

# WEBSITE USABILITY & UNDERSTANDING WEB ANALYTICS

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# Usability



# useit.com: Jakob Nielsen's Website

## Permanent Content

### Alertbox

Jakob's column on Web usability

[10 Best Intranets of 2010](#) (January 4)

Intranet design is maturing and reaping the rewards of continuous quality improvement for traditional features, while embracing new trends like mobile access, emergency preparedness, and user/employee-contributed content.

[Anybody Can Do Usability](#) (December 21)

[Short-Term Memory](#) (December 7)

[TV vs. the Web](#) (November 24)

[All Alertbox columns](#) from 1995 to 2010

[Sign up for newsletter](#) by email when a new Alertbox is published

### Reports

[Agile usability](#) **NEW**

[Application design showcase](#): 10 best App UIs

[Intranet usability](#)

> [Intranet design annual](#) **NEW**

> [Enterprise 2.0](#)

## News

### [Usability Week 2010](#) Conference

- > [Miami](#), FL: January 25-29
- > [Atlanta](#), GA: February 22-26
- > [New York](#), NY: March 22-26
- > [London](#), UK: May 16-21

Full-day seminars, including

- > [IA1](#) (structure) & [IA2](#) (navigation)
- > [Fundamental Guidelines for Web Usability](#)
- > [Apps design 1](#) (GUI) and [Apps design 2](#) (workflow)
- > [Integrating Social Features on Mainstream Websites](#)
- > [Writing for the Web](#)
- > [The Human Mind: How Your Users Think](#)

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**New York Times** [M.T.A. to Unveil a Makeover of Its Web Home](#)

**TIME Magazine** [The Paperless Chase](#) (about online financial statements)

**TIME Magazine** [Why We Look at Some Web Ads and Not Others](#)

# Usability Components

- Learnability
- Efficiency
- Memorability
- Errors
- Satisfaction
- Utility

Source: Usability 101 by Jakob Nielsen

<http://www.useit.com/alertbox/20030825.html>

# Top Web Design Mistakes

- Legibility
- Non-standard links
- Flash
- Content not written for the Web
- Bad Search

Source: Top Ten Web Design Mistakes of 2005 by Jakob Nielsen  
<http://www.useit.com/alertbox/designmistakes.html>

Who

What

When

Where

Why

How



# WEB ANALYTICS

Collection  
Measurement  
Reporting  
Analysis

# Google Analytics

## Dashboard

[Intelligence](#) Beta

[Visitors](#)

[Traffic Sources](#)

[Content](#)

[Goals](#)

## Custom Reporting

## My Customizations

- [Custom Reports](#)
- [Advanced Segments](#)
- [Intelligence](#) Beta
- [Email](#)

## Help Resources

- [About this Report](#)
- [Conversion University](#)
- [Common Questions](#)

Export

Email

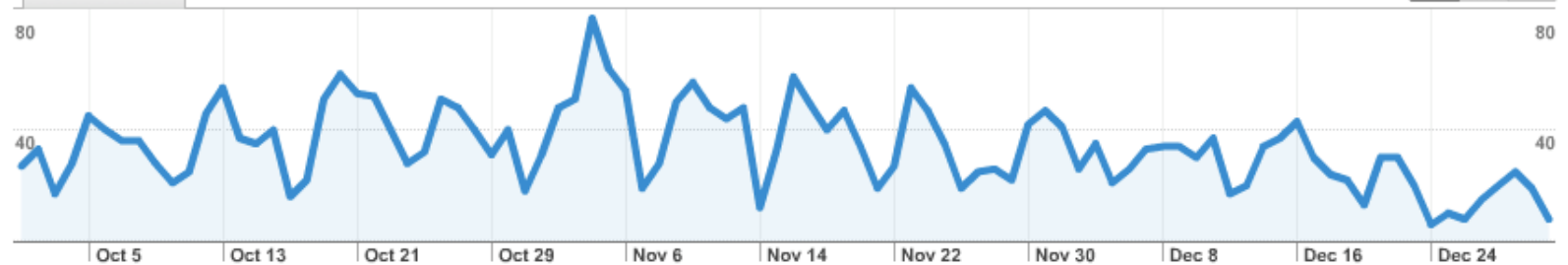
Advanced Segments: [All Visits](#)

## Dashboard

Oct 1, 2009 - Dec 31, 2009

Visits

Graph by:



## Site Usage

**3,137 Visits**

**6,411 Pageviews**

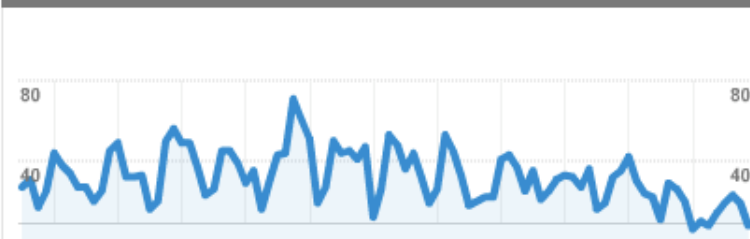
**2.04 Pages/Visit**

**66.66% Bounce Rate**

**00:01:16 Avg. Time on Site**

**78.58% % New Visits**

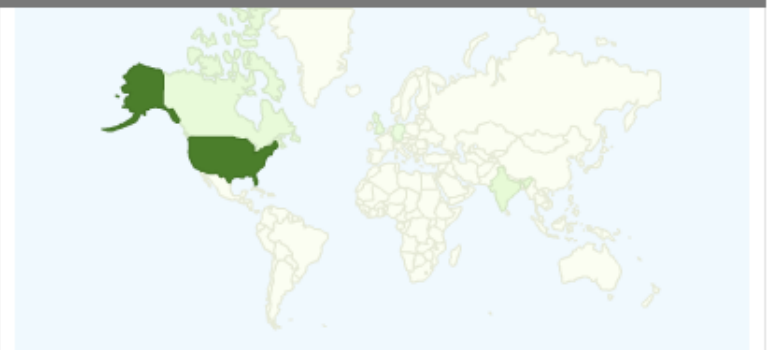
## Visitors Overview



**2,541** Visitors

[view report](#)

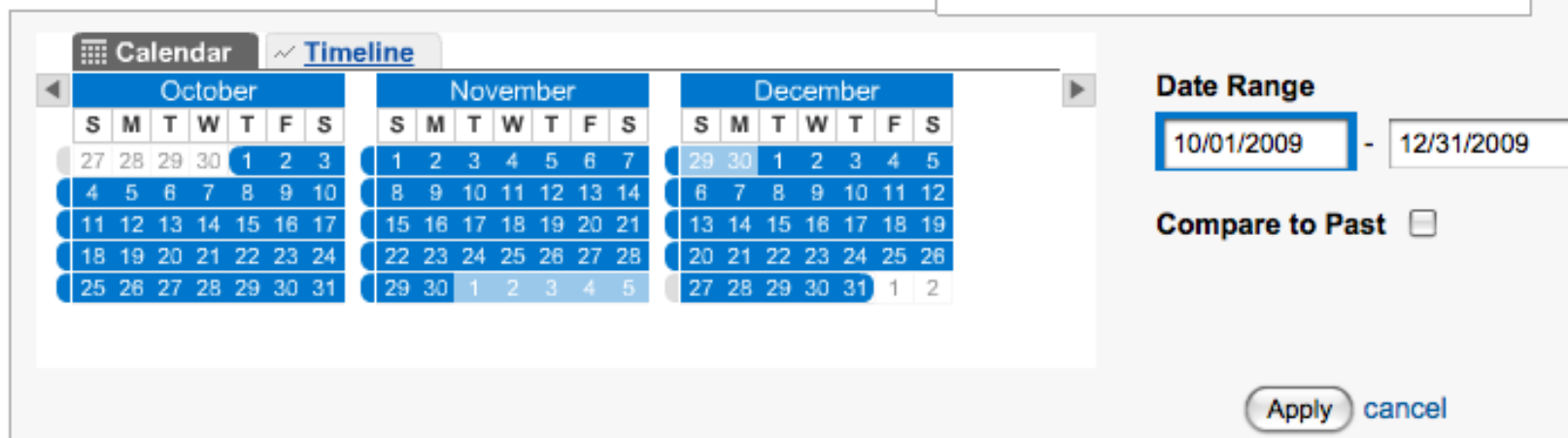
## Map Overlay



[view report](#)

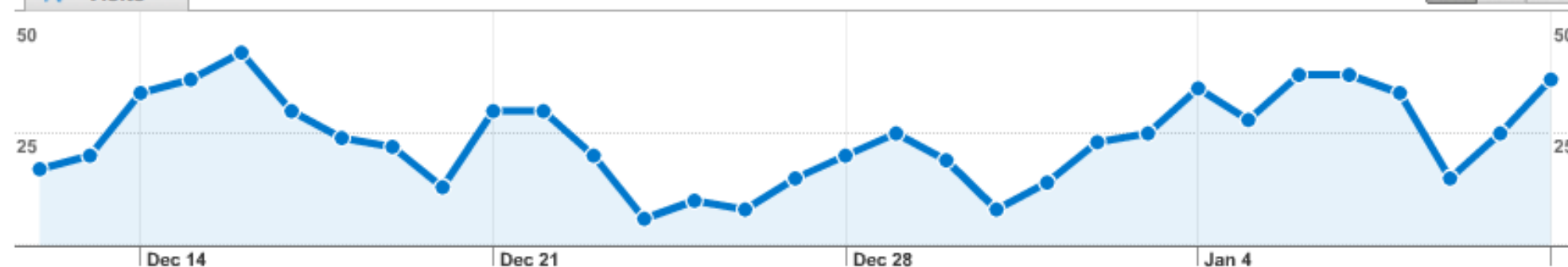
# Dashboard

Dec 12, 2009 - Jan 11, 2010 ▲



Visits ▾

Graph by:   



## Site Usage



**743 Visits**



**67.83% Bounce Rate**



**1,486 Pageviews**



**00:01:20 Avg. Time on Site**



**2.00 Pages/Visit**



**80.48% % New Visits**

[Export](#)[Email](#)[Add to Dashboard](#)Advanced Segments: [All Visits](#)

## Visitors Overview

Oct 1, 2009 - Dec 31, 2009

Visitors

Graph by:

**2,541 people visited this site****3,137 Visits****2,541 Absolute Unique Visitors****6,411 Pageviews****2.04 Average Pageviews****00:01:16 Time on Site****66.66% Bounce Rate****78.58% New Visits**

## Visitor Segmentation

**Visitors Profile:** languages, network locations, user defined**Browser Profile:** browsers, operating systems, browser and operating systems, screen colors, screen resolutions, java support, Flash**Map Overlay**

Geolocation visualization

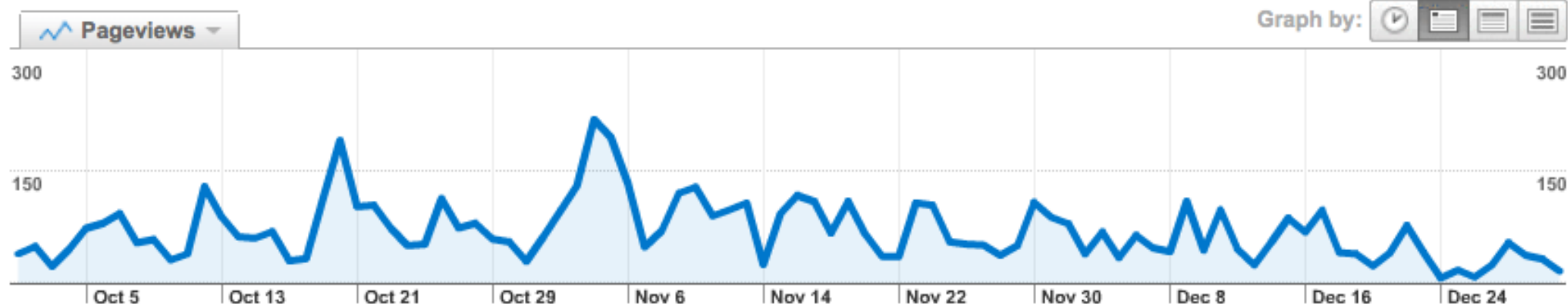
**Try Google Ad Planner.**

Understand the demographics and behavior of your website's

Overview »

## Pageviews for all visitors

Oct 1, 2009 - Dec 31, 2009



## 6,411 Pageviews

Thursday, October 1, 2009	0.61% (39)
Friday, October 2, 2009	0.76% (49)
Saturday, October 3, 2009	0.34% (22)
Sunday, October 4, 2009	0.70% (45)
Monday, October 5, 2009	1.14% (73)
Tuesday, October 6, 2009	1.25% (80)
Wednesday, October 7, 2009	1.45% (93)
Thursday, October 8, 2009	0.84% (54)



Export ▾

Email

Add to Dashboard

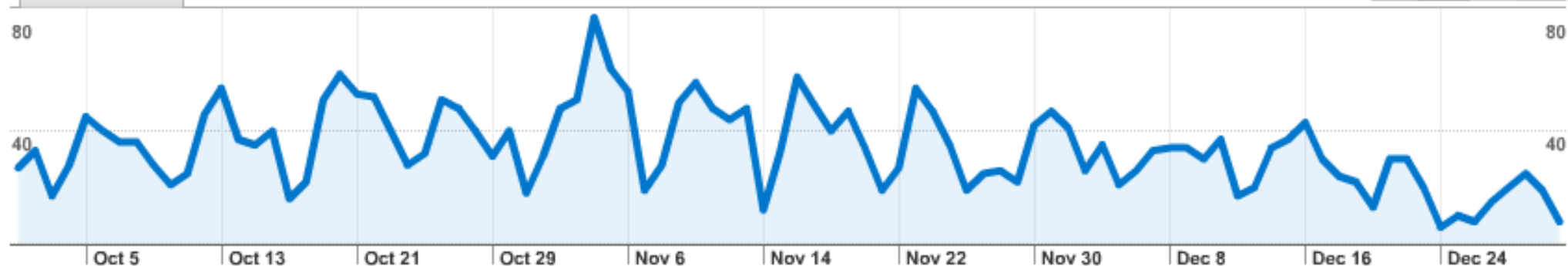
Advanced Segments: All Visits ▾

[Overview »](#)

## Visits for all visitors

Oct 1, 2009 - Dec 31, 2009 ▾

Visits ▾

Graph by:    **3,137 Visits****34.10 Visits / Day**

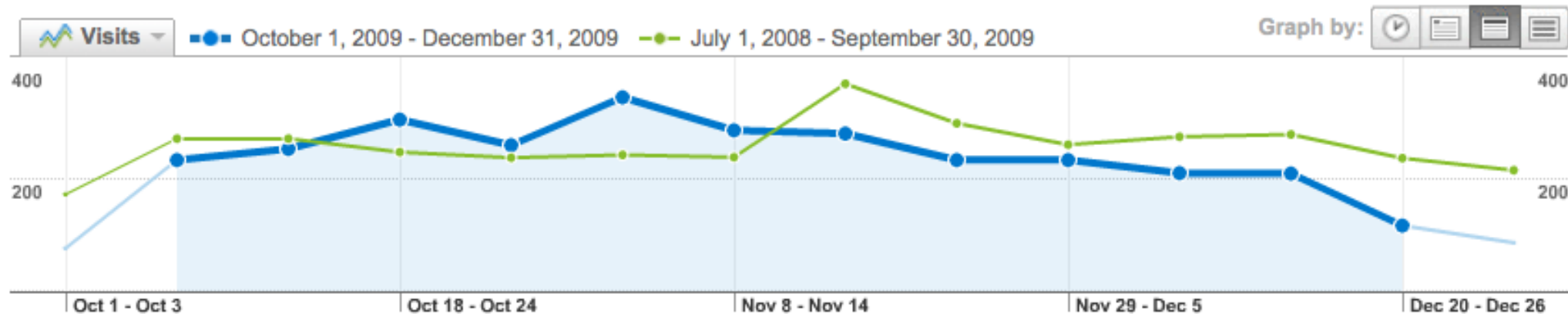
Thursday, October 1, 2009	0.86% (27)
Friday, October 2, 2009	1.05% (33)
Saturday, October 3, 2009	0.54% (17)
Sunday, October 4, 2009	0.89% (28)
Monday, October 5, 2009	1.43% (45)
Tuesday, October 6, 2009	1.28% (40)
Wednesday, October 7, 2009	1.15% (36)
Thursday, October 8, 2009	1.15% (36)

Overview »

## Visits for all visitors

Oct 1, 2009 - Dec 31, 2009

Comparing to: Jul 1, 2008 - Sep 30, 2009



**3,137 Visits**

Previous: 16,693 (-81.21%)

**34.10 Visits / Day**

Previous: 36.53 (-6.65%)

Oct 1, 2009 - Oct 3, 2009	2.45% (77)
Jul 1, 2008 - Jul 5, 2008	1.04% (173)
Oct 4, 2009 - Oct 10, 2009	7.46% (234)
Jul 6, 2008 - Jul 12, 2008	1.63% (272)
Oct 11, 2009 - Oct 17, 2009	8.10% (254)
Jul 13, 2008 - Jul 19, 2008	1.63% (272)
Oct 18, 2009 - Oct 24, 2009	9.75% (306)

Export ▾

Email

Add to Dashboard

Advanced Segments: All Visits ▾

[Overview »](#)

## Visits for all visitors

Oct 1, 2009 - Dec 31, 2009

Comparing to: Oct 1, 2008 - Dec 31, 2008

Calendar ~ Timeline

October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
27	28	29	30	1	2	3	1	2	3	4	5	6	7	29	30	1	2	3	4	5
4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12
11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
25	26	27	28	29	30	31	29	30	1	2	3	4	5	27	28	29	30	31	1	2

Date Range

10/01/2009 - 12/31/2009

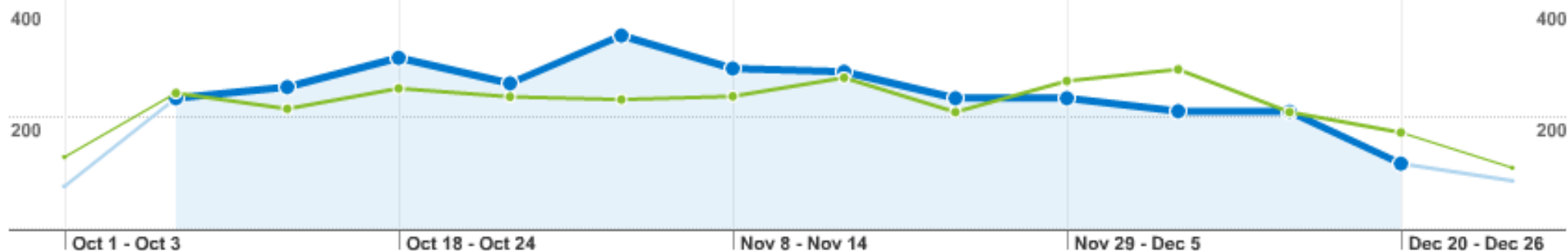
Compare to Past ☒

10/01/2008 - 12/31/2008

Apply cancel

Visits ▾

● October 1, 2009 - December 31, 2009 ● October 1, 2008 - December 31, 2008

Graph by:    **3,137 Visits**

Previous: 3,062 (+2.45%)

**34.10 Visits / Day**

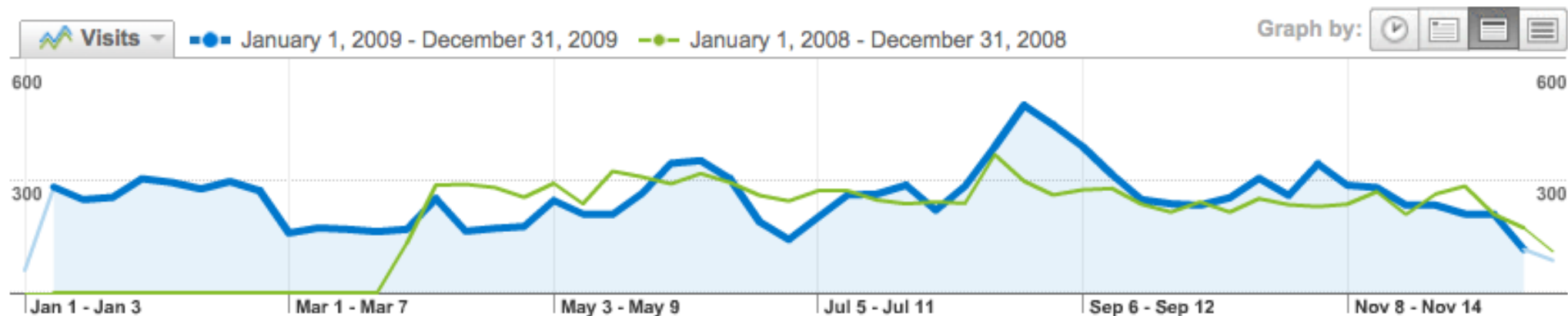
Previous: 33.28 (+2.45%)

Overview »

## Visits for all visitors

Jan 1, 2009 - Dec 31, 2009

Comparing to: Jan 1, 2008 - Dec 31, 2008



**13,276 Visits**

Previous: 10,201 (+30.14%)

**36.37 Visits / Day**

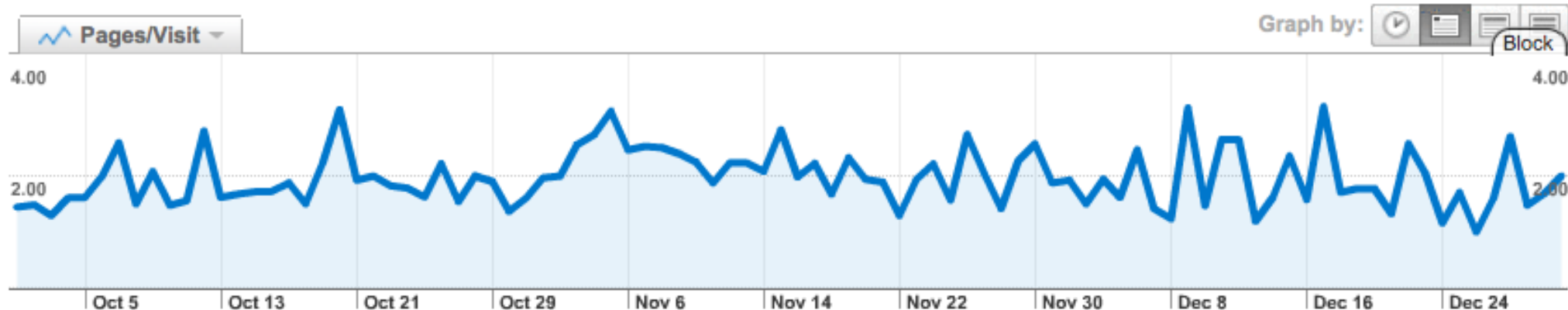
Previous: 27.87 (+30.50%)

Jan 1, 2009 - Jan 3, 2009	0.44% (59)
Jan 1, 2008 - Jan 5, 2008	0.00% (0)
Jan 4, 2009 - Jan 10, 2009	2.12% (282)
Jan 6, 2008 - Jan 12, 2008	0.00% (0)
Jan 11, 2009 - Jan 17, 2009	1.88% (249)
Jan 13, 2008 - Jan 19, 2008	0.00% (0)
Jan 18, 2009 - Jan 24, 2009	1.92% (255)

Overview »

## Average Pageviews for all visitors

Oct 1, 2009 - Dec 31, 2009



## 2.04 Pages/Visit

Thursday, October 1, 2009	1.44
Friday, October 2, 2009	1.48
Saturday, October 3, 2009	1.29
Sunday, October 4, 2009	1.61
Monday, October 5, 2009	1.62
Tuesday, October 6, 2009	2.00
Wednesday, October 7, 2009	2.58
Thursday, October 8, 2009	1.50

[Export](#)[Email](#)[Add to Dashboard](#)

Advanced Segments:

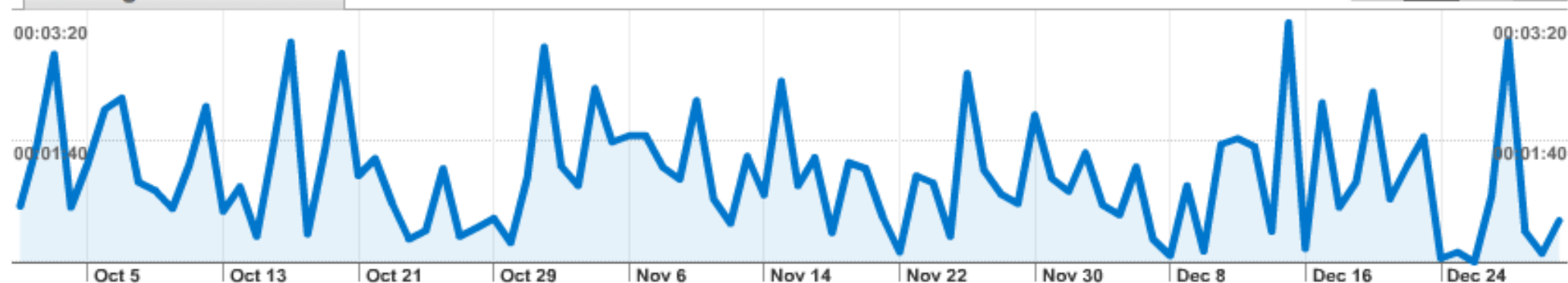
[All Visits](#)[Overview »](#)

## Time on Site for all visitors

Oct 1, 2009 - Dec 31, 2009

Avg. Time on Site

Graph by:



### 00:01:16 Avg. Time on Site

Thursday, October 1, 2009	00:00:47
Friday, October 2, 2009	00:01:36
Saturday, October 3, 2009	00:02:51
Sunday, October 4, 2009	00:00:45
Monday, October 5, 2009	00:01:22
Tuesday, October 6, 2009	00:02:06
Wednesday, October 7, 2009	00:02:16



# Technical Profile

Browser	Visits	% visits
Firefox	1,637	52.18%
Internet Explorer	851	27.13%
Safari	386	12.30%
Chrome	198	6.31%
Opera	29	0.92%

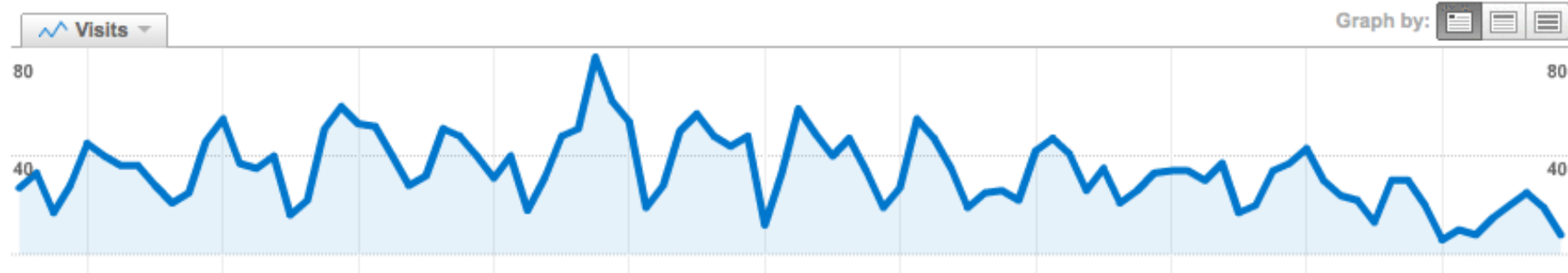
[view full report](#)

Connection Speed	Visits	% visits
Cable	1,057	33.69%
DSL	883	28.15%
Unknown	755	24.07%
T1	375	11.95%
Dialup	52	1.66%

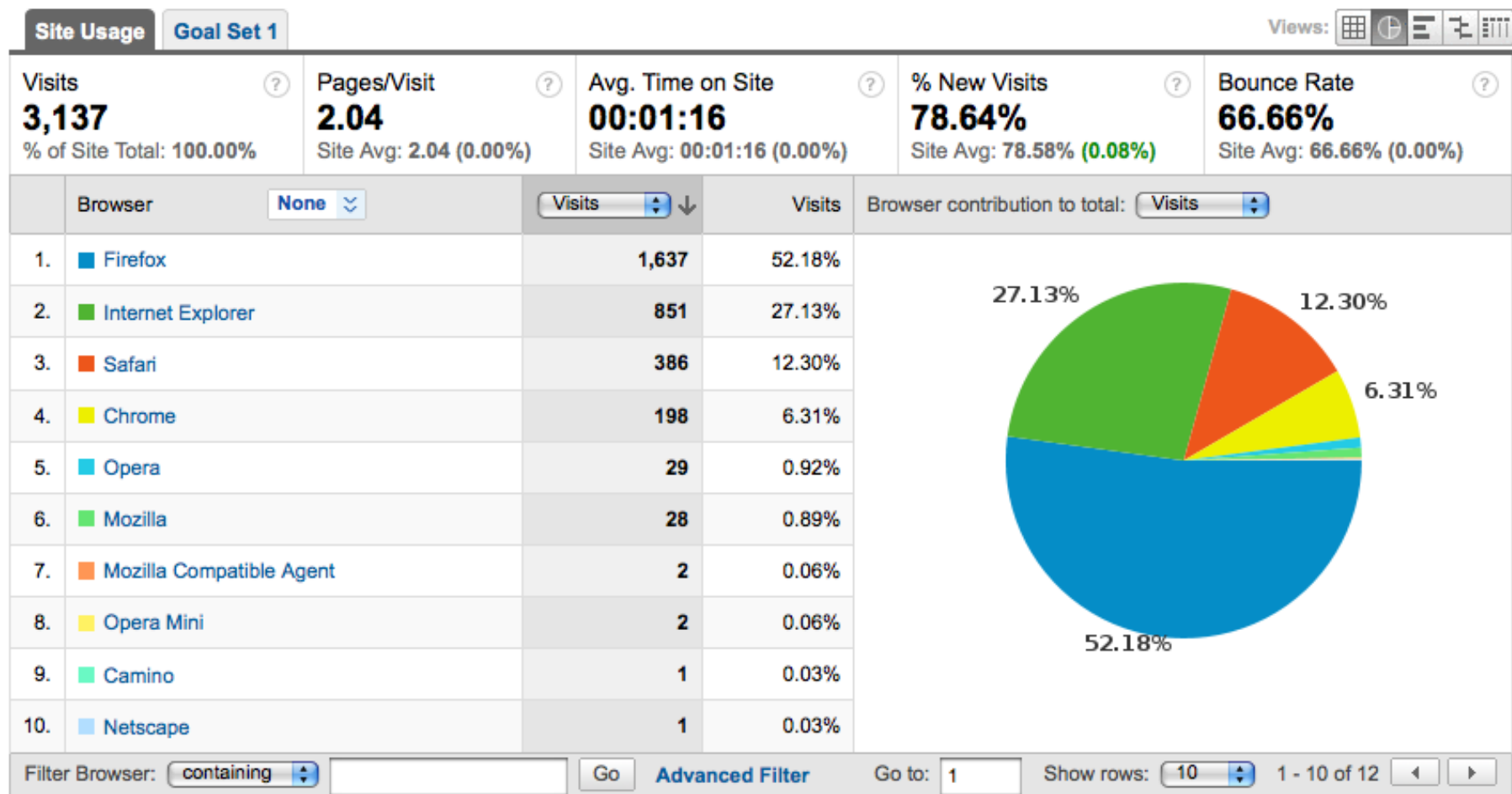
[view full report](#)

## Browsers

Oct 1, 2009 - Dec 31, 2009








## 3,137 visits used 12 browsers



# 3,137 visits used 75 screen resolutions

Site Usage

Goal Set 1

Views:     

Visits <b>3,137</b> % of Site Total: 100.00%	Pages/Visit <b>2.04</b> Site Avg: 2.04 (0.00%)	Avg. Time on Site <b>00:01:16</b> Site Avg: 00:01:16 (0.00%)	% New Visits <b>78.64%</b> Site Avg: 78.58% (0.08%)	Bounce Rate <b>66.66%</b> Site Avg: 66.66% (0.00%)
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Screen Resolution

None

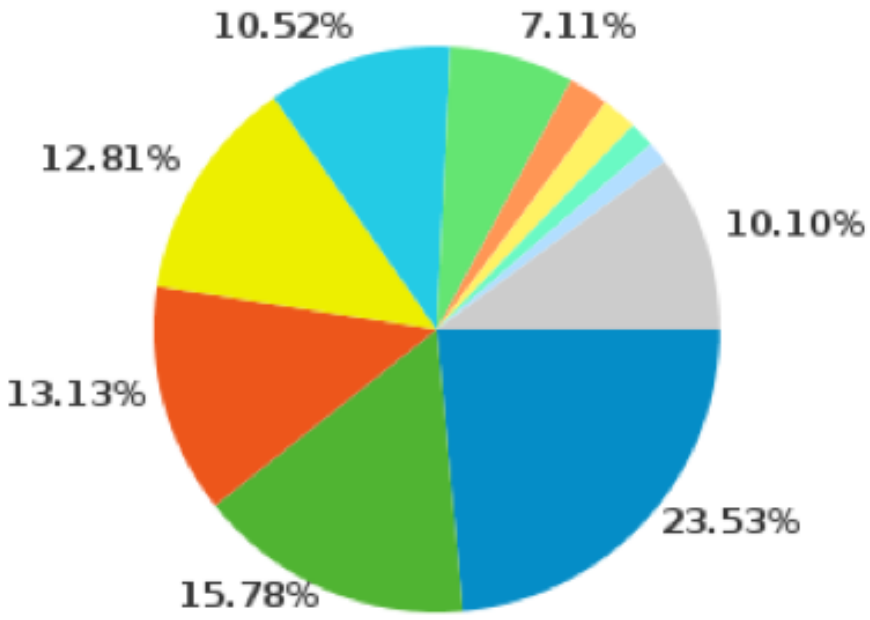
Visits

Visits

Screen Resolution contribution to total:

Visits

1.	1280x800	738	23.53%
2.	1024x768	495	15.78%
3.	1440x900	412	13.13%
4.	1280x1024	402	12.81%
5.	1680x1050	330	10.52%
6.	1920x1200	223	7.11%
7.	1920x1080	72	2.30%
8.	1366x768	63	2.01%
9.	1152x864	46	1.47%
10.	1600x1200	39	1.24%



Filter Screen Resolution: containing

Go

Advanced Filter

Go to: 1

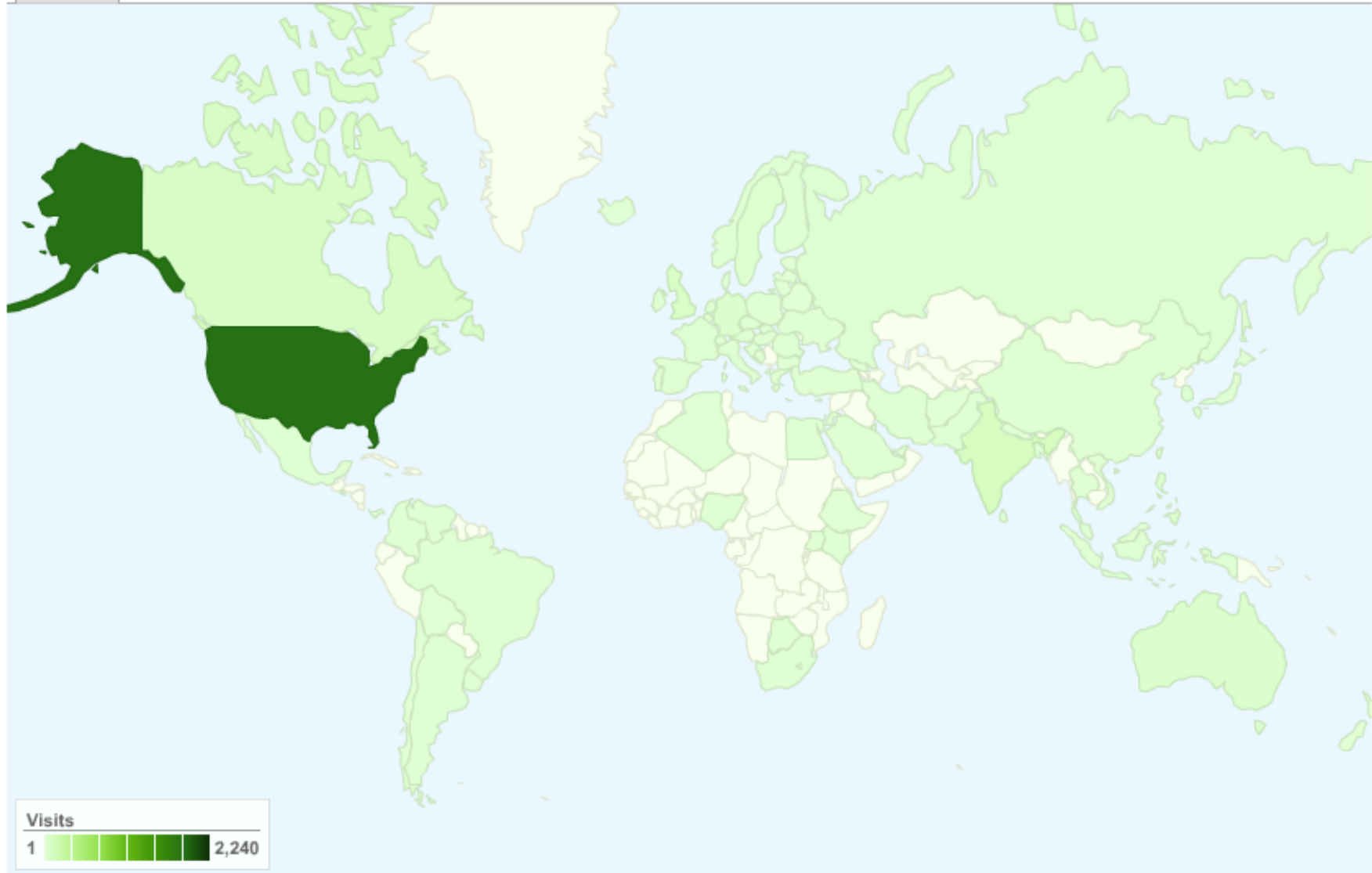
Show rows: 10

1 - 10 of 75

## Map Overlay

Oct 1, 2009 - Dec 31, 2009 ▼

Visits ▼








**3,137 visits came from 97 countries/territories**

Detail Level: [City](#) | [Country/Territory](#) | [Sub Continent Region](#) | [Continent](#) Dimension: [None](#) ▼

# 3,137 visits used 7 connection speeds

Site Usage

Goal Set 1

Views:     

<div>Visits</div> <div>3,137</div> <div>% of Site Total: 100.00%</div>	<div>Pages/Visit</div> <div>2.04</div> <div>Site Avg: 2.04 (0.00%)</div>	<div>Avg. Time on Site</div> <div>00:01:16</div> <div>Site Avg: 00:01:16 (0.00%)</div>	<div>% New Visits</div> <div>78.64%</div> <div>Site Avg: 78.58% (0.08%)</div>	<div>Bounce Rate</div> <div>66.66%</div> <div>Site Avg: 66.66% (0.00%)</div>
--	--	--	---	--

Connection Speed

None

Visits

↓

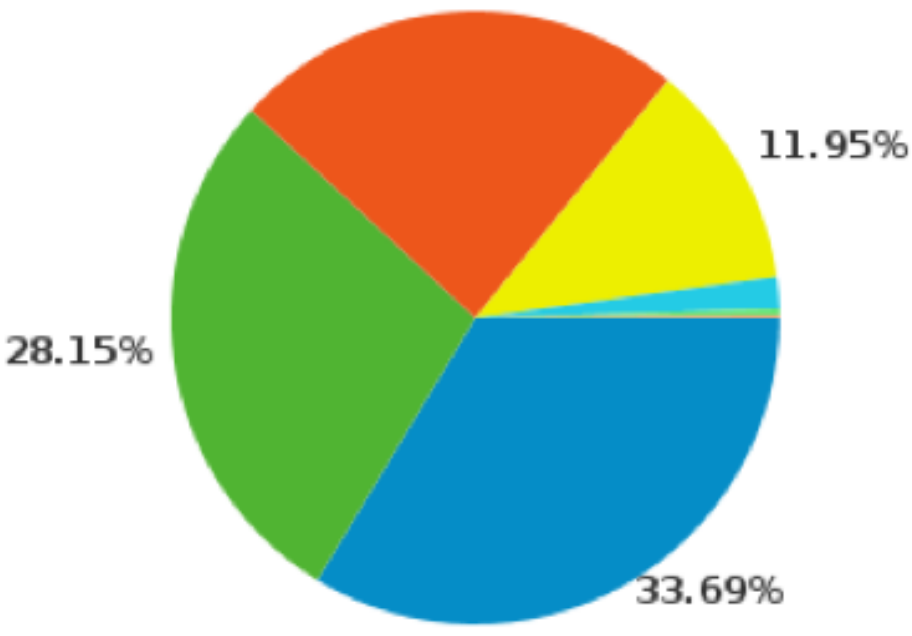
Visits

Connection Speed contribution to total:

Visits

↓

1.	Cable	1,057	33.69%
2.	DSL	883	28.15%
3.	Unknown	755	24.07%
4.	T1	375	11.95%
5.	Dialup	52	1.66%
6.	OC3	11	0.35%
7.	ISDN	4	0.13%



Cable	33.69%
DSL	28.15%
Unknown	24.07%
T1	11.95%
Dialup	1.66%
OC3	0.35%
ISDN	0.13%

Filter Connection Speed: containing

Go

Advanced Filter

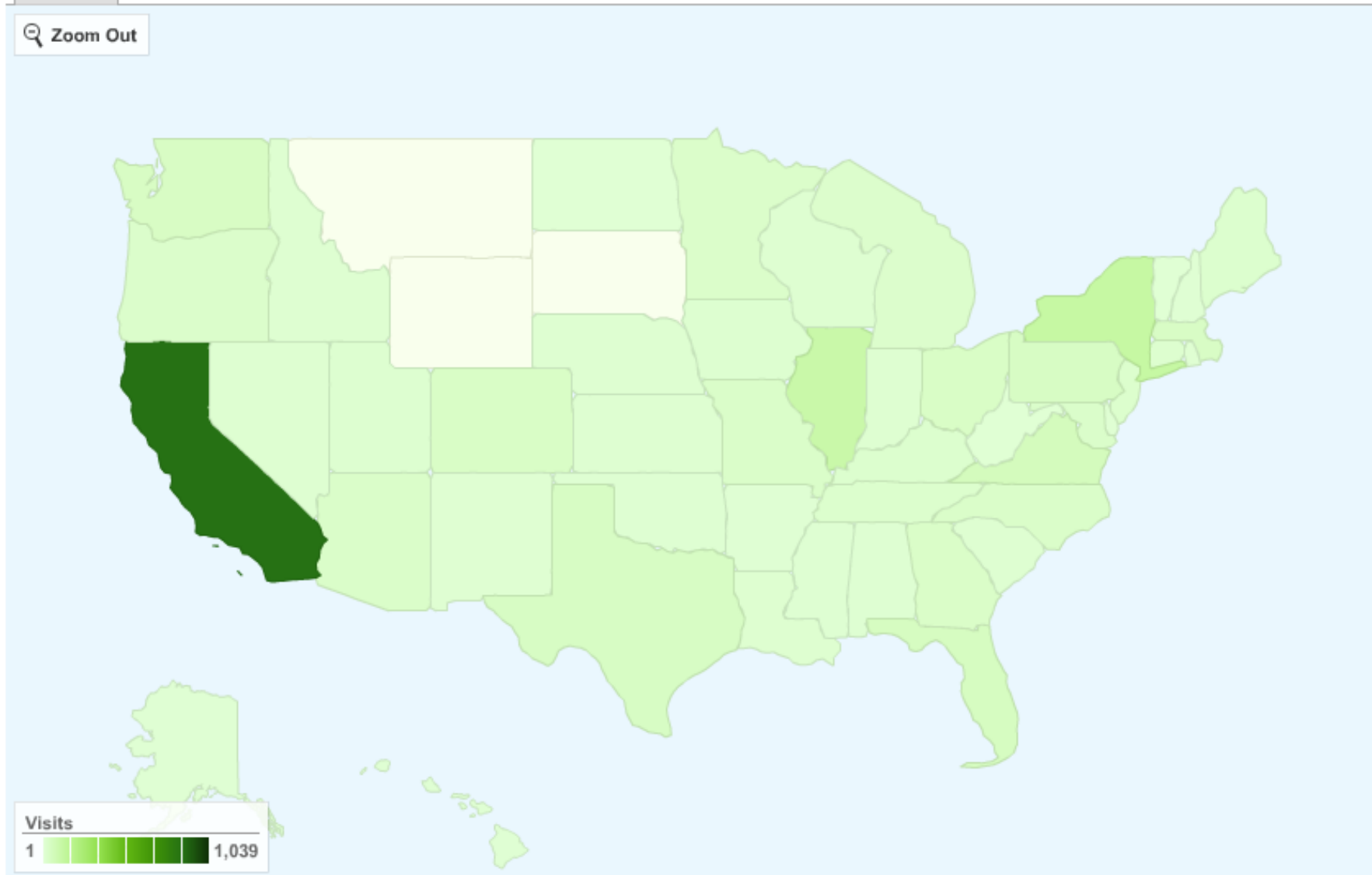
## Country/Territory Detail:

United States

Oct 1, 2009 - Dec 31, 2009

Visits

Zoom Out



**This country/territory sent 2,240 visits via 49 regions**

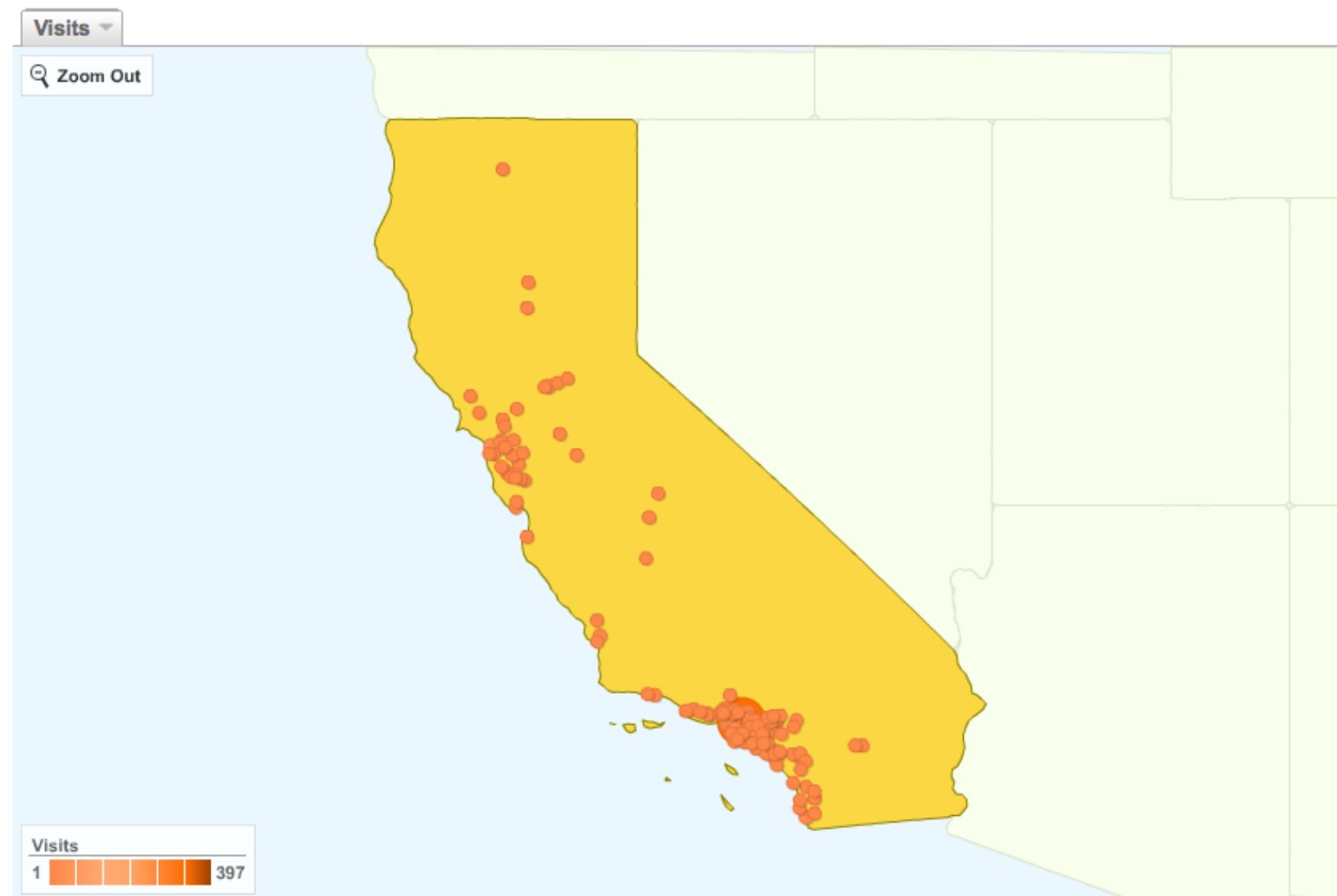
Detail Level: [City](#) | [Region](#) Dimension: [None](#)



## State Detail:

California

Oct 1, 2009 - Dec 31, 2009



**This state sent 1,039 visits via 153 cities**

Detail Level: City Dimension: **None**

# This state sent 1,039 visits via 153 cities

Detail Level: City    Dimension: None

Site Usage

Goal Set 1

Views:

<div>Visits</div> <div>1,039</div> <div>% of Site Total: 33.12%</div>	<div>Pages/Visit</div> <div>2.55</div> <div>Site Avg: 2.04 (24.61%)</div>	<div>Avg. Time on Site</div> <div>00:01:45</div> <div>Site Avg: 00:01:16 (39.18%)</div>	<div>% New Visits</div> <div>65.06%</div> <div>Site Avg: 78.58% (-17.20%)</div>	<div>Bounce Rate</div> <div>56.50%</div> <div>Site Avg: 66.66% (-15.24%)</div>		
<div>Detail Level: <div>City</div></div>		Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	Los Angeles	397	2.88	00:01:57	55.92%	50.63%
2.	Whittier	53	1.04	00:00:44	1.89%	98.11%
3.	San Francisco	50	2.16	00:00:58	78.00%	56.00%
4.	Beverly Hills	46	2.24	00:01:54	95.65%	67.39%
5.	Los Alamitos	28	1.14	00:00:36	85.71%	85.71%
6.	Culver City	26	2.65	00:01:07	69.23%	61.54%
7.	Sacramento	20	1.45	00:01:22	30.00%	75.00%
8.	West Hollywood	16	3.19	00:05:33	56.25%	25.00%
9.	San Diego	16	4.50	00:05:30	100.00%	31.25%
10.	Villa Park	15	1.47	00:00:07	13.33%	86.67%

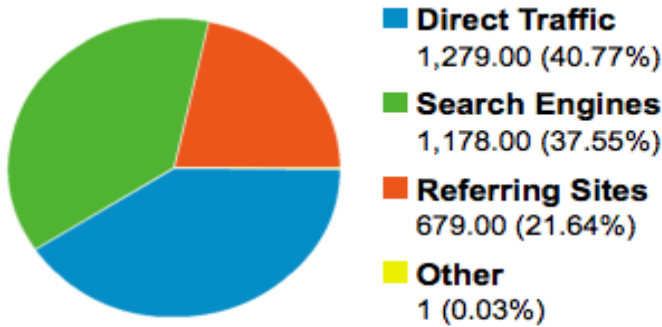
# Traffic Sources Overview

Oct 1, 2009 - Dec 31, 2009



All traffic sources sent a total of 3,137 visits

- 40.77% Direct Traffic
- 21.64% Referring Sites
- 37.55% Search Engines



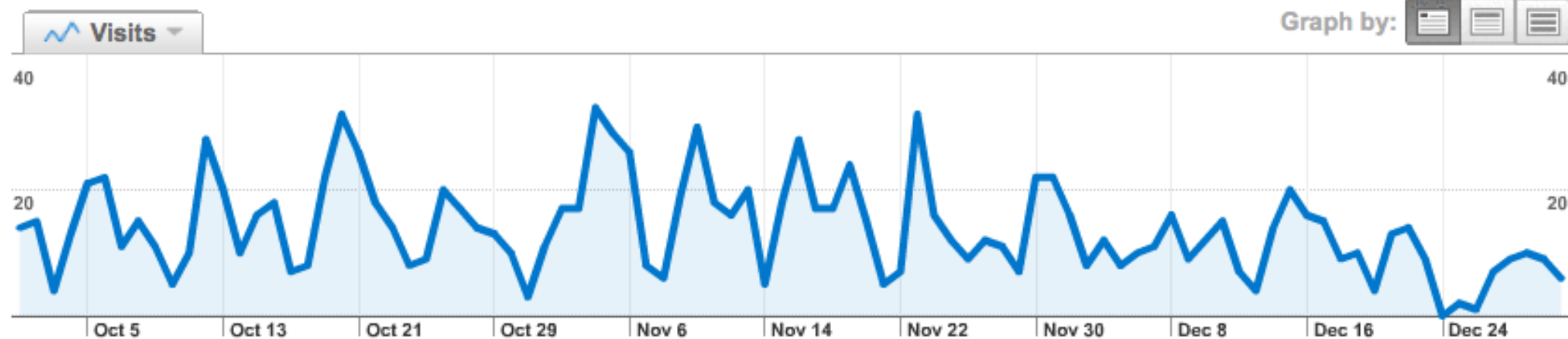
## Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))	1,279	40.77%
google (organic)	1,069	34.08%
images.google.com (referral)	132	4.21%
groups.drupal.org (referral)	107	3.41%
yahoo (organic)	69	2.20%

Keywords	Visits	% visits
newsweek magazine chris st	46	3.90%
urban insight	39	3.31%
urban insight email	23	1.95%
drupal training	20	1.70%
drupal consulting	19	1.61%

# Direct Traffic

Oct 1, 2009 - Dec 31, 2009



**1,279 visits came directly to this site**

Site Usage

Goal Set 1

Views:

None



**1,279** Visits

% of Site Total: 40.77%



**2.68** Pages/Visit

Site Avg: 2.04 (31.15%)



**00:01:49** Avg. Time on Site

Site Avg: 00:01:16 (44.87%)



**76.78%** % New Visits

Site Avg: 78.58% (-2.29%)



**51.06%** Bounce Rate

Site Avg: 66.66% (-23.40%)

# Referring Sites

Oct 1, 2009 - Dec 31, 2009



## Referring sites sent 679 visits via 93 sources

Site Usage		Goal Set 1		Views:		
Visits <b>679</b> % of Site Total: 21.64%	Pages/Visit <b>1.76</b> Site Avg: 2.04 (-13.74%)	Avg. Time on Site <b>00:00:54</b> Site Avg: 00:01:16 (-27.96%)	% New Visits <b>77.47%</b> Site Avg: 78.58% (-1.41%)	Bounce Rate <b>66.42%</b> Site Avg: 66.66% (-0.35%)		
Source	None	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. images.google.com		132	1.35	00:00:10	99.24%	67.42%
2. groups.drupal.org		107	2.30	00:00:55	35.51%	68.22%
3. uipublish.sourceforge.net		53	1.57	00:00:36	96.23%	71.70%
4. mailchimp.com		48	2.60	00:01:39	91.67%	56.25%
5. planetizen.com		38	1.55	00:00:14	86.84%	71.05%
6. urbaninsight.com		36	1.08	00:01:44	2.78%	91.67%
7. losangeles.craigslist.org		33	2.21	00:02:16	54.55%	45.45%



## Referring sites sent 679 visits via 93 sources

Site Usage		Goal Set 1		Views:		
Visits <b>679</b> % of Site Total: 21.64%	Pages/Visit <b>1.76</b> Site Avg: 2.04 (-13.74%)	Avg. Time on Site <b>00:00:54</b> Site Avg: 00:01:16 (-27.96%)	% New Visits <b>77.47%</b> Site Avg: 78.58% (-1.41%)	Bounce Rate <b>66.42%</b> Site Avg: 66.66% (-0.35%)		
Source	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. images.google.com		132	1.35	00:00:10	99.24%	67.42%
2. groups.drupal.org		107	2.30	00:00:55	35.51%	68.22%
3. uipublish.sourceforge.net		53	1.57	00:00:36	96.23%	71.70%
4. mailchimp.com		48	2.60	00:01:39	91.67%	56.25%
5. planetizen.com		38	1.55	00:00:14	86.84%	71.05%
6. urbaninsight.com		36	1.08	00:01:44	2.78%	91.67%
7. losangeles.craigslist.org		33	2.21	00:02:16	54.55%	45.45%
8. images.google.de		21	1.43	00:00:04	100.00%	61.90%
9. images.google.ca		15	1.27	00:00:03	100.00%	73.33%



Search Engines

Oct 1, 2009 - Dec 31, 2009



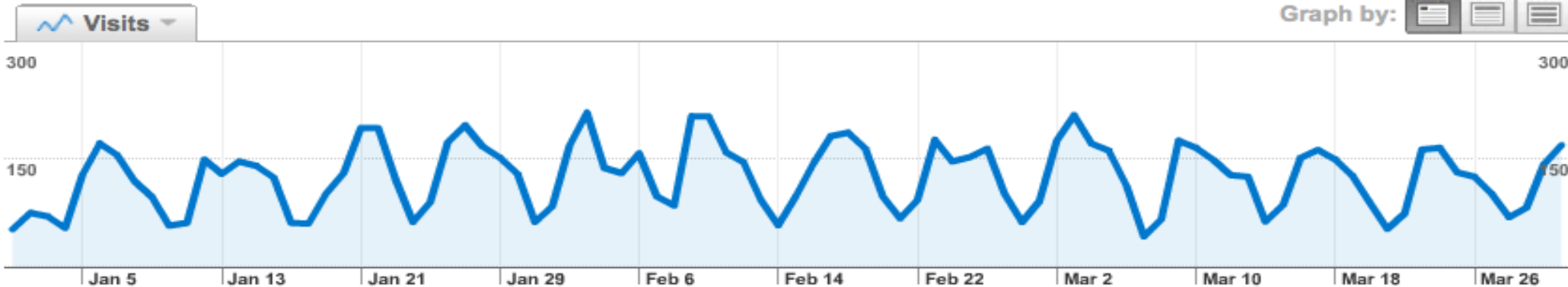
Search sent 1,178 total visits via 8 sources

Show: total | paid | non-paid

Site Usage		Goal Set 1		Views:		
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
1,178	1.51	00:00:51	81.41%	83.79%		
% of Site Total: 37.55%	Site Avg: 2.04 (-25.90%)	Site Avg: 00:01:16 (-32.51%)	Site Avg: 78.58% (3.60%)	Site Avg: 66.66% (25.70%)		
Source	None	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. google		1,069	1.53	00:00:54	80.54%	83.72%
2. yahoo		69	1.45	00:00:33	88.41%	84.06%
3. bing		24	1.29	00:00:07	87.50%	87.50%
4. images.google		4	1.00	00:00:00	100.00%	100.00%
5. search		4	1.25	00:00:11	100.00%	75.00%

Keywords

Jan 1, 2009 - Mar 31, 2009



Search sent 11,257 total visits via 5,398 keywords

Show: total | paid | non-paid

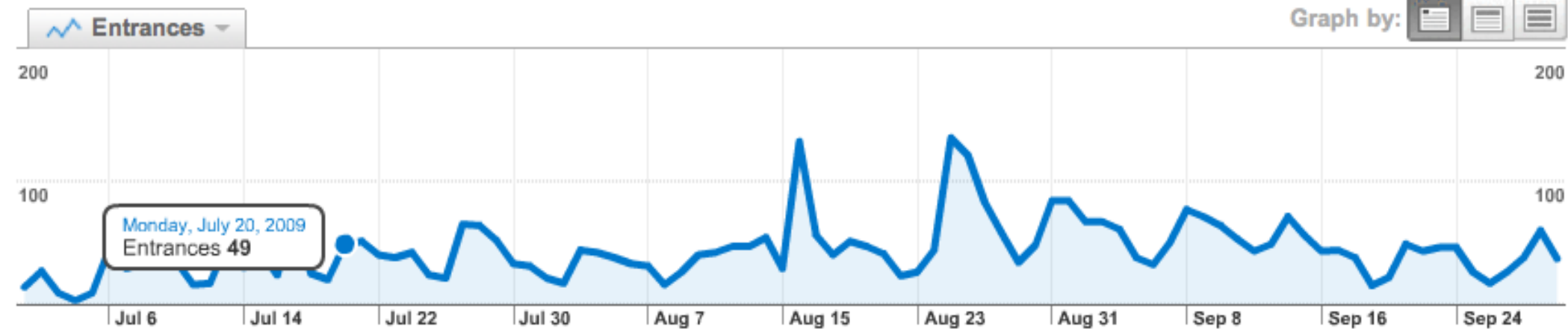
Site Usage Goal Set 1 Views:

Visits <b>11,257</b> % of Site Total: 52.49%	Pages/Visit <b>1.77</b> Site Avg: 2.10 (-15.37%)	Avg. Time on Site <b>00:01:10</b> Site Avg: 00:01:38 (-27.99%)	% New Visits <b>76.17%</b> Site Avg: 62.92% (21.05%)	Bounce Rate <b>77.82%</b> Site Avg: 72.22% (7.74%)
---	---	---	---	---

	Keyword	None	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	sb 375		1,285	2.00	00:01:59	65.91%	74.47%
2.	best cities in california		404	1.10	00:00:18	96.53%	93.07%
3.	sb 375 california		305	1.38	00:01:09	73.11%	84.26%
4.	california sb 375		238	1.63	00:01:38	74.79%	79.83%
5.	california planning and development report		189	3.93	00:03:04	33.33%	32.28%
6.	sb375		136	1.49	00:01:21	77.21%	81.62%

# Top Landing Pages

Jul 1, 2009 - Sep 30, 2009



**4,029 visits entered the site through 102 pages**

## Landing Pages

Views:

Entrances

**4,029**

% of Site Total: 100.00%

Bounces

**2,801**

% of Site Total: 100.00%

Bounce Rate

**69.52%**

Site Avg: 69.52% (0.00%)

Page

None

Entrances ↓

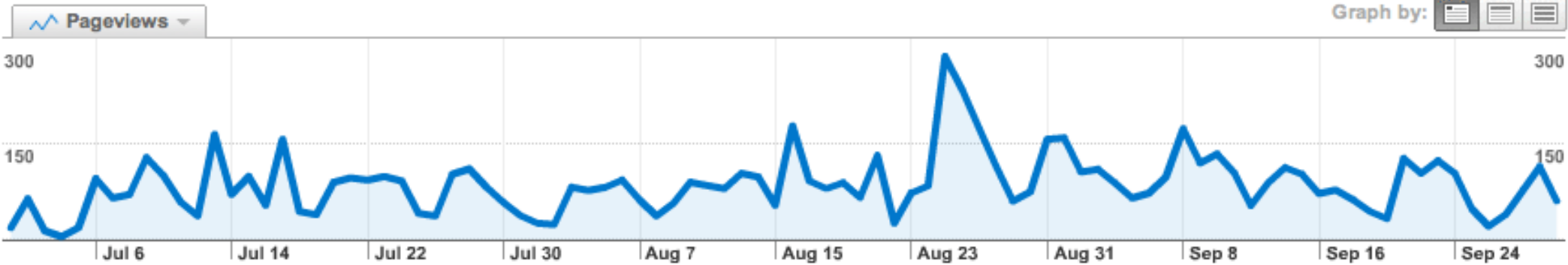
Bounces

Bounce Rate

1.	<a href="/servprod/drupaltraining.html">/servprod/drupaltraining.html</a>	765	591	77.25%
2.	<a href="/articles/drupal-themes/index.html">/articles/drupal-themes/index.html</a>	345	312	90.43%
3.	<a href="/contact.php">/contact.php</a>	304	175	57.57%
4.	<a href="/about/index.html">/about/index.html</a>	291	143	49.14%
5.	<a href="/articles/nc0709.html">/articles/nc0709.html</a>	290	246	84.83%






Content by Title



Jul 1, 2009 - Sep 30, 2009



52 page titles were viewed a total of 7,912 times

Content Performance

Views:     

Pageviews <span>?</span> <b>7,912</b> % of Site Total: 100.00%	Unique Pageviews <span>?</span> <b>6,444</b> % of Site Total: 100.00%	Avg. Time on Page <span>?</span> <b>00:01:23</b> Site Avg: 00:01:23 (0.00%)	Bounce Rate <span>?</span> <b>69.52%</b> Site Avg: 69.52% (0.00%)	% Exit <span>?</span> <b>50.92%</b> Site Avg: 50.92% (0.00%)	\$ Index <span>?</span> <b>\$0.00</b> Site Avg: \$0.00 (0.00%)		
	Page Title <span>None</span> 	Pageviews 	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1.	Introduction to Drupal Training, Los Angeles, CA	1,021	836	00:02:30	77.25%	68.95%	\$0.00
2.	About Urban Insight	898	654	00:01:13	52.49%	35.52%	\$0.00
3.	Urban Insight: Products and Services	614	480	00:00:25	22.48%	20.36%	\$0.00
4.	Contact	608	513	00:01:10	57.57%	47.20%	\$0.00
5.	Portfolio	572	461	00:01:17	59.74%	45.63%	\$0.00
6.	Top 25 Drupal Themes	455	388	00:03:15	89.56%	80.88%	\$0.00
7.	Missing Page!	393	342	00:00:52	68.77%	67.43%	\$0.00
8.	The State of Neighborhood Council Websites in Los...	390	324	00:04:04	84.54%	77.95%	\$0.00
9.	Articles	324	246	00:00:46	22.08%	16.98%	\$0.00

## Services & Products Overview

From more than a decade of experience developing award-winning systems, we have found that certain of our solutions are in high demand because of their ease of use, affordability, and adaptability to individual client needs. When we recognize these patterns in the solutions we build, we also develop web software products to support these solutions.



8.4%

8.4%

### Web Development

Engage your visitors with an elegant website design, compelling content, a well-thought-out information architecture, and a sustainable content management system.

8.4%



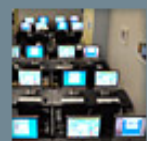
7.2%

7.2%

### Drupal Consulting

Drupal is a popular, powerful and flexible content management framework. Urban Insight has the Drupal experience you need to ensure your project is a success.

7.2%



9.4%

9.4%

### Drupal Training

Urban Insight provides full-day, hands-on training courses on Drupal in the Los Angeles



5.4%

5.4%

### Planning & Visioning Website

Inform, engage, and empower your community by using a turnkey system designed specifically to increase public participation in urban planning and growth visioning initiatives.

5.4%



2.8%

2.8%

### Internet Marketing

More than 60% of the traffic to most websites comes from search engines. We can help you make sure you are using the best practices and latest techniques to drive traffic to your site.

2.8%



3.5%

3.5%

### Products for Higher Education



## USER LOGIN

## NAVIGATION

- ☐ Submit
  - Announcement
  - Consultant Listing
  - Job
  - Trade
- Projects
- Order History

## SPOTLIGHT

### Planetizen's Contemporary Debates in Urban Planning

A new book from the editors of Planetizen



Thinking about earning a master's degree in planning?



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## Mixed-Use Isn't Enough: Smart Use, Such as Transit

### The Metropolitan

United States of All Urban Development: A New Model

By [Author Name]

10/11/2011

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10%  
of design project budget  
on improving usability

Double  
design quality metrics

Source: Usability 101 by Jakob Nielsen  
<http://www.useit.com/alertbox/20030825.html>



# User Testing

# User Testing

Representative users

Representative tasks

Observe

Source: Usability 101 by Jakob Nielsen  
<http://www.useit.com/alertbox/20030825.html>

How many testers?

5

# Paper Prototypes

Paper Prototypes Work as Well as Software Prototypes  
<http://www.usability.gov/pubs/062005news.html>

# Testing Lab

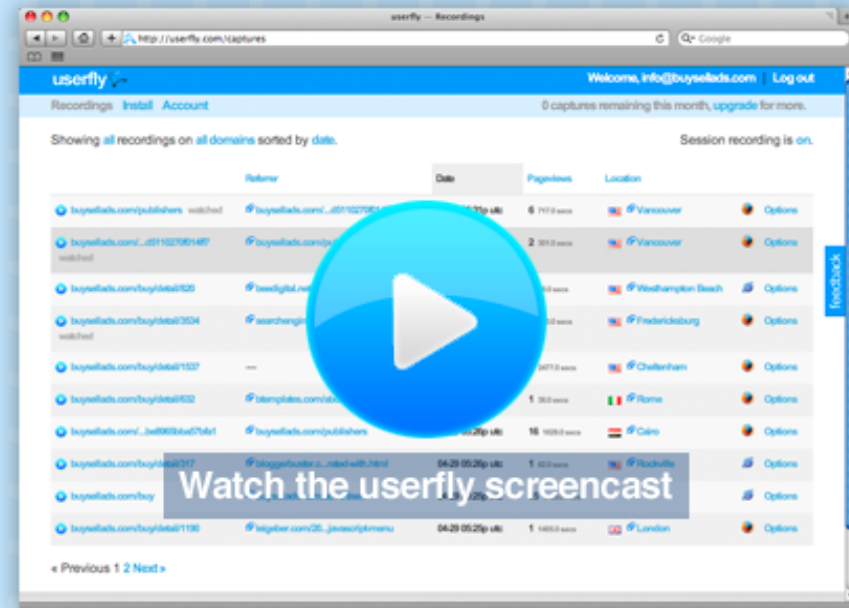
# Usability testing has never been this easy.

- ✔ Watch videos of your real users.
- ✔ See every mouse movement and click.
- ✔ Install in seconds with one line of code.
- ✔ Increase conversions on landing pages.

**Sign up for free**

Takes less than 30 seconds.

[Try the demo.](#)



feedback

## What they're saying:



“ Now there's a cost-effective means of seeing how usable your pages are: Userfly, a simple way to test your site's usability for free — with one line of code.

**usability**post

“ I think Userfly is a service that cannot be ignored. It's a new way of getting data on your visitors' browsing patterns — data that isn't biased or subjective; data which shows the real thing — the real actions of your users.



“ Userfly could certainly evolve into a must-use service for web developers.



# Low Cost Usability Testing

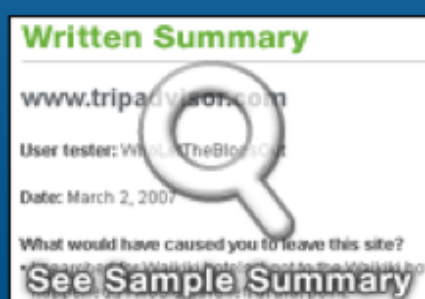
The fastest way to watch and hear real people using your website

For \$29 you get:

A video of a user speaking their thoughts as they browse your website



A written summary describing the problems they found.



“UserTesting.com makes it so darn easy, fast, and cheap to get end-user feedback on your site, you no longer have an excuse not to. *Use it and your site will get better.*”

Evan Williams  
Twitter Co-founder



[More >>](#)

## How It Works

1. You [sign up](#) for usability testing, specifying:
  - The demographic profile of your target audience
  - How many users you want
  - What tasks you want them to perform on your site
2. **We notify users.** Within seconds, representative users start recording their screen and voice as they use your website, speaking their thoughts as they browse. [Who are the users?](#)
3. **You watch and listen to them use your site.** Each user's session - mouse movements, clicks, keystrokes, and

Watch people use your website **Sign Up**

**One Year Money-Back Guarantee.** If you're not 100% satisfied, it's free. Just [click here](#) for a full refund.

# WEBSITE USABILITY & UNDERSTANDING WEB ANALYTICS

Abhijeet Chavan

Chief Technology Officer  
Urban Insight  
urbaninsight.com  
[chavan@urbaninsight.com](mailto:chavan@urbaninsight.com)

Drupal for Legal Aid Websites  
legalaidthechnology.com

