3: Top Search Queries (Impressions, Clicks and Position)

Query	Impressions	Query	Avg. Position
Mobile system	1,327	Cryogenic drilling	1
Clean pipe	807	Dyneema shirt	1.3
Demron	759	Denitration process	1.6
Denitration	441	Cross flow filtration	2.3
Clamshell cutter	298	Allmand mh1000	2.6
gempler's	296	Passive reactive barrier	2.9
Kt grant	296	Dragon runner 20	3
Macroencapsulation	262	Anti-contamination suit	3.1
Concrete removal cost	259	Clamshell pipe cutter	3.4
Nochar	229	Niton xlt 800	4



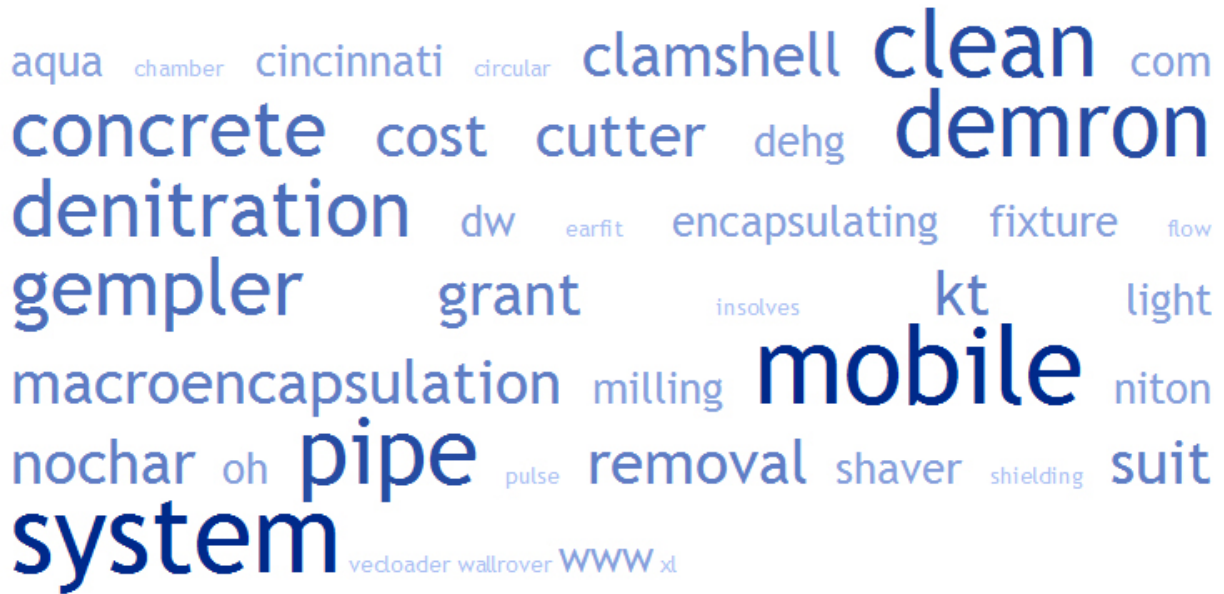


Figure 3: Keyword tag cloud representation of top 40 query impressions during Q1 2014



Figure 4: D&D KM-IT top keywords as seen by search engines

## Top Modules

The top 3 performing modules this quarter were Technology, Vendors and Hotline (see Figure 5 on page 11). Last quarter, the Hotline module did not make it to the top 3 and was replaced by Document Library. This period, the Hotline module is back in the list of top 3 modules. On the following page, there is a list of the top performing pages within each of the modules (see

**Error! Reference source not found.**) This table details the top popular pages under each module. It lists the name of the page and the URL link to the item.

In the Hotline module, there is clearly an interest in Fixatives. Four out of the top five destinations (Problems and Solutions) under Hotline are related to Fixatives. Fixatives have been a big success story for D&D KM-IT. Fixatives topics top not only the Hotline module but also the Document Library module along with ITSRs.

We have introduced arrows in this section to represent the change in position for each of the popular destinations within each module. As before, the green arrows represent a movement up in position from the previous quarter and a red arrow shows a movement down from last quarter.

**Table 4: Most popular modules**  
 (↑ increase and ↓ decrease from previous period. No arrows indicates no change)

Popular Technology	Popular Vendor	Hotline
ADAMANT Twin Blade Cutter Circular Saw  /Technology/TechnologyFactSheet.aspx?TechnologyID=150	Special Technologies Laboratory  /Vendors/ViewVendor.aspx?id=78&name=Special%20Technologies%20Laboratory	Fixatives for Use with Soil ↑  /Hotline/ProblemFactSheet.aspx?ProblemID=224
Evolution 180 Portable Metal Cutting Circular Saw ↑  /Technology/TechnologyFactSheet.aspx?TechnologyID=156	AECOM  /Vendors/ViewVendor.aspx?id=213&name=AECOM	Fixative Recommendation for Metal Corrugated Bldg ↑  /ProblemFactSheet.aspx?ProblemID=175
Dyneema Long Sleeve Crew Neck “T” Shirt ↑  /Technology/TechnologyFactSheet.aspx?TechnologyID=254	Alaron Nuclear Services ↑  /Vendors/ViewVendor.aspx?id=215&name=Alaron%20Nuclear%20Services	Soil fixative activities ↑  /Hotline/SolutionFactSheet.aspx?SolutionID=239
Porter-Cable Circular Saw with Vacumm System ↑  /Technology/TechnologyFactSheet.aspx?TechnologyID=248	AIL Systems Inc  /Vendors/ViewVendor.aspx?id=66&name=AIL%20Systems%20Inc	DOE Decommissioning Handbook ↑  /Hotline/SolutionFactSheet.aspx?SolutionID=160
Porter-Cable Circular Saw with Vacumm System ↑  /Technology/TechnologyFactSheet.aspx?TechnologyID=162	Netzsch Instruments North America, LLC ↑  /Vendors/ViewVendor.aspx?id=188&name= Netzsch Instruments North America,	Fixative List ↑  /Hotline/SolutionFactSheet.aspx?SolutionID=240

On the following page is the breakdown of the number of pageviews each of these modules received and their comparison to the previous period. The top module information from the previous table is gathered from this data. This quarter, Technology dominated the traffic flow with 33.48% of the page views, followed by Vendors with 8.62% and Hotline with 6.80%. The second and fourth items in the list are links to the homepage or root of the site which is displayed with a “/” and “/Default.aspx”. Since we are focusing on the modules, we are ignoring the homepage hits and focusing only on the module information.

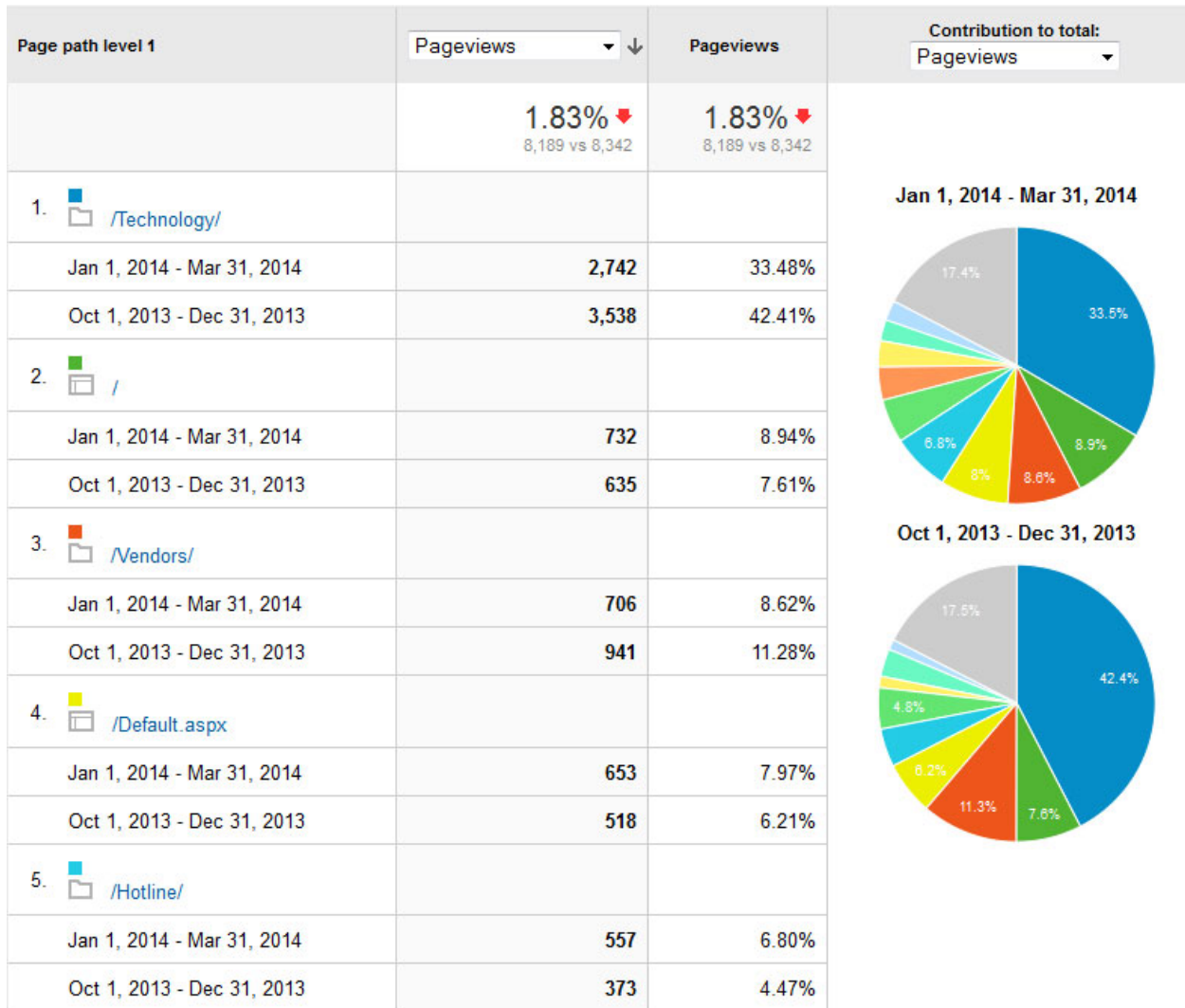
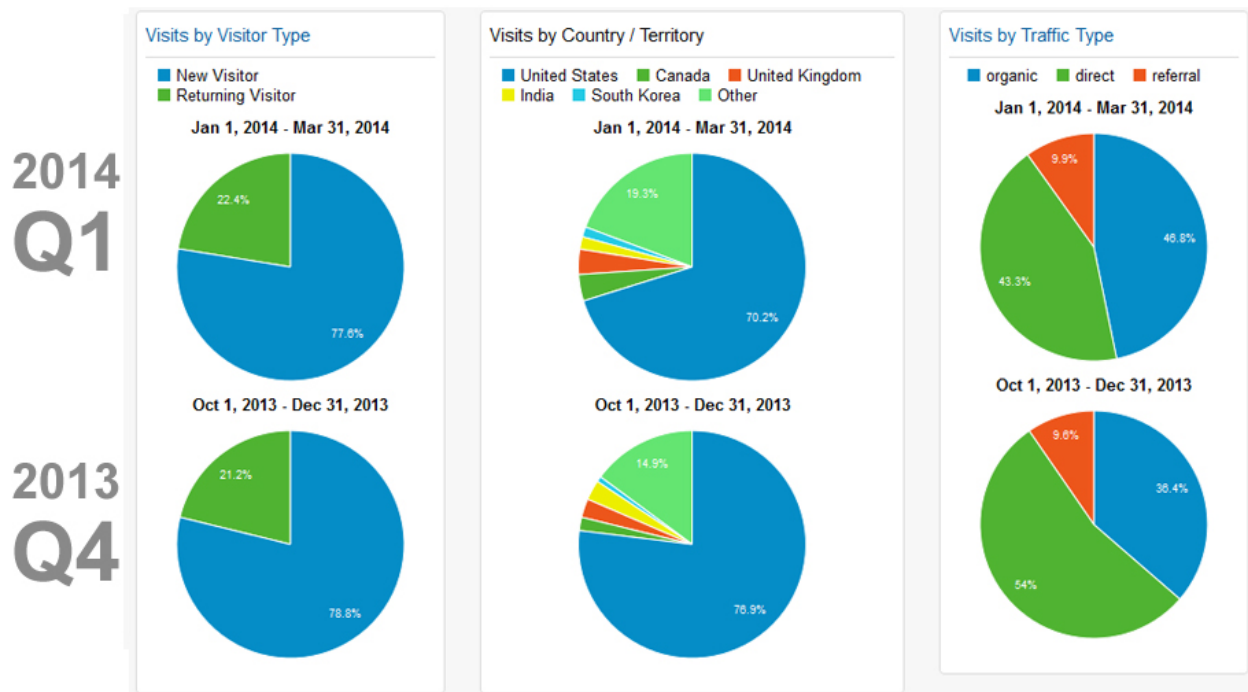


Figure 5: Top performing modules during Q1 2014

## Visitor Type

The following figure is a comparison of the visitor types that the system hosted during the first quarter 2014 (2014Q1) and fourth quarter 2013 (2013Q4) (Figure 6). On the bottom row are the numbers from the previous period (2013Q4) and on the top row are the numbers from the

current period (2014Q1). Figure 6 demonstrates that the rate of New and Returning Visitors remained almost unchanged with less than 1% difference. In the middle column (Visits by Country/Territory), the United States visitors were reduced by 6.7% while Canada increased by 4.4%. Notice that South Korea is a new comer to the top 5 visits by country/territory. The last column on the right (Visits by Traffic Type) categorizes the visitors by the method they used to come to the site (via search engines, labeled organic on the figure; direct; or by referral). Here we see that while referral visit remained almost the same, direct visits lost 10.7% while search engines gained 10.4%.



**Figure 6: Visitor Type, Traffic Type and Visits by Country (2014 Q1 vs. 2013 Q4)**

It is always good to see an increase of search engine traffic. It is an indication that people are discovering the website, often for the first time. The challenge is to provide relevant content to these new visitors that find the site via search engines.

## FIU Factor

FIU continues to maintain and develop new functionality on the system. These efforts consist of module development, design changes, data population and feature enhancements. Many of the improvements made to the D&D KM-IT are actually created from information gathered in the quarterly analytic reports. As a result, developers and students visit the D&D KM-IT production

site to perform these tasks, therefore contributing to the overall number of visits to the system. This section focuses on how many of the overall visits are from the FIU network.

Out of the 2,099 visits recorded by Google Analytics (GA), 343 (or 16%) were made from the FIU Network (see Figure 7). The percentage from FIU is even lower when we combine the visits captured by the GA and Google Webmaster Tool (GWT). The right side of Figure 7 shows the combined visits by GA and GWT of 4,994 of which 343 were from the FIU network (or 7%). The combine GA and GWT visits from the FIU network were up by 2% from last quarter. Last quarter (2013 Q4), FIU visits with GA measured 12% and with GA and GWT combined were 5%. This slight increase may be due to the extensive testing involved while deploying new features on D&D KM-IT and resolving some of the analytics performance when the site took a hit of 32% during the fourth quarter of 2013.

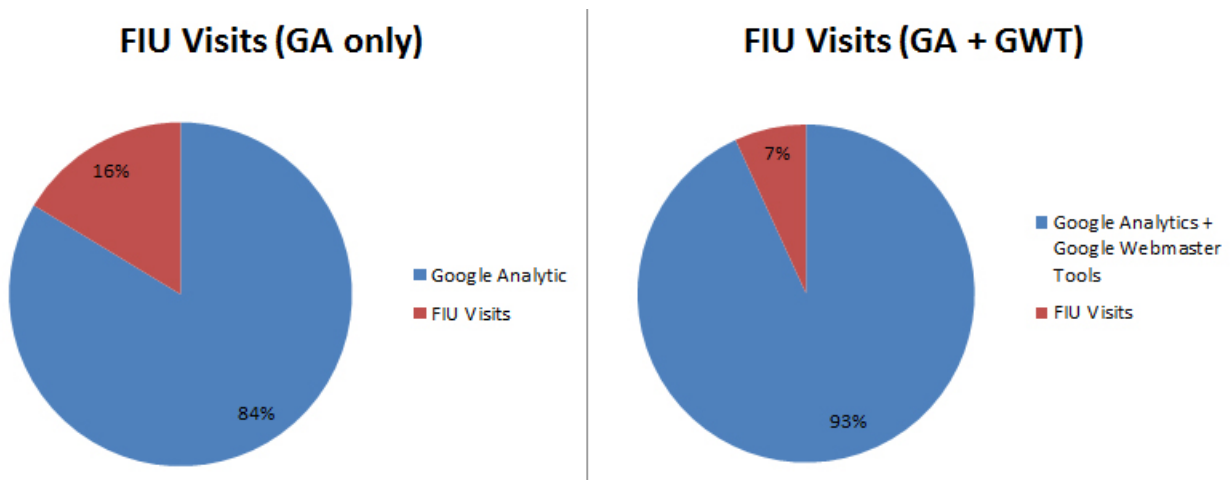


Figure 7: FIU visits to D&D KM-IT during Q1

## User growth

D&D KM-IT closed out Q2 (April to June 2013) with 464 registered users and 52 registered Subject Matter Specialists (SMS). By the end of Q3 (July to September 2013), the site had 521 registered users and 63 registered SMS. That's a 12.28% increase for registered users and a 21.15% increase for SMS. The fourth quarter (October to December 2013) closed with 535 registered users and 64 SMS (See Figure 8). The bulk of the increase during Q3 was due to the Nuclear Utility Conference in Hollywood, FL. The Applied Research Center attended this conference and was able to showcase D&D KM-IT as one of its projects. The next big increase was during this reporting period (2014 Q1) where user membership increased by 15%. This increase was mainly due to the Waste Management conference held in Phoenix in March 2014 where 80 people registered at the booth during the conference. Since FIU began to track web traffic and user membership, there has always been a significant increase in membership when

D&D KM-IT is showcased at conferences and other workshops. Conferences seem to be the most effective marketing tool for this system so far.

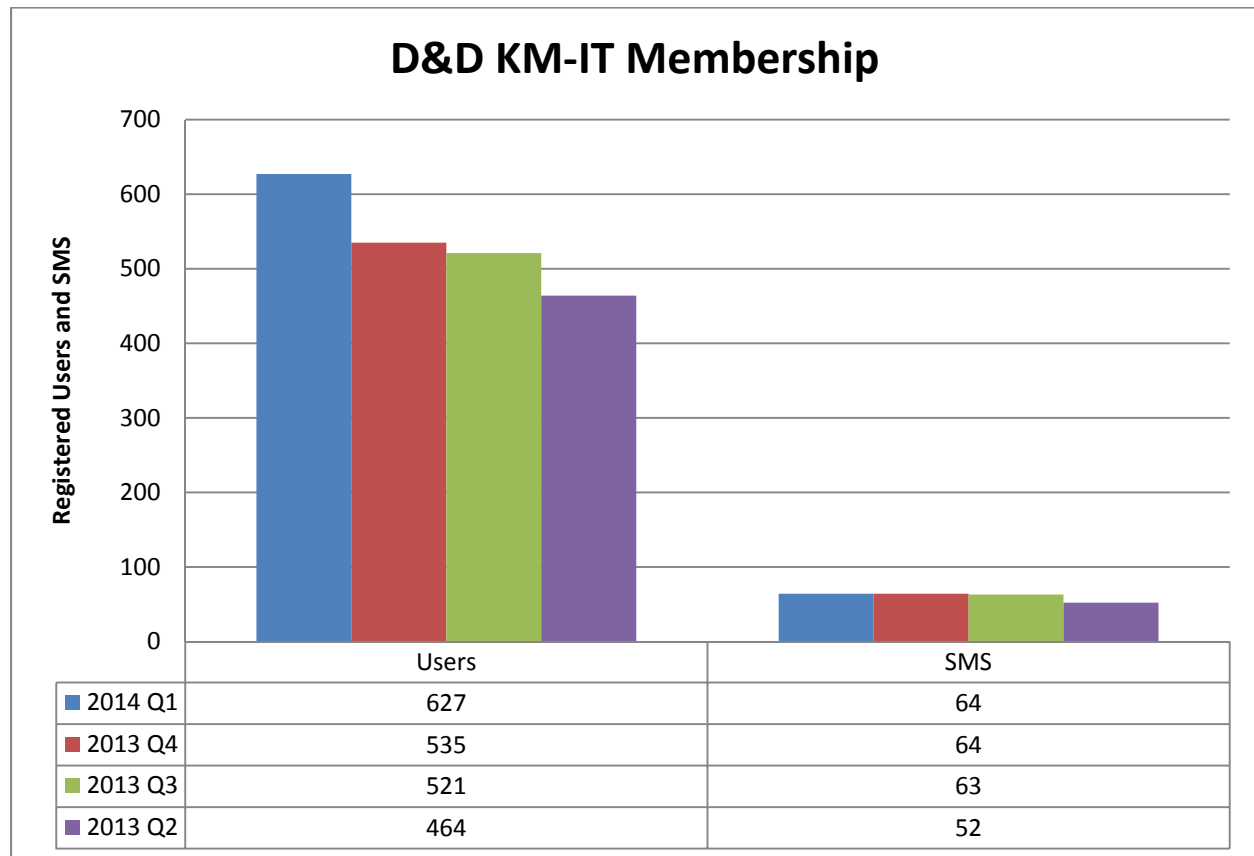


Figure 8: D&D KM-IT Membership

## Analysis and Summary

This period (2014 Q1) performed below expectations. Typically there is an increase in visitors during the first quarter in comparison to the fourth quarter of the previous year. However, this period actually experience a decrease of 9.3%. The drop was measured equally between HTML pages and PDF documents. After reviewing the data, it appears that our search queries are not highly ranked in search engine results, which means that the average position is not as low as it used to be. It is difficult to pinpoint a single issue that is contributing to this fact but FIU is looking into possible factors that may be responsible.

During this period, once again, Google tweaked its algorithm and actually renamed some of its terms in the analytic reports (discussed on page 5). Search engine traffic is a very important source of traffic for D&D KM-IT, as is true for all other websites. Internet users typically “Google” everything and don’t usually go to the site directly unless they need to interact with a

specific feature of the site. So it is important to keep a close eye on what search engines are doing and the effect on D&D KM-IT. This period, there was a 10.4% increase in search engine traffic. This was a good sign; now we are looking to capitalize on that increase during the second quarter of 2014. The “Popular Content” feature recently launched on D&D KM-IT and will contribute to this task. The purpose of this feature is to increase inter-linking on D&D KM-IT. It displays similar content related to what the user is viewing at the time. This feature was deployed on the landing pages of the major modules and on the homepage of the site. FIU is optimistic that the second quarter will begin to show an improvement over the first quarter in part because of the increase in search engine traffic and the deployment of the Popular Content feature.

Finally, as it was anticipated in the last report, the participation at Waste Management 2014 (WM2014) was a success. The user membership to D&D KM-IT increased by 15%. In addition, FIU was able to conduct a workshop at the exhibitor booth where D&D community members had the opportunity to see a demo of the system and ask questions about its features. Conference participation has proven to be the best marketing tool for D&D KM-IT because the FIU developers are able to interact with the D&D community and get first hand feedback on the system.

## About This Report

This report was developed by Florida International University’s Applied Research Center. It uses Google Analytics (GA) as the main data collection source with the combination of the Google Webmaster Tool (GWT) for a closer look at direct document visits, keywords and queries performed on the site. This report is being generated on a quarterly basis, starting with Q3 of 2012. Prior to this, monthly reports were generated and a yearly report has been completed for February 2011 to February 2012.

A summary raw export from GA is found in the Appendix of this document. It is important to note that the Google algorithm varies based on search patterns, region and other “secret” Google parameters. With that said, it is difficult but possible to duplicate these results.

## Terms

% New Sessions (formally % New Visits): An estimate of the percentage of first time visits.

% New Visits: An estimate of the percentage of first time visits. (This terminology was replaced by “% New Sessions” during 2014 Q1)

Avg. Visit Duration: The average time duration of a session.

Bounce Rate: The percentage of single-page visits (i.e. visits in which the person left the website from the entrance page).

Clickthrough Rate (CTR): The number of clicks on an ad divided by the number of times the ad is shown, expressed as a percentage.

Direct Traffic: Typing the address of the website URL or clicking on a previously saved bookmark.

Impressions: The amount of times a pages in part of a search result on a search engine.

Pages / Visit: The average number of pages viewed during a visit to the website. Repeated views of a single page are counted.

Pageviews: The total number of pages viewed. Repeated views of a single page are counted.

Referring sites: Other websites that link to the website discussed in this report.

Sessions (formally Visits): The number of visits to the website.

Users (formally Unique Visitors): The number of unduplicated (counted only once) visitors to the website over the course of a specified time period.

Unique visitors: The number of unduplicated (counted only once) visitors to the website over the course of a specified time period. (This terminology was replace by “Session” during 2014 Q1)

Visits: The number of visits to the website. (This terminology was replace by “Session” during 2014 Q1)

Visitors: The users visiting the website.

## **Appendix**

On the following page is the report exported from Google Analytics as supporting documentation.



DOE

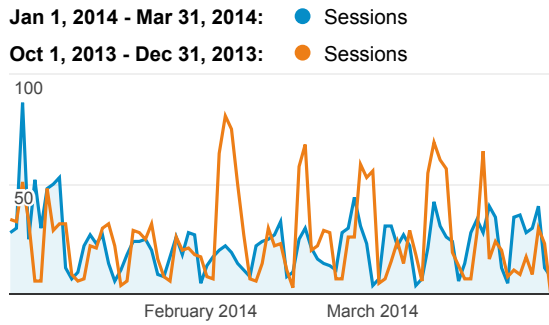
Jan 1, 2014 - Mar 31, 2014  
Compare to: Oct 1, 2013 - Dec 31, 2013



Pageviews by Page

Page	Pageviews
/	
Jan 1, 2014 - Mar 31, 2014	732
Oct 1, 2013 - Dec 31, 2013	635
<b>% Change</b>	<b>15.28%</b>
/Default.aspx	
Jan 1, 2014 - Mar 31, 2014	653
Oct 1, 2013 - Dec 31, 2013	518
<b>% Change</b>	<b>26.06%</b>
/Technology/AdvanceSearch.aspx	
Jan 1, 2014 - Mar 31, 2014	502
Oct 1, 2013 - Dec 31, 2013	449
<b>% Change</b>	<b>11.80%</b>
/Contribute/	
Jan 1, 2014 - Mar 31, 2014	278
Oct 1, 2013 - Dec 31, 2013	0
<b>% Change</b>	<b>100.00%</b>
/Technology/TechnologyDefault.aspx	
Jan 1, 2014 - Mar 31, 2014	238
Oct 1, 2013 - Dec 31, 2013	295
<b>% Change</b>	<b>-19.32%</b>
/Technology/Tech.aspx	
Jan 1, 2014 - Mar 31, 2014	201
Oct 1, 2013 - Dec 31, 2013	482
<b>% Change</b>	<b>-58.30%</b>
/Vendors/SearchVendor.aspx	
Jan 1, 2014 - Mar 31, 2014	165
Oct 1, 2013 - Dec 31, 2013	122
<b>% Change</b>	<b>35.25%</b>

Visits



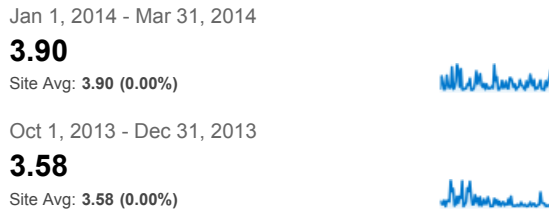
Visits



Pageviews



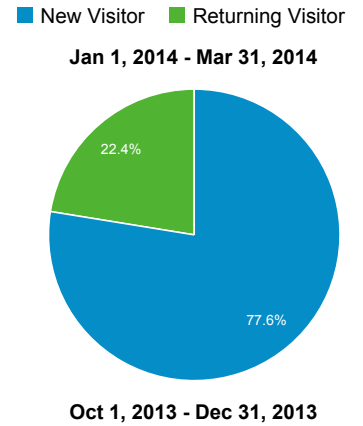
Pages / Visit



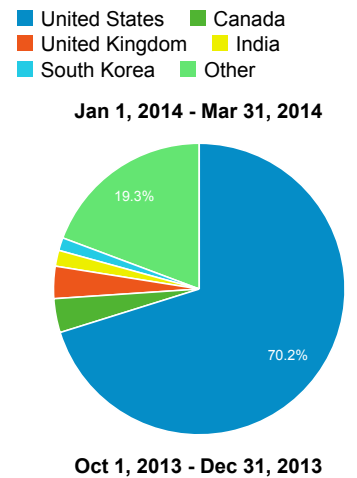
Unique Visitors



Visits by Visitor Type



Visits by Country / Territory



## Bounce Rate

Jan 1, 2014 - Mar 31, 2014

**69.41%**

Site Avg: 69.41% (0.00%)



Oct 1, 2013 - Dec 31, 2013

**69.04%**

Site Avg: 69.04% (0.00%)



## Avg. Visit Duration

Jan 1, 2014 - Mar 31, 2014

**00:02:57**

Site Avg: 00:02:57 (0.00%)



Oct 1, 2013 - Dec 31, 2013

**00:02:42**

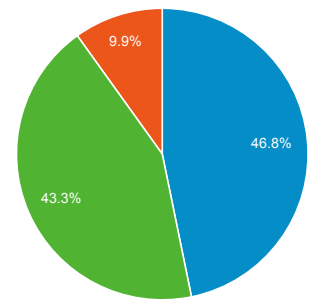
Site Avg: 00:02:42 (0.00%)



## Visits by Traffic Type

■ organic ■ direct ■ referral

Jan 1, 2014 - Mar 31, 2014



Oct 1, 2013 - Dec 31, 2013

