

Google: Blogger.com

Understanding User Metrics

Background

Forthcoming improvements to the blogger.com service will greatly affect the type of user behaviors that can be tracked before, during, and after the registration process. New user data and metrics will aid blogger staff in targeting content and user interface design efforts to encourage deeper use of the service.

New Functionality Requiring Registration

- Post a comment
- Create a profile
- Search profiles (may not require registration)

Origins for Registration

- Blog This! Or Google Toolbar
- Powered by Blogger or from blogspot content
- Blogger.com Homepage
- New: Comment on this Post
- New: Create a Profile
- New: Search Blogs

All these need to be tracked to determine where new users are coming from

New Complexity: Registration Success and User Activity

- Registration success is no longer simply “create a blog”
- New End results: post a comment, create a profile
- Can be users who just “Comment” and never create blogs
- Need for new “activity” metrics: commenting/posting/searching

Types of Users Who Can Be Tracked

- Visitors – folks who come to blogger.com who are not registered
- Readers – Visitors who have read blogs on blogspot (or powered by blogger)
- Users – Visitors/Readers become Users when they register
- Bloggers – users who have created at least one blog
- Commenters – users who registered just so they can comment
- Profilers – users who registered just so they can create a profile
- Active users – users who regularly post, comment, or profile

Three Categories of “Users”

1. Visitors – have not registered (includes readers)
2. Users – have registered but are not active
3. Active Users – Users who regularly* comment, post, or profile

*regularly needs to be defined by user type

Behaviors of Users

Before Registration (Visitors)	After Registration (Users)	After Creating Blogs (Active Users)
<ul style="list-style-type: none">- Read blogs- Search blogs- Read content on blogger.com	All visitor behaviors plus: <ul style="list-style-type: none">- Create blogs- Create profiles- Search profiles	All user behaviors plus: <ul style="list-style-type: none">- Post to blogs- Create new blogs- Comment on blogs
Influence of content Influence of blogs	Success in registrations Success in blog creation	Author activity (posts/blog) Reader activity (comments/blog)

Metrics: Registration Origin

Track % of people arriving at registration from:

- Blog this!
- New content on homepage
- “post a comment”
- Reading/searching blogs on blogspot
- Powered by blogger

Why track this?

- Tells you why people are coming to the registration
- Tells you what paths to registration are most effective

Metrics: Registration Success

Track % of people who make it to each stage in registration:

- total who start the process
- % who only “create an account”
- % who go to comment, create blog, or create profile
- % who successfully create blog
- % who successfully make their first post
- % who become active (blogs, comments, or profiles)

Why track this?

- Tells you why people create accounts
- Tells you if your account creation tool is usable
- Tells you if your blog creation tool is usable
- Tells you if your posting tool is usable
- If there are usability problems, you know which step is problematic

Metrics: User Activity

Create definitions for and track user activity:

- Reader activity: (comments/user, comments/blog) / period of time
- Author activity: (posts/blog, posts/user, blogs/user) / period of time

Why track this?

- Tells you how people use the site
- Helps you understand how people develop a “relationship” with blogging
- Helps you develop content to change user behavior