



California
DEPARTMENT OF TECHNOLOGY



DIGITAL WEB SERVICES NETWORK

DWSN Quarterly Forum
Wednesday, January 22, 2020

webstandards.ca.gov



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DEPARTMENT OF TECHNOLOGY



Opening Remarks Manveer Bola

webstandards.ca.gov



Agenda

- DWSN Changes
- CA.GOV Alpha Team Update
- Website Analytics
- OCRBot Overview and Demo
- Questions and Answers
- Closing Remarks



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DWSN Update Manveer Bola

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CA.GOV Alpha Team Update Oriol Gomez

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Google Analytics

Where We've Been

Where We're At

Where We're Going

Richard Lehman

California Department of Technology

webstandards.ca.gov

Google Analytics (GA)

Where We've Been

Where We're At

Where We're Going

2010 – GA: New Shared Service



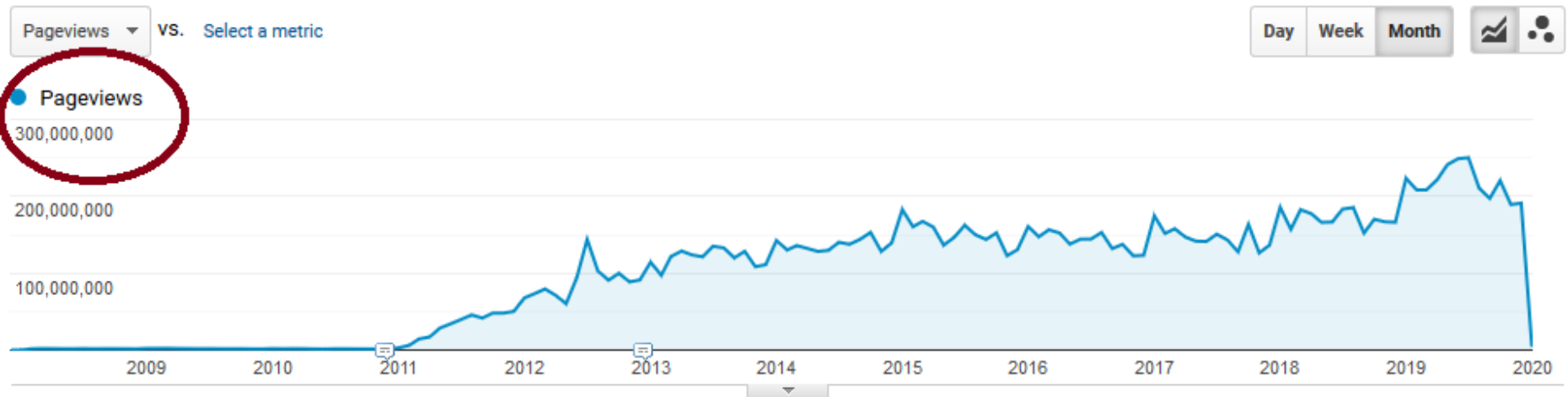
Google Analytics (GA)

Where We've Been

Where We're At

Where We're Going

2011 – GA: State-Wide Analytics



Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	11,653,463,356 % of Total: 100.00% (11,653,592,572)	7,297,436,347 % of Total: 100.00% (7,297,605,436)	00:01:13 Avg for View: 00:01:13 (0.00%)	2,235,374,155 % of Total: 100.00% (2,235,391,921)	37.49% Avg for View: 37.49% (0.00%)	19.18% Avg for View: 19.18% (0.00%)
1. /	754,526,727 (6.47%)	495,800,447 (6.79%)	00:00:55	385,737,973 (17.26%)	24.67%	21.26%
2. /portal/dmy	292,580,516 (2.52%)	189,491,157 (2.60%)	00:00:27	164,621,408 (7.36%)	9.77%	10.00%

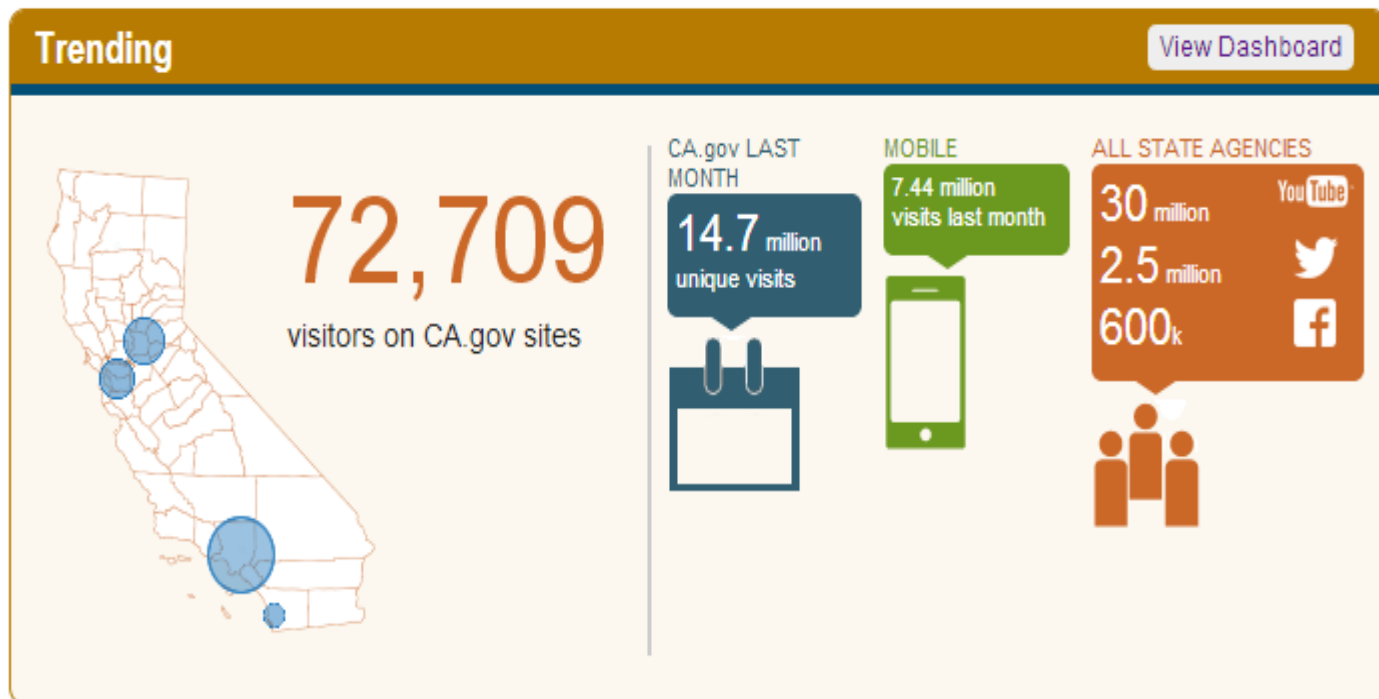
Google Analytics (GA)

Where We've Been

Where We're At

Where We're Going

2012 – CA.gov State-wide GA Dashboard



Google Analytics (GA)

analytics.usa.gov

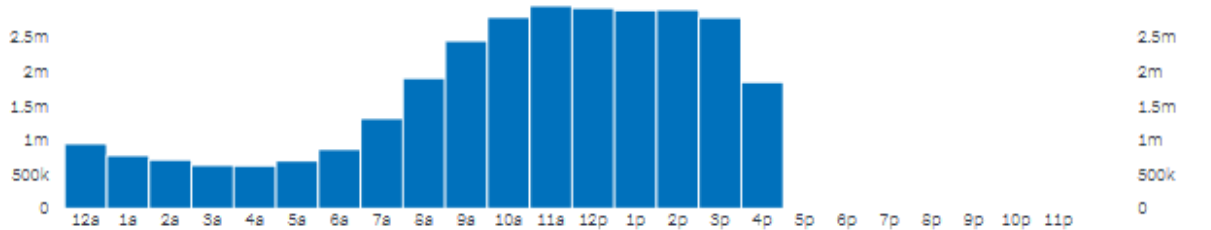
All Participating Websites

About this site
Data | API

211,003

people on government websites now

Visits Today



Visits in the Past 90 Days

There were **3.49 billion** visits over the past 90 days.

Top Pages

Now

7 Days

30 Days

People on a **single, specific page** now. We only count pages with at least 10 people on the page. [Download the full dataset.](#)

USPS.com® - USPS Tracking® Res... 14,148

USPS.com® - USPS Tracking® Res... 13,896

USPS.com® - USPS Tracking® Res... 5,689

login.gov - Welcome 3,476

Almark Foods Expanded Recall to... 2,245

FSIS Issues Public Health Alert for... 1,912

USAJOBS - Search 1,403

Universal Enrollment Services (U... 1,305

Tracking | USPS 1,280

Welcome | USPS 1,227

Google Analytics (GA)

Where We've Been

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Where We're Going

State Website Standards SAM 5190.1

7. Analytics: Agencies/state entities must participate in statewide analytics by deploying the statewide analytics tracking code on all public-facing websites. Participation in statewide analytics does not preclude Agency/state entities from using other analytics programs. The statewide analytics tracking code is available at WebStandards.ca.gov.

Google Analytics (GA)

Where We've Been

Where We're At

Where We're Going

**Development of a standard GA
embed script that addresses:**

- **Your website analytics**
- **State-wide analytics**
- **Tracking file downloads (PDFs, etc.)**
- **Filtering out last 3 digits of IP address**

<https://webstandards.ca.gov/2014/10/29/analytics-demos-and-apis/>

Google Analytics (GA)

Where We've Been

Where We're At

Where We're Going

Google has extended the product

- 1. User flow analysis**
- 2. Real-time analysis**
- 3. Universal Channel Tracking**
- 4. Filtered Dashboards**
- 5. Tracking of customized events**

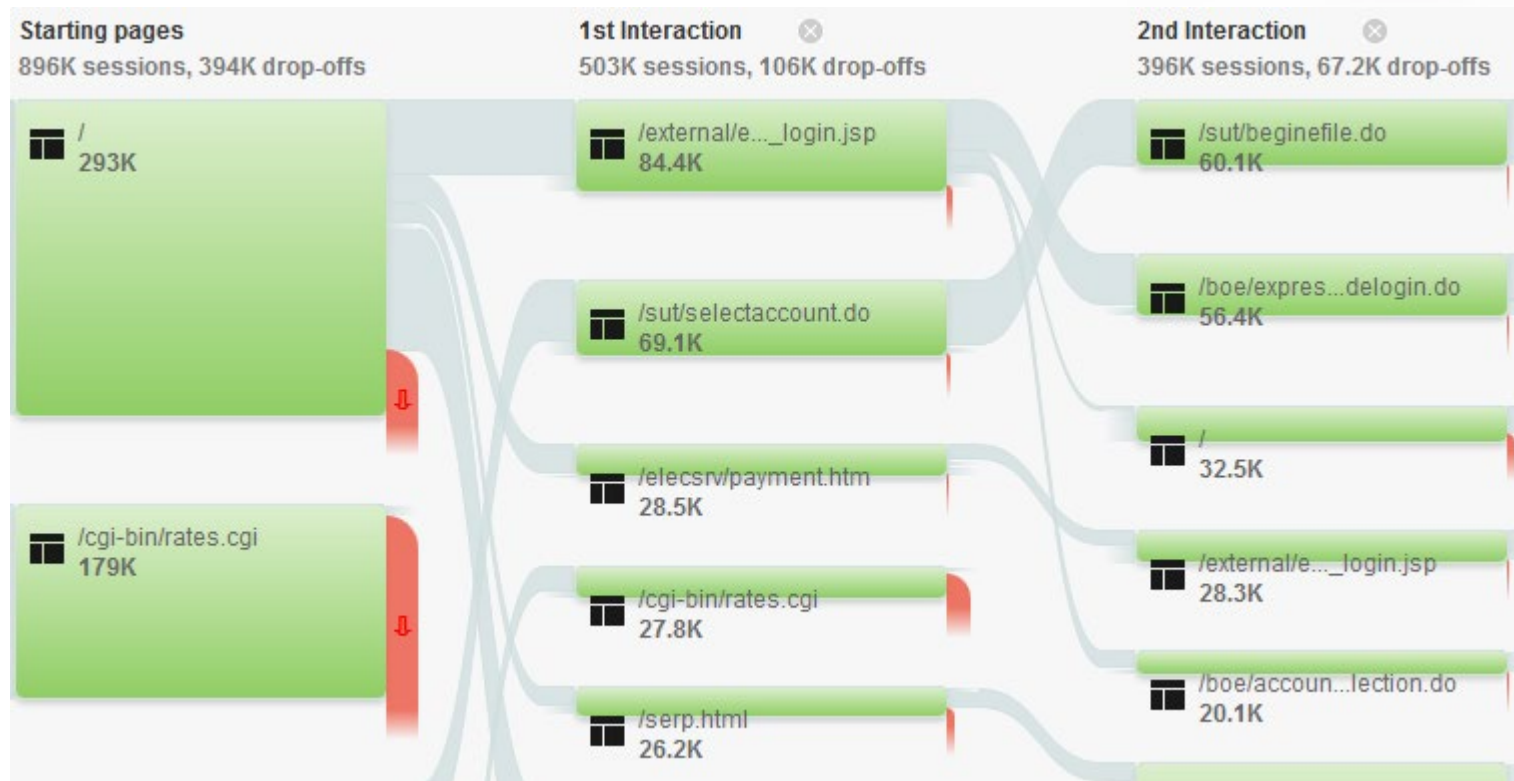
Google Analytics (GA)

Where We've Been

Where We're At

Where We're Going

1. Track how users flow through your site



Google Analytics (GA)

Where We've Been

Where We're At

Where We're Going

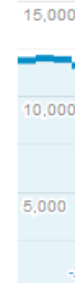
2. Watch traffic in real time!

Right now
16072
active users on site

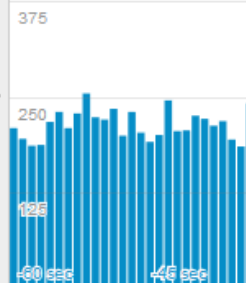


Pageviews

Per minute



Per second



Top Referrals:

	Source	Active Users	↓
1.	calhr.ca.gov	43	
2.	edl.dmv.ca.gov	39	
3.	americasjobcenter.ca.gov	31	
4.	duckduckgo.com	29	
5.	edd.ca.gov	25	

Top Social Traffic:

	Source	Active Users	↓
1.	Facebook	27	
2.	LinkedIn	8	

Top Active Pages:

	Active Page	Active Users	
1.	/	952	5.92%
2.	/benefit_programs_online.htm	819	5.09%
3.	/portal/dmv	384	2.39%
4.	/portal/dmv/detail/forms/dl/dl44	373	2.32%
5.	/wasapp/foa/findofficevisit.do	298	1.85%
6.	/portal/dmv/detail/portal/timeout	287	1.79%
7.	/portal/dmv/detail/online/thankyou	264	1.64%
8.	/calhrpublic/search/jobsearchresults.aspx	205	1.28%
9.	/wasapp/foa/officevisit.do	199	1.24%

Google Analytics (GA)

Where We've Been

Where We're At

Where We're Going

3. Universal Analytics (also IoT)

- includes physical world: field offices, business processes, meters, traffic counters, etc.



compare



Google Analytics (GA)

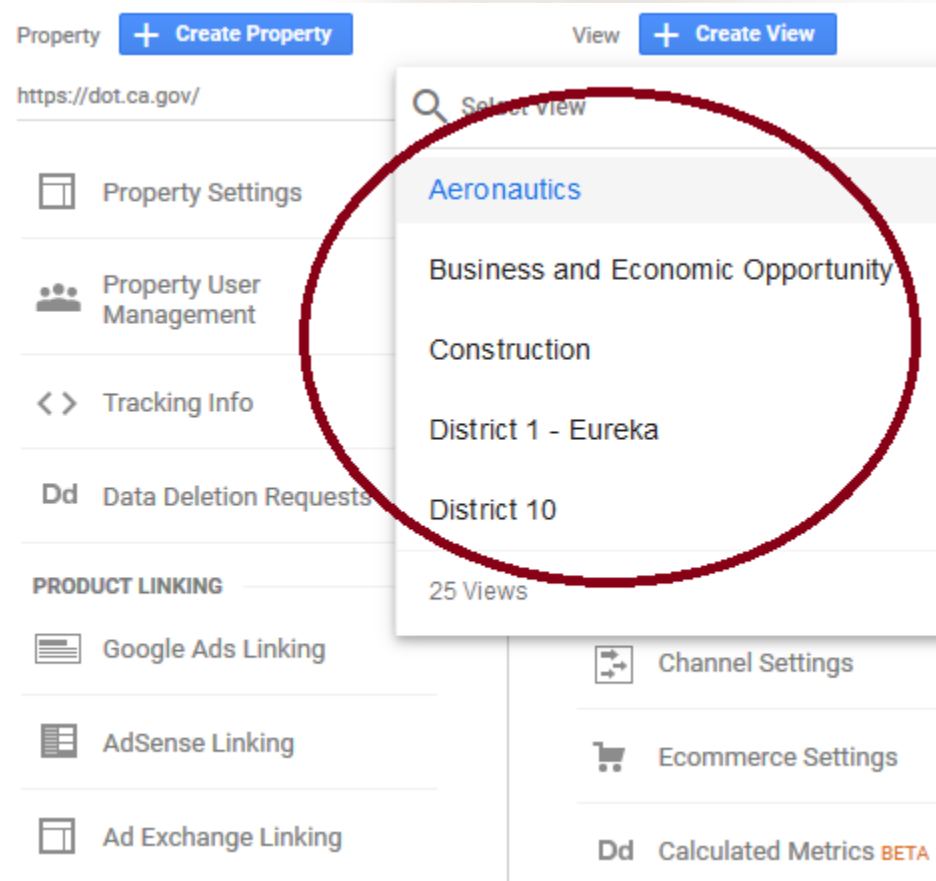
Where We've Been

Where We're At

Where We're Going

4. Filtered “View” Dashboards

- You can have up to 25 filtered Dashboards
- How about a “Mobile Only” Dashboard?

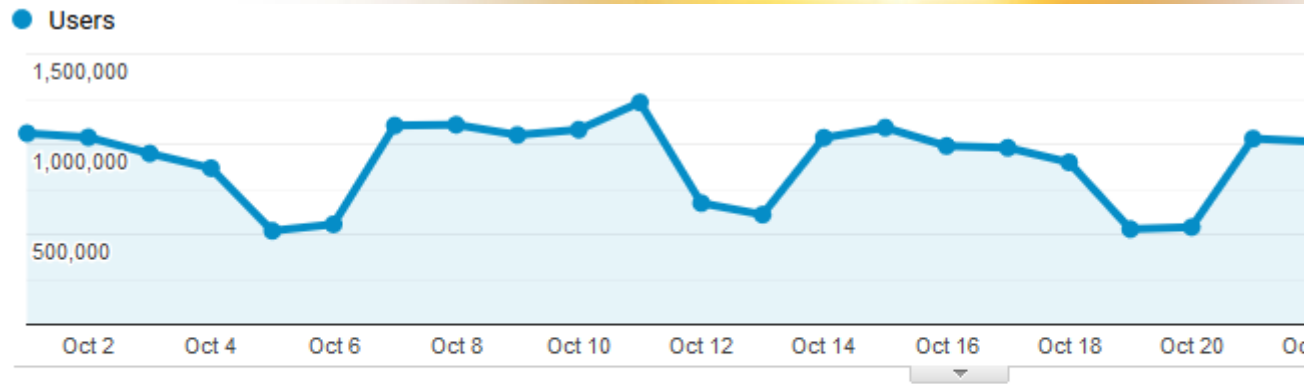


The screenshot displays the Google Analytics interface for a property. At the top, there are buttons for '+ Create Property' and '+ Create View'. The URL 'https://dot.ca.gov/' is visible. A sidebar on the left contains navigation options: Property Settings, Property User Management, Tracking Info, and Data Deletion Requests. Below this is the 'PRODUCT LINKING' section with options for Google Ads Linking, AdSense Linking, and Ad Exchange Linking. On the right, there are options for Channel Settings, Ecommerce Settings, and Calculated Metrics BETA. A search bar labeled 'Select view' is open, showing a list of views: Aeronautics (highlighted with a red circle), Business and Economic Opportunity, Construction, District 1 - Eureka, and District 10. At the bottom of the dropdown, it indicates '25 Views'.

Google Analytics (GA)

By the way:
Mobile is over
42% of all
traffic on
State sites!

Google.com
Search is
“mobile-first”



Primary Dimension: Device Category

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	20,039,337 % of Total: 100.00% (20,039,337)	15,559,145 % of Total: 100.09% (15,545,841)	38,003,914 % of Total: 100.00% (38,003,914)
1. desktop	10,877,800 (53.72%)	7,919,343 (50.90%)	20,463,370 (53.85%)
2. mobile	8,550,356 (42.22%)	7,008,076 (45.04%)	16,082,912 (42.32%)
3. tablet	821,639 (4.06%)	631,726 (4.06%)	1,457,632 (3.84%)

Google Analytics (GA)

Where We've Been

Where We're At

Where We're Going

5. Tracking Events (on pages) Requires Google Tag Manager (GTM)

- Outbound links & Media clicks
- Button clicks (or any “click”)
- Conditional Triggers
- Capture Variables & Integrate with Applications
- Scroll behavior (how far they scrolled)
- Video Views (including how long they watched it)
- Even a “mouseflow” solution

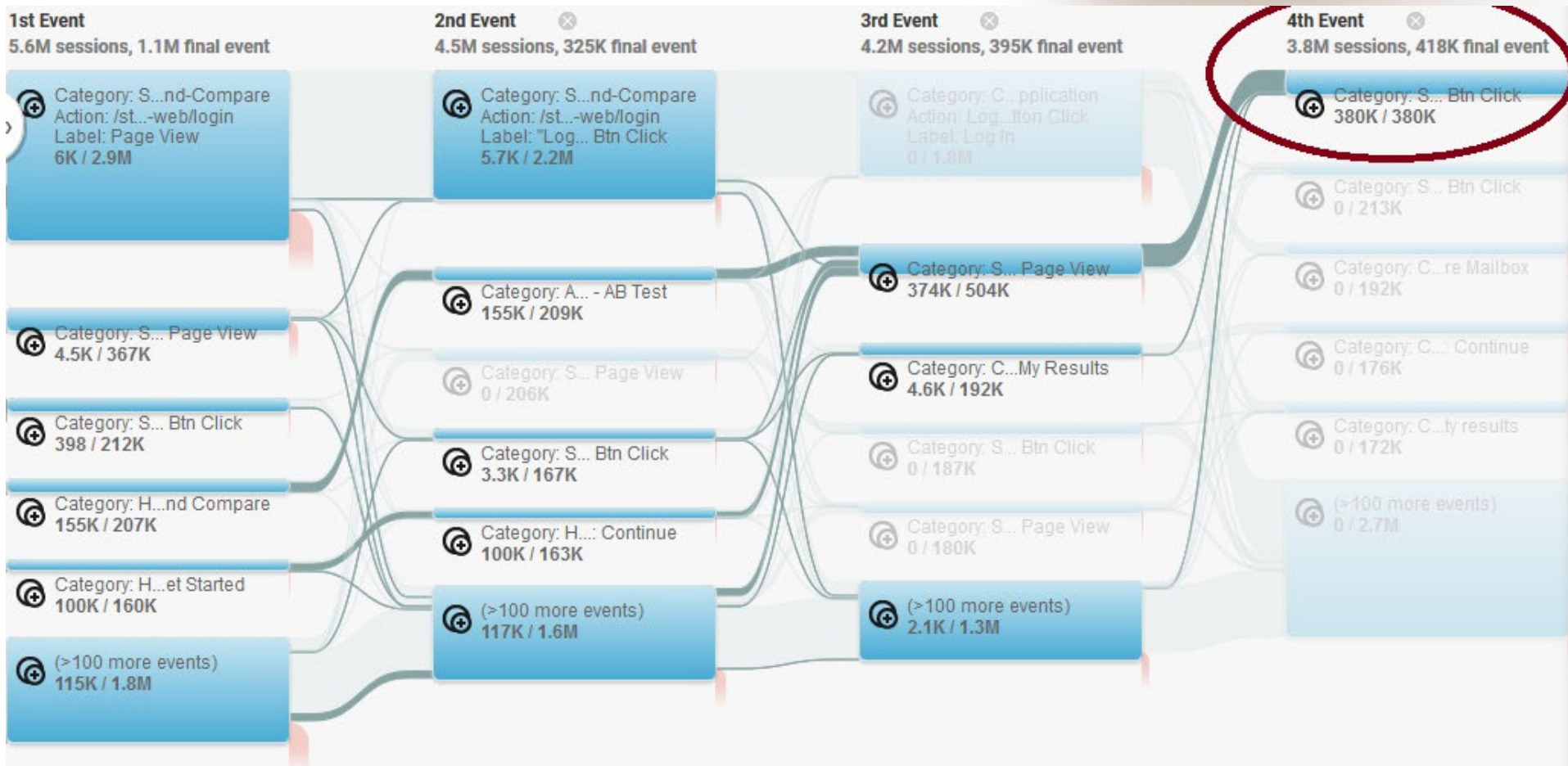
Google Analytics (GA)

Where We've Been

Where We're At

Where We're Going

5. Events (on pages) Analysis - Flow



Google Analytics (GA)

Where We've Been

Where We're At

Where We're Going

5. Events Analysis - Performance

Event Action ?	Event Label ?	Total Events ?	Unique Events ?	Event Value
		5,913,600 % of Total: 3.95% (149,886,574)	3,502,530 % of Total: 3.67% (95,362,558)	↓ % of Total (2,992,530)
1. See My Results Click	See My Results	2,030,027 (34.33%)	1,121,458 (32.02%)	0
2. Pop Up Continue Click	Continue	1,996,295 (33.76%)	1,107,067 (31.61%)	0
3. Preview Plans	Lower Monthly Premium	665,248 (11.25%)	414,605 (11.84%)	0
4. Preview Plans	Lower Monthly Premium and Lower Out of Pocket Costs	627,241 (10.61%)	388,751 (11.10%)	0
5. Apply Button Click	Apply Now - CalHEERS	232,530 (3.93%)	206,856 (5.91%)	0
6. Preview Plans	Negotiated Prices	162,285 (2.74%)	116,682 (3.33%)	0
7. More Information Click	More Information	76,116 (1.29%)	71,565 (2.04%)	0
8. Back Button Click	Back	72,337 (1.22%)	44,651 (1.27%)	0
9. See My Results Click	Lower Monthly Premium	20,527 (0.35%)	11,590 (0.33%)	0
10. See My Results Click	Lower Monthly Premium and Lower Out of Pocket Costs	17,336 (0.29%)	10,011 (0.29%)	0

Google Analytics (GA)

Where We've Been

Where We're At

Where We're Going

5. Events Analysis – on Chatbots

Event Label [?]	Total Events [?]	↓	Unique Events [?]	Event Value [?]
	530,804 % of Total: 0.35% (149,886,574)		382,703 % of Total: 0.40% (95,362,558)	% of Total: 0.40%
1. Ask for CiCi	286,107 (53.90%)		252,341 (65.94%)	
2. CiCi A-B Chat Bubble Test	189,256 (35.65%)		76,320 (19.94%)	
3. I forgot my password.	17,127 (3.23%)		16,598 (4.34%)	
4. Live Chat Link Click	16,793 (3.16%)		16,210 (4.24%)	
5. Am I eligible for Medi-cal?	6,131 (1.16%)		6,073 (1.59%)	
6. When is Open Enrollment?	3,903 (0.74%)		3,846 (1.00%)	
7. I forgot my password	1,994 (0.38%)		1,960 (0.51%)	
8. What is Covered California?	1,733 (0.33%)		1,727 (0.45%)	
9. I forgot my username	1,578 (0.30%)		1,551 (0.41%)	
10. ¿Soy elegible para Medi-Cal?	546 (0.10%)		536 (0.14%)	

Google Analytics (GA)

Where We've Been

Where We're At

Where We're Going

5. Events Analysis – Other

- Facebook Tracking Pixel Tag
- Twitter Tracking Pixel Tag
- Custom Application Data Integration

Google Analytics (GA)

Where We've Been

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Where We're Going

- Encourage further State Agency adoption
- Encourage more use by Web apps
- Encourage more use by mobile apps



Google Analytics (GA)

Where We've Been

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Where We're Going

Key Things/Questions to Take Away:

1. Measuring Web business effectiveness?
2. Content & App measurement stovepiped?
3. Is Delivery Channel measurement stovepiped?
4. Are you able to analyze your customer's Web & App experience?

Google Analytics (GA)

Where We've Been

Where We're At

Where We're Going

Questions ?

To Implement Google Analytics code:

<https://webstandards.ca.gov/2014/10/29/analytics-demos-and-apis/>

To Establish or Make Changes to your Google Analytics account:

<https://services.cdt.ca.gov/sp> - search "Google Analytics"



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OCRBot Overview and Demo

Chris Eddy

California Department of Technology

webstandards.ca.gov



Questions and Answers

webstandards.ca.gov



Closing Remarks

Manveer Bola



THANK YOU



Post conference materials will be published on:

<https://cdt.ca.gov/dwsn>

For questions:

DigitalWebServicesNetwork@state.ca.gov