



HSRP WEBINAR

CO-OPS CUSTOMER RESPONSE

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Web Analytics Tools

Monthly Log Files

- ▣ Compiled monthly by NOS; available for 2000-present
- ▣ **Comms Benefit:** official web traffic, most popular content, data transferred/downloaded

Google Analytics

- ▣ Data available since Jan. 2014
- ▣ Represents sample
- ▣ **Comms Benefit:** audience location, real-time data, trends

ForeSee

- ▣ CO-OPS contract
- ▣ Data available quarterly since Sept. 2013
- ▣ **Comms Benefit:** audience insights, demographics, satisfaction score

The Data: An Overview

Monthly Log Files

(January-May 2014 with baseline data from 2012-2013)

- ❑ Traffic trends: 2013 peaks in summer months, web services is ~60% of hits so far in 2014
- ❑ 28% traffic in 2014 from mobile devices
- ❑ Top 5 directories: API, PORTS, home page, tide predictions, IOOS SOS home

Google Analytics

(January-May 2014)

- ❑ Top entrance pages: home page, tide pred., PORTS
- ❑ Top 5 cities: Tysons Corner, NYC, Jax, Seattle, Houston
- ❑ Top 5 regions: FL, VA, CA, WA, TX

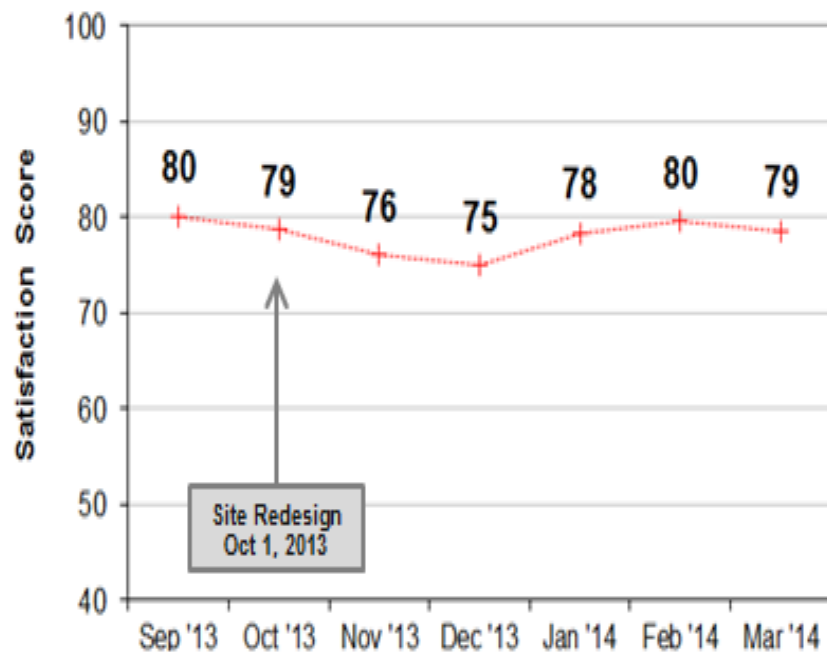
ForeSee

(November 2013–March 2014)

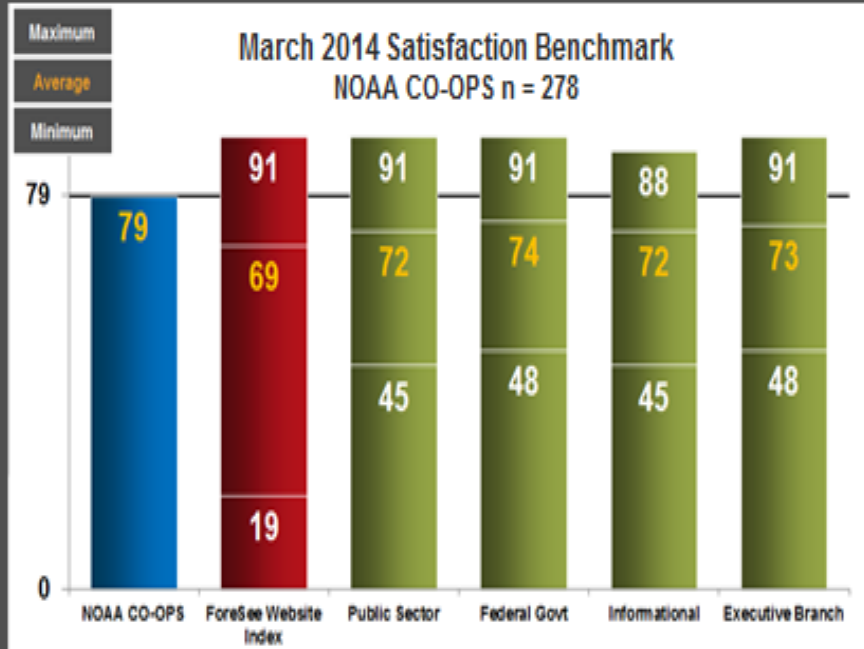
- ❑ >1,400 response in 5 mo.
- ❑ Satisfaction score = 77
- ❑ Above federal average
- ❑ 43% rec. user
- ❑ 63% tides/tide predictions

Customer Satisfaction

How is your site doing?



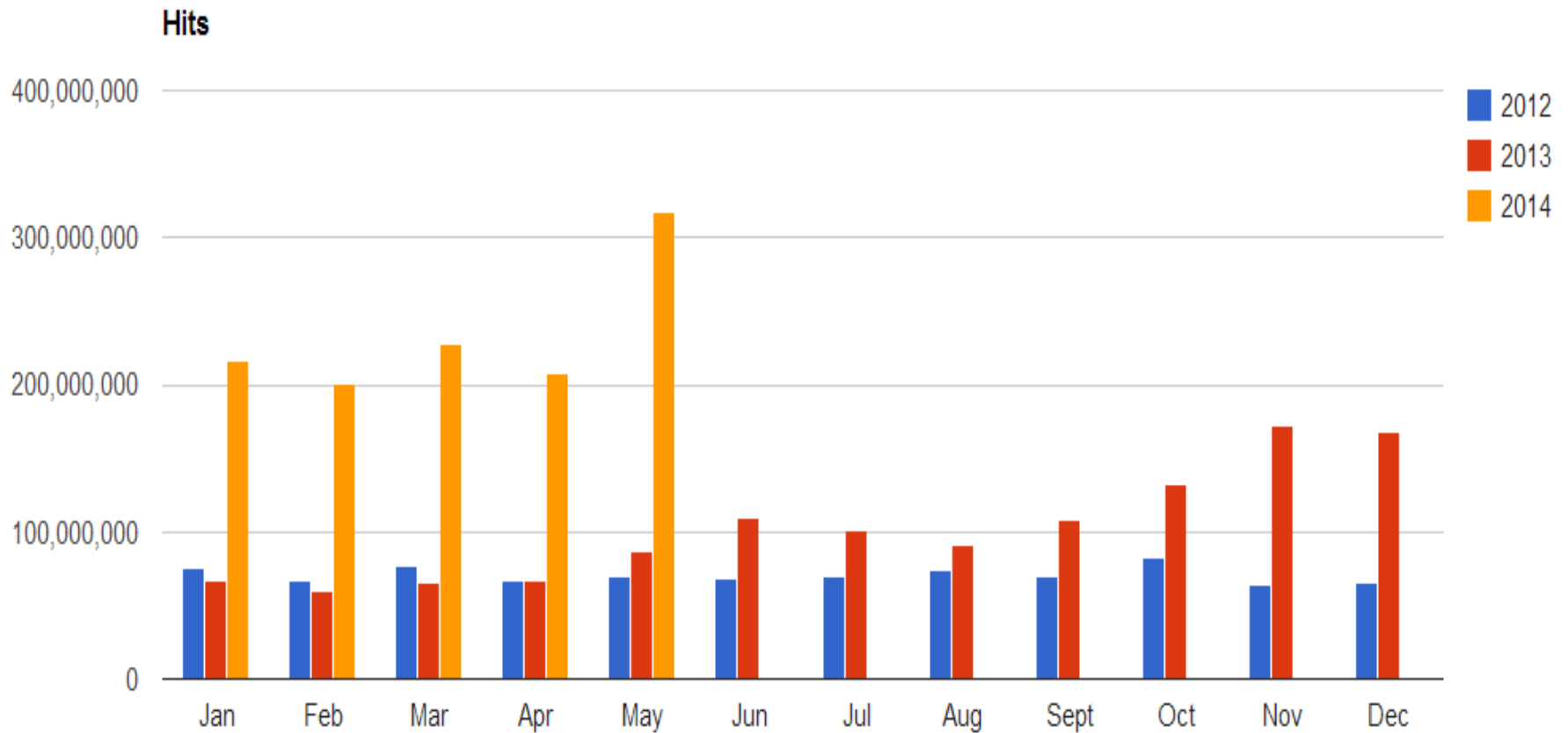
How does your site's score compare with others?



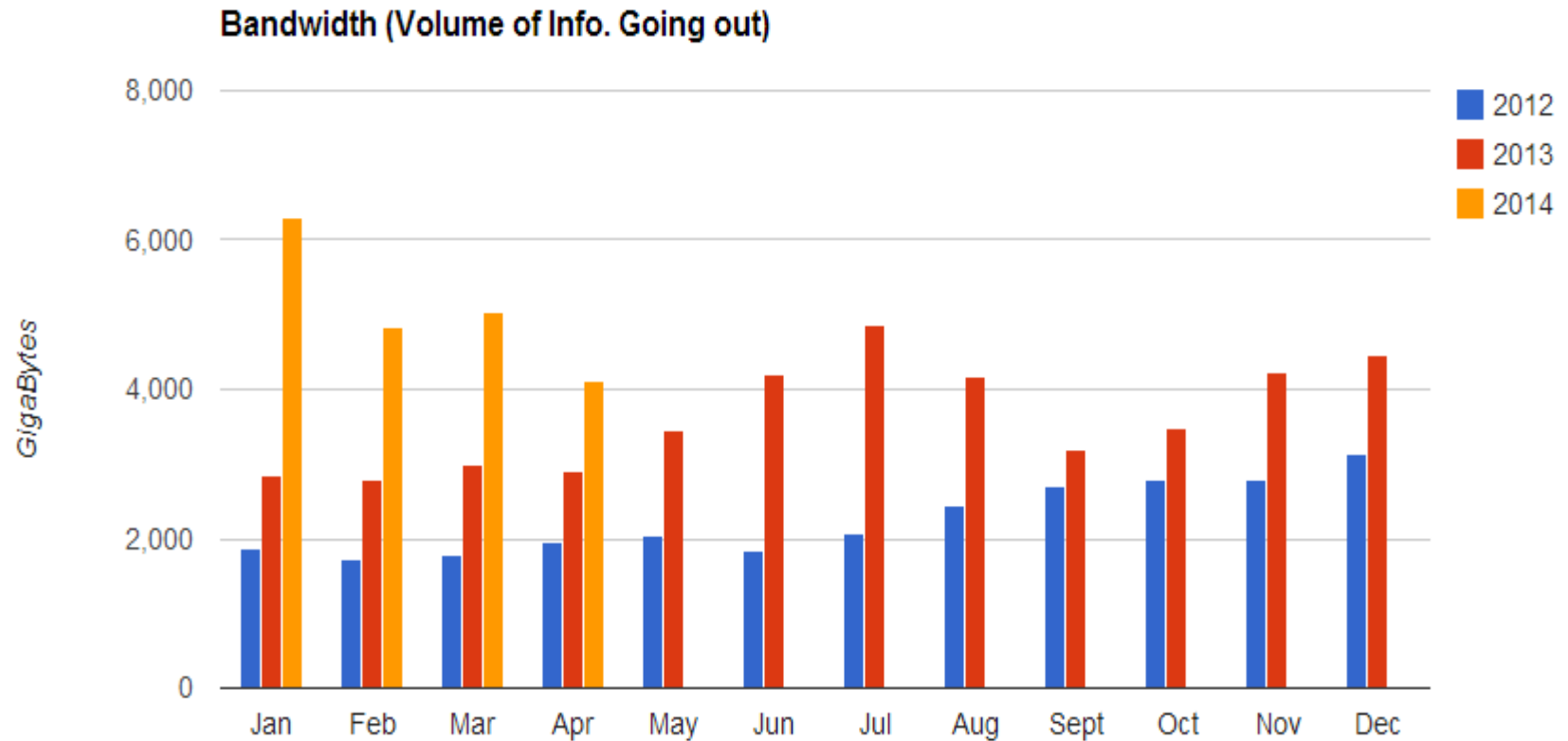
Website Redesign

- ▣ October 2013 our redesign website came online
- ▣ New Responsive Design – automatically adjust to screen size
- ▣ Positive Impact from New Design

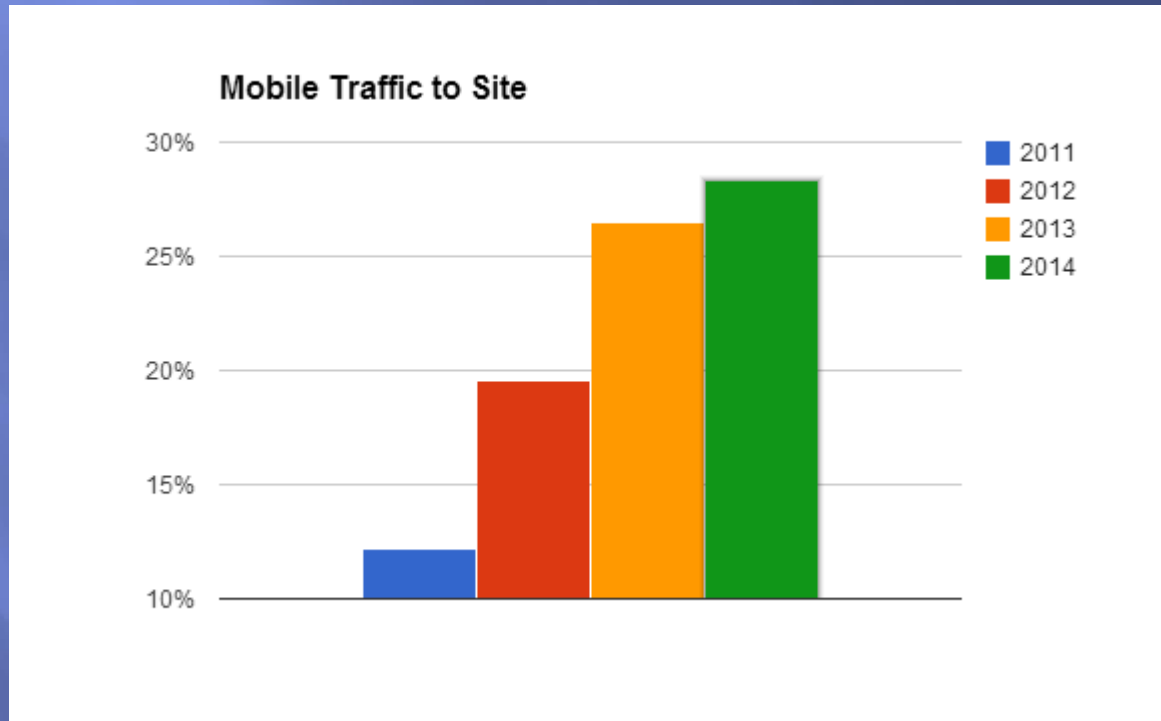
Monthly Logs - Hits



Monthly Logs - Bandwidth



Monthly Logs - Mobile

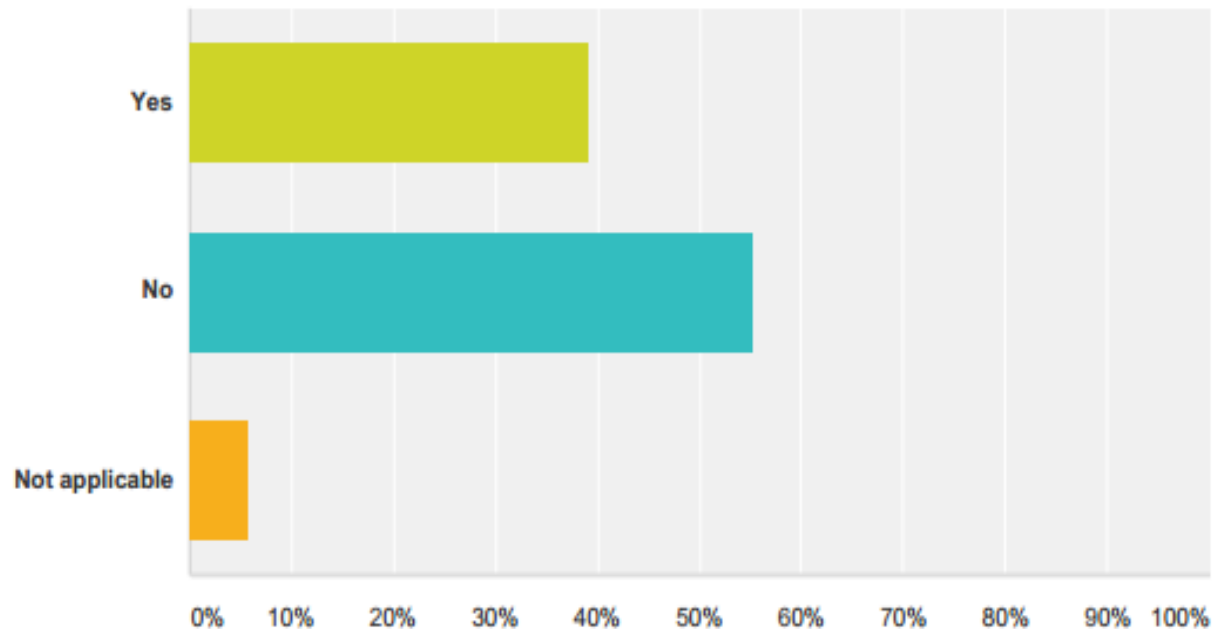


Coast Guard Listening Session

Future of Navigation / 21st Century Waterways - Listening Session Feedback

Q13 Do you currently use NOAA's Physical Oceanographic Real-Time System (PORTS) or tides and water level information?

Answered: 398 Skipped: 74

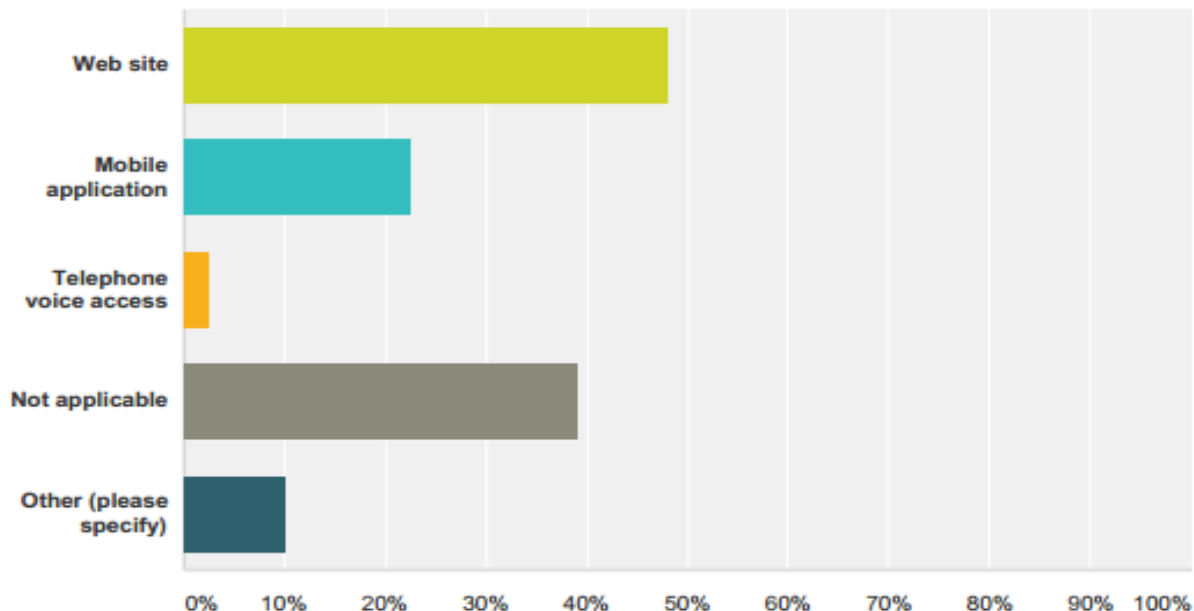


Coast Guard Listening Session

Future of Navigation / 21st Century Waterways - Listening Session Feedback

Q14 If so, how do you access NOAA's Physical Oceanographic Real-Time System (PORTS) or tides and water level information? You may check more than one answer.

Answered: 314 Skipped: 158

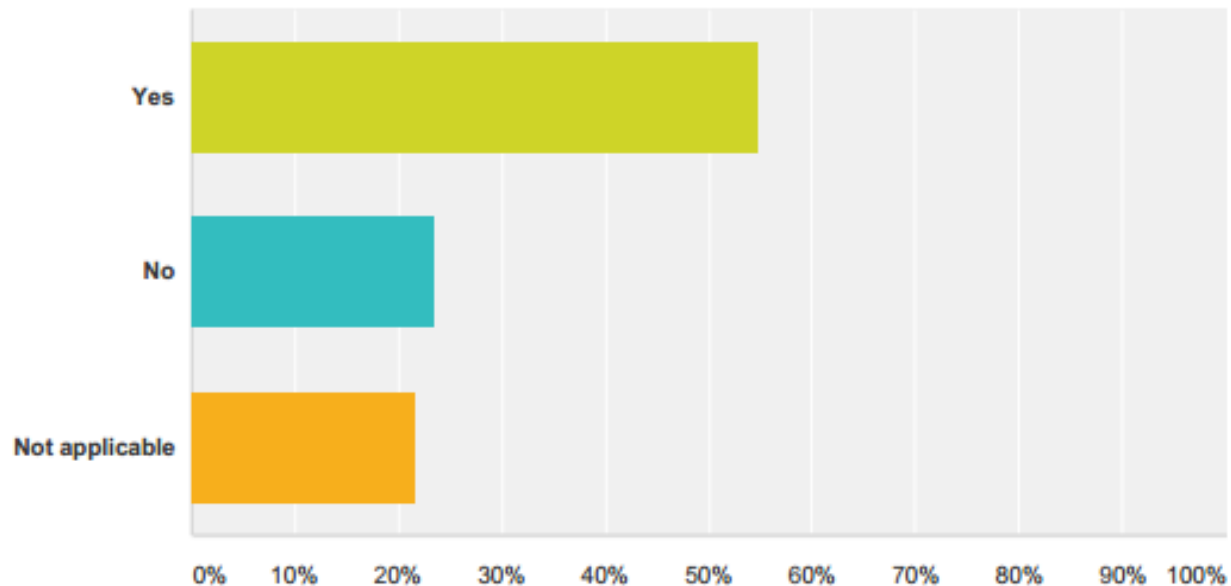


Coast Guard Listening Session

Future of Navigation / 21st Century Waterways - Listening Session Feedback

Q15 Would you use NOAA's Physical Oceanographic Real-Time System (PORTS) or tides and water level information if it was broadcast over AIS?

Answered: 373 Skipped: 99





Questions?

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<http://tidesandcurrents.noaa.gov/>