



ETF Website Update

Joint Meeting Item 4C
December 12, 2019



Mark Lamkins, Director
Office of Communications



Agenda

- Post-launch activity for redesigned etf.wi.gov
- Key performance indicators for Q3 2019
 - Web metrics
 - Web page: Benefits Available to Me
 - User satisfaction
 - Site performance
- Expand metrics
- Future enhancements
- Q&A



Post-Launch Activity

Post-Launch Activity



Website daily management,
maintenance, and fixed
minor bugs



ETF recognized for website's
innovative design



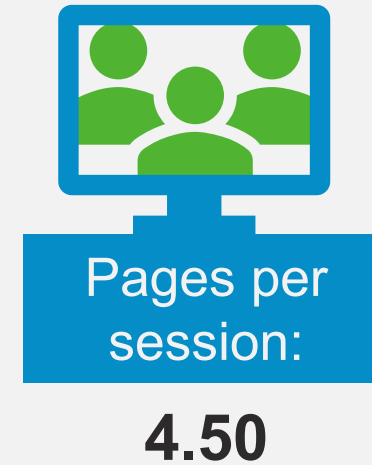
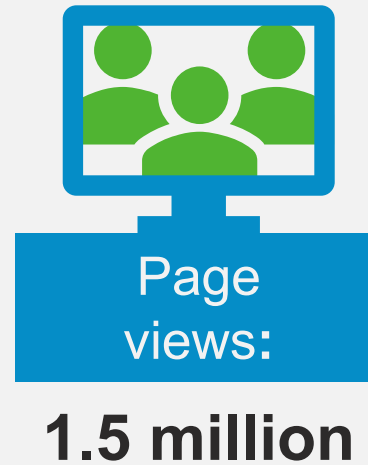
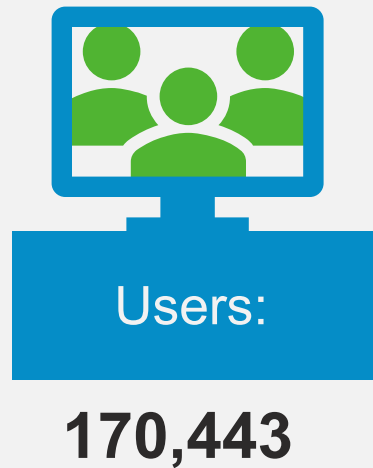
Web Metrics

Q3 2019

ETF Website Update – December 12, 2019

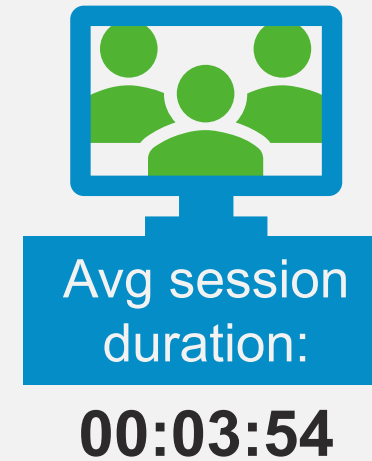
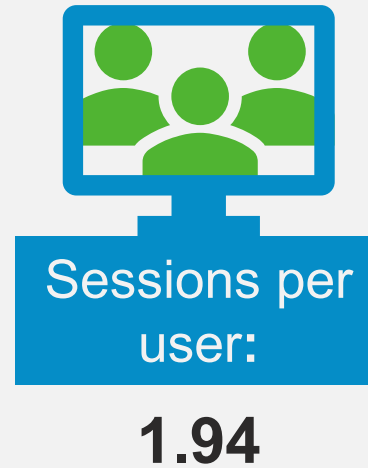
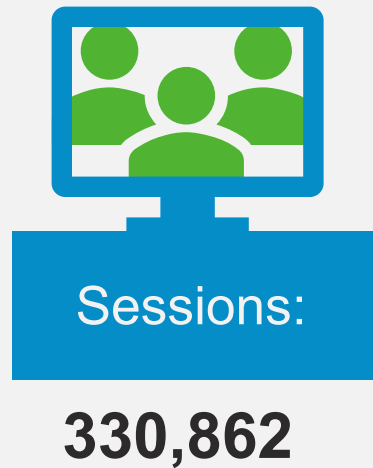
User Engagement

Q3 2019: July 1 - Sept 30



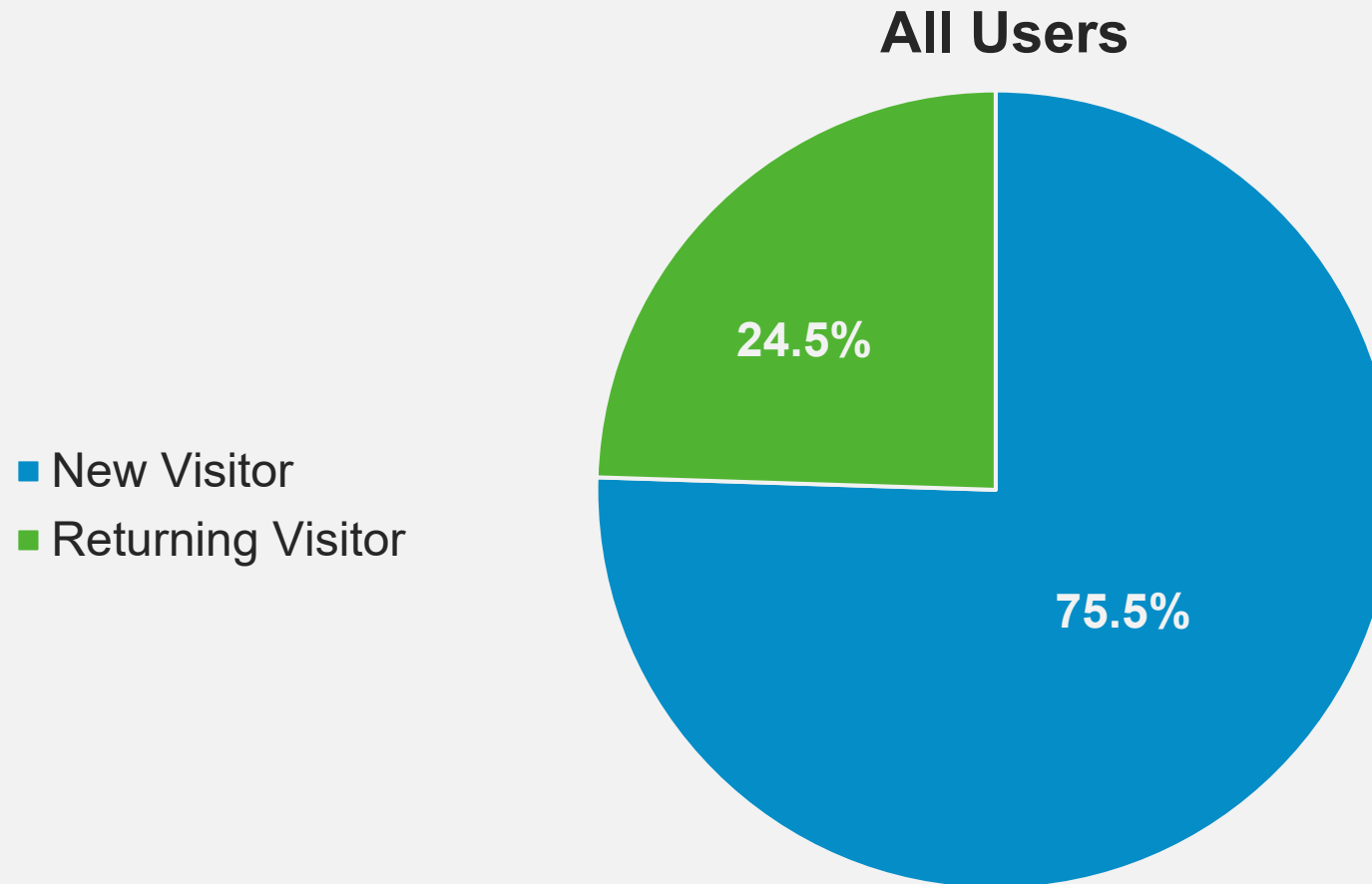
User Engagement

Q3 2019: July 1 - Sept 30



User Engagement

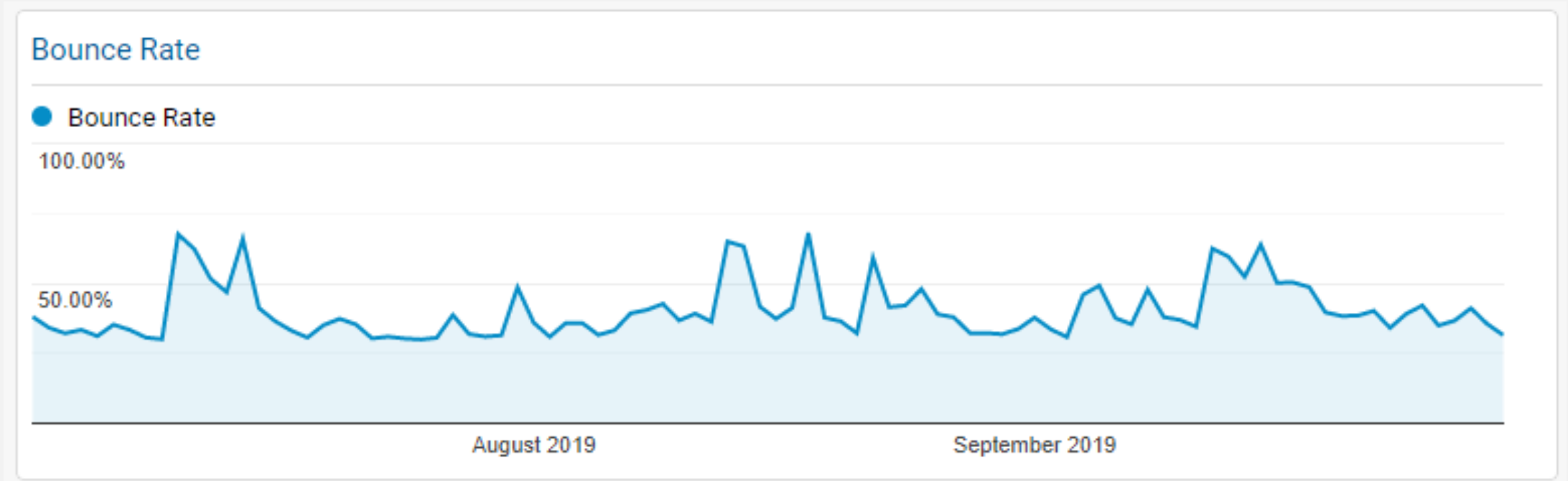
Q3 2019: July 1 - Sept 30



User Engagement


Q3 2019: July 1 - Sept 30

- Average bounce rate: **42.99%**



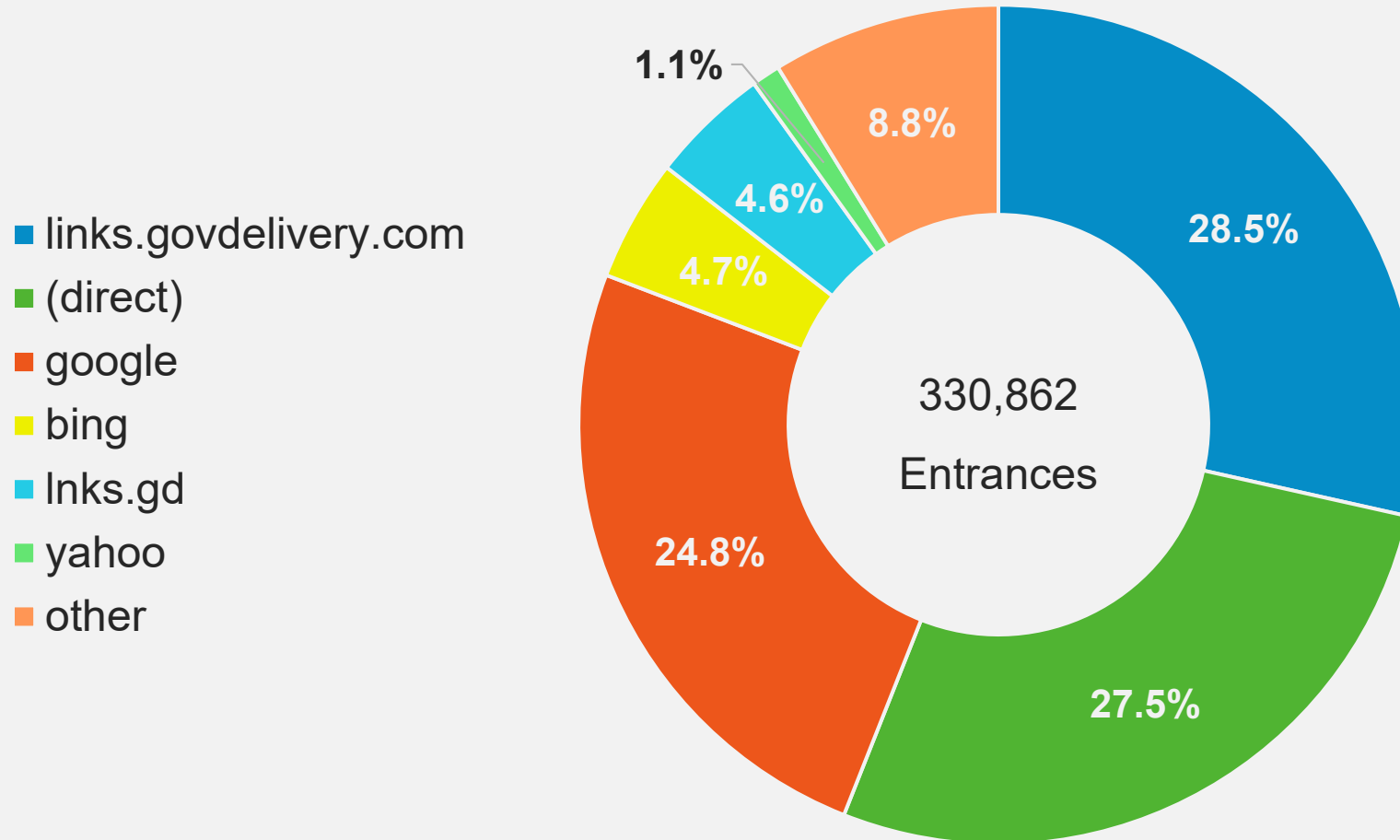
Top Viewed Pages

Q3 2019: July 1 - Sept 30

| Page Title | Pageviews | % Pageviews |
|---|-----------|---|
| 1. Wisconsin Department of Employee Trust Funds ETF | 152,825 |  10.27% |
| 2. Benefits Available to Me ETF | 89,020 |  5.98% |
| 3. Search ETF | 73,523 |  4.94% |
| 4. Latest Investment Performance ETF | 50,027 |  3.36% |
| 5. Forms, Brochures and Publications ETF | 35,981 |  2.42% |
| 6. WRS Retirement Benefits Calculator ETF | 33,331 |  2.24% |
| 7. My Info ETF | 32,027 |  2.15% |
| 8. Benefits Provided by ETF ETF | 30,006 |  2.02% |
| 9. State Employee & Retiree Health Plan ETF | 29,766 |  2.00% |
| 10. Employers ETF | 28,968 |  1.95% |

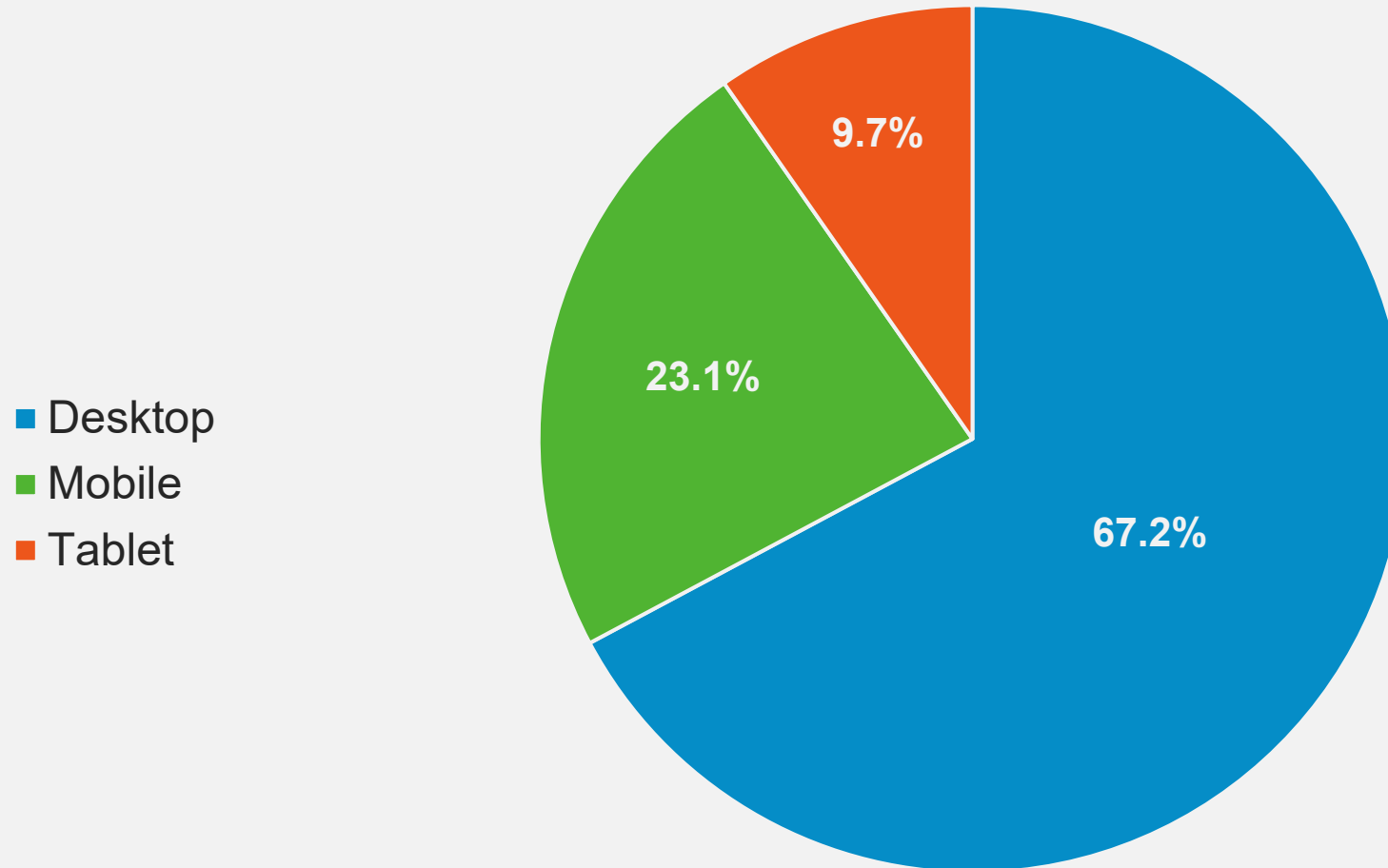
Page Views by Source

Q3 2019: July 1 - Sept 30



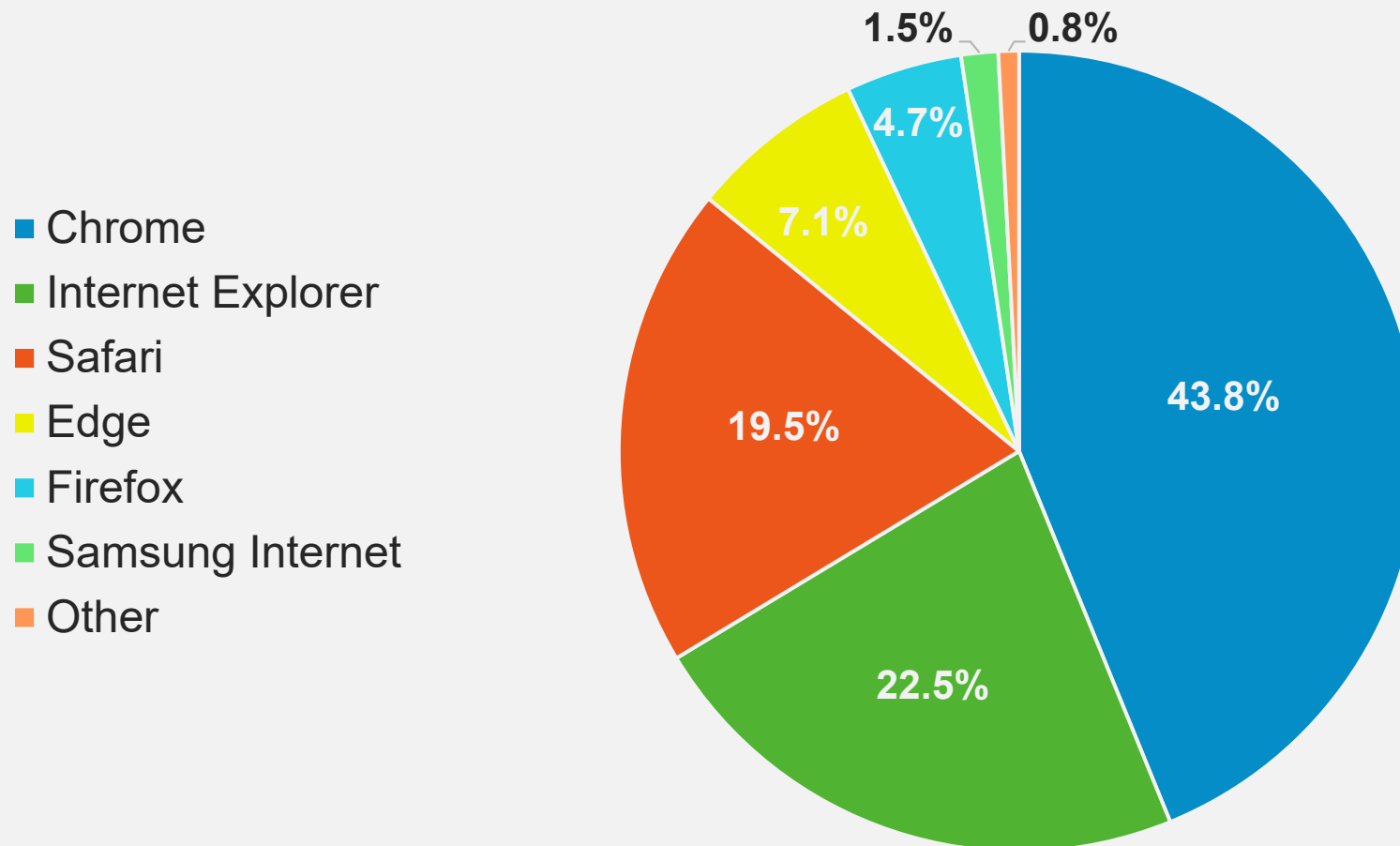
Users by Device

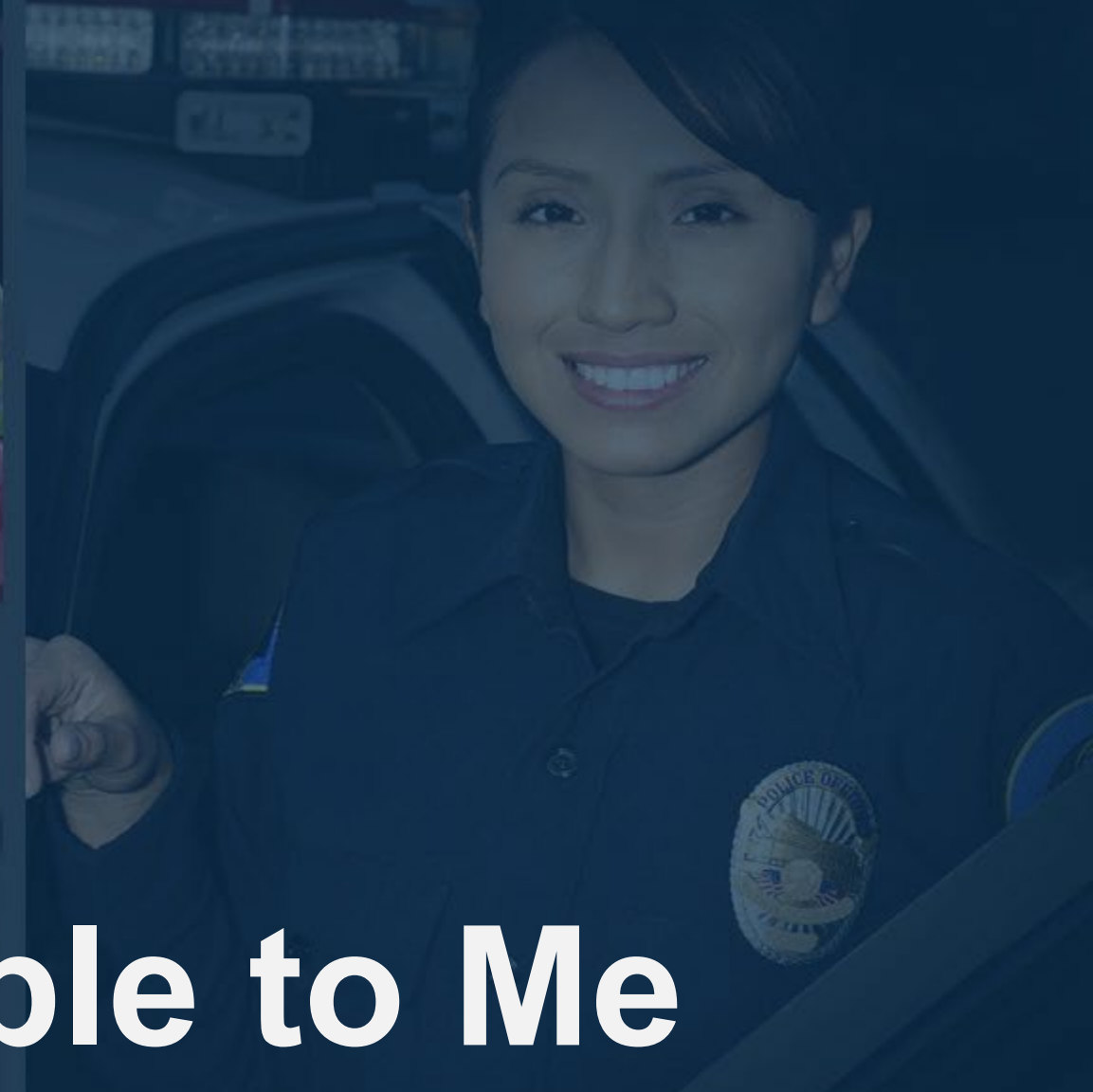
Q3 2019: July 1 - Sept 30



Sessions by Browser

Q3 2019: July 1 - Sept 30





Benefits Available to Me

Q3 2019

Benefits Available to Me

Q3 2019: July 1 - Sept 30

| Event Label | | Total Events ▼ | Total Events ▼ |
|-------------|--------------------------------|--|--|
| | | 42,516 % of Total: 100.00% (42,516) | 42,516 % of Total: 100.00% (42,516) |
| 1. | (not set) | 7,931 | <div></div> 18.65% |
| 2. | University Of Wisconsin System | 5,029 | <div></div> 11.83% |
| 3. | Employee Trust Funds, Dept Of | 1,879 | <div></div> 4.42% |
| 4. | Corrections, Dept Of | 1,774 | <div></div> 4.17% |
| 5. | Natural Resources, Dept Of | 1,125 | <div></div> 2.65% |
| 6. | Transportation, Dept Of | 1,052 | <div></div> 2.47% |
| 7. | Uw Hospital Authority | 737 | <div></div> 1.73% |
| 8. | Health Services, Dept Of | 695 | <div></div> 1.63% |
| 9. | Workforce Development, Dept Of | 485 | <div></div> 1.14% |
| 10. | state of wisconsin | 452 | <div></div> 1.06% |

Benefits Available to Me

Q3 2019: July 1 - Sept 30

| Event Action | | Total Events ▼ | Total Events ▼ |
|--------------|--------------------------------------|--|--|
| | | 42,516 % of Total: 100.00% (42,516) | 42,516 % of Total: 100.00% (42,516) |
| 1. | Search for Employer | 22,558 | 53.06% |
| 2. | State Employee & Retiree Health Plan | 10,196 | 23.98% |
| 3. | Don't See Employer | 2,996 | 7.05% |
| 4. | WRS Retirement Benefit | 1,436 | 3.38% |
| 5. | Local Traditional Health Plan (P02) | 752 | 1.77% |
| 6. | Reset Employer Name Clicked | 749 | 1.76% |
| 7. | Local Deductible Health Plan (P014) | 650 | 1.53% |
| 8. | Group Life Insurance | 540 | 1.27% |
| 9. | Accumulated Sick Leave | 471 | 1.11% |
| 10. | Local Deductible Health Plan (P04) | 463 | 1.09% |

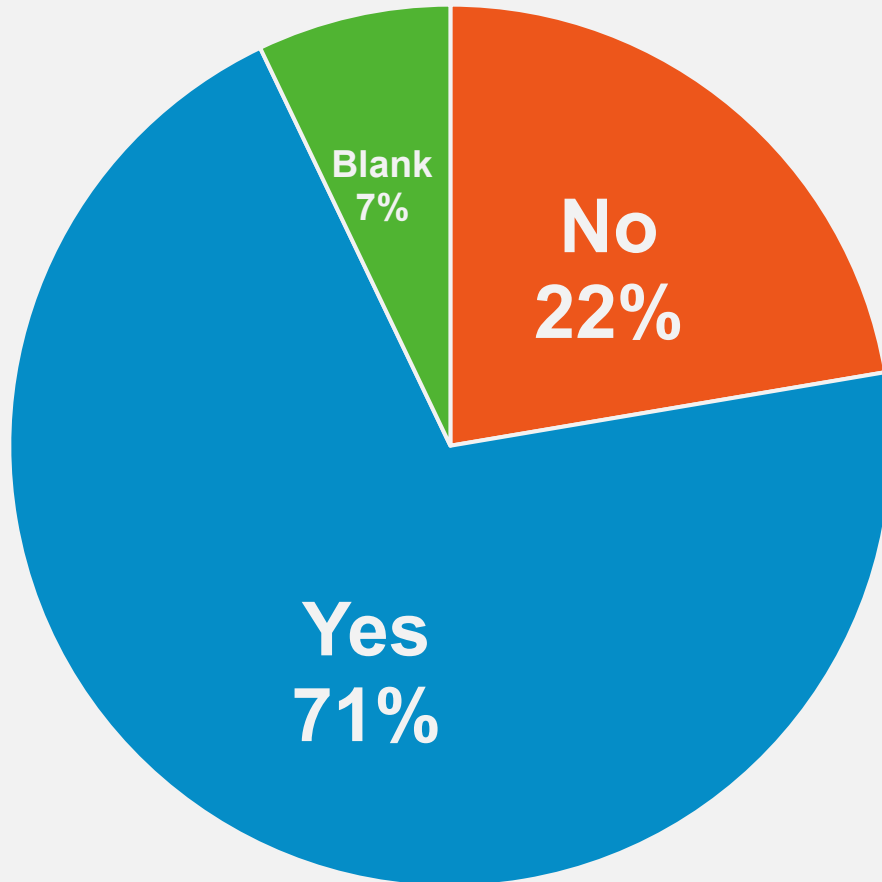


User Satisfaction

Q3 2019

User Satisfaction

Q3 2019: July 1 - Sept 30



- Web survey: Was this page helpful?
 - 3,000 total submissions
 - 2,117 – Yes / Helpful
 - 670 – No / Not helpful
 - 213 – Blank





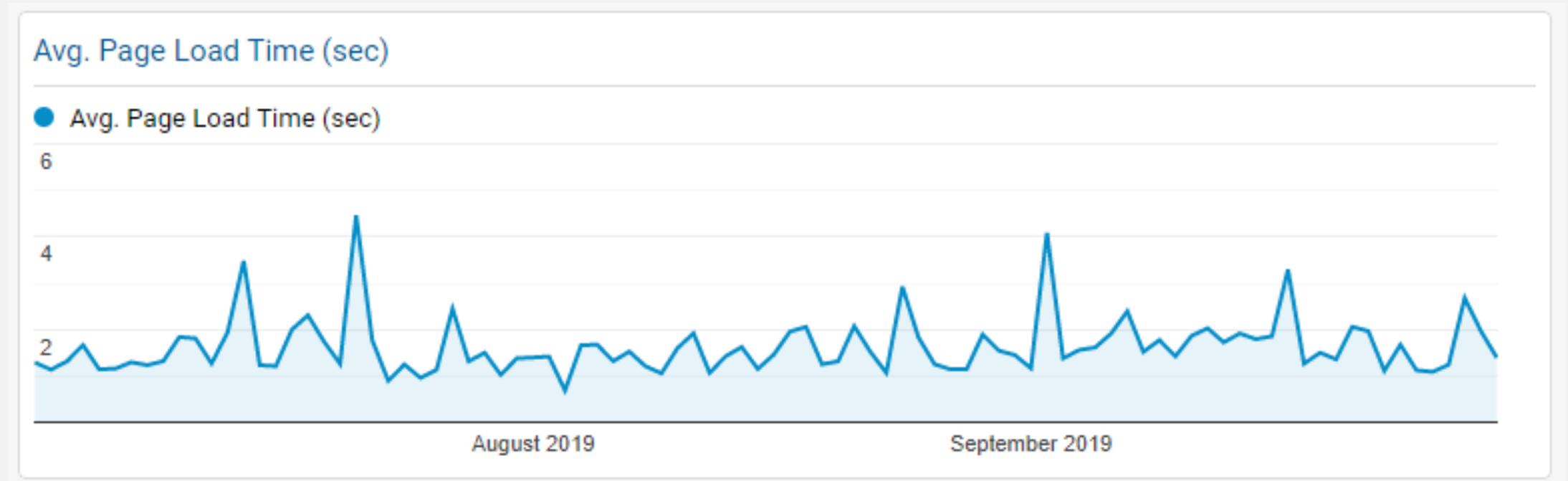
Site Performance

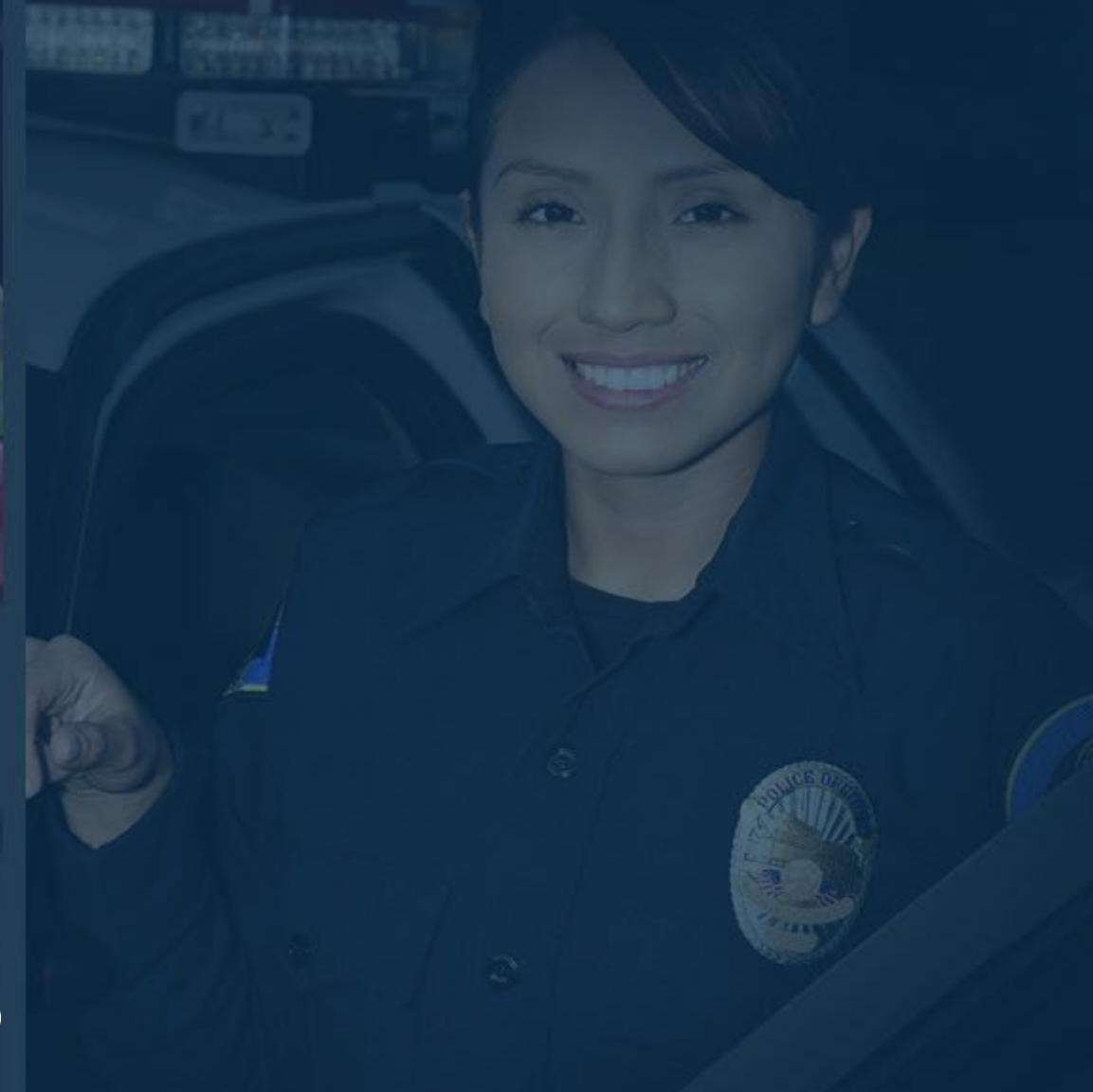
Q3 2019

Site Performance

Q3 2019: July 1 - Sept 30

Avg page load time: **1.52 seconds**

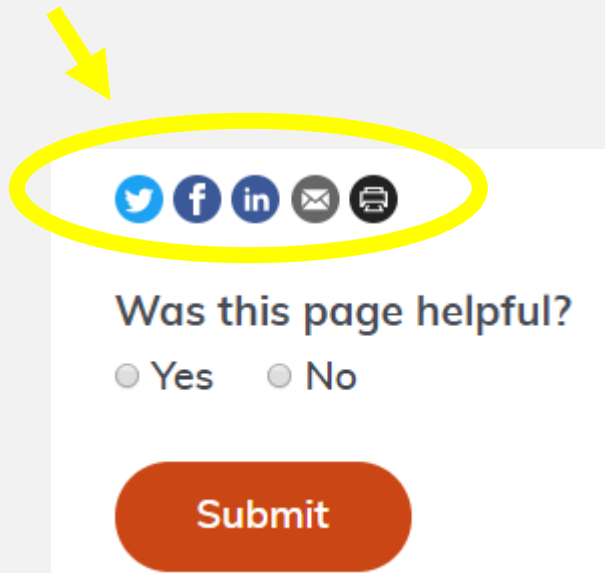




Expand Metrics

Expand Metrics

- Share This content via social media, email or print

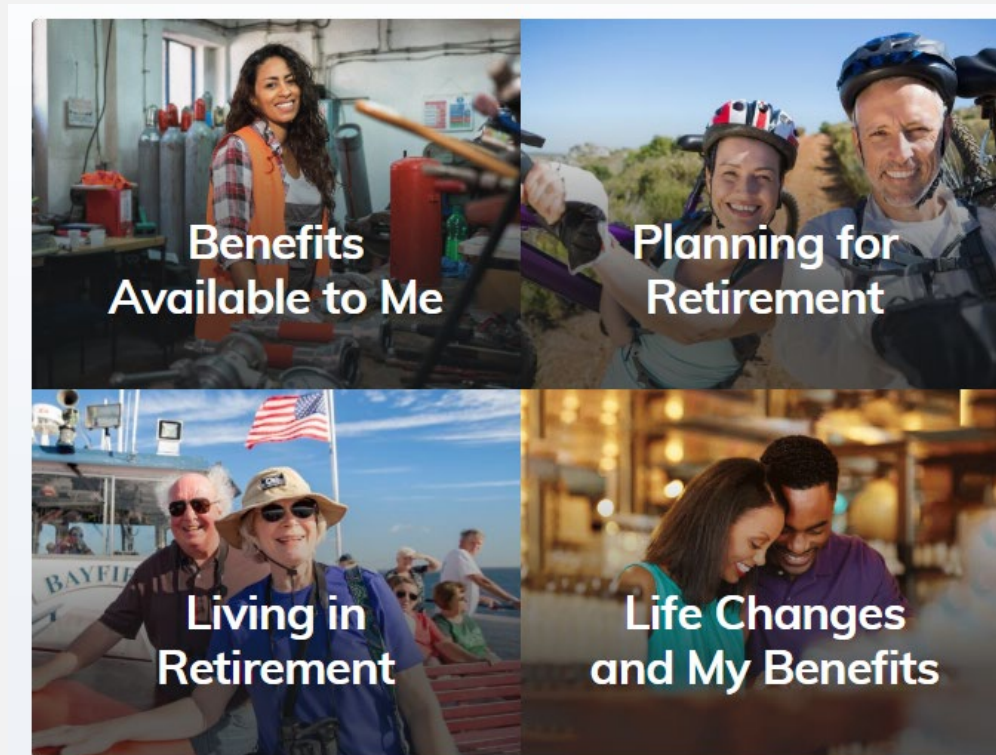


A feedback form titled "Was this page helpful?" with two radio button options: "Yes" and "No". Below the options is a red "Submit" button. Above the form, a yellow arrow points to a row of five social media and sharing icons: Twitter, Facebook, LinkedIn, Email, and Print. These icons are circled in yellow.

Was this page helpful?

☐ Yes ☐ No

Submit



Expand Metrics

- PDF downloads
- Keywords used for Search filters
- To and from page paths
- Campaign specific metrics
- Continue building web metrics for benchmarking and trend analysis
- Regular monitoring of 508 accessibility



Future Enhancements

Future Enhancements

- Q4 2019: Testimonial component



Future Enhancements

- **Q1 2020:** Interactive glossary
- Improve design of Search and other pages
- Update GovDelivery subscriber topics per site navigation
- Develop a new section for vendor procurements
- Continue integration of website

The background of the slide features a bokeh effect with numerous out-of-focus circles in shades of blue and purple, creating a soft, abstract pattern.

Questions?

Thank you



wi_etf



etf.wi.gov



ETF E-mail Updates



608-266-3285
1-877-533-5020