

## Topic: Analyzing Your Intranet – Deciphering Internal Insights

**Presenting Organization: Your Analytics Site**

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**Short Description:** For over a decade Thomas has been introducing a data-driven management culture to internet teams small and large. Mingling in sales, production and development Thomas uses mutli-faceted real world experience from Playboy to Caterpillar in order to strengthen teams utilization of data to make long-term positive decisions.

**Case Examples\ Qualifications: Microsoft Intranet, NY State Board of Education, Caterpillar**

The Intranet is the center of your organization. It defines the corporate culture, allows for collaborative learning and signifies workflow efficiencies.

While containing some of the same actions, events and process as your main site, the audience of your Intranet is obviously much different, however, more traceable. You sit on the segmented clickmap of your organizations workflow. Embrace it. Answer questions such as:

- Who is really engaging in that sales info.
- Is there a need to translate content.
- is the corporate balanced scorecard seen by all organizations?
- Is everyone pulling out of their 401K plan?
- Do you see excessive downloads coming from a “relocated” department?

While normally the CEO is trying to set this pace, you as an analyst have the power to do more!

### **WHY YOU SHOULD TRACK YOUR INTRANET.**

#### **Reason #1 – You are spending time, effort, money, ideas on it. Why not!**

Depending upon the size of your company this may or may not be true. However, enterprise-wide Intranet’s cost a lot of money. Expand this idea to your extranet and then you are talking true greenbacks, none of that internal IT money. You purchase and worry about Intranet search, the help content, your HR information/collaboration, sales information. Each of these pillars has a significant workflow behind them. Almost like an ad campaign. Sound familiar. Track it.

Wouldn’t it be nice to offer the same analytics on that content as you do on the product page of your website? Do bounce rates, newsletter tracking (you get corporate newsletters, don’t lie), search terms not found reports ring a bell?

#### **Reason #2 – Remember when there was low hanging fruit?**

The easy days are gone on your public site. Analytics is hard work now. Unless you just launched your site you are now looking into behavior targeting, A/B testing, customer segmentation by now. Make those same changes on your Intranet (remember the improvement margins!!), and you will have a solid work plan for IT for quite some time. (think people will mind being busy in 2010 ... think again!)

#### **Reason #3 –How big is my rack? – Too big for this economy!**

Let’s face it. We love our large rackspace. No matter who you are, you know you get excited when Google announces another Gig of email space, even though you have only used 27% of what you have. Same thing is happening across your Intranet servers.

“The Intranet must be up” and so each service has redundancy, a load balancer, and tons of space. Employees are saving everything on the Intranet to share. Several times over. Content is ALL OVER THE PLACE but only used twice and trashing search

results. Depending upon your organization, a pretty large savings in a time where a penny saved is a penny earned. Sound familiar. Eradicate it, and save IT budget, improve search and save the planet while you are at it.

## Quick wins

Now, while there are a few challenges, luckily there will be some easy quick wins. Remember the first time you reviewed your analytics on the public site, and the insights you were able to collect? The good times are back. Chances are with a few months of data and minimal analysis effort you will be able to compile a fill report on how your Intranet can help save money while also becoming more efficient to your employees.

1) Hook up the Unique Visitors to your corporate database. Start to segment by role, discipline, etc. Who is looking at the content, are these the people who make decisions? If not, make sure the right people get the right information.

2) Improve search while purging 'inactive areas'. There are probably some fairly dull (if not dead) content within your corporate knowledge center. If you want to improve your internal search (and trust me, everyone hates the corporate search engine), get rid of this content and watch relevancy soar. The quickest way to relevant content is getting rid of the waste.

3) Define employee app usage – chances are HR, finance, facilities all have apps online now. Now is the time to see who gets the budget in order to make it more efficient. The conference room Intranet might be very nice, but if most users are utilizing Outlook, perhaps that New Employee workflow is more important.

4) Have fun and influence the intranet homepage – chances are once you connect the data and make the following recommendations, you will be able to influence the Intranet greatly.

5) You won't be using cookies, you will authenticate every user, you will have 99% accurate visitor counts, easy data integration. This is your dream! Chase it.

## There are several challenges though-

1) Start with the basics, you will make more friends. You are no longer working neck to neck with the marketing guy on raising SEO conversions. You are trying to convince sales departments or content editors to listen to insights from the intranet data. This is a very different conversation! Keep in mind you are working with a cost center and design budgets and content resources may not be available for every change. Choose your battles wisely.

2) Your users will say "hits" again. This will actually be worthwhile. Do not challenge their intelligence (at first). Utilize log files- and then defend their valued use. Remember, intranets thrive on file downloads, video watching, and untagged areas.

3) You have the holy grail (100% registered users), and will notice the tools aren't built for this. Warehouse is the way to go. Translate Visitors, Pages, etc with your corp. taxonomy

4) You have no baseline. No alexa, no ad metrics, no googleanalytics. When data gets strange, you better know the tool, or know when to fold them. Remember the days of "inaccurate data". There are no walls to hide behind with the Intranet, and with the lower traffic volumes, issues will arise quickly. Learn quickly to call out "accuracy" vs. "trended".

5) Don't – A/B test, or train users on path analysis, or try to influence content editors to use key phrases. While it might be worthwhile, it will burn bridges. Resources are tight and efficiency may just beat out "optimization". Don't be an internal block in process. Remember, the company worked OK without you, and you will be reminded of this more than on the public website side.

### Full disclosure:

1) I manage an analytics service primarily for Intranet websites

2) My primary client is Microsoft, we have a couple of collaborate products you might have heard of

3) I have not always worked on the IT / Intranet side of the fence, however have done so for Microsoft, NY DOE and Caterpillar.

