Walt Disney News

Analytics Highlights
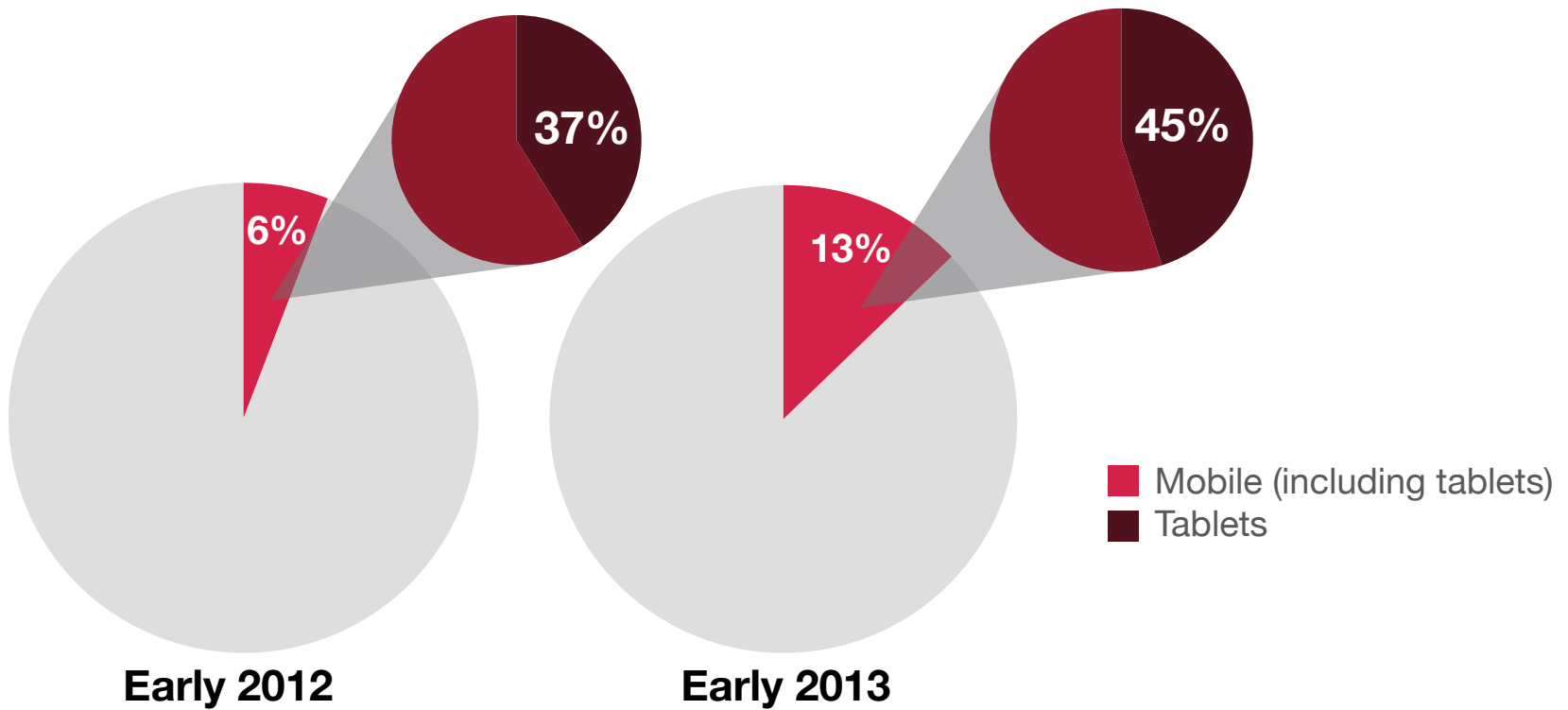
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In The Last Year:

41,961

Average Unique Visitors per Month

1,353

Average Unique Visitors per Day

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Visitor Quantities

37%
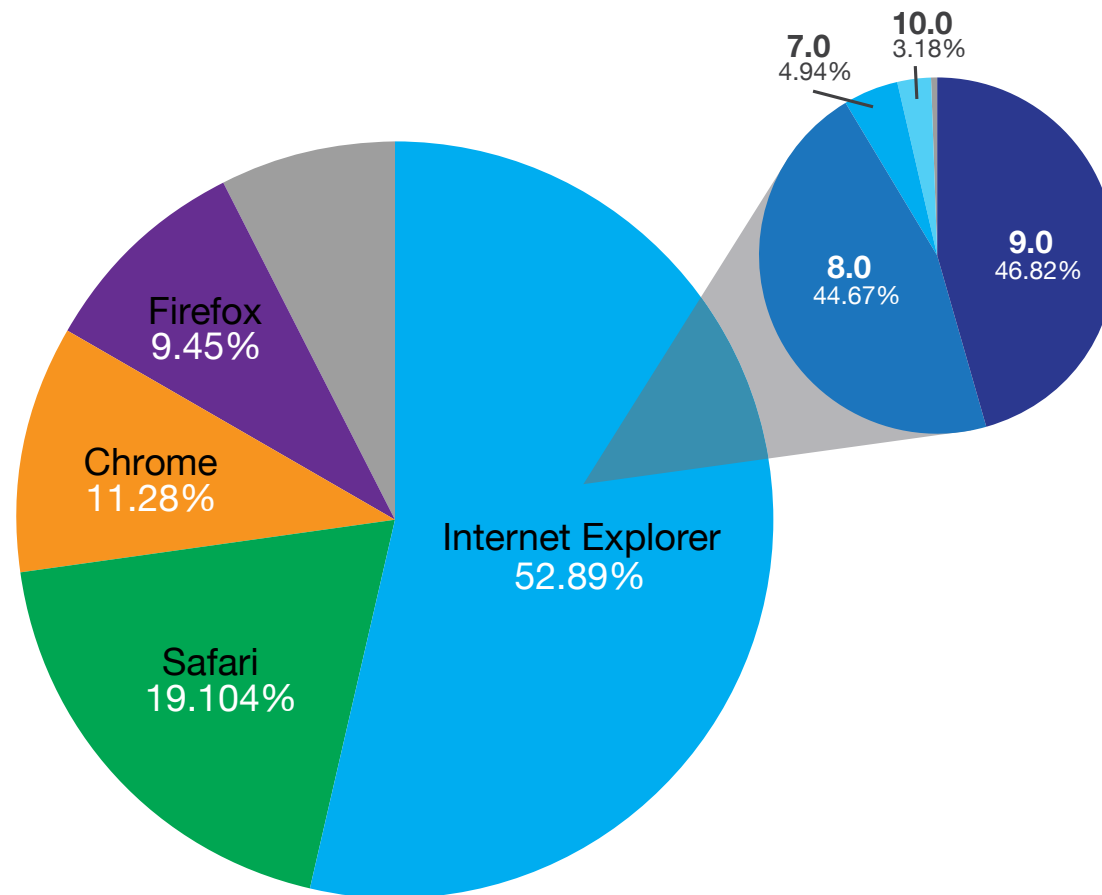
6%

45%

13%

Mobile (including tablets)

Tablets

Early 2012

Early 2013

Mobile Visitors More Than Doubled

Mobile visitors (including tablets) more than doubled since this time last year. The percentage of tablet users is also growing within the mobile space.

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Mobile Visitors

7.0
4.94%

10.0
3.18%

8.0
44.67%

9.0
46.82%

Firefox
9.45%

Chrome
11.28%

Safari
19.104%

Internet Explorer
52.89%

Internet Explorer is King

Internet Explorer users are very high which suggests that a majority of users are using computers in a corporate environment. Currently IE 9 is used most followed by a large percentage of IE 8 users. IE 10 is growing, and will grow faster now that there is a version for Windows 7.

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Browsers

Landing Page	Percentage of Visits
Home (/)	24.58%
/requests-for-donations	10.05%
/about	4.66%
Photos (/photos)	1.87%
/about/community	1.60%
Releases (/releases)	1.55%
Fact Sheets (/fact-sheets)	1.52%
Contact Us (/contact-us)	1.48%
/courtesyticketpolicy	1.44%

Main Entry Point is the Homepage

This chart shows the top landing pages. A landing page is a page that a user lands on from an external source such as a search engine or direct link from another website. The homepage receives nearly a quarter of all incoming traffic.

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Top Landing Pages

Landing Page	New Visitor Bounce Rate	Returning Visitor Bounce Rate
Home (/)	77.12%	48.71%
/requests-for-donations	94.33%	84.77%
/about	75.42%	56.67%
Photos (/photos)	98.20%	63.97%
/about/community	98.25%	62.50%
Releases (/releases)	98.52%	38.56%
Fact Sheets (/fact-sheets)	93.50%	74.02%
Contact Us (/contact-us)	84.59%	62.81%
/courtesyticketpolicy	87.02%	80.11%

Likely Unqaulified Traffic Causing Higher Bounce Rates

A "bounce" is when a visitor leaves an entry page without clicking on anything. The bounce rates are generally pretty high, but that could be largly due to unqualified traffic (traffic from non-target audience visitors). The returning visitor bounce rate excludes a large percentage of the unqualified traffic, but not all. As you can see the bounce rates are much better for returning visitors. Generally speaking a good bounce rate is between 30%-40%.

Top Landing Pages Bounce Rates

	Percentage of Visits	Pages/Visit	Avg. Visit Duration
New Visitors	85%	1.43	29 secs
Returning Visitors	15%	3.88	3 mins, 29 secs

Returning Visitors Are More Engaged

This chart shows the comparison between new visitors and returning visitors. Returning visitors stay 6 times longer than a new visitor and visit almost 2.5 times more pages.

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New Verses Returning Visitors

Exit Page	Percentage of Exits
Home (/)	18.73%
/requests-for-donations	10.75%
/about	3.79%
Photos (/photos)	2.24%
Releases (/releases)	1.96%
Fact Sheets (/fact-sheets)	1.70%
/about/community	1.63%
Contact Us (/contact-us)	1.59%
/courtesyticketpolicy	1.43%

Where Are Visitors Leaving From

This chart shows the top exit pages and the percentage of all exits for each. An exit page is the last page visited in a visitor's session (users that have visited more than one page). Simply put, these are the main pages visitors leave from.

Note: It's important to keep in mind that all visitors have to leave from somewhere. The exit page percentages are low so exits are widely diversified which shows there aren't pages with major issues.

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Top Exit Pages

Refferals

Direct links from other websites.

Search Engines

Traffic from Google, Bing and Yahoo organic search results.

16.5%

25.5%

58%
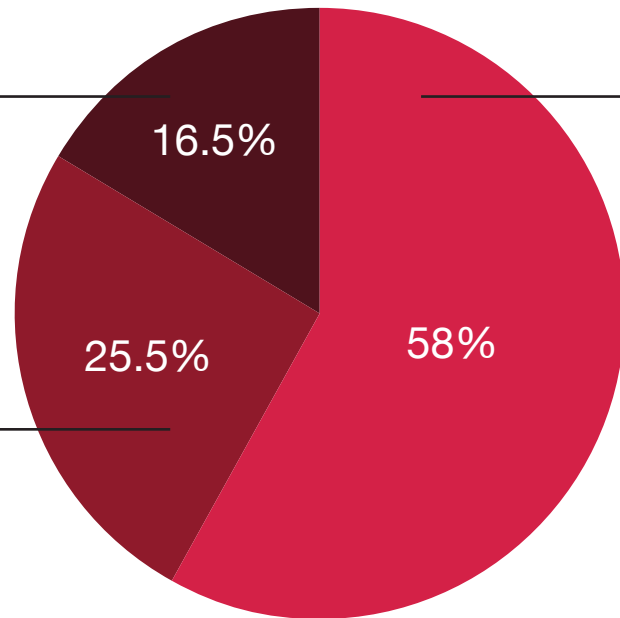
Direct

Traffic from typing URL directly in browser, bookmarks, or from sources that GA can't detect the source.

Note: Once source that GA can't see is image searches in search engines including Google, this could account for the large percentage shown.

Where are Visitors Coming From?

According to Google Analytics (GA), the majority of visitors come from direct traffic with search engines being the secondary source of traffic. Direct would include regular users of the website since they would be typing the URL directly or bookmarking it. Although "direct" traffic is a catch all categorization GA uses if it can't tell exactly where a visitor comes from so this percentage doesn't represent the amount of regular users.

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Traffic Sources

Source	Percentage
Google (non-organic search related)	16.09%
thewaltdisneycompany.com	6.56%
disney.go.com	6.11%
disneylandnews.com	5.77%
facebook.com	4.89%
dclnews.com	3.66%
Twitter (t.co)	3.24%
corporate.disney.go.com	3.20%

Who Is Referring Traffic

This chart shows the top referrers and the percentage for each. Google is the main referrer, but these references are not from search results. Google's non-organic traffic comes from Google related websites (Google+, Google groups, etc). Several of the other top referrers are Disney websites.

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Top Referring Websites

Keyword	Percentage
(not provided)*	18.16%
wdw news	4.53%
walt disney world news	3.71%
disney world news	1.97%
wdwnews	1.85%
walt disney world	1.17%
disney donation request	0.85%
wdwnews.com	0.76%
what's new at disney world	0.56%
disney world donation request	0.43%
what's new at disney	0.42%
disneyworld news	0.37%
face painting disney world	0.33%

What Are Visitors Looking For (Externally)?

This chart shows the top search engine keywords that have directed visitors to the website and the percentage for each. Keyword data allows us to get a picture of what visitors are seeking when they come in via search engines.

Note: "(not provided)" is the main percentage shown. As of Oct 2011, GA will not show keywords from users that are logged into their Google account (Gmail, Google+ etc). So, unforchunately, we can't see data from those users.

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Top Search Engine Search Keywords

Search Accounts For:

8.17%

Of All Unique Page Views

Keyword	Percentage
weddings	0.91%
fantasyland	0.75%
test track	0.48%
art of animation	0.38%
be our guest	0.25%
splitsville	0.23%
new fantasyland	0.21%
fantasyland (while in "Photos" section)	0.19%
epcot	0.18%
dumbo	0.18%

95.6%

Bounce Rate

Search is Heavily Used and Has High Bounce Rate

Since such a large percentage of unique pageviews are for search it is important to make search results easy to use and provide accurate filterable results. The current bounce rate is very high, this could mean that users are confused on how to navigate results or they aren't finding what they are looking for easily. LIFT search would provide better quality results and better filter controls giving the user the ability fine tune the results.

The chart shows the top search keywords from the search box in the header of the website and the percentage for each. Keyword data allows us to get a picture of what visitors are seeking once they arrive on the website.

Mobile Usage is Growing Fast

Since mobile usage has grown over 2 times the amount it was a year ago it is important to consider catering and improving the experience for these users.

It is recommended that the redesigned site feature a responsive layout that will adapt to the viewport size. This would allow us to customize and enhance the content and it's position and size to better suit mobile, tablet and desktop users. It's important to note that a responsive website is recommended over creating an additional mobile friendly specific site. Creating a mobile only version of the site requires more overhead in creation and maintenence since they have two different code bases. Responsive websites have the same code base with the formatting adapting to the size of screen that is being used.

Extend Compatibility to IE 8 and Above

Since there is such a large Internet Explorer user base and such a large percentage still use Internet Explorer 8, it is important to not only support the latest two versions. It is best to continue support for IE 8 untill the percentage drops to a lower level.

IE8 has limited support for responsive design techniques. We propose to show IE8 users only the desktop (non-responsive) version of the site allowing us to invest time in making the site better for modern browsers.

Improved Landing Pages

Recommended improvement of core landing pages, especially the homepage to better engage incoming visitors. Improvements include condensing content and reducing page height (additional intel on this is included in the Heatmap Analytics Report) and using imagery to enrich user experience.

Reduce Bounce Rates

Bounce rates are high, this could largely be due to unqualified traffic finding its way on to the website. One recommendation is to use a fixed website header, which keeps the site header at the top of the browser viewport even when scrolling down. This usually has a very high impact on reducing bounces. Also, providing a method for potential unqualified traffic to find their way to the correct Disney website is recommended.

Improved Search Results

The bounce rate for search results is very high, so improvements to search result formatting and filtering is highly recommended. LIFT Search includes these features so it's implimentation is highly recommended.

Also currently we have limited visibility into what searches are being done on-site. Adding tracking or further integration with GA is recommended to give us better visibility into this.

Walt Disney News

Heatmap Analytics
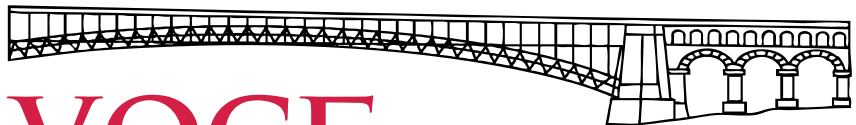
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Mouse Move Heatmaps

The heatmaps show hotter colors in areas that cursors spend more time. Independent research shows that there is an 84% to 88% correlation between mouse and eye movements. This is insightful as it allows us to see, based off mouse movements, what the users are looking at and are drawn to.

Click Heatmaps

Click heatmaps show heat on areas that are clicked by users. These types of heatmaps are beneficial as you can see where exactly users are clicking and not just what they click. For instance, if there is heat on an item that isn't a link then that shows that it would be beneficial to make it a link since users try to use it as one.

Scrollmaps

Scollmaps allow us to see the scroll reach or how far down most visitors are scrolling down a page or abandoning. This allows us to see the true "fold" of a page which typically varies based off the type of content and purpose of the page.

Mouse Move Heatmap

Click Heatmap

From a high level you can see mouse movement and clicks are primarily towards the top of the page.

Past this point interaction deminishes very quickly. 25% of users don't scroll past this point.

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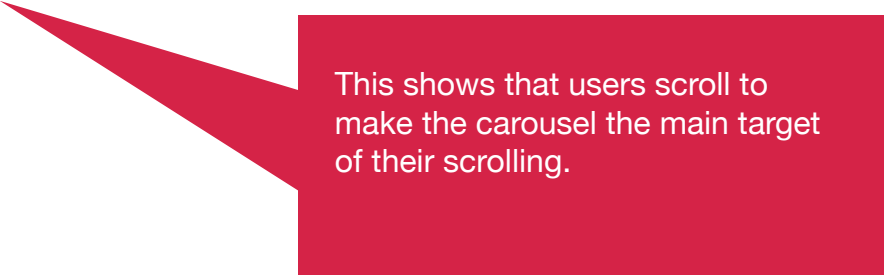
This shows that users scroll to make the carousel the main target of their scrolling.

50% of visitors don't scroll past this point.

Scrollmap - Homepage
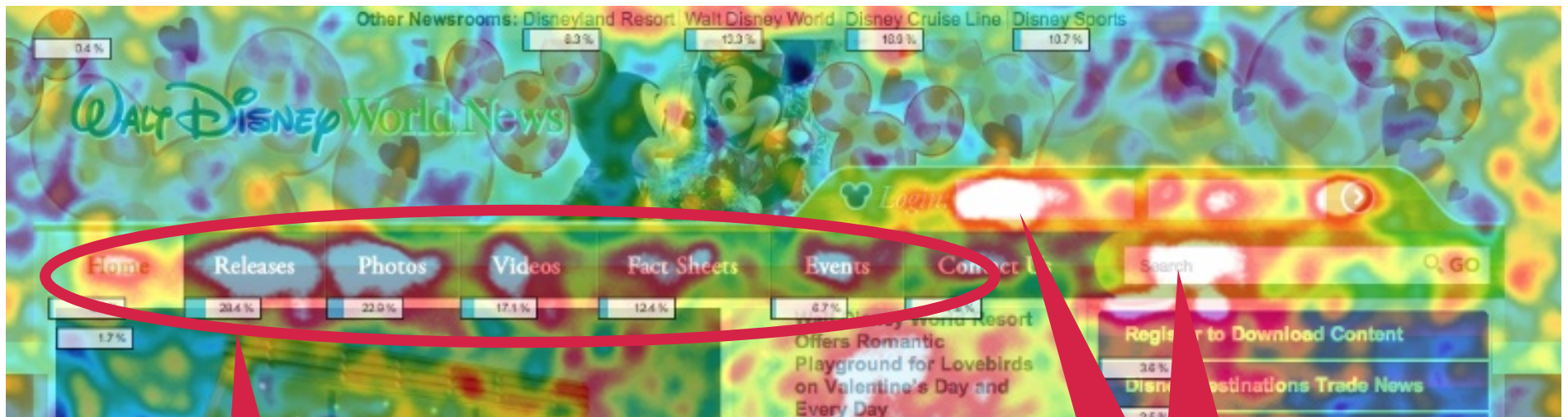
The mouse movement decreasing over the nav from left to right shows that the order in which we have the nav items is correct in what users are looking for.

Search and the login form are two very active areas. It is important that they, especially search, remain easy to find and easily accessible in the redesign.

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Mouse move heatmap: Header

Some clicks in the "Other Newsrooms" link section, but not as much as the primary navigation, search or login.   Needs to remain in redesign but maybe not as prominent.

Other Newsrooms: Disneyland Resort | Walt Disney World | Disney Cruise Line | Disney Sports

Walt Disney World News

New Fantasyland

Login:

Home   Releases   Photos   Videos   Fact Sheets   Events   Contact Us   Search   Go

New Fantasyland Now
Open, Largest Expansion

Register to Download Content
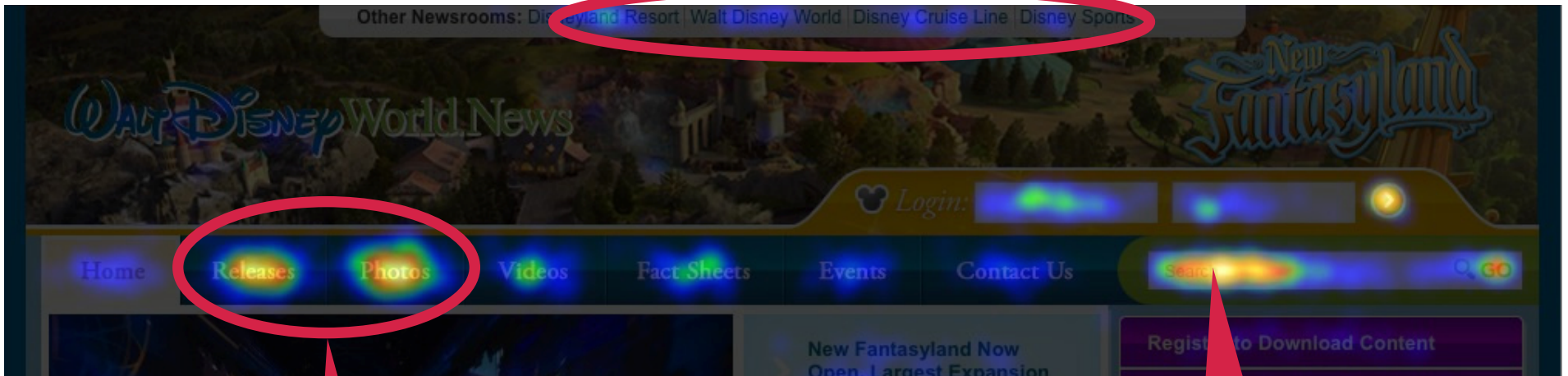
It's clear to see the two most popular sections. "Photos" gets 7.3% of clicks and "Releases" gets 5.8%.

Search is most clicked on element on the hompage at 10% of clicks.

Click heatmap: Header

Carousel is highly successful at engaging visitors.

Even though the users can click the image, the title or this CTA they prefer to click this CTA. It's possible they think this will cycle the carousel as that is what arrow icons usually do in carousels.

Not as much hover activity on the fifth item. This could mean that a fifth item isn't necessarily needed as there is an obvious decline in mouse movement over this item compared to the others.

Mouse move heatmap: Homepage Carousel

75% of clicks are from new visitors and 25% from returning visitors. This is further evidence that users might be confused about what this button does.

Note: This doesn't exist in the new carousel design.
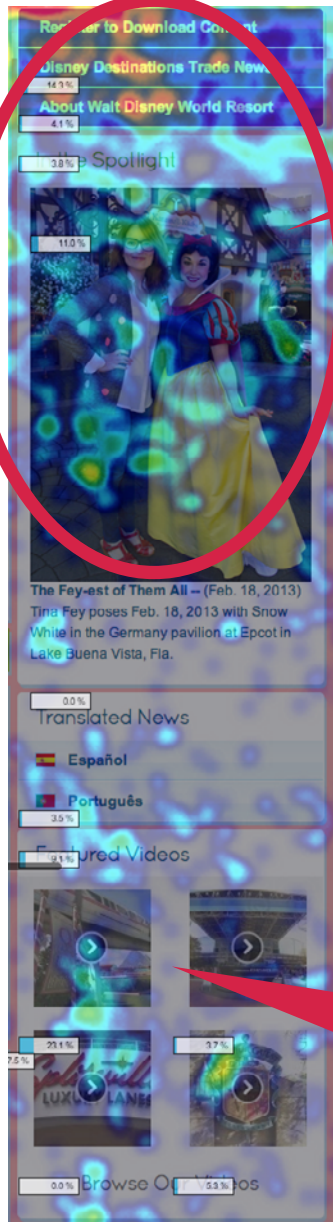
This activity looks to be traffic from mouse movement in and out of the carousel area and around the search. This mouse movement doesn't appear on other pages.

Of these supplemental links, the "About" link is most popular. On the homepage it sees 1.5% of all clicks.

Most right column content is auxillary so it's ok that it doesn't have the bulk of the interaction. But some things could be condensed or relocated to reduce overall length. The translation links, for instance, could be moved to the footer.

Generally not much mouse movement in the right column. Images do seem to attract interation though.

Mouse move & click heatmaps: Right Column
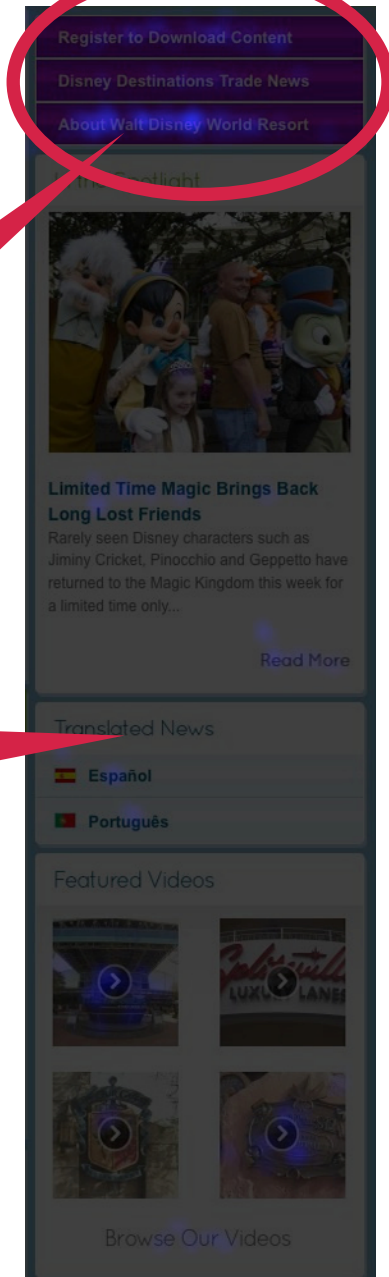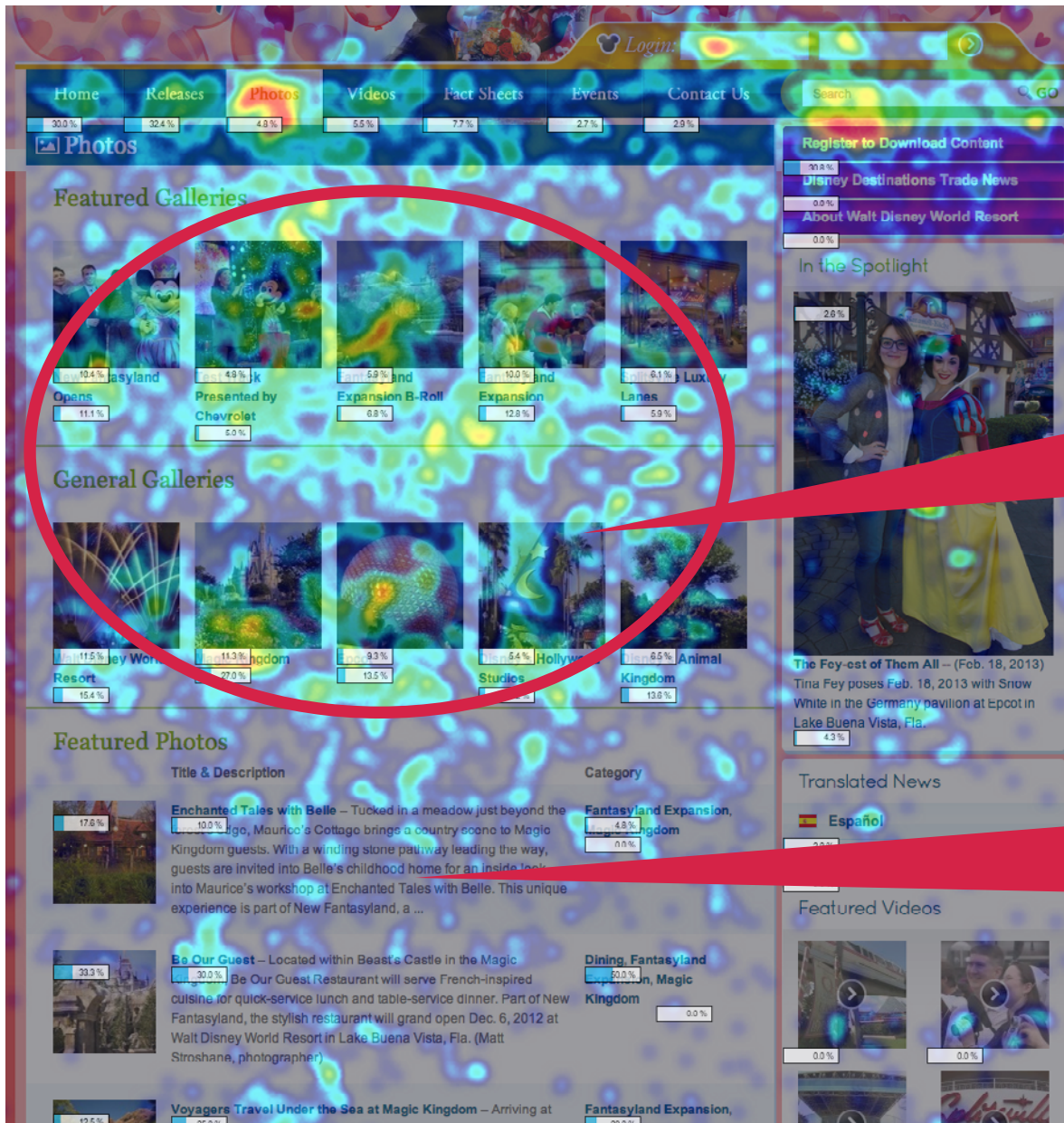
Users interact more with the larger photos with less text. The condensed view is most likely easier for them to see more in less space making it easy for them to find what they are looking for.

May be better to save the detailed text and category info for the detail view.

Mouse move heatmap: Photos Landing

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23
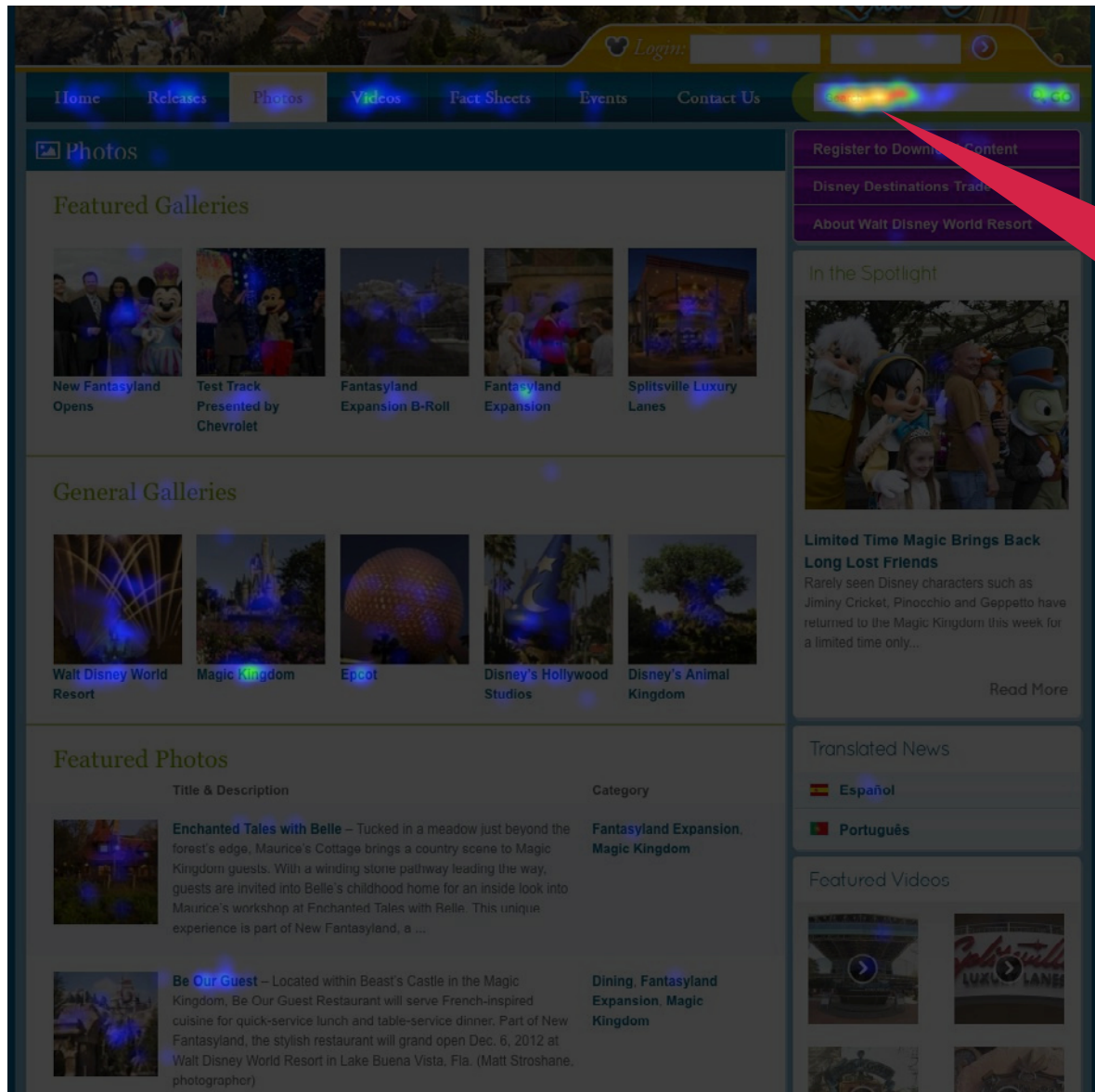
Search is the most clicked on item on this page (11%). This shows users are using this to find more photos, which could be largly due to lack of pagination on this page.

One feature I would like to add is a type dropdown as part of the search so the user can choose a specific type of search instead of seeing results for all types. The default choice can be determined by the section they are in. For instance, if they are in "Photos" then the default search type would be "photos".

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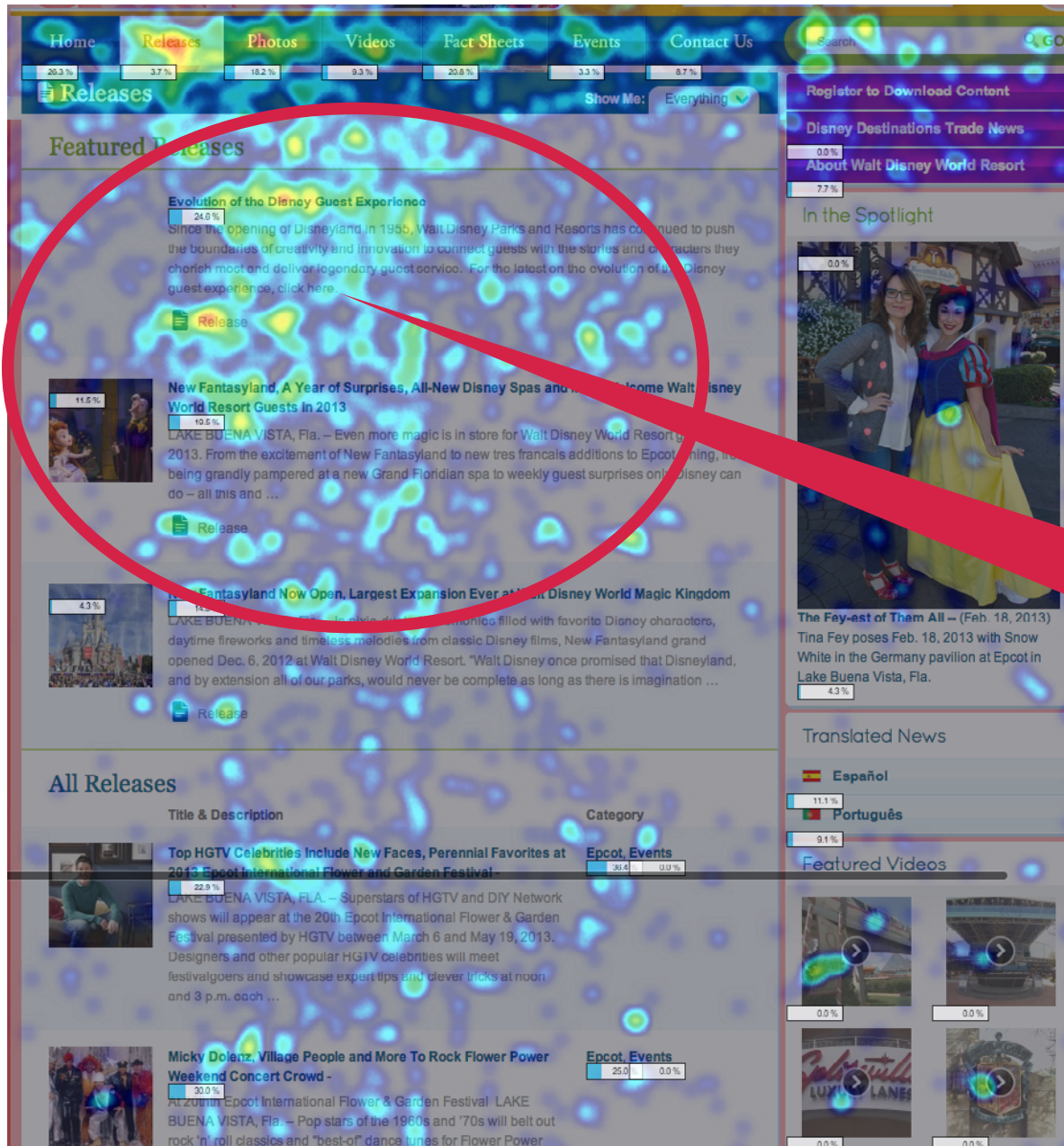
Most mouse movement is in the "Featured Releases" area at the top.

Only 2.8% use the filter

Most clicks on this page are to the "Home" and "Photos" pages. Clicks on "Photos" is 9% of clicks.

8% of clicks are on "Home"

Pagination is used. 5.7% of clicks are for "page 2" and 2.8% on the "next" arrow.
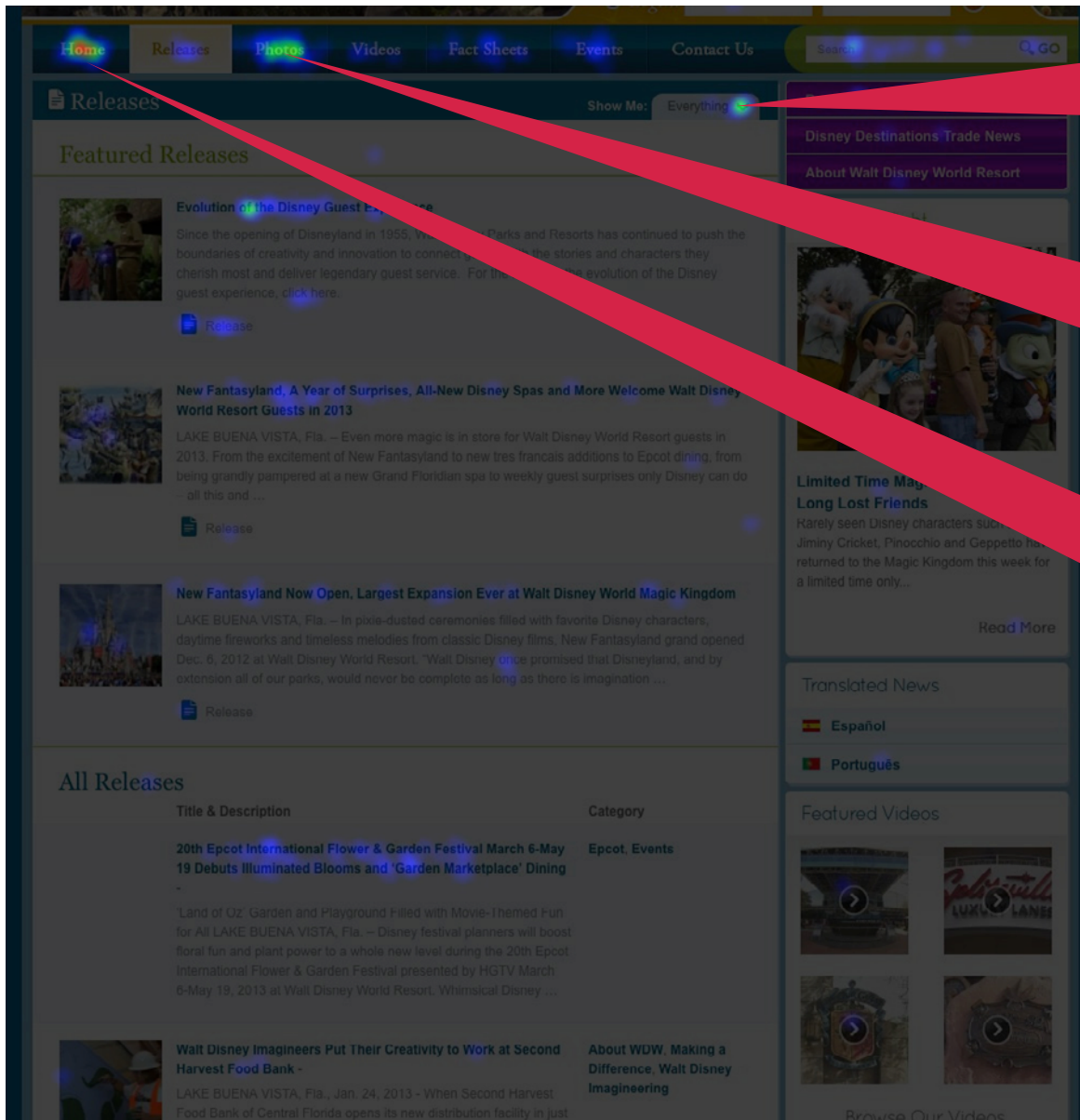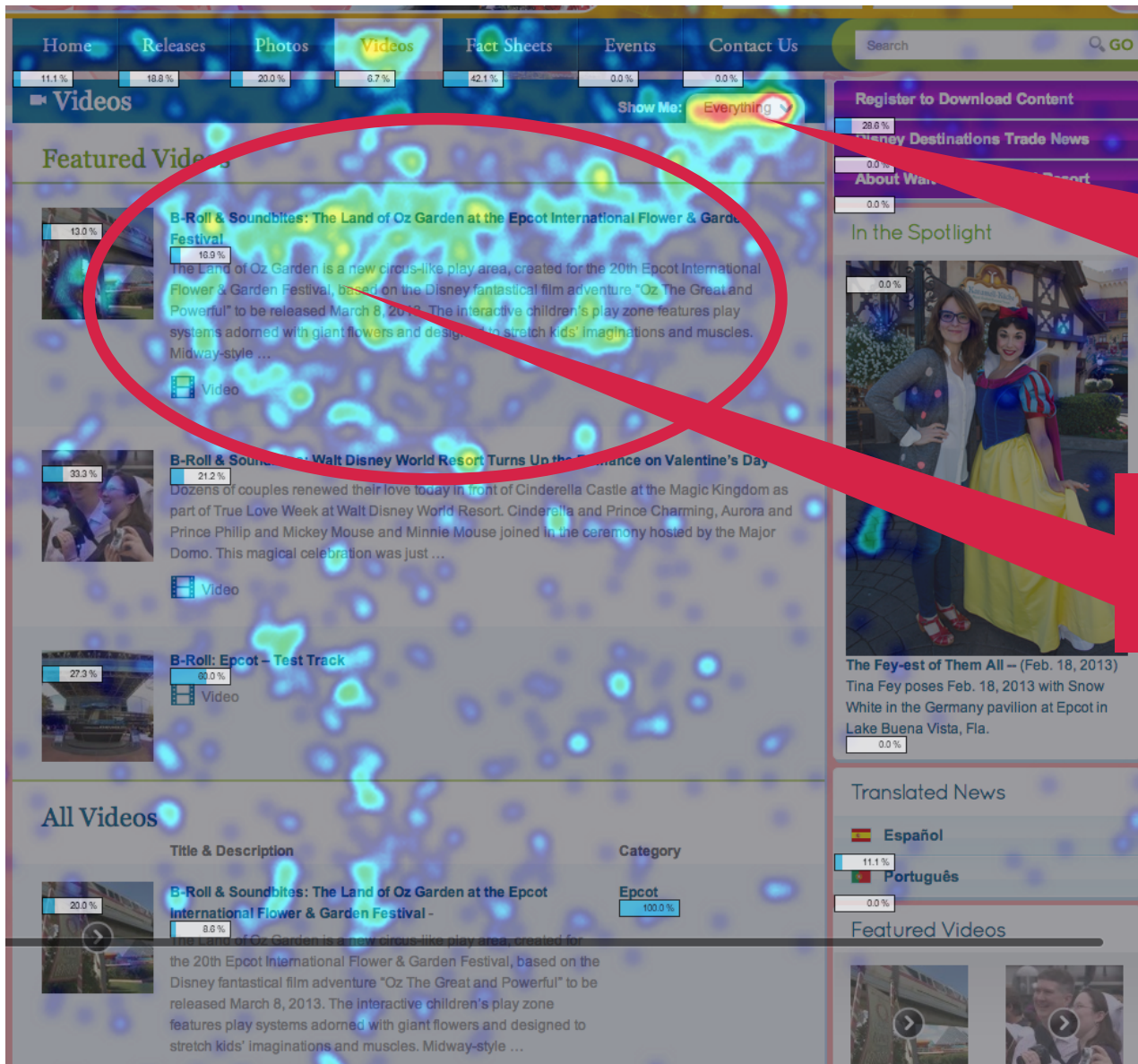
Hover activity over the filter is much higher on the "Videos" page. This shows that users want to filter.

This mouse movement is likely from when the "Show me" menu is active.
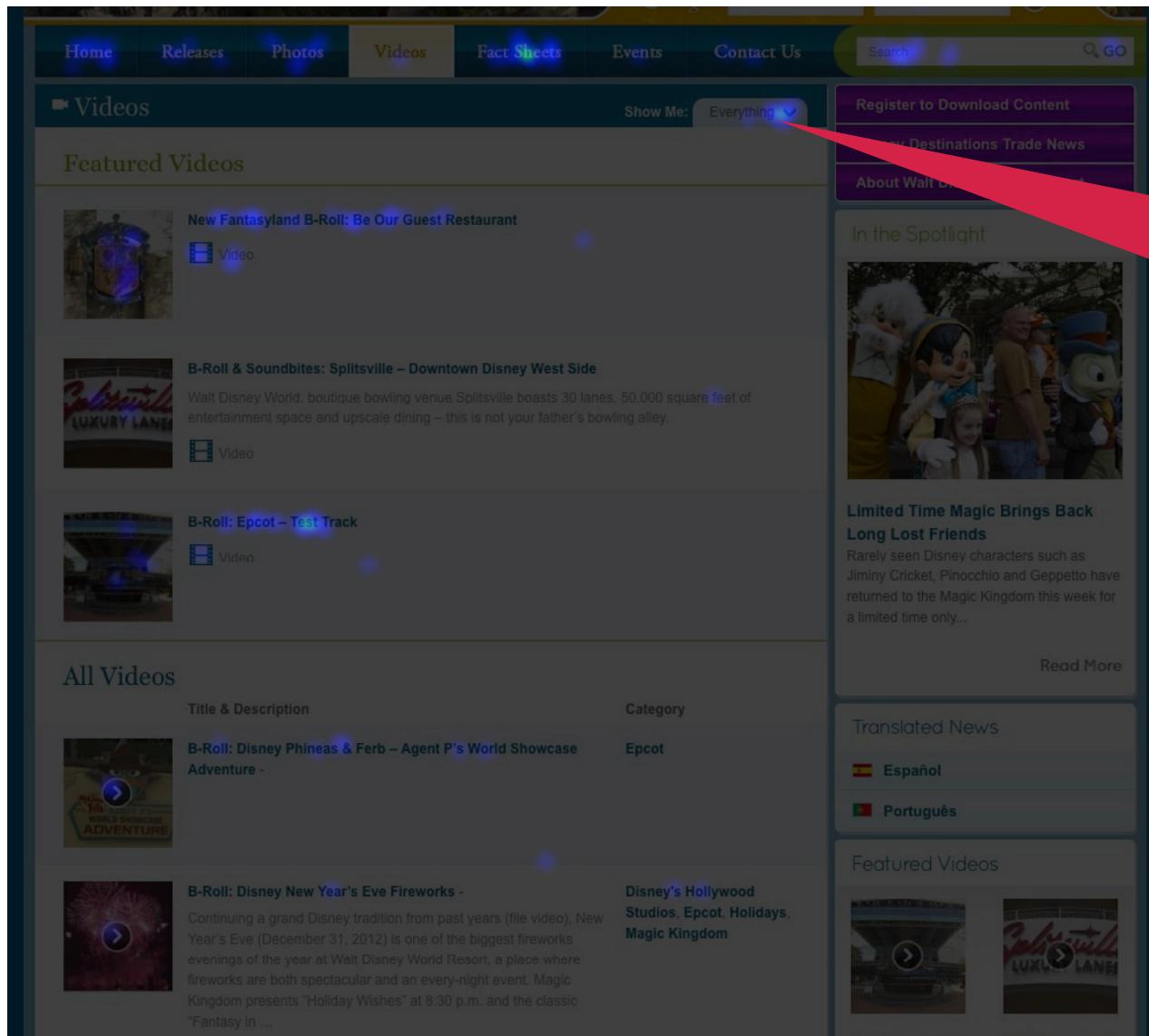
Clicks on the filter are only 4%, much lower than the hover activity would indicate. This means users are confused as to what this does. Currently the cursor doesn't change to a "hand" indicating it is clickable. Fixing that and possibly using clearer verbiage would ease the confusion.

Pagination is used. 9% of clicks are for "page 2". Indicating that users are scrolling and scanning the content then clicking to see more. Scrollmap for this page confirms that.

Home
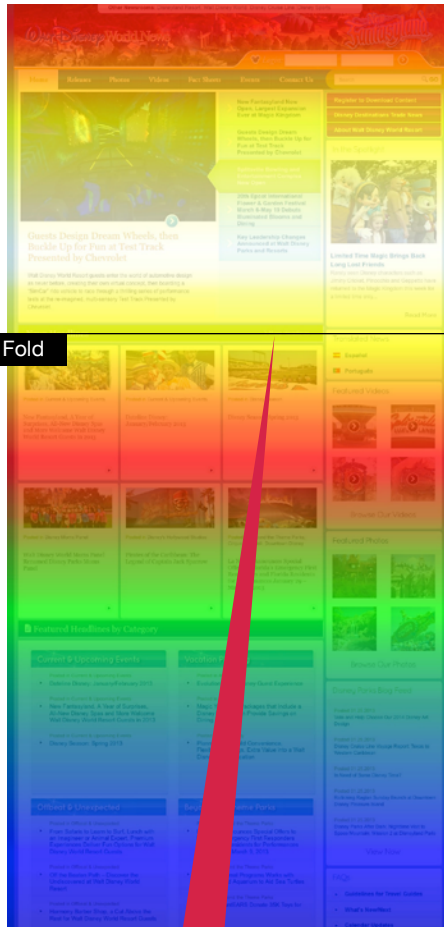
Releases

Photos
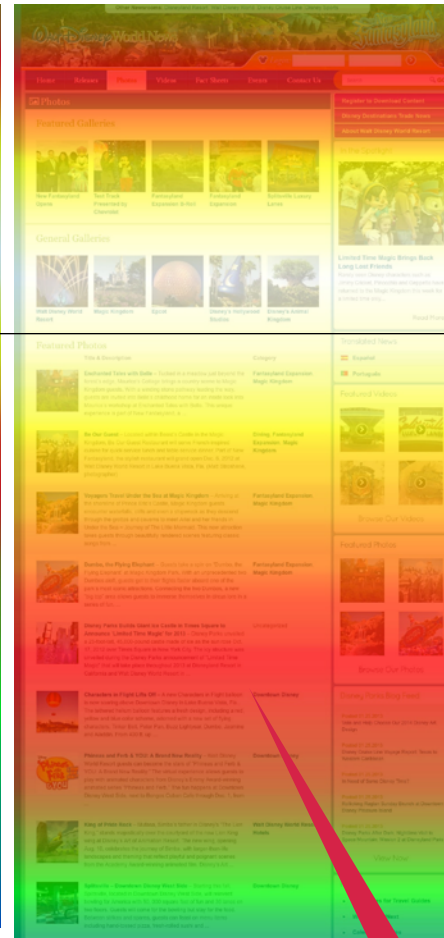
Videos
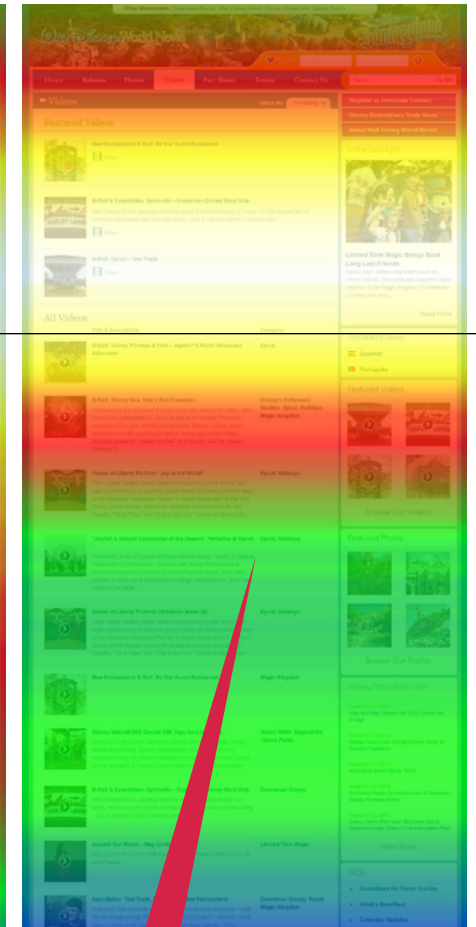
Avg. Screen Fold

Over 90% of users scroll past the average screen fold.

Users are scrolling more on the "Photos" and "Videos" landing pages.

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Scrollmap: Comparisons

Condensing to Reduce Page Height

Condensing and colsolidating content is recommended throughout. Notably the main landing pages and the global right column would benefit most from this.

Homepage

As seen in the scrollmap the homepage isn't scrolled nearly as much as the main sub-landing pages. This evidence paired with the heatmap data suggest that the homepage is being used as a hub or jumping point for people to branch out and find content they are looking for. The homepage is very long currently with some items having fixed heights instead of letting the content dictate height. This has caused some areas to have wasted space.

Right column

The right column could benefit from consolidation via tabs. For example, instead of having separate "Featured Videos" and "Featured Photos" we could tabs thouse so there is one section and you see only one at a time. Some items such as the language options, social media and feed center might work better down in the footer. The "In the Spotlight" is also very long and located in a prime visibility spot. Reducing it's height is recommended, as is evaluating the importance of this module.

Listings

Reserving meta data such as descriptions and categories for detail pages (specifically the photos section) to save space and show more items in a condensed area.

Enchanced Search Bar

Since the search is heavily used, it would be beneficial to add a "type" dropdown for the search. This would allow for users to choose what they are looking for so the results page is targeted for this media type. The dropdown would default to an "all" option unless the user is in a specific section. If there user is in "Photos" the default option would be "photos" for example.

Carousel

As seen in the mouse move heatmap for the homepage, it is evident that there is considerable interactivity with the carousel. Keeping the carousel is important. Since this report was done, we have deployed the new carousel design. The new homepage results will be presented separately to compare to the old carousel. In the redesign, revisions/refinements will be made to make sure it is getting optimal activity.

Filtering and Consistent Media Navigation

Clear and easy to use filtering is important for each section you visit. Refinement of the the filter drop down is suggested to help users drill down to what they are specifically looking for. It is also recommended that pagination be used on all sub-landing pages vs having it missing such as on the "Photos" page.

Revised Homepage Carousel Results
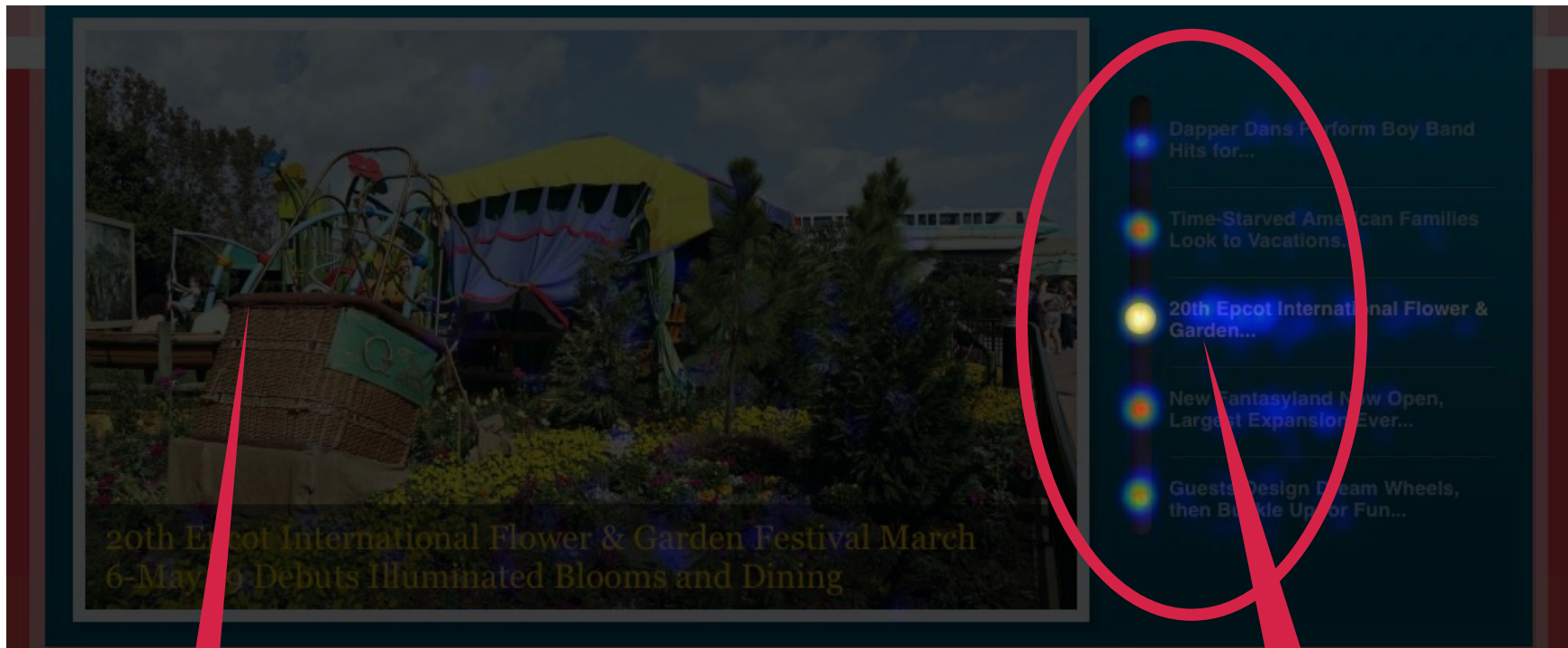
Data shows that 83% of users click the photo vs. 17% clicking the title to proceed. Hard to see the heat since the clicks are spread out over such a large area.

Much more diversified intense click activity than before. Specifically users are primarily using the dots to switch carousel slides.

Click heatmap: Homepage Carousel (revised)

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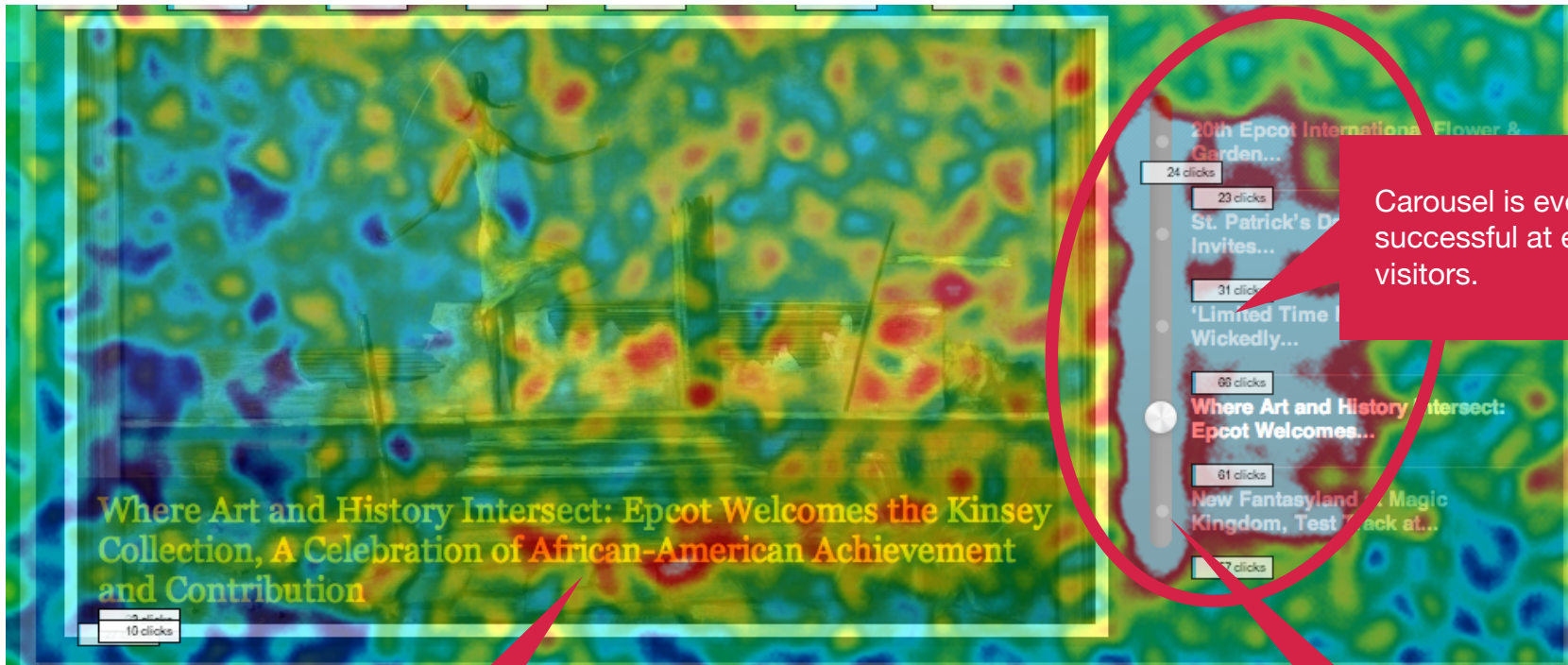
Carousel is even more successful at engaging visitors.

Still quite a lot of mouse activity over the carousel photo and title.

The hover activity on the fifth item doesn't deminish as it did previously in the old design. A fifth item can remain and still be effective.

Mouse move heatmap: Homepage Carousel (revised)

Old

New

Avg. Screen Fold

Carousel is shorter than before, but wider. Only sacrifice was the "In the Spotlight" section in right column. Content condensing is one of the major recommendations and in this case proved to have a positive outcome.

Visitors scroll much farther down the page and look at more content than just the carousel area that they focused on previously.

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Scrollmap: Homepage - Old vs. Revised

More Visitors Scrolling Farther

Condensing the height of the carousel and removing the "In the Spotlight" section in the right column to accomdate the carousel's full width had a positive outcome. More visitors scrolled further down the page and viewed more of the content verses focusing on just the top where the carousel resides.

Even More Visitor Activity

As seen in the click and mouse move heatmaps, the new carousel shows even more activity. There are clearly more slide changes and the slide navigation appears to be very easy to use and not potentially confusing. The old carousel featured an arrow button that looked like if was for slide advancement when actually it would take the user to the article. The new carousel shows much more click heat on the individual slide options and they are all roughly getting the same amount of clicks showing that they are all effective.

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Walt Disney News

Downloads & Print Highlights (wdwnews.com)

12/6/2012 - 3/1/2013

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984

Total Downloads

Dec	Jan	Feb
305	322	357

98%

Photos
961 total downloads

Videos
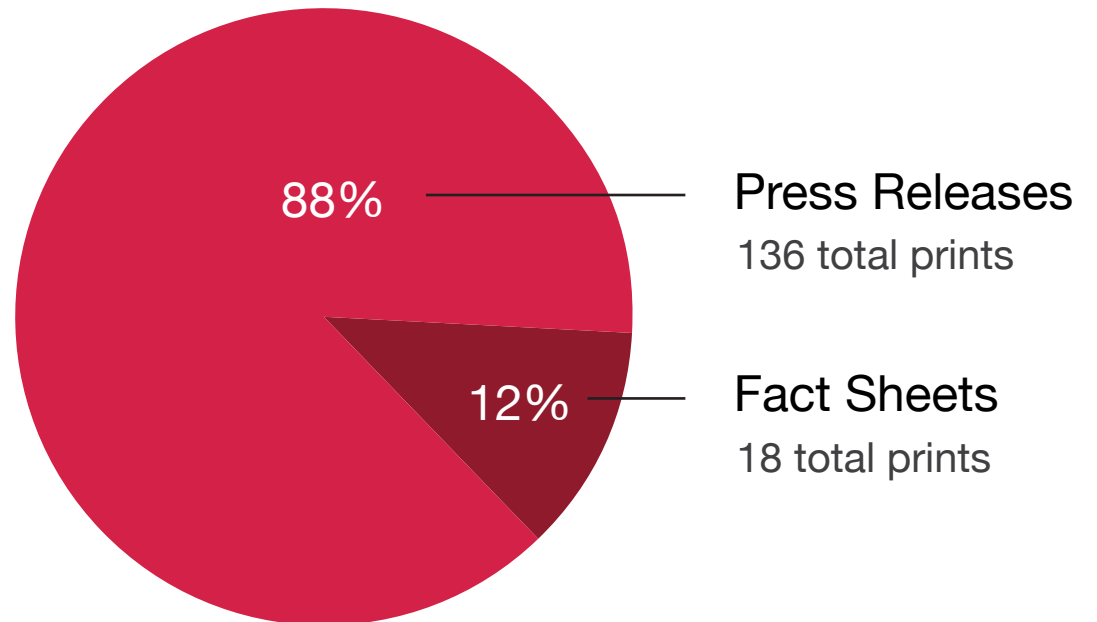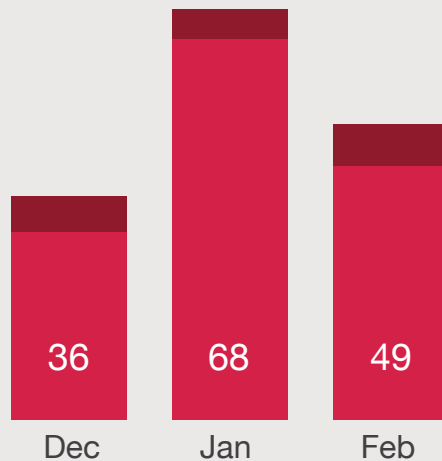23 total downloads

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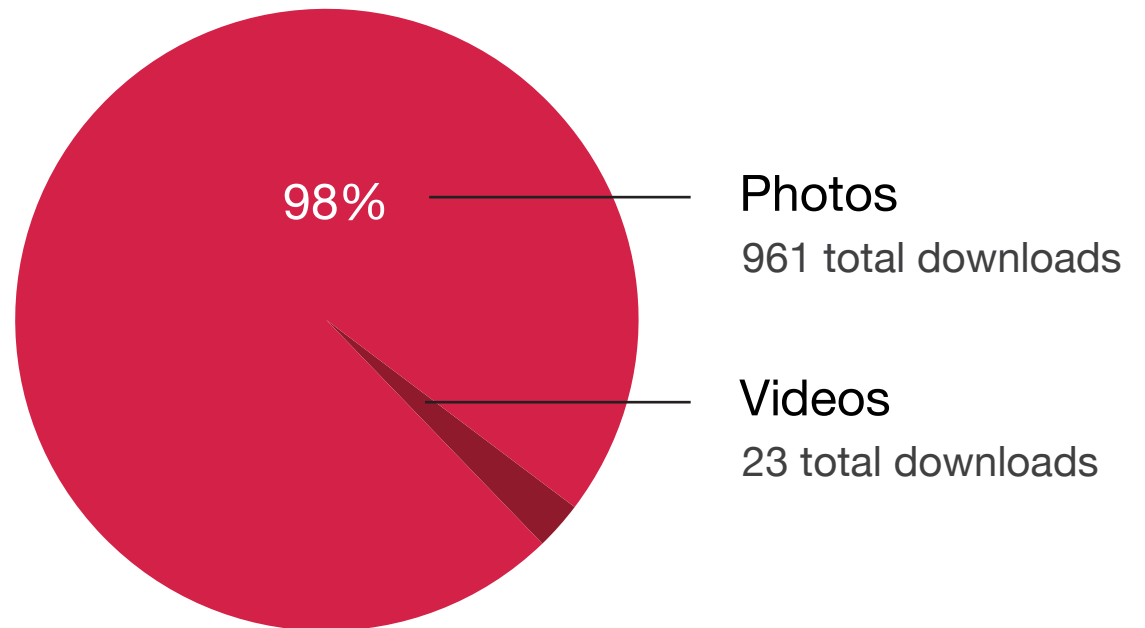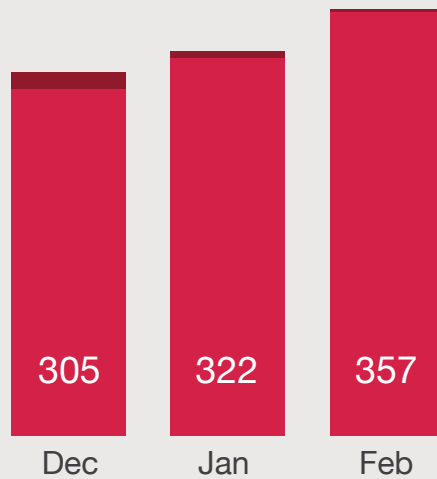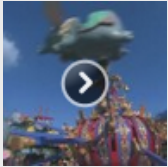
	Downloads
wdwnews.com/galleries/2012/05/21/fantasyland-expansion/	74
wdwnews.com/galleries/2012/11/26/20th-epcot-international-flower-garden-festival/	52
wdwnews.com/galleries/2012/05/01/splitsville/	51

Top 3 Galleries Where Downloads Occurred

		Downloads
	http://static.wdwnews.com/files/2012/12/Ginnifer-Goodwin_ Jordin-Sparks_Disney.jpg *Gallery URL: wdwnews.com/galleries/2012/12/06/new-fantasyland-opens/*	26
	http://static.wdwnews.com/files/2012/05/1220ZY_1561KP.jpg *Gallery URL: wdwnews.com/galleries/2012/05/01/splitsville/*	23
	http://static.wdwnews.com/files/2012/12/1206ZY_0207GD.jpg *Gallery URL: wdwnews.com/galleries/2012/12/06/new-fantasyland-opens/*	21

Top Individual Photo Downloads

		Downloads
	Fantasyland Expansion B-Roll *Referring URL: wdwnews.com/galleries/2012/10/24/fantasyland-expansion-b-roll/*	3
	Animal Kingdom B-Roll *Referring URL: wdwnews.com/galleries/2012/02/04/disneys-animal-kingdom-fact-sheet/*	2
	20th Epcot International Flower & Garden Festival *Referring URL: wdwnews.com/galleries/2012/11/26/20th-epcot-international-flower-garden-festival/*	2
	Be Our Guest Restaurant *Referring URL: wdwnews.com/press-kits/december-2012-press-kit/new-fantasyland/be-our-guest-restaurant/album/*	2
	Enchanted Tales with Belle *Referring URL: wdwnews.com/press-kits/december-2012-press-kit/new-fantasyland/enchanted-tales-with-belle/album/*	2

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Top Video Downloads

154

Total Prints*

Dec	Jan	Feb
36	68	49

88% — Press Releases
136 total prints

12% — Fact Sheets
18 total prints

Excludes PDF downloads. Recommend adding tracking for press release and fact sheet PDF downloads to give us that visability.

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	Prints
Grand Celebration Opens New Fantasyland, Largest Expansion Ever at Walt Disney World Magic Kingdom *URL: wdwnews.com/releases/2012/12/06/grand-celebration-opens-new-fantasyland-largest-expansion-ever-at-walt-disney-world-magic-kingdom/*	13
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