

Using Google Analytics to evaluate Telling Stories Understanding Real Life Genetics website activity Telling Stories Understanding Real Life Underst

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Introduction

The education website *Telling Stories Understanding Real Life Genetics* (www.tellingstories.nhs.uk) aims to promote understanding about the impact of genetics on real life and its relevance to healthcare practice. Over 80 stories from patients, carers, family members and healthcare professionals are freely available to view and download in written or video format. The stories cover a range of genetic conditions including single-gene disorders, chromosomal abnormalities and multifactorial conditions.

To support teaching and learning, stories are mapped to genetic competences for healthcare professionals and accompanied by educational activities, points to encourage reflection and signposts to further information and resources. Expert commentaries from professionals across healthcare practice, provide additional perspectives.

A free Google Analytics account was set up for the website in January 2009. Web statistics are monitored monthly. Data are used to analyse how individuals are using the website, to inform site development in order to reflect the changing needs of users, and inform promotional strategies for the intended audiences.

Visitor overview since January 2009:

Statistics on visits allows
the number of new and
returning visitors to be
monitored, along with the
time spent on the site.
This also indicates how
visitors are using the
website e.g. the pattern
of their visit including
duration; targeting a
specific webpage(s) vs.
browsing multiple pages

during a visit.

100

14,779 people visited this site

14,779 Absolute Unique Visitors

112,833 Pageviews

5.66 Average Pageviews

100:04:04 Time on Site

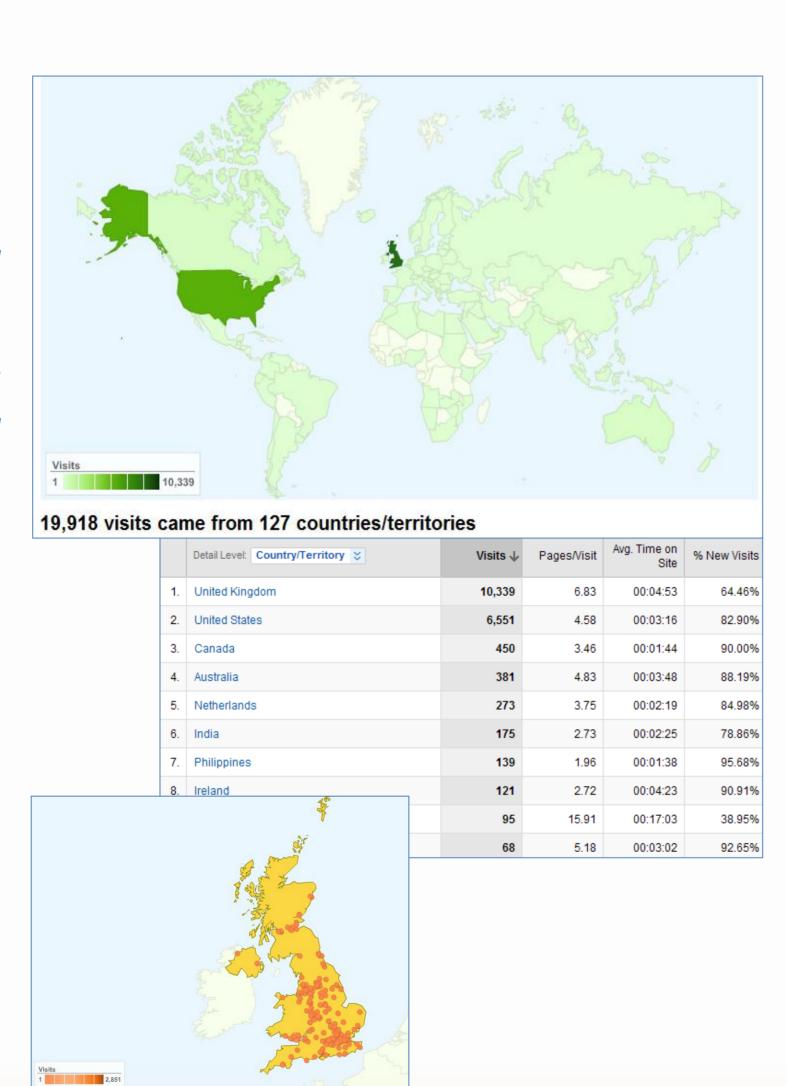


- Almost 20,000 visits with 73.8% unique (new) visitors and 26.2% returning visitors.
- An average of ~4 minutes/visit with >110,000 page views and an average of 5.66 page views/visit.

Map overlay:

Provides information on the geographical spread of visitors, both world/country-wide and regional/city-based, helping to inform promotional strategies for specific target audiences and tailor national and international conference presentations.

- Visitors are located in 127 countries/territories including Australia, Canada, India, Japan, Netherlands New Zealand, UK and USA.
- Analysis of the UK map overlay shows clusters around Regional centres and universities.



Content overview:

Provides useful information on content relevance and how the site is navigated to access stories (e.g. quick search facility vs. story catalogue vs. search themes)

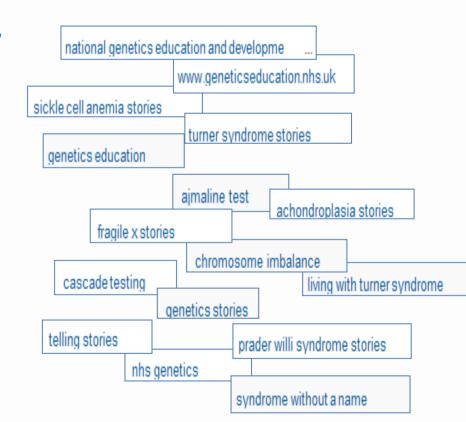
• Pages most visited are shown (right). This indicated to us that e.g. the Story Catalogue (originally intended to be a plain list) also needs to be informative and user-friendly.

Top Content pages accessed	# page views
Colette's story: Turner syndrome	7147
Telling Stories homepage	7086
Fran's story: Living with hypermobility syndrome	5727
Story Catalogue	2943
Tony's story: living with sickle cell disease	2921
Quick search facility	2411
'Genetic condition' search theme	1163
'How to use the stories' page	1088
Andrew's story: Living with Klinefelter syndrome	932
Paul's story: Bowel cancer	792

Keywords:

Monitoring search terms used informs us of user requirements, allows evaluation of site layout and navigation (i.e. whether users can find the content they seek).

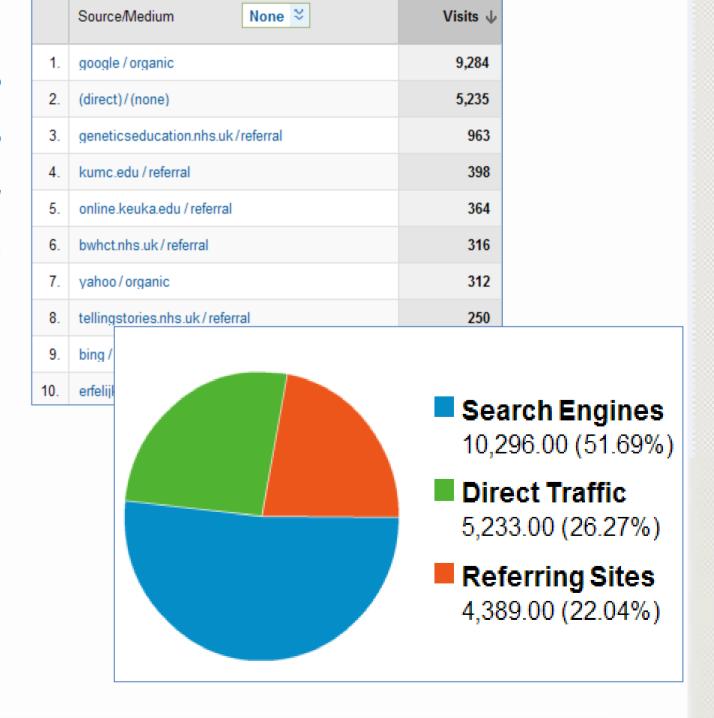
• Keywords bringing users to the site include both general and specific phrases e.g. genetics education, genetic stories, sickle cell, Fragile-X, chromosome imbalance, cascade testing.



Traffic overview:

Provides information on how users are coming to the site including where they are referred from such as via servers in the UK (e.g. Birmingham Women's NHS Trust) and USA (e.g. University of Kansas Medical Center) or from support groups (e.g. Prader-Willi Support Association UK).

• Visitors access the site via search engine (51.7%), directly (26.3%) and via referring sites (22%).



Conclusions

• Promotion of the resource through conferences, publications and social marketing correlates directly with increased visits to the website (*right*).



• Google Analytics is a powerful and useful tool for analysing use of the Telling Stories website, specifically for evaluating content delivery, navigation and promotion of the resource amongst target audiences.