TABLEAU CONFERENCE 2017

Las Vegas | Oct 9 – 12

#Data17

Welcome

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#Data17

Tableau on Tableau: Advanced Website Analytics

Agenda

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Our Collective Problem

Creating Our Solution

Vizzes

Adoption & Impact

What We Wish We'd Known

Future Plans

Q&A

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Tableau

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Sr. Content Specialist & SEO
Tableau

Our Collective Problem

Our Collective Problem

Where does your data live?

Our Collective Problem

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- 51.5% use 5-10 tools

- 61% want better integration of tools and improved processes for sharing data between tools

Teradata: **80% of marketers** believe that silos “prevent them from having a comprehensive view of campaigns and customers across channels.”

That’s an **increase of 65%** from the previous study conducted in 2013.

http://www.teradata.com/News-Releases/2015/Teradata-Global-Survey-90-Percent-of-Markete

Our Collective Problem

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- Data exists in separate tools, making collaboration and cohesive reporting difficult
- Reporting is often siloed by channel, failing to give a complete view of campaigns, customers, and your website.
- Reports are often one-size-fits-all and fail to account for varying levels of audience interest and expertise.

Creating a Solution

Can your dream tool...

Requirement	DIY	Out of the box
See all web data side by side	✓	
Flexibility to define KPIs	✓	✓
Cost effective	✓*	✓
Scalable	✓	
Supports international search	✓	
Can connect to other data sources	✓	
Can tailor reporting to audience	✓	

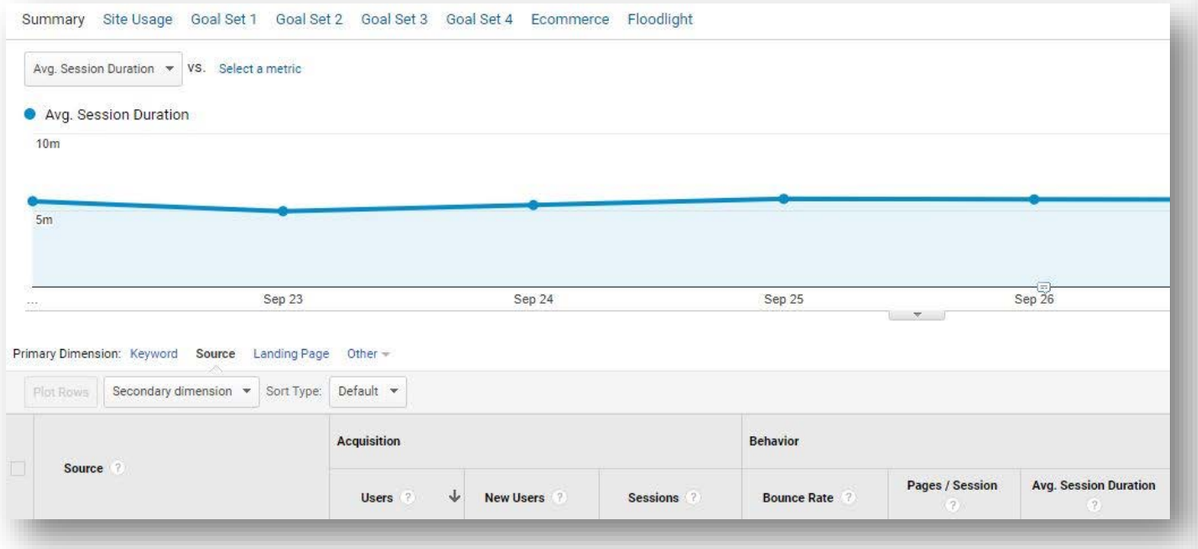
*Depends on your needs, vision for the tool.

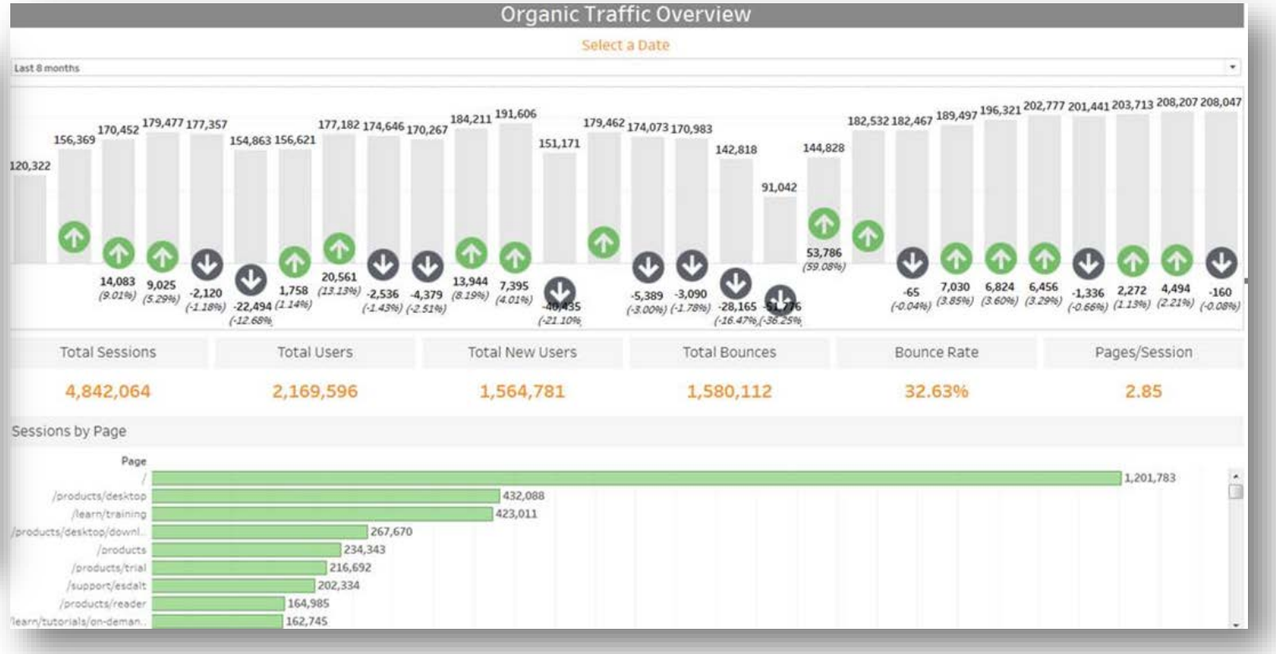
Build or Buy?

We built it.

Prototype

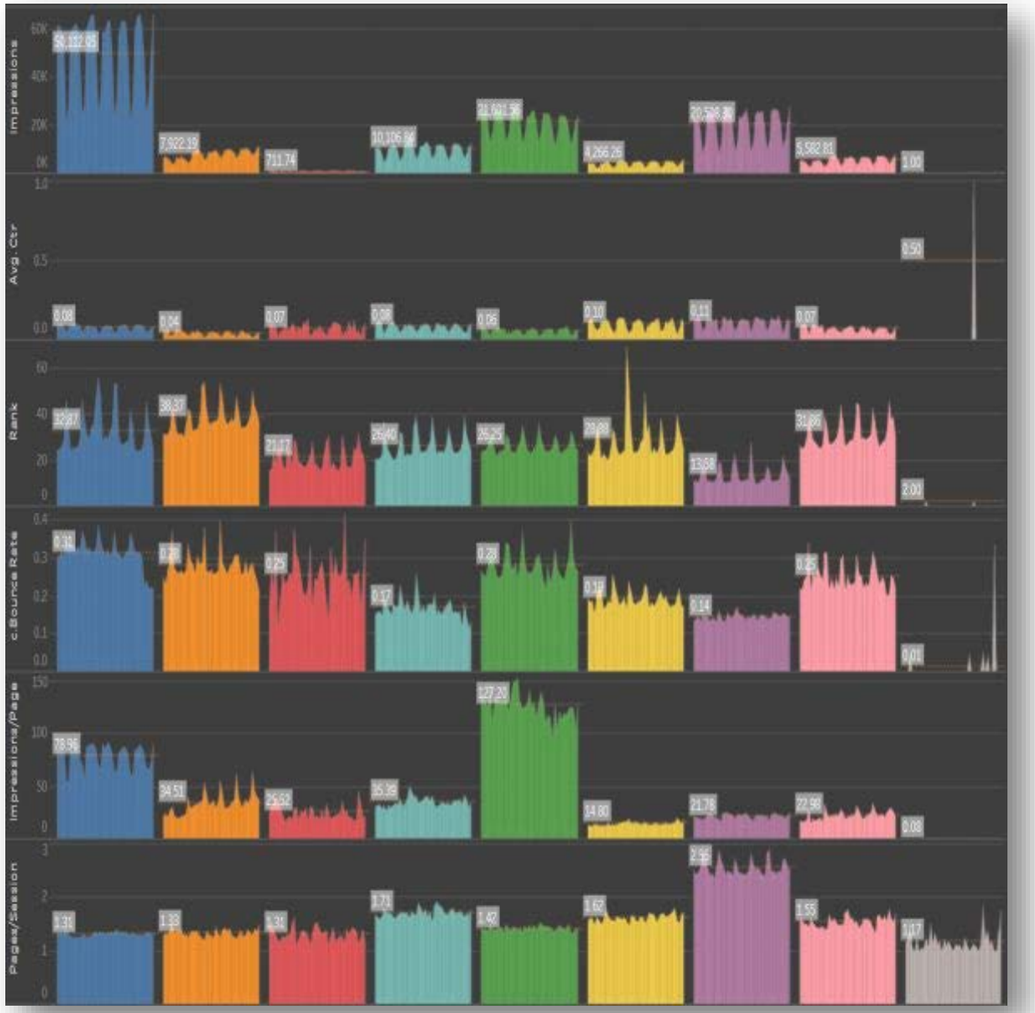
Imitation is the sincerest form of flattery

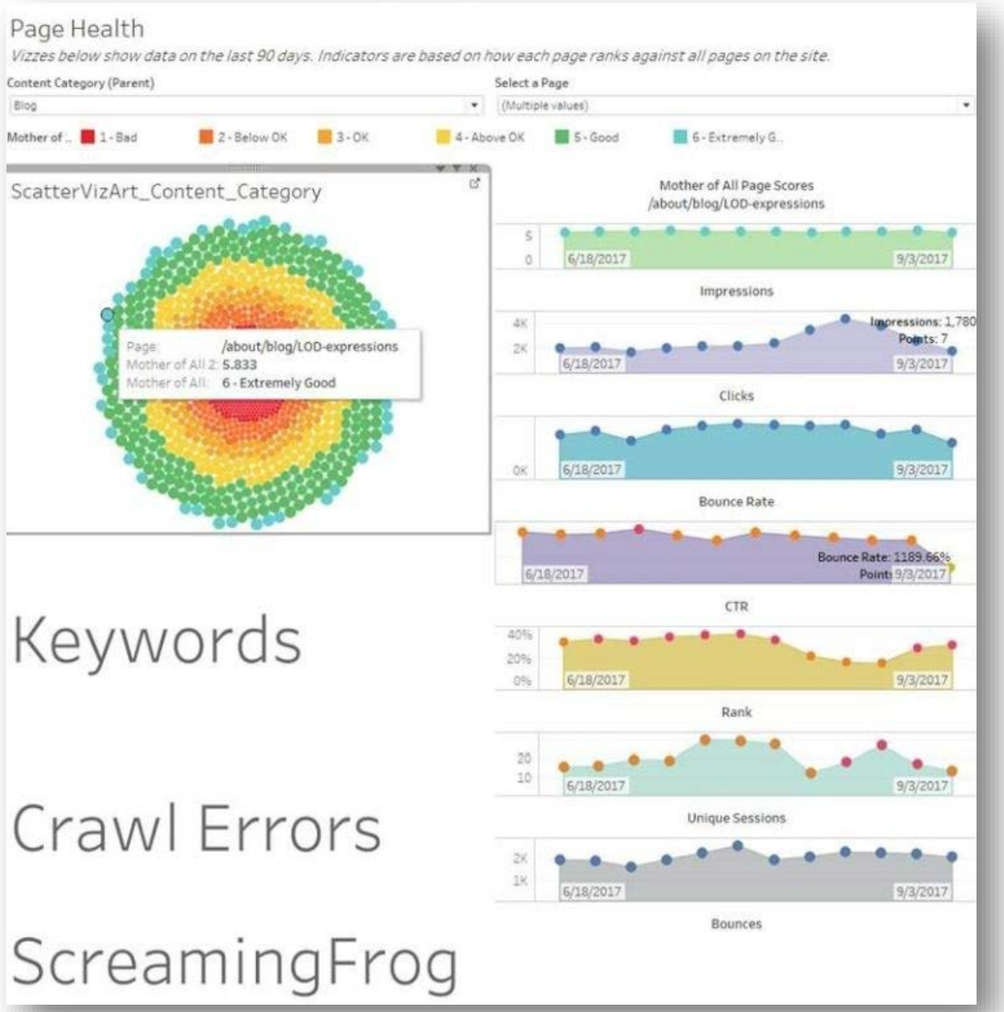




Beta

Getting better all the time.





Creating a Solution

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But why Tableau?

- Connectivity
- Customizable
- Data management

The Build

Iterative Approach

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Iterative Approach

IDENTIFY PROBLEM → SCOPE REMEDY → DO WORK! → DEPLOY SOLUTION → REFINE REPEAT

Disparate data

$$$,$$$.$$

Cost prohibitive for growth

Siloed collaboration

Iterative Approach

IDENTIFY PROBLEM → SCOPE REMEDY → DO WORK! → DEPLOY SOLUTION → REFINE REPEAT

Audience

DATA

Who is your Audience?

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Where’s yo data?

Application
Google Analytics
Google Search Console
Drupal (Website)
Yoast/Drupal (SEO Module)
Majestic (Backlinks)
ScreamingFrog (Crawl data)
Social (Facebook, LinkedIn, Twitter)
AdWords Keywords
International Engines (Yandex, Baidu)
New Relic (Server/Software insights)
Text Analytics (NLP)
Smartsheet (Content Team KPIs)

Where’s yo data?

Application	Is it Onboard?
Google Analytics	✓
Google Search Console	✓
Drupal (Website)	✓
Yoast/Drupal (SEO Module)	✓
Majestic (Backlinks)	
ScreamingFrog (Crawl data)	✓
Social (Facebook, LinkedIn, Twitter)	✓
AdWords Keywords	✓
International Engines (Yandex, Baidu)	
New Relic (Server/Software insights)	✓
Text Analytics (NLP)	
Smartsheet (Content Team KPIs)	✓

Where’s yo data?

Application	Is it Onboard?	Do you have access?
Google Analytics	✓	✓
Google Search Console	✓	✓
Drupal (Website)	✓	✓
Yoast/Drupal (SEO Module)	✓	✓
Majestic (Backlinks)		
ScreamingFrog (Crawl data)	✓	✓
Social (Facebook, LinkedIn, Twitter)	✓	✓
AdWords Keywords	✓	✓
International Engines (Yandex, Baidu)		
New Relic (Server/Software insights)	✓	
Text Analytics (NLP)		
Smartsheet (Content Team KPIs)	✓	✓

Where’s yo data?

Application	Is it Onboard?	Do you have access?	In a Database?	Current Connection
Google Analytics	✓	✓	✓	BigQuery
Google Search Console	✓	✓		.csv
Drupal (Website)	✓	✓	✓	MySQL
Yoast/Drupal (SEO Module)	✓	✓	✓	MySQL
Majestic (Backlinks)				.csv
ScreamingFrog (Crawl data)	✓	✓		.csv
Social (Facebook, LinkedIn, Twitter)	✓	✓	✓	BigQuery
AdWords Keywords	✓	✓	✓	BigQuery
International Engines (Yandex, Baidu)				N/A
New Relic (Server/Software insights)	✓			N/A
Text Analytics (NLP)				N/A
Smartsheet (Content Team KPIs)	✓	✓		N/A

Where’s yo data?

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Application	Is it Onboard?	Do you have access?	In a Database?	Current Connection	Future Connection
Google Analytics	✓	✓	✓	BigQuery	BigQuery
Google Search Console	✓	✓		.csv	BigQuery
Drupal (Website)	✓	✓	✓	MySQL	BigQuery
Yoast/Drupal (SEO Module)	✓	✓	✓	MySQL	BigQuery
Majestic (Backlinks)				.csv	BigQuery
ScreamingFrog (Crawl data)	✓	✓		.csv	BigQuery
Social (Facebook, LinkedIn, Twitter)	✓	✓	✓	BigQuery	BigQuery
AdWords Keywords	✓	✓	✓	BigQuery	BigQuery
International Engines (Yandex, Baidu)				N/A	BigQuery
New Relic (Server/Software insights)	✓			N/A	BigQuery
Text Analytics (NLP)				N/A	BigQuery
Smartsheet (Content Team KPIs)	✓	✓		N/A	BigQuery

That’s it for Scope?

Iterative Approach

Do Work! Team

Google Manager

Database Developer

Web Developers

Google Agency

Localization

Demand Generation

Software Developers

Content

Get your data into shape

% of New Users

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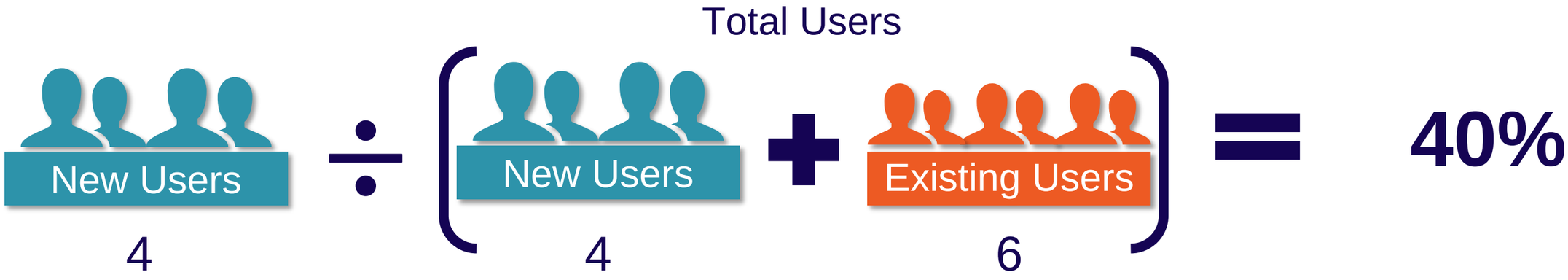

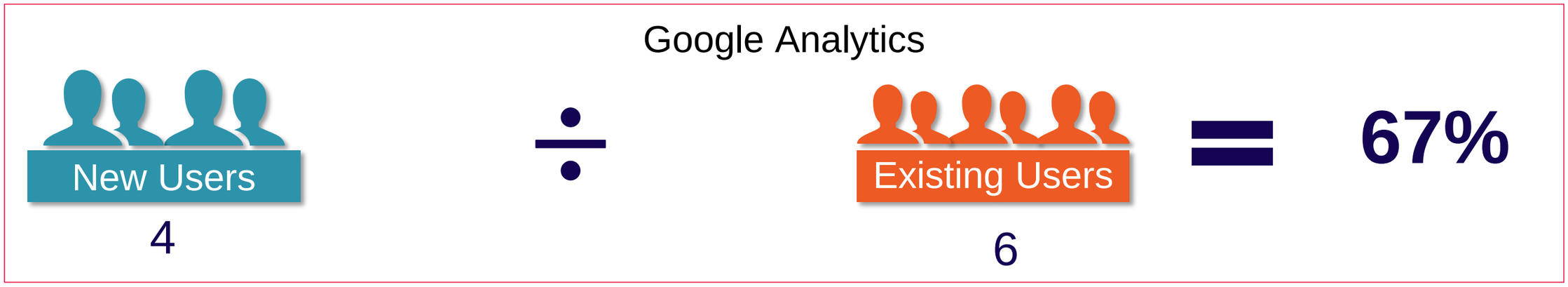

Data Discoveries

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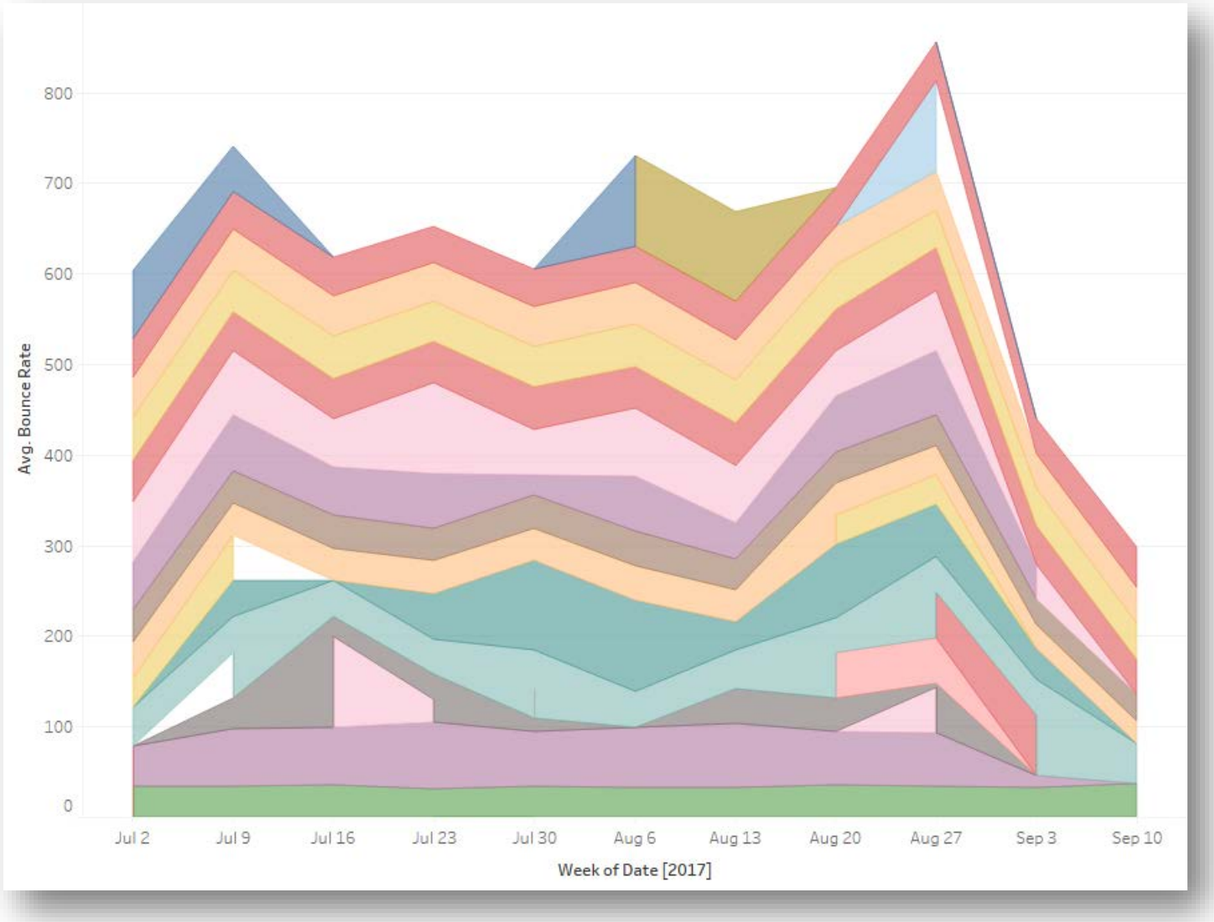
What do you do when your data doesn't look like you expected it to?

- Understand why data does or doesn't exist
- Can you fix it?
- Can you filter it? SHOULD you filter it?



Data discoveries

Iterative Approach

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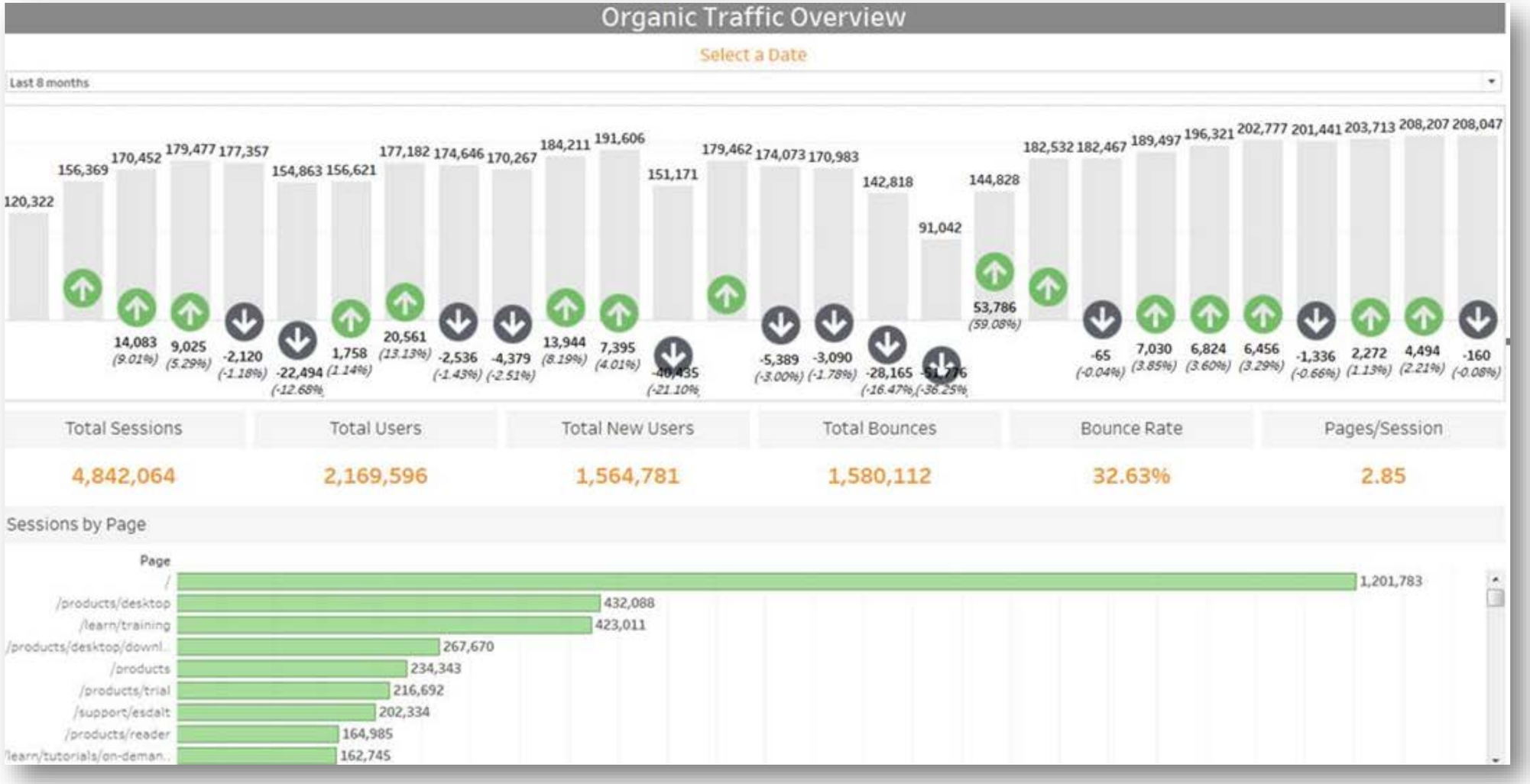
First Prototype



Iterative Approach

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Iterative Approach

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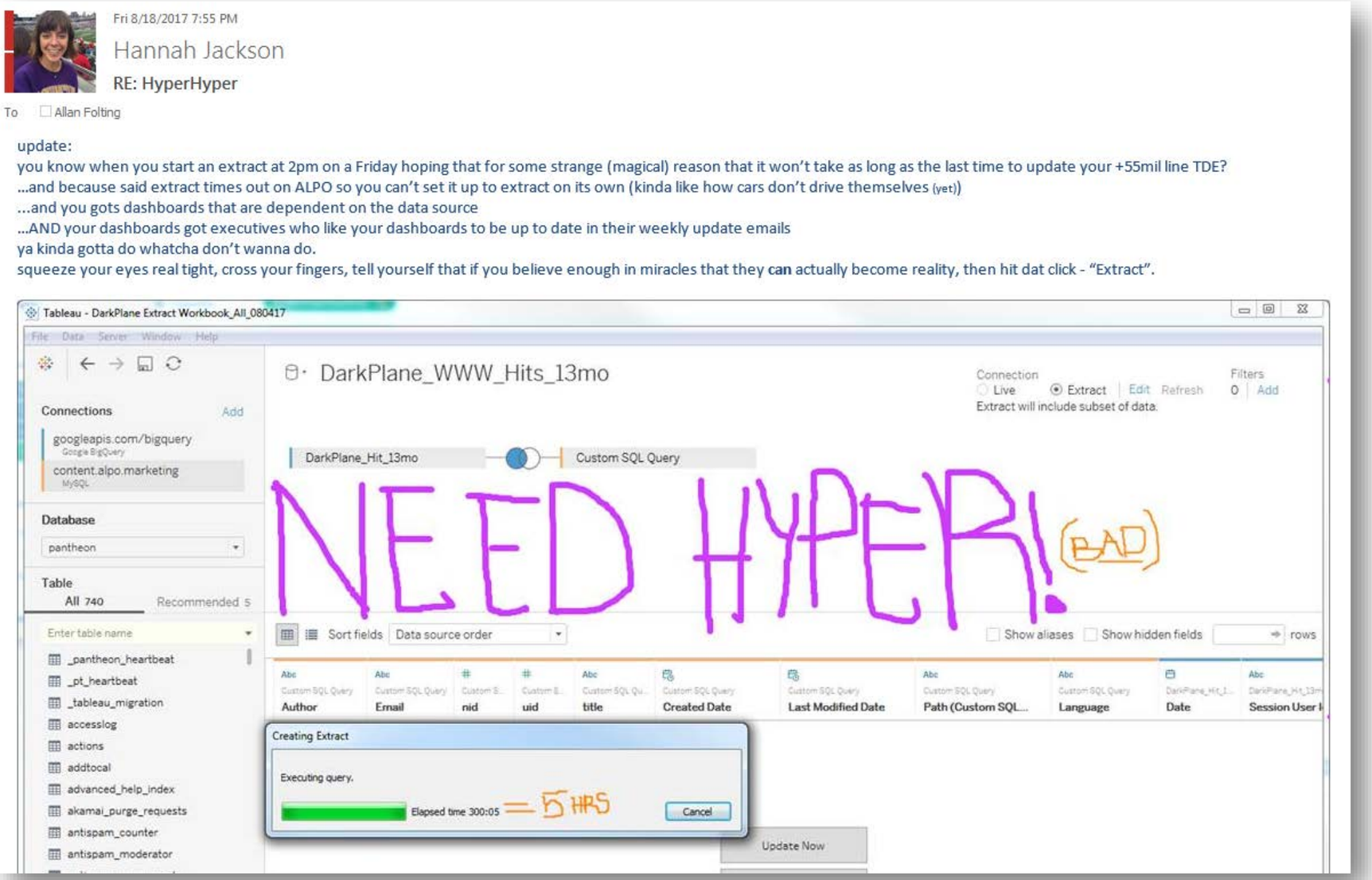
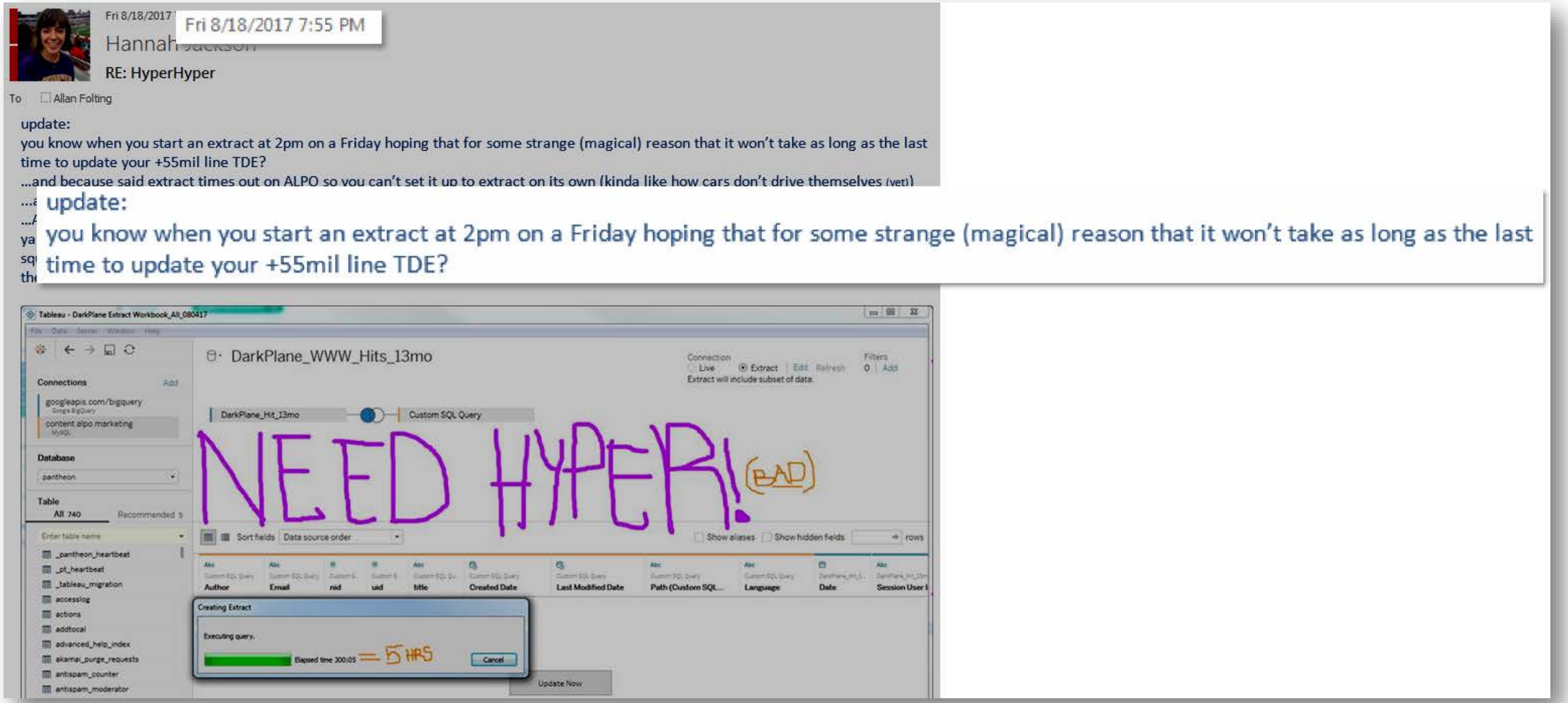
Big Data, Big Problems



Big Data, Big Problems



Iterative Approach

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Iterative Approach

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Evangelize

Database Developer
Web Developers
Google Manager
Software Developers
COLLABORATION!
Google Agency
Demand Generation
Localization
Content

Benefits of Iteration

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- Bite off what you can chew
- Simplified collaboration with others
- Your tool evolves as you evolve

If you didn’t vizzit, it didn’t happen.

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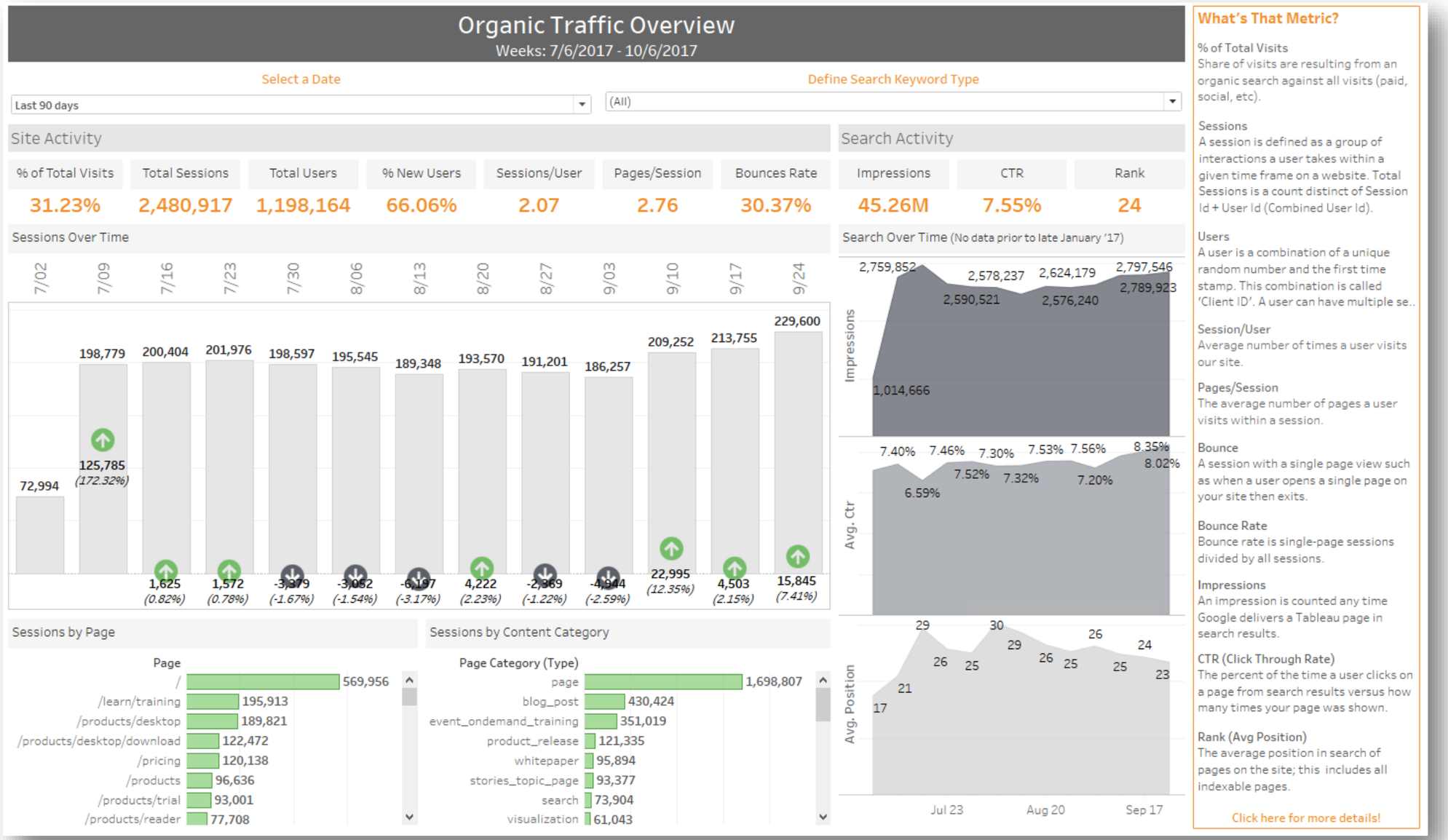
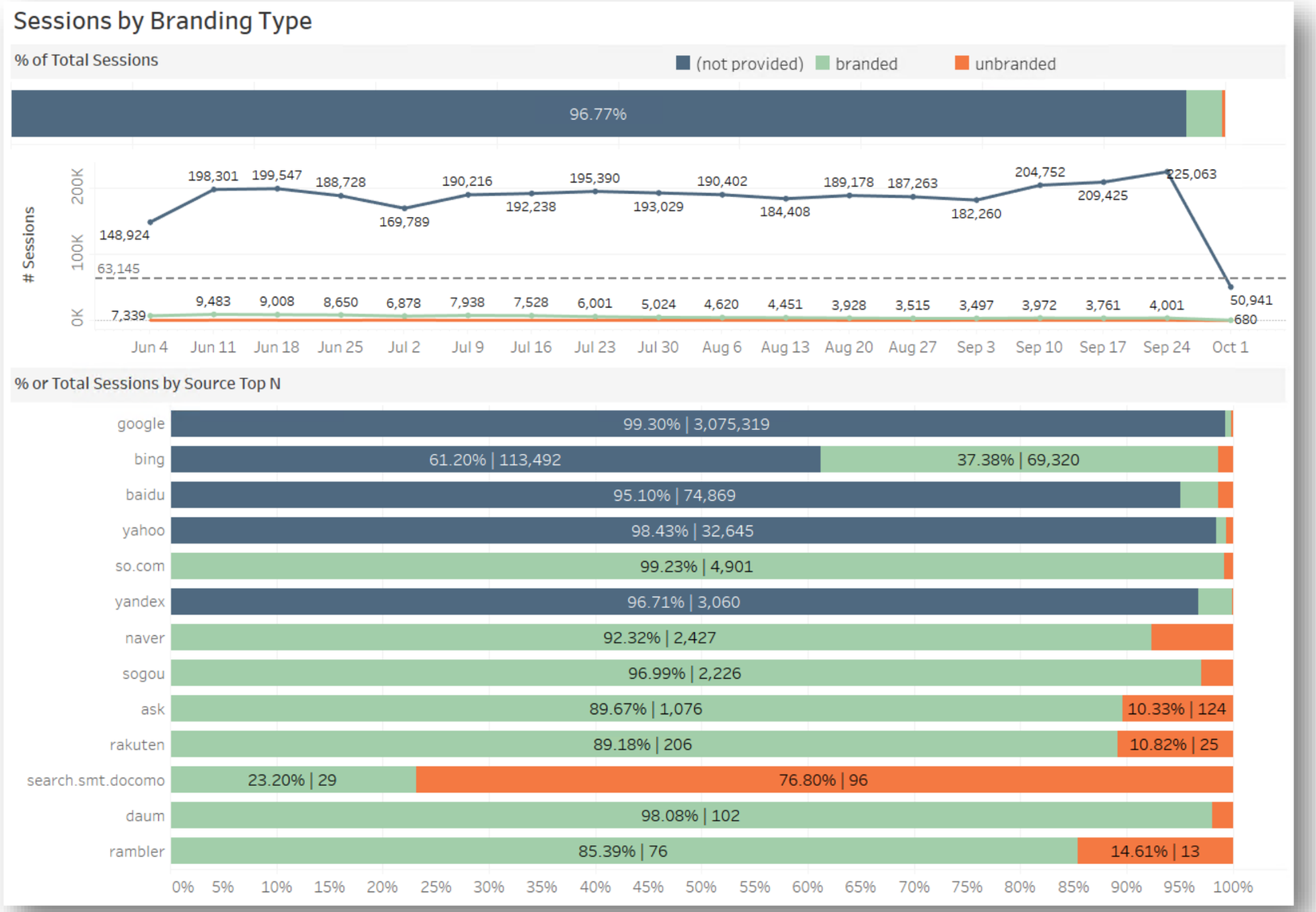
Vizzes

FYI: Data has been modified for sharing purposes

Organic Traffic Overview



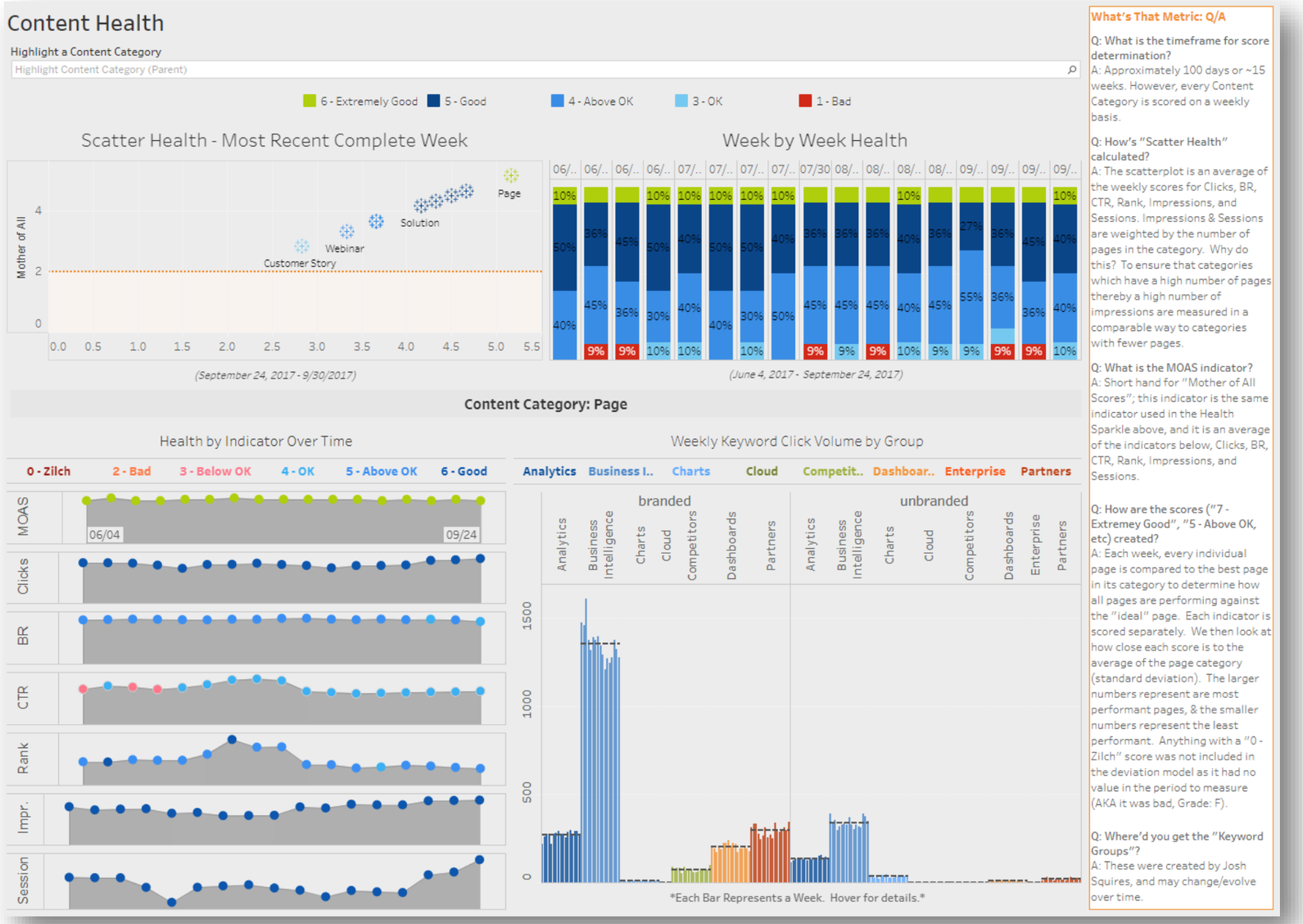
Sessions by Branding Type



Content by Category

Content by Language Group

Content Health



What's That Metric: Q/A

Q: What is the timeframe for score determination?
A: Approximately 100 days or ~15 weeks. However, every Content Category is scored on a weekly basis.

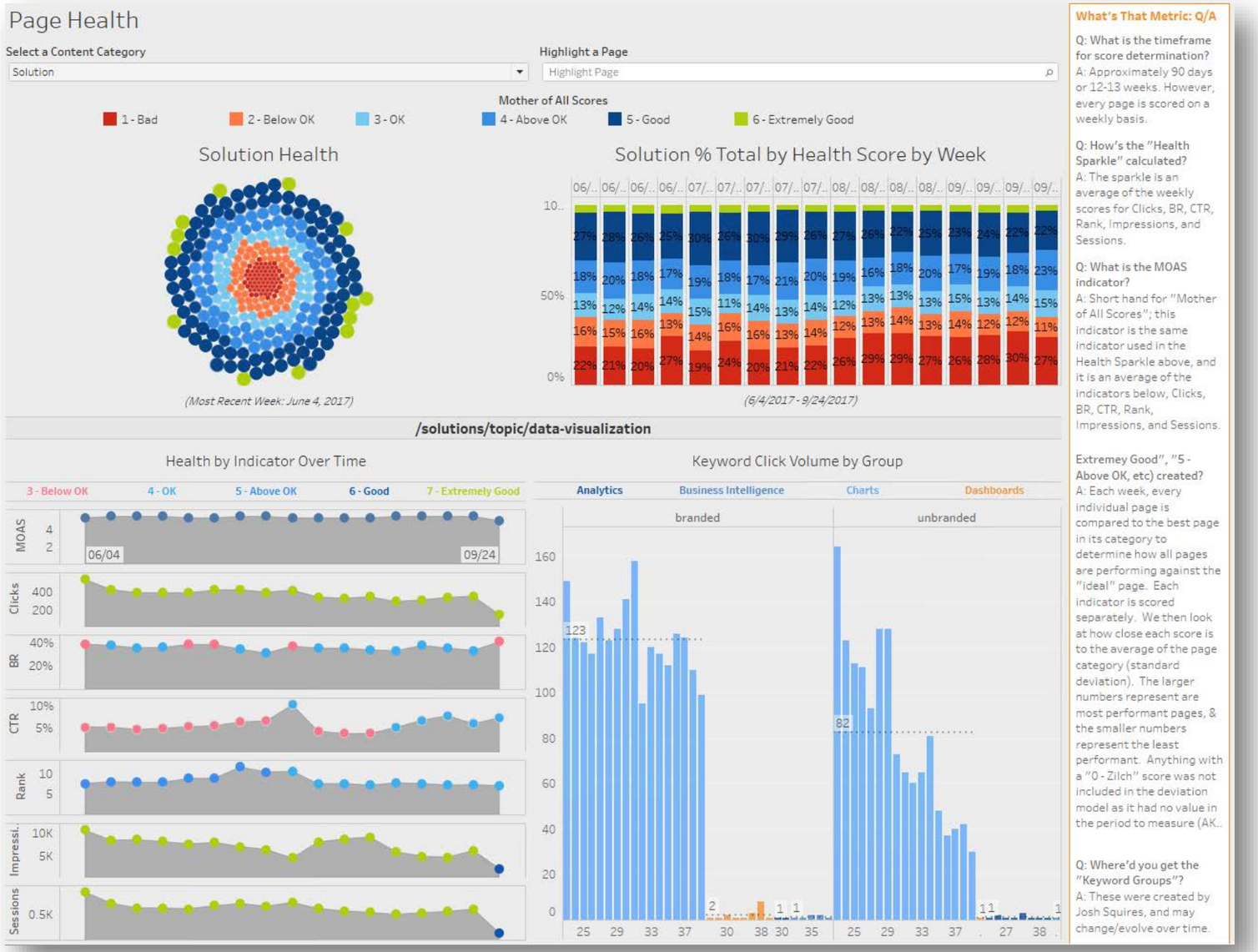
Q: How's "Scatter Health" calculated?
A: The scatterplot is an average of the weekly scores for Clicks, BR, CTR, Rank, Impressions, and Sessions. Impressions & Sessions are weighted by the number of pages in the category. Why do this? To ensure that categories which have a high number of pages thereby a high number of impressions are measured in a comparable way to categories with fewer pages.

Q: What is the MOAS indicator?
A: Short hand for "Mother of All Scores"; this indicator is the same indicator used in the Health Sparkle above, and it is an average of the indicators below, Clicks, BR, CTR, Rank, Impressions, and Sessions.

Q: How are the scores ("7 - Extremey Good", "5 - Above OK, etc) created?
A: Each week, every individual page is compared to the best page in its category to determine how all pages are performing against the "ideal" page. Each indicator is scored separately. We then look at how close each score is to the average of the page category (standard deviation). The larger numbers represent are most performant pages, & the smaller numbers represent the least performant. Anything with a "0 - Zilch" score was not included in the deviation model as it had no value in the period to measure (AKA it was bad, Grade: F).

Q: Where'd you get the "Keyword Groups"?
A: These were created by Josh Squires, and may change/evolve over time.

Page Health


Page Health
Select a Content Category
Solution
Highlight a Page
Highlight Page
Mother of All Scores
1 - Bad
2 - Below OK
3 - OK
4 - Above OK
5 - Good
6 - Extremely Good
Solution Health
(Most Recent Week: June 4, 2017)
Solution % Total by Health Score by Week
(6/4/2017 - 9/24/2017)
/solutions/topic/data-visualization
Health by Indicator Over Time
3 - Below OK
4 - OK
5 - Above OK
6 - Good
7 - Extremely Good
MOAS
Clicks
BR
CTR
Rank
Impressi..
Sessions
06/04
09/24
Keyword Click Volume by Group
Analytics
Business Intelligence
Charts
Dashboards
branded
unbranded
What's That Metric: Q/A
Q: What is the timeframe for score determination?
A: Approximately 90 days or 12-13 weeks. However, every page is scored on a weekly basis.
Q: How's the "Health Sparkle" calculated?
A: The sparkle is an average of the weekly scores for Clicks, BR, CTR, Rank, Impressions, and Sessions.
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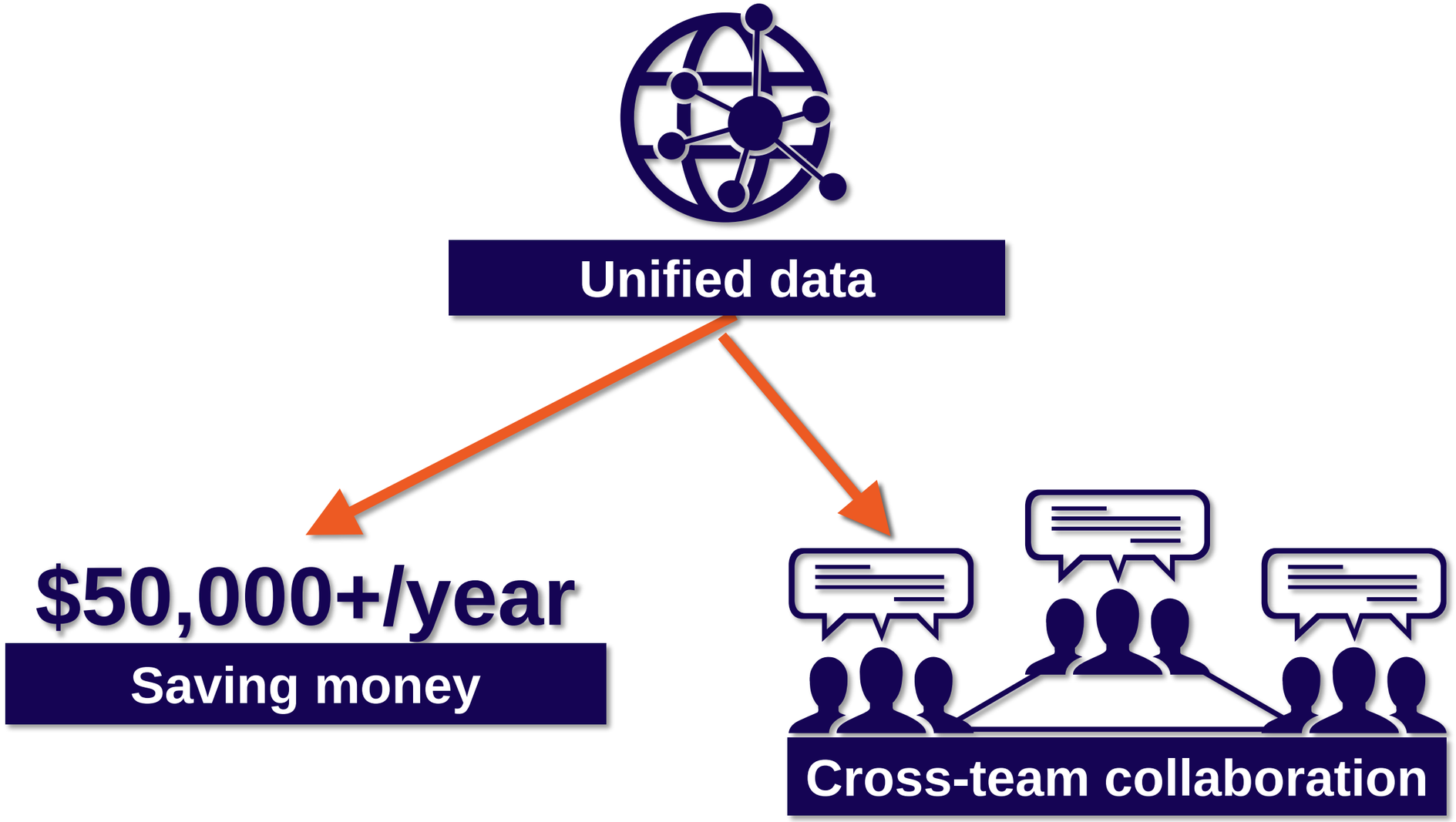
Adoption & Impact

Adoption & Impact



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What We Wish We'd Known

What We Wish We'd Known

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1. Correct priority/time/resources
2. Better understanding of data complexity
3. Knowing the difference between scope creep and evolution of the tool

Future Builds

Future Builds

1. PPC integrations (AdWords, DoubleClick, etc)
2. Social (Hootsuite, BuzzSumo, Twitter, LinkedIn, etc)
3. Bing/Yahoo Webmaster Tools
4. International Expansion
    - Search: Baidu, Yandex, so.com, Naver
    - Social: WhatsApp
    - Integration with WorldServer, MultiTerm, +more
5. Text Analytics (NLP)
6. Content KPIs, and scoring
7. ROI analysis on organic leads/conversions

+ According dashboard development

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Ready to Build Your Own Tableau-Based Reporting Dashboard?