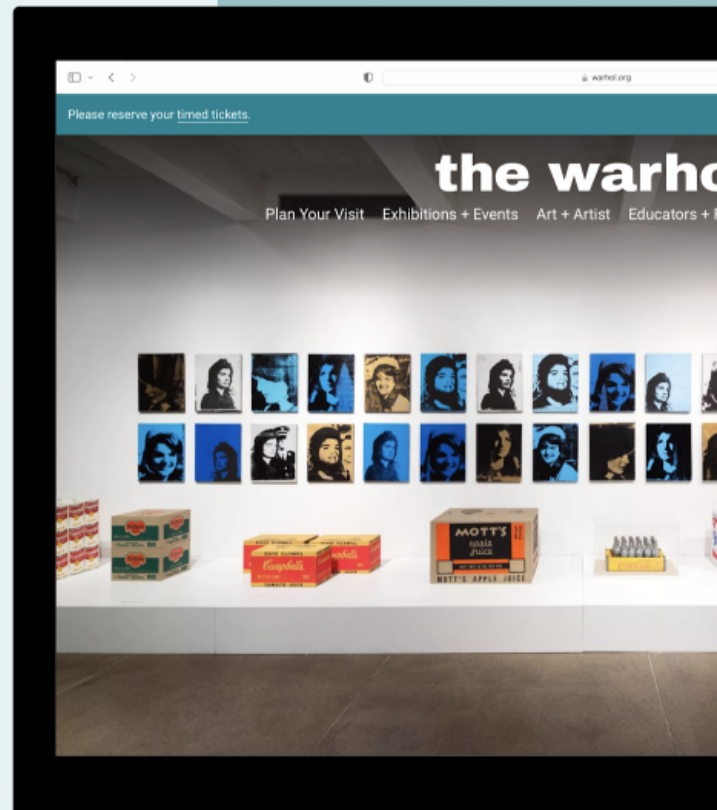


DIGITAL ANALYTICS PRESENTATION

The Warhol Museum Digital Analytics Report

*Conducted by Katherin Aristizabal, Sean H. Gao, Sapphire Hilton,
Cathy Hu, Yuki Shimano*



Agenda

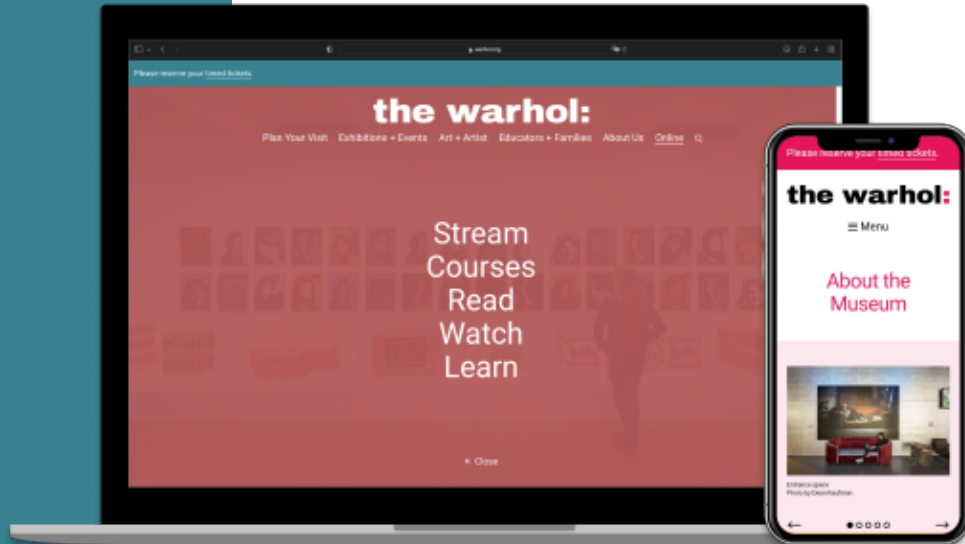
1. Goals & Scope
2. Methodology
3. Big Picture Findings
4. Recommendations
5. Summary
6. Appendix



Project Goals & Scope

Our goal was to provide better insight on ways to ensure that audiences have a seamless experience with the Andy Warhol Museum's website by analyzing Google Analytics and answering the following questions:

- How is the navigation that was restructured (June, 2021) performing?
- How does the behavior of local vs. non-local audiences compare since the museum's strategy shift made during Covid-19?
- What content are the local audiences looking at?



Methodology



Client Meeting

- Background information on the organization
- Confirmation of goals and scope

Web Analytics

- Analysis of current web data to understand the users' web behavior and performance
- **Time frame:**
4/1/2021 - 4/1/2022

SEO Audit

- Analysis of what the users search for to derive insights on making the site appealing to both users and search engines

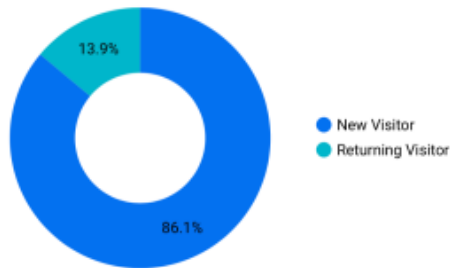
Visualization

- Further analysis and visualizations were done in Google Sheets and Google Data Studio

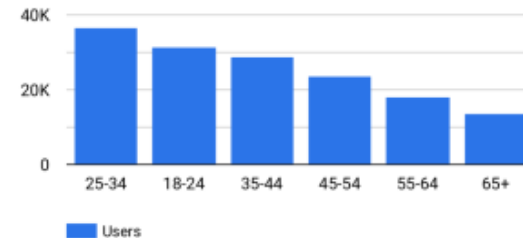
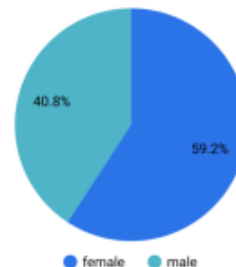
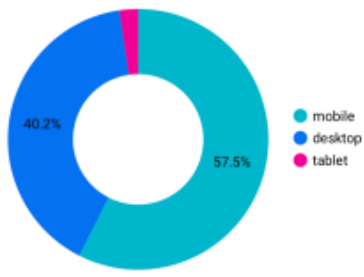
Tools:



Website Reach



User Demographics



Audience Overview

Session trend over time



Users
All Users
764,433



Pennsylvania Users
263,700



Pittsburgh Locals
121,786



Big Picture Findings

1

Local audiences prefer using mobile devices to access the website

2

Users are not using site search

3

Local audiences check the Calendar for upcoming events more than non-local audiences

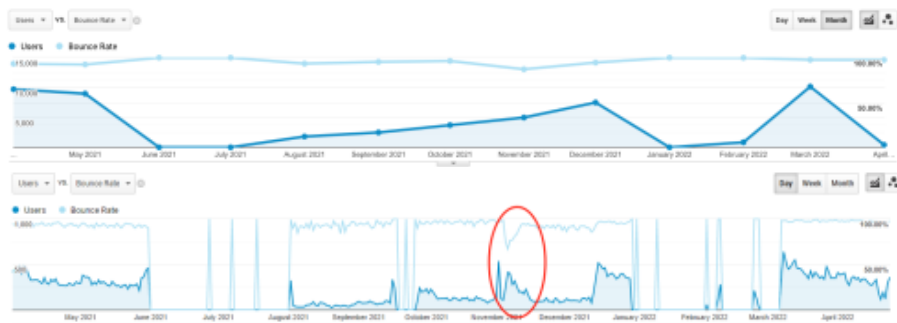
4

The lack of event tracking is a missed opportunity

5

Referral traffic behaved better than paid social traffic

Source / Medium	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	821,146 % of Total: 100.00% (821,146)	817,402 % of Total: 100.07% (817,402)	1,046,749 % of Total: 100.00% (1,046,749)	59.85% Avg for View: 59.85% (0.00%)	2.35 Avg for View: 2.35 (0.00%)	00:01:33 Avg for View: 00:01:33 (0.00%)
1. google / organic	395,989 (47.03%)	386,577 (47.29%)	496,402 (47.42%)	59.25%	2.05	00:01:32
3. facebook / paid_social	49,046 (6.26%)	49,039 (6.45%)	53,973 (5.54%)	94.07%	1.12	00:00:07
4. carnegiesciencecenter.org / referral	18,776 (2.40%)	17,177 (2.26%)	27,286 (2.80%)	30.50%	4.08	00:03:04
5. carnegiemnh.org / referral	17,912 (2.29%)	16,354 (2.15%)	26,129 (2.68%)	28.36%	4.52	00:03:30
6. bing / organic	14,234 (1.82%)	13,869 (1.82%)	17,084 (1.75%)	58.41%	2.18	00:01:43
7. m.facebook.com / referral	12,378 (1.58%)	12,159 (1.60%)	13,100 (1.35%)	88.15%	1.29	00:00:19
8. google / cpc	11,872 (1.52%)	10,635 (1.40%)	15,272 (1.57%)	52.91%	2.17	00:01:25
9. cmoa.org / referral	11,112 (1.42%)	9,812 (1.29%)	15,348 (1.58%)	26.06%	5.52	00:03:12
10. twitter / paid_social	10,866 (1.39%)	10,887 (1.43%)	11,825 (1.21%)	93.52%	1.13	00:00:10



Finding 5:

Referral traffic behaved better than paid social traffic

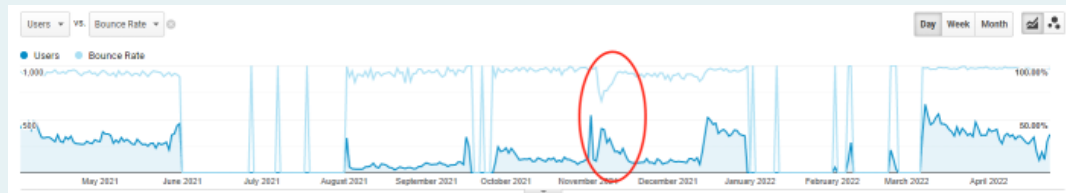
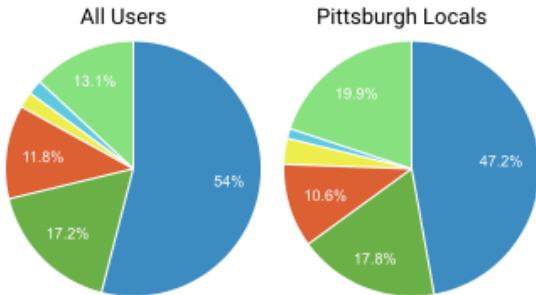
- Paid social traffics refer to high bounce rate
- Paid social traffics act low on session durations
- Abnormal behavior happened in certain time periods
- Referral traffics overall performed better than paid-social traffics

Recommendation 5: Reconsider budgets on paid social traffic

- Practice more features and tools on Google Analytics for future web analysis
- Track routinely on how social paid-ads and traffic in future
- Switch investments from social media ads to Google ads
- Highlight referral traffic and establish connections

Users by Source

google (direct) facebook
m.facebook.com bing Other



Future Considerations

Upgrade to Google Analytics 4



SEO: Meta Descriptions

<https://www.warhol.org>

The Andy Warhol Museum

We are the global resource for Warhol artworks and archival materials, and you'll always see something different each time you visit the **museum**..

SEO: Social Media Sharing



Summary

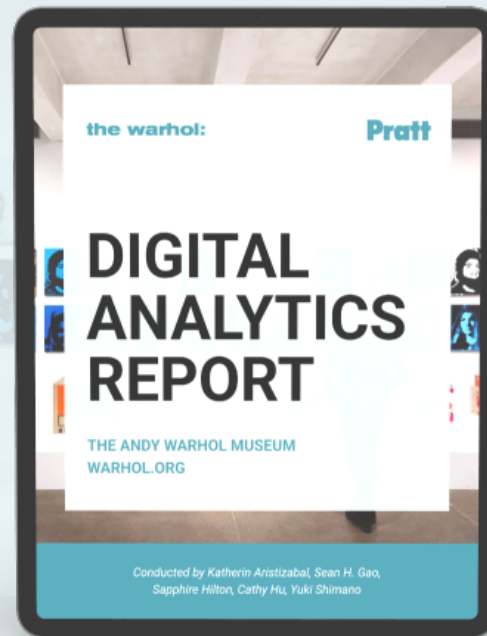
Our analysis revealed insights specific to where traffic is coming from, which devices are being used to access the website, navigation system considerations, how users are interacting with the website, and Google Analytics capture practices.

1. Adopt a mobile-first design approach
2. Increase visibility & functionality of site search
3. Present events upfront
4. Track events on Google Analytics
5. Reconsider budgets on paid social traffic

Appendix



[Dashboard](#)



Detailed Evaluation Report

Appendix

- [SEO Audit Data](#)
- [Comparative Analysis Data of 7 selected museums](#)
- <https://docs.google.com/document/d/1LObuijGG93F56esG3fZ2p575GpZo2Xel893mz6ycNxo/edit#heading=h.wct64gm46vv4>

A woman with long blonde hair, wearing a black jacket and pants, stands with her hands on her hips in a virtual grocery store aisle. The aisle is filled with various product boxes and images. On the left, there are boxes of Mott's applesauce and Brillo sponges. In the center, a large wall displays a grid of 24 small images of people's faces. On the right, there are more boxes of Brillo sponges and other household items. The floor is a light blue color, and the ceiling has a grid pattern.

Thank you!