

Data sets you *free*



Jonathon Colman

Content Strategist, Facebook



Twitter @jcolman

jonathoncolman.org



Special thanks to



Sean Tubridy (@tubes)
for this amazing image.

See his work at seantubridy.com



What do you
value?

? ! # @



How do you *know*
that you value it?



How do you *measure*
this value?



We often know our
values by our *desire*.



But we measure our
values in our *actions*
and their *results*.



What we measure,
our *data*, shows the
progress we make.





But data doesn't
speak for itself. It
requires *analysis*.



And analysis can't
reveal insights
without *context*.



Context is the lens
showing us the *real*
value of our data.

So what do

content strategists

value?



Clear communication with empathy

Content Location, Type, & Ownership		On-page Content & Code																							SEO Visibility & Linking				
Address (URL)	Content template/family	Content	Status Code	Status	Title 1	Title 1 Len	Meta Desc	Meta Desc	Meta Keyw	Meta Keyw	H1-1	H1-len-1	H2-1	H2-len-1	H2-2	H2-len-2	Meta Data	Meta Refr	Canonical	Size	Word Cou	Level	Inlinks	Outlinks	External O	External Links	MozRank	MozTrust	P
http://www.rei.com/adventures/	Adventures home	text/html	200	OK	REI Advent	62	150+ activ	148		0		0	Earn 5% Ba	68	Why Trave	20			http://ww	39,784	661	0	10	148	8	183	4.3	5.8	
http://www.rei.com/adventures/trips/asia/nepal_everest.html	Trips LP - Asia region	text/html	200	OK	Everest Ba	115	Trek to Eve	134	Nepal, Eve	133	Everest Ba	22	Everest Ba	22	Everest Ba	33				177,703	11,520	2	105	196	8	36	4.1	5.6	
http://www.rei.com/adventures/trips/europe/europereg.html	Regional LP	text/html	200	OK	Travel to E	69	Active vac	180		0	Travel to E	16	Croatia Tr	13	Czech Rep	20				61,348	1,597	1	432	243	6	4	5.0	5.9	
http://www.rei.com/adventures/trips/latin/latinreg.html	Regional LP	text/html	200	OK	Travel to S	72	Hike, cycle	197		0	Travel to L	23	Argentina	15	Belize Trip	12				72,871	2,099	1	425	268	6	3	5.0	5.9	
http://www.rei.com/adventures/activity/hike.html	Activity LP	text/html	200	OK	Hiking Trip	58	Active hiki	161		0	Hiking & T	23	Africa Trip	12	Asia Trips	10				157,228	4,964	1	424	488	6	14	5.0	5.9	
http://www.rei.com/adventures/trips/europe/iceland.html	Trips LP - Europe region	text/html	200	OK	Iceland Hi	111	Hike throu	133	Iceland, hi	305	Iceland Hi	14	Iceland Hi	14	Iceland Hi	25				127,352	5,911	2	66	179	8	10	3.7	5.7	
http://www.rei.com/adventures/trips/europe/cro.html	Trips LP - Europe region	text/html	200	OK	Croatia M	113	Explore Cr	149	Croatia ad	304	Croatia M	42	Croatia M	42	Croatia M	53				153,472	7,825	1	196	191	8	9	4.8	5.9	
http://www.rei.com/adventures/trips/europe/scotland_high.htm	Trips LP - Europe region	text/html	200	OK	Scottish H	114	Hike throu	139	Scotland h	169	Scotland H	35	Scotland H	35	Scotland H	46				134,143	5,752	2	95	188	8	6	3.8	5.6	
http://www.rei.com/adventures/activity/backpacking.html	Activity LP	text/html	200	OK	Backpacki	70	Head into	161		0	Backpacki	17	Arizona Tri	13	California	16				54,610	1,724	1	426	206	6	6	5.0	5.9	
http://www.rei.com/adventures/trips/namer/namerreg.html	Regional LP	text/html	200	OK	Travel to t	75	Enjoy the r	152		0	Travel to N	23	Alaska Tri	12	Arizona Tri	13				142,899	4,768	1	436	441	6	3	5.0	5.9	
http://www.rei.com/adventures/trips/namer/oar	Trips LP - North America region	text/html		404 Not Found		0		0		0		0		0		0				0	0	2	1	0	0	0	3.4	5.5	
http://www.rei.com/adventures/trips/namer/az_grandcanyon.ht	Trips LP - North America region	text/html	200	OK	Grand Can	112	Hike to Ha	134	Grand Can	94	Grand Can	32	Grand Can	32	Grand Can	43				139,840	6,514	2	92	187	8	0	3.8	5.6	
http://www.rei.com/adventures/trips/africa/kilman.html	Trips LP - Africa region	text/html	200	OK	Africa - Tan	114	See East A	129	Africa, Tan	128	Mount Kili	60	Mount Kili	60	Kilimanjar	44				158,724	9,202	2	115	194	8	20	4.3	5.7	
http://www.rei.com/adventures/activity/cycle.html	Activity LP	text/html	200	OK	Bike Tours	69	Explore th	144		0	Bike Tours	66	Asia Cyclir	18	Europe Cy	20				47,742	1,271	1	423	193	6	54	5.1	5.9	
http://www.rei.com/adventures/trips/latin/inx.html	Trips LP - Latin America region	text/html	200	OK	Peru: Hike	115	REI's hikin	133	Machu Pic	292	Machu Pic	21	Machu Pic	21	Machu Pic	38				147,020	7,321	2	116	190	8	1	3.8	5.6	
http://www.rei.com/adventures/activity/weekend_trips.html	Activity LP	text/html	200	OK	Weekend	60	Enjoy 3-4 d	149		0	REI Weeke	20	Arizona Tri	13	California	16				98,981	3,209	1	438	324	6	9	5.3	6.0	
http://www.rei.com/adventures/trips/europe/ireland.html	Trips LP - Europe region	text/html	200	OK	Ireland Hi	112	Hike acros	149	Ireland, Di	104	Ireland Co	29	Ireland Co	29	Ireland Co	40				141,650	7,116	2	77	185	8	14	3.8	5.6	
http://www.rei.com/adventures/activity/family.html	Activity LP	text/html	200	OK	Family Tra	70	Unforgetta	174		0	REI Family	21	Africa Trip	12	Asia Trips	10				50,094	1,539	1	430	195	6	43	5.0	5.9	
http://www.rei.com/adventures/trips/latin/peru_inca.html	Trips LP - Latin America region	text/html	200	OK	Peru: Hike	114	Join REI as	125	Machu Pic	465	Machu Pic	33	Machu Pic	33	Machu Pic	44				155,742	8,198	2	106	196	8	1	3.8	5.6	
http://www.rei.com/adventures/trips/weekend/ca_mtshasta_wa	Trips LP - Weekend Getaways	text/html	200	OK	California	114	REI offers t	134	Shasta Cli	44	Mt. Shasta	16	Mt. Shasta	16	Mt. Shasta	61				136,116	6,807	2	79	192	8	0	3.9	5.6	
http://www.rei.com/adventures/trips/europe/italy_cinque.html	Trips LP - Europe region	text/html	200	OK	Italy: Cinq	91	Hike Italy's	149	Italy, Cinq	171	Cinque Ter	19	Cinque Ter	19	Cinque Ter	30				141,281	6,565	2	85	192	8	16	3.8	5.6	
http://www.rei.com/adventures/trips/latin/mpl.html	Trips LP - Latin America region	text/html	200	OK	Peru: Trek	108	Trek acros	132	Peru, Mac	189	Machu Pic	31	Machu Pic	31	Machu Pic	42				156,847	7,767	2	143	198	8	7	3.9	5.6	
http://www.rei.com/adventures/trips/latin/galapagos.html	Trips LP - Latin America region	text/html	200	OK	Ecuador: G	114	Snorkel, di	124	Galapagos	70	Galapagos	24	Galapagos	24	Galapagos	46				188,118	10,902	2	102	192	10	1	3.9	5.6	
http://www.rei.com/adventures/trips/latin/galapagos.jsp	Trips LP - Latin America region	text/html		301 Moved Permanently		0		0		0		0		0		0				20	0	3	2	1	0	0	2.7	5.3	
http://www.rei.com/adventures/trips/europe/alps.html	Trips LP - Europe region	text/html	200	OK	Tour du Mo	112	Hike Mont	149	Tour du Mo	154	Tour du Mo	18	Tour du Mo	18	Tour du Mo	29				72,044	3,900	2	61	147	8	11	3.8	5.6	
http://www.rei.com/adventures/trips/asia/asiareg.html	Regional LP	text/html	200	OK	Travel to A	67	Experienc	189		0	Travel to A	14	Bhutan Tri	12	Cambodia	21				52,979	1,457	1	425	214	6	2	5.0	5.9	
http://www.rei.com/adventures/trips/weekend/ath.html	Trips LP - Weekend Getaways	text/html	200	OK	Appalach	115	Sample th	134	AT, Hut Hik	113	Appalach	35	Appalach	35	President	29				134,837	6,444	2	76	187	8	0	3.8	5.6	
http://www.rei.com/adventures/trips/weekend/mww.html	Trips LP - Weekend Getaways	text/html	200	OK	New Hamp	114	Let REI tak	130	Mt. Washi	66	Mount Wa	29	Mount Wa	29	Mount Wa	56				136,722	6,186	2	83	189	8	3	3.9	5.6	
http://www.rei.com/adventures/trips/latin/mlp.html	Trips LP - Latin America region	text/html	200	OK	Peru: Trek	110	Trek acros	133	Peru, Mac	72	Machu Pic	30	Machu Pic	30	Machu Pic	41				64,246	3,551	2	46	146	8	15	3.9	5.6	
http://www.rei.com/adventures/trips/weekend/smb.html	Trips LP - Weekend Getaways	text/html	200	OK	Tennessee	114	REI takes y	128	Smoky Mo	47	Great Smc	53	Great Smc	53	Great Smc	61				130,104	5,616	2	86	191	8	0	4.0	5.7	
http://www.rei.com/adventures/trips/pacific/new-zealand-hiking	Trips LP - Pacific region	text/html	200	OK	New Zeala	113	Join REI fo	144	New Zeala	83	New Zeala	44	New Zeala	44	New Zeala	55				95,379	5,141	2	52	162	8	2	3.9	5.6	
http://www.rei.com/adventures/trips/asia/vietnam.html	Trips LP - Asia region	text/html	200	OK	Vietnam C	115	We'll cycle	130	Vietnam, c	168	Vietnam C	15	Vietnam C	15	Vietnam C	26				169,096	10,331	2	97	197	8	4	3.8	5.6	
http://www.rei.com/adventures/trips/latin/chile_fitz.html	Trips LP - Latin America region	text/html	200	OK	Fitz Roy &	114	Enjoy the r	132	Patagonia	325	Fitz Roy &	23	Fitz Roy &	23	Fitz Roy &	34				146,925	7,893	2	78	187	8	9	4.0	5.6	
http://www.rei.com/adventures/trips/weekend/gcb.html	Trips LP - Weekend Getaways	text/html	200	OK	Arizona: G	115	Let REI tak	135	Grand Can	61	Grand Can	24	Grand Can	24	South Rim	31				65,694	3,894	2	50	146	8	0	4.1	5.7	
http://www.rei.com/adventures/trips/weekend/wst.html	Trips LP - Weekend Getaways	text/html	200	OK	California	112	Trek the C	134		0	Mt Whitne	22	Mt Whitne	22	Mt. Whitn	34				80,056	3,606	2	42	161	8	3	3.9	5.6	
http://www.rei.com/adventures/trips/latin/peru_amazon.html	Trips LP - Latin America region	text/html	200	OK	Peruvian A	114	See Peru's	124	Peru, Ama	45	Peruvian A	15	Peruvian A	15	HEATH RIV	55				115,747	6,396	2	121	170	8	5	4.0	5.6	
http://www.rei.com/adventures/trips/latin/peru_amazon.jsp	Trips LP - Latin America region	text/html		301 Moved Pe		0		0		0		0		0		0				20	0	3	3	1	0	1	2.8	5.3	
http://www.rei.com/adventures/trips/namer/az_deathvalley.htm	Trips LP - North America region	text/html	200	OK	Death Vall	107	Hike Calif	130	Death Vall	295	Death Vall	19	Death Vall	19	Death Vall	30				63,439	3,073	2	51	147	8	4	3.9	5.6	
http://www.rei.com/adventures/activity/volunteering.html	Activity LP	text/html	200	OK	Active Vol	65	Volunteer	95		0	REI Volunt	23	Latin Ame	19	North Ame	19				31,774	847	1	419	144	7	62	5.0	5.9	
http://www.rei.com/adventures/trips/namer/az_grandcanyon.html	Trips LP - North America region	text/html	200	OK	Grand Can	112	Hike to Ha	134	Grand Can	129	Grand Can	33	Grand Can	33	Grand Can	50				139,840	6,514	2	92	187	8	0	3.8	5.6	
http://www.rei.com/adventures/newtrips.htm	Regional LP	text/html	200	OK	Travel to A	67	Experienc	189		0	Travel to A	14	Bhutan Tri	12	Cambodia	21				52,979	1,457	1	425	214	6	2	5.0	5.9	
http://www.rei.com/adventures/trips/antarctica/antarctica.htm	Trips LP - Antarctica region	text/html	200	OK	Antarctica	115	Classic vo	135	Antarctica	102	Antarctica	34	Antarctica	34	Crossing ti	51				107,850	5,694	2	44	161	8	0	3.8	5.6	
http://www.rei.com/adventures/trips/europe/nor.html	Trips LP - Europe region	text/html	200	OK	Norwegian	101	Hike and k	141	Norway, N	513	Norwegian	36	Norwegian	36	Norwegian	47				141,095	6,742	2	76	189	8	2	3.9	5.6	
http://www.rei.com/adventures/trips/pacific/pacificreg.html	Regional LP	text/html	200	OK	Australia &	63	Unforgetta	141		0	Travel to A	33	Australia T	15	New Zeala	17				32,001	678	1	420	150	6	1	5.0	5.9	
http://www.rei.com/adventures/activity/paddle.html	Activity LP	text/html	200	OK	Kayaking T	73	Active kay	147		0	Kayaking T	14	Australia &	29	Europe Tri	12				66,021	1,923	1	421	241	6				

Multi-dimensional content audits

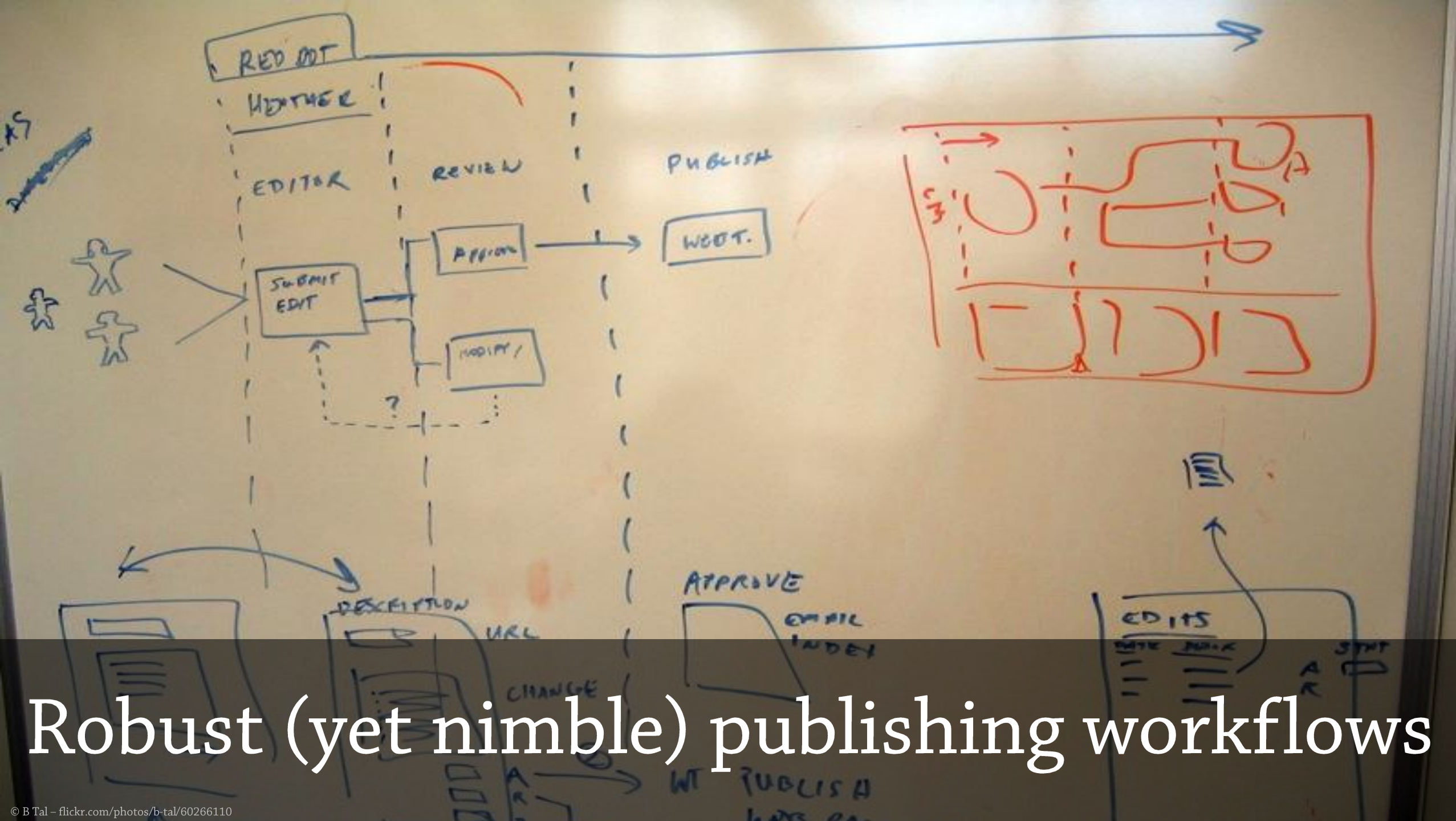


2008

C.M.S.

SAUVIGNON ~ MERLOT ~ SYRAH

Component-based content management
(and wine)



Robust (yet nimble) publishing workflows



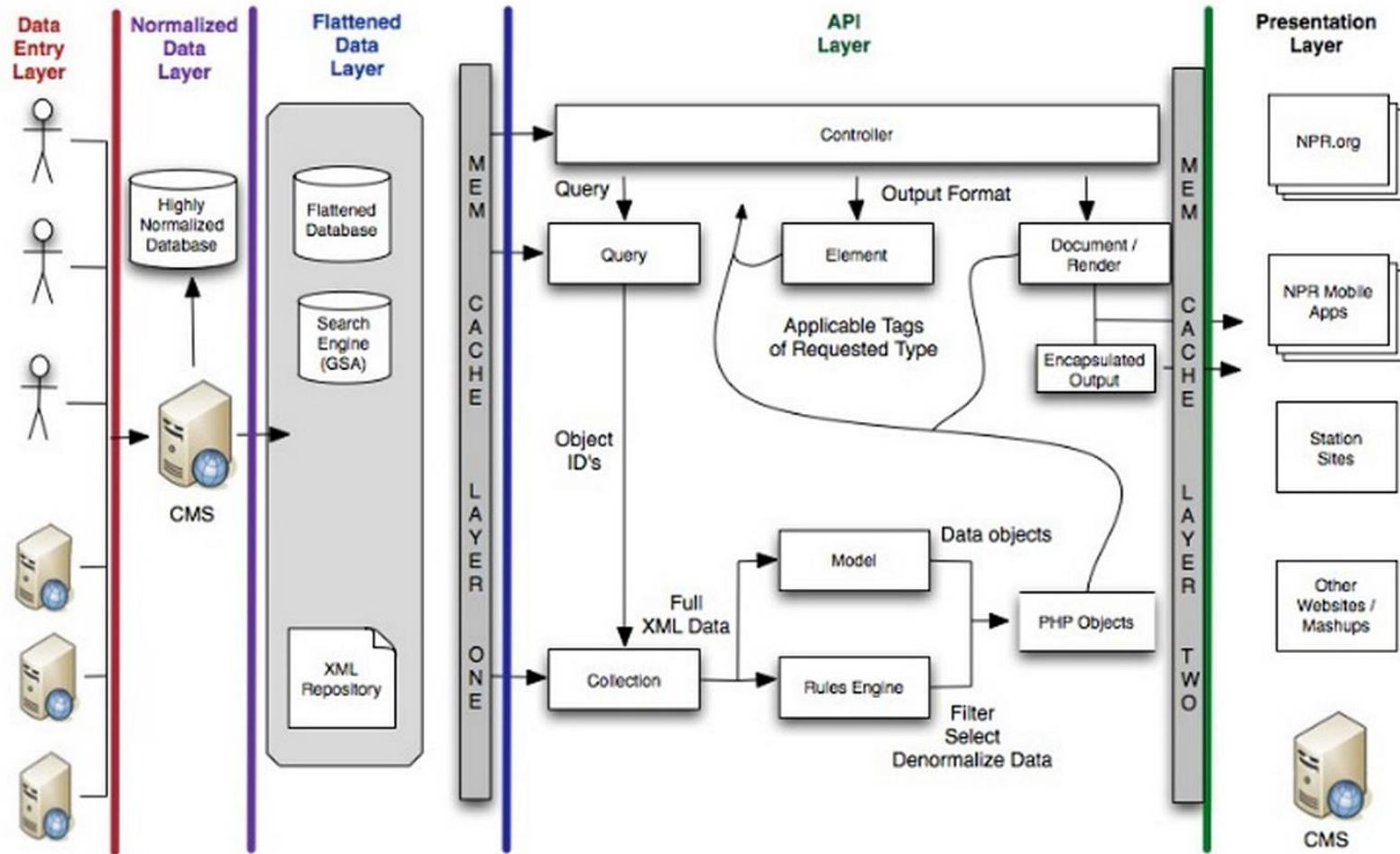
Brand-appropriate voice and tone guides

Editorial strategy development





The New Architecture of COPE



Creating once, publishing everywhere



Distributing a governance solution

These are some of the
outcomes
of our content strategy work.

They all represent
best practices.

But guess what?

no one cares.

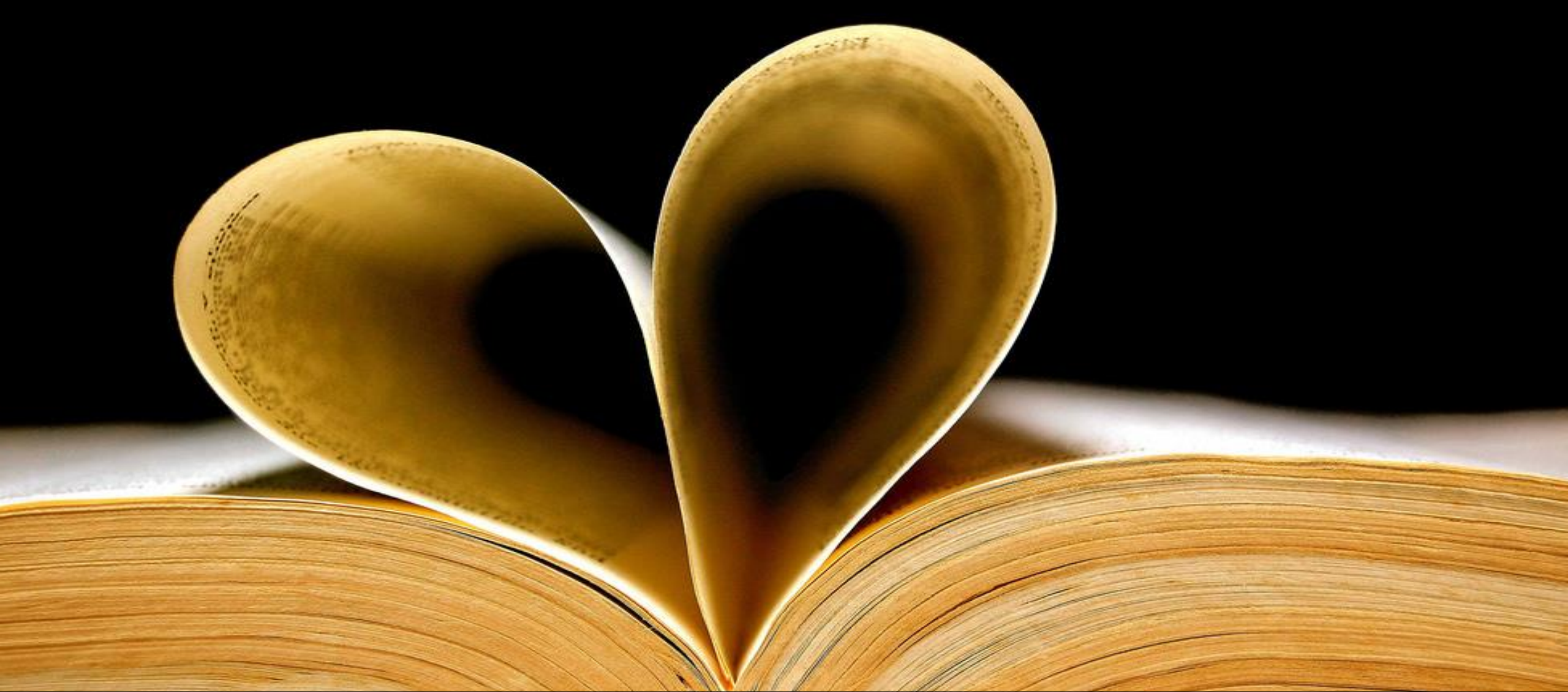
Instead, they care about

results.

They care about

data.

Here's why.



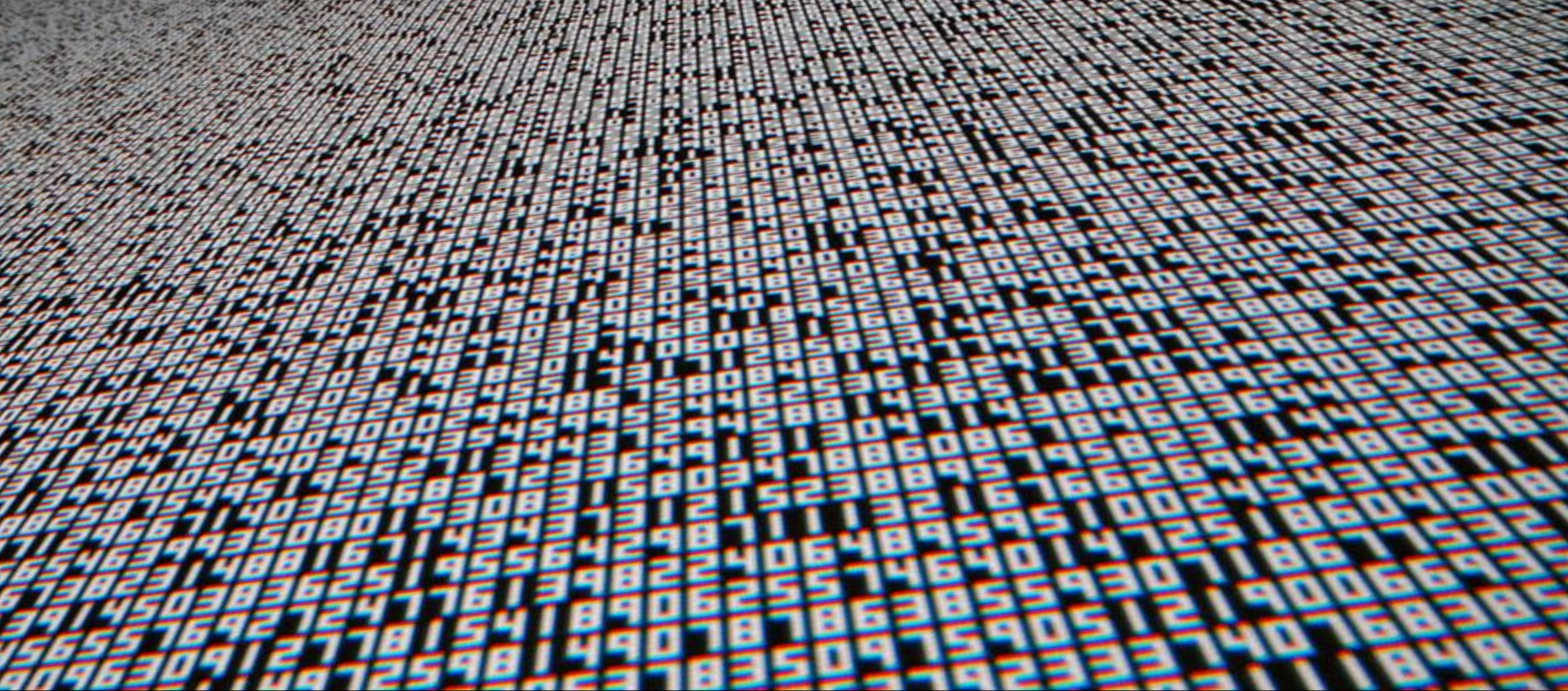
We tend to love content *for its own sake*

A photograph of a red rectangular sign with a white border. The sign is tilted slightly to the right. It features the text 'Come in We're' in a white, cursive script font, followed by the word 'QUALITY' in a large, bold, white, sans-serif font. The sign is placed on a light-colored, textured surface, possibly a wall or a large piece of paper. The background is slightly out of focus, showing some faint lines and colors.

Come in We're

QUALITY

So we communicate about content *quality*

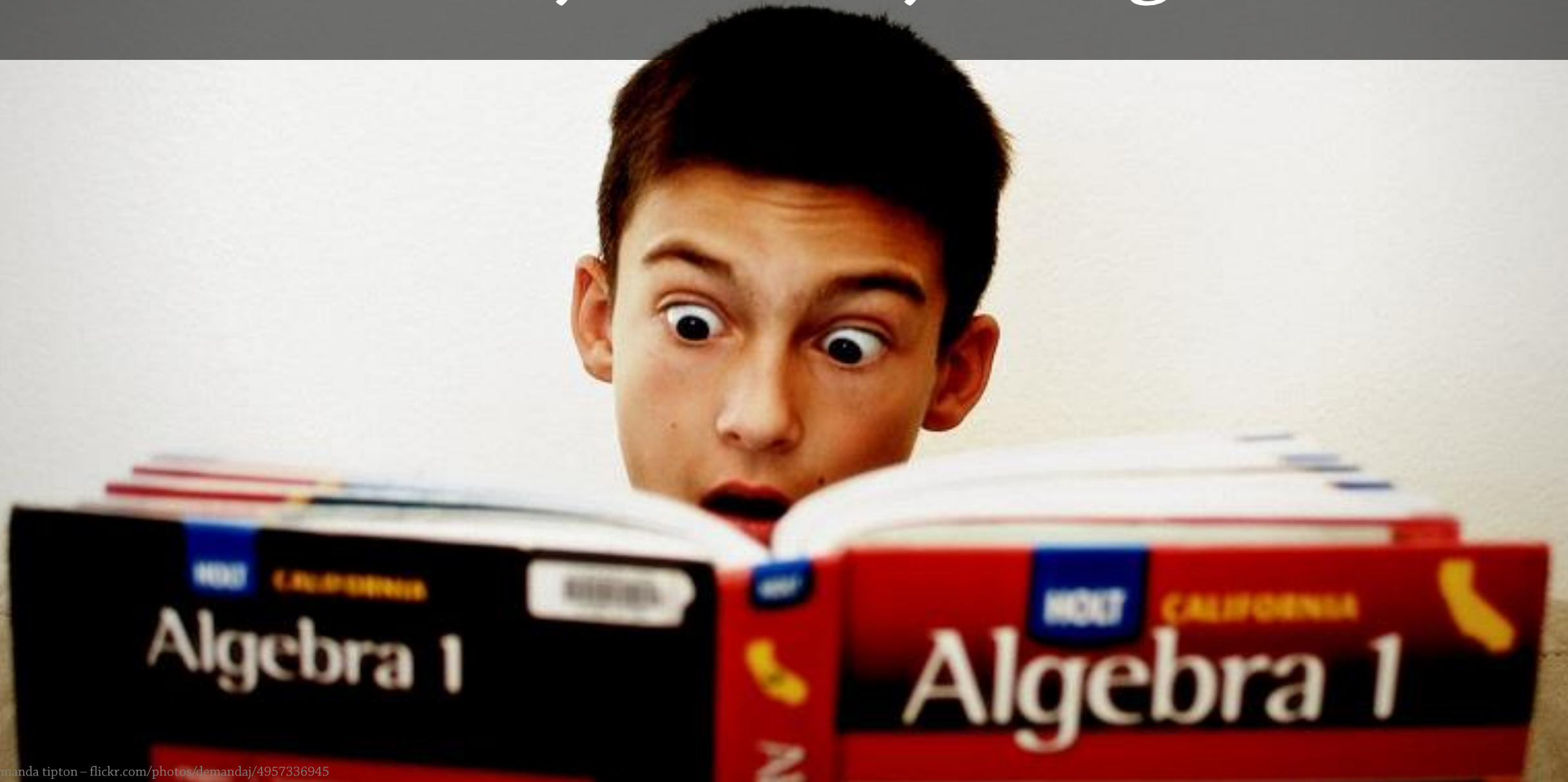


Without a lot of quantitative data



But to others, *we are what we measure*

Can't tell your story using data?





$$\nabla \times \vec{B} - \frac{1}{c} \frac{\partial \vec{E}}{\partial t} = \frac{4\pi}{c} \vec{j}$$

$$\nabla \cdot \vec{E} = 4\pi\rho$$

$$\nabla \times \vec{E} + \frac{1}{c} \frac{\partial \vec{B}}{\partial t} = \vec{0}$$

$$\nabla \cdot \vec{B} = 0$$

HOLT CALIFORNIA
Algebra 1

HOLT CALIFORNIA
Algebra 1



Then your hands get tied



And you get shut out



Mike Pantoliano

@MikeCP



Following

I love how this very technical
[@googleanalytics](#) document ends: “It’s all
pretty easy.”
[developers.google.com/analytics/devg...](#)

← Reply ↻ Retweet ★ Favorite ≡ Buffer ... More

4

RETWEETS

3

FAVORITES



4:06 PM - 29 May 13 from Seattle, WA

There's often a steep learning curve

Tubes

Example

A fantastic example of when to use custom dimensions is if you had a content based site with many authors. As an analyst, you might want to understand which authors have the most popular content. To answer this question, you could view a report that compares pageviews by author. Although author data is not available by default in Google Analytics, you can send this data as a custom dimension with each pageview being tracked.

The first step in the solution is to configure a new custom dimension in the management interface. The name should be `author` and the scope will be of type `hit`. Once configured, the new custom dimension will be assigned an index. For this example, let's say the index is `5`.

Now that the `author` custom dimension has been configured and assigned an index, it can be used with the `analytics.js` library to send author data as a custom dimension. For example, if your page is written in PHP, the actual author of the page will probably be stored in a PHP variable like `$author`. In your PHP template, you can use this author variable to pass the author value to the custom dimension:

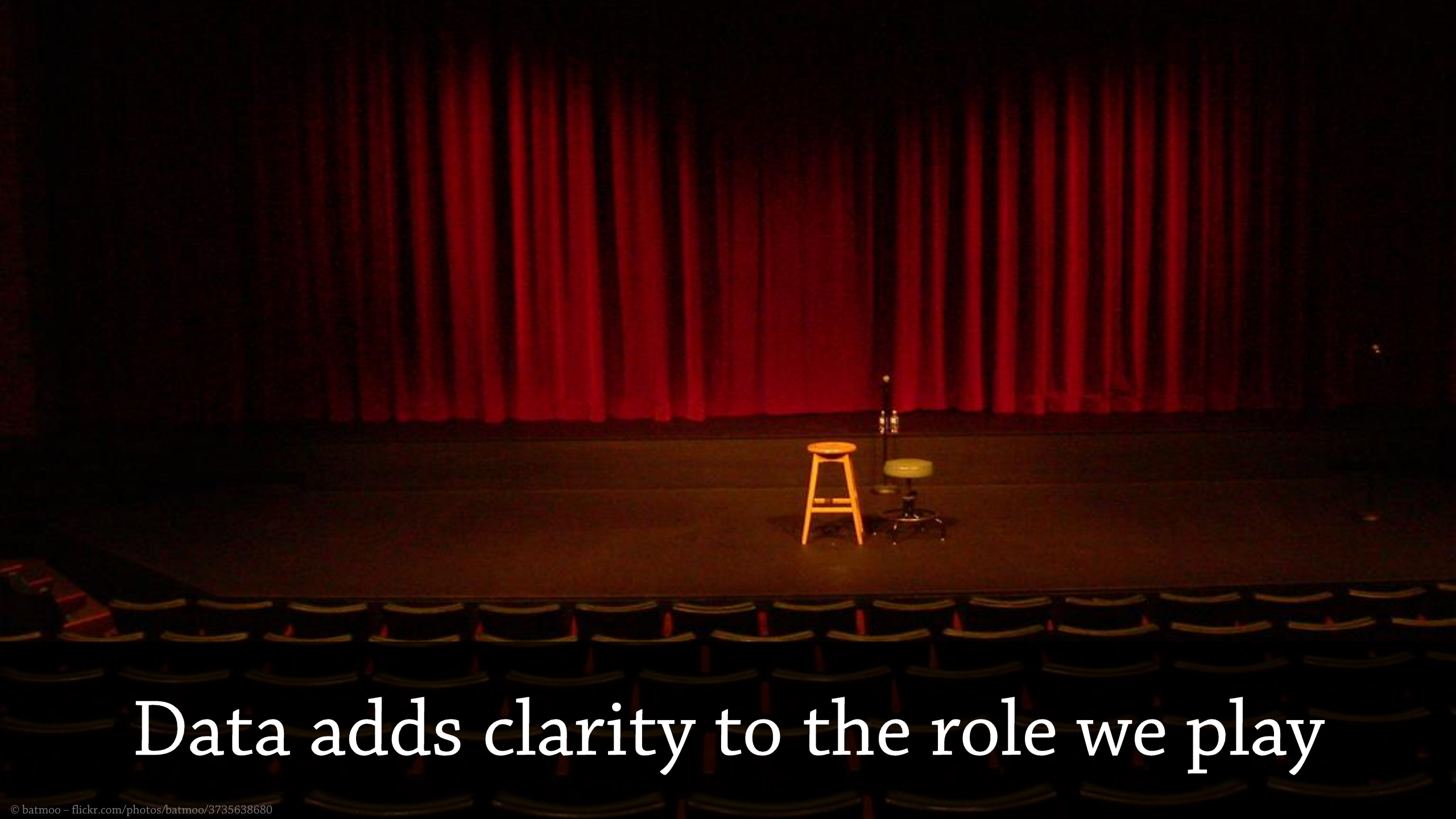
```
ga('send', 'pageview', {  
  'dimension5': '<?=$author?>'  
});
```

It's all pretty easy.

There's often a steep learning curve

YES
WE
CAN

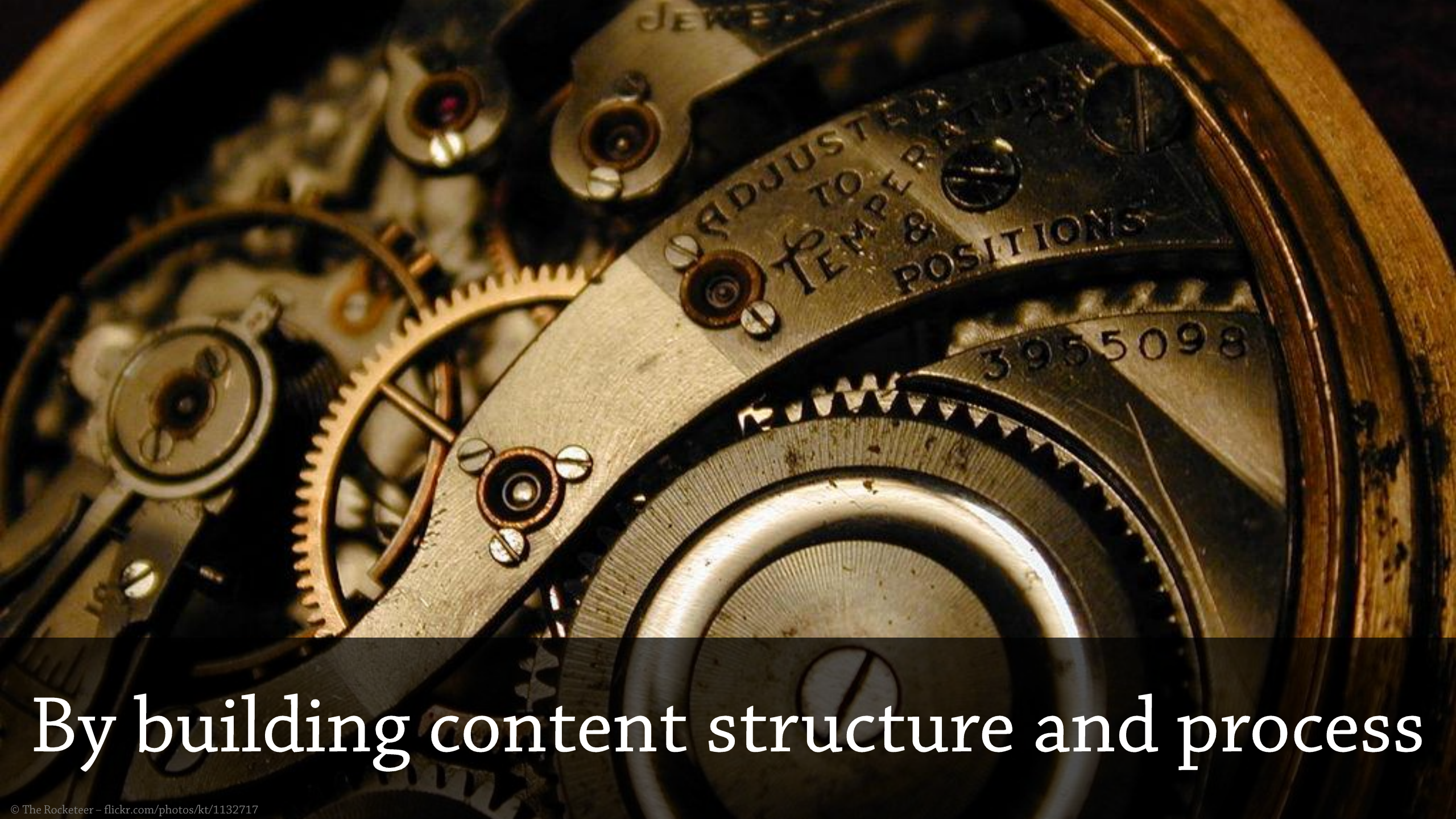
But data literacy is a core content skill

A photograph of a stage with a large red curtain in the background. A spotlight illuminates a wooden stool and a microphone on a stand in the center of the stage. The foreground shows rows of dark theater seats.

Data adds clarity to the role we play



We can help organizations *endure*



By building content structure and process



Using plenty of Data to guide us

Datasets

Metrics

Any data provider (103)

Eurostat (10)

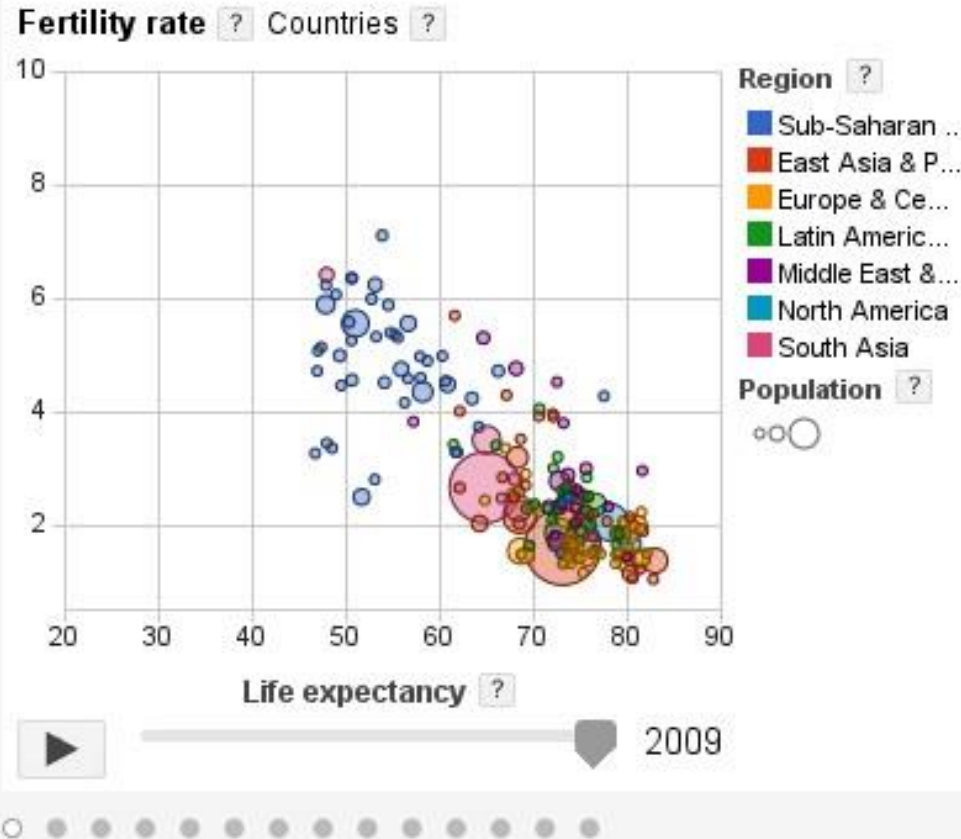
Destatis (6)

U.S. Bureau of Labor
Statistics (5)

U.S. Census Bureau (5)

U.S. Bureau of Economic
Analysis (5)

My Datasets



Living longer with fewer children

This chart correlates life expectancy and number of children per woman for each country in the world. The bubbles are sized by population and colored by region. Over time, most countries have moved towards the bottom right corner of the chart, corresponding to long lives and low fertility. Note the progression of the bubble for China- in the late 60's and 70's life expectancy rose quickly, then the implementation of the one-child policy caused a drop in the number of children per woman.

[Explore the data](#)

Dataset: [World Development Indicators](#)

Source: [World Bank](#)

And prove out the value of our efforts

This dataset contains the World Development Indicators (WDI).

[Google.org home](#)

Flu Trends

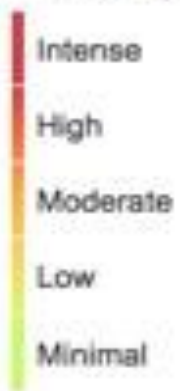
Select country/region

[Home](#)

[How does this work?](#)

[FAQ](#)

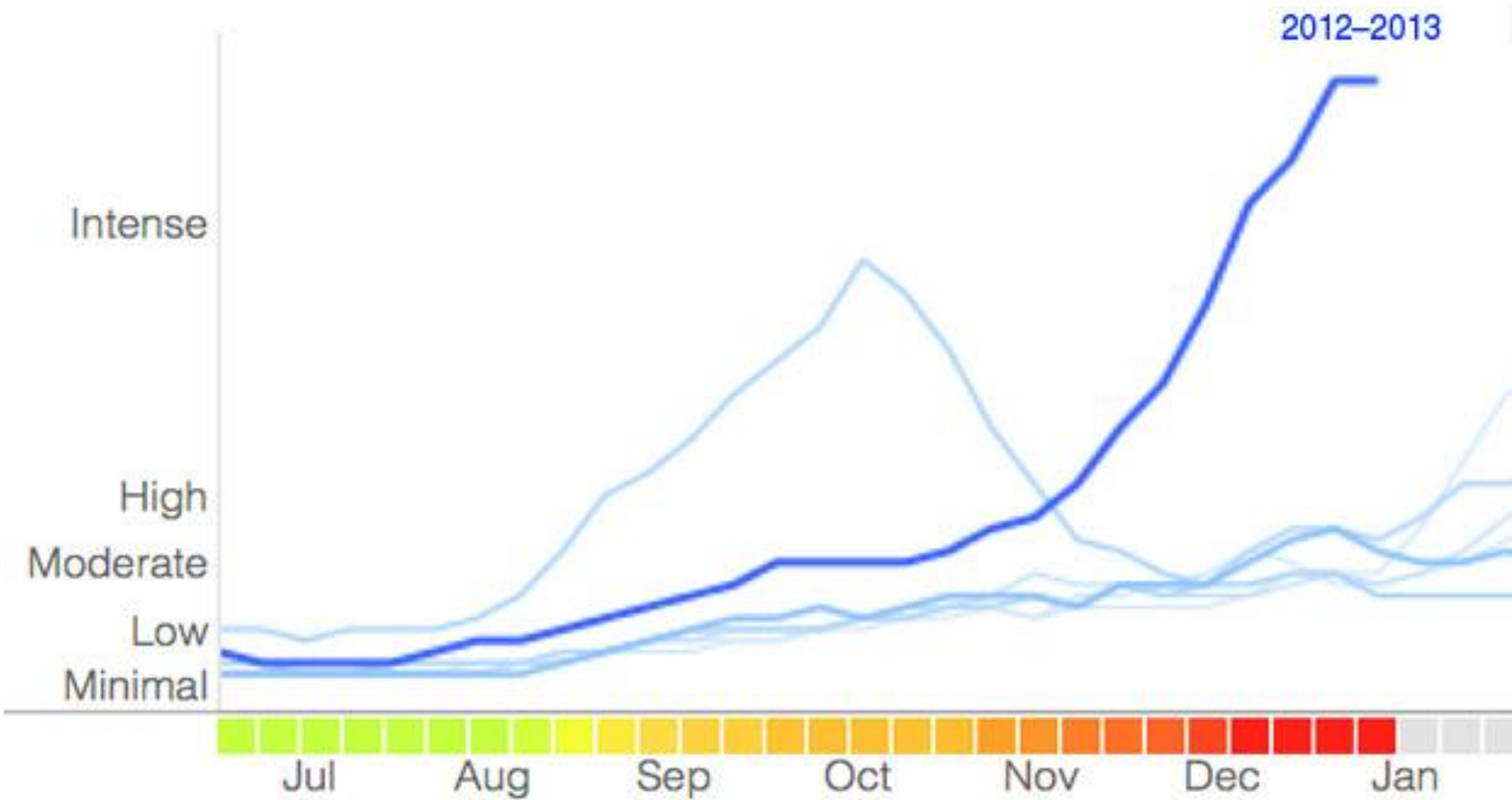
Flu activity

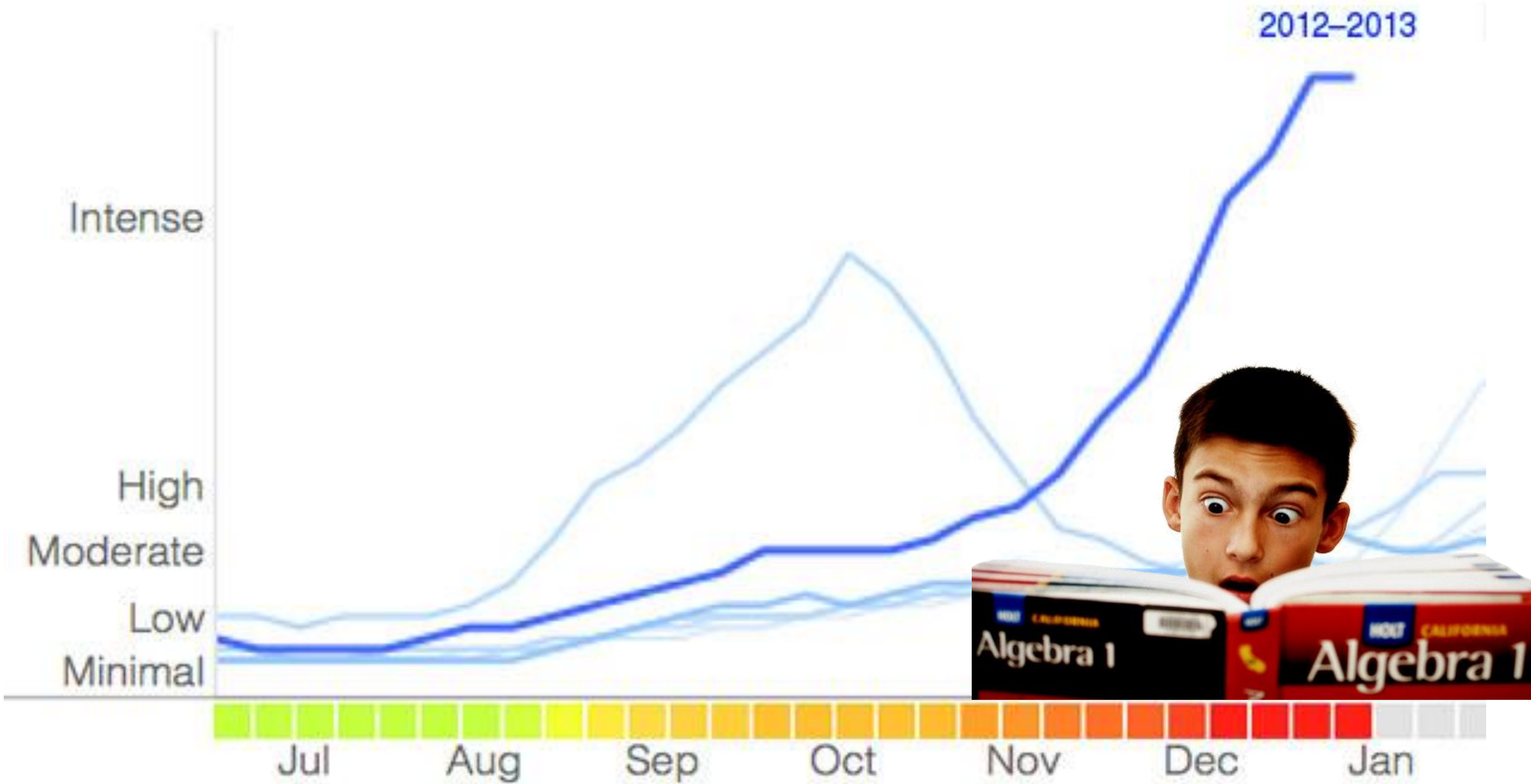


Explore flu trends around the world

We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity. [Learn more »](#)









Let's continue getting rid of these

TEAR DOWN



ALL THE SILOS



Build something new: a case for content

Data sets you *free*



10 ways to
destroy
your content with bad data



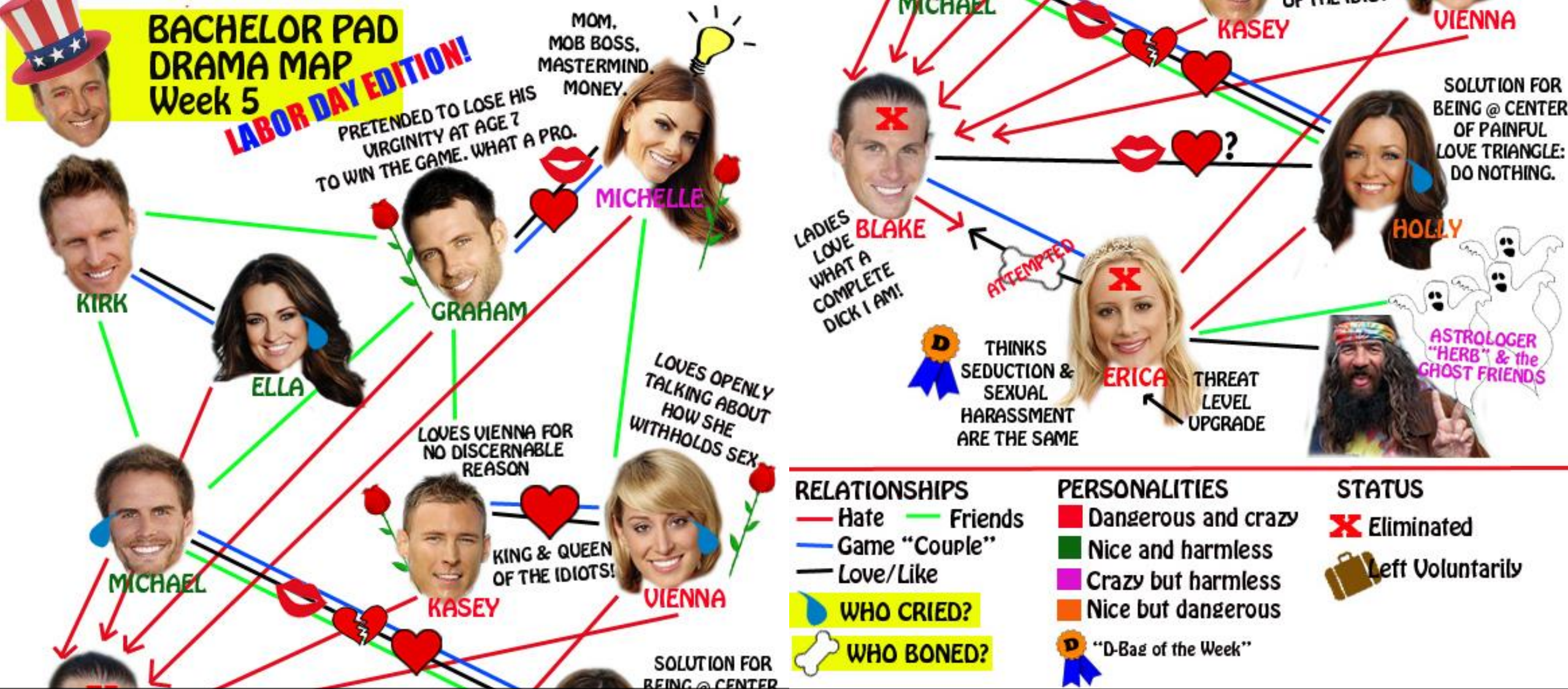
Remember: *you are what you measure*



Measurements influence strategy



Strategy influences action



Bad measurements lead to bad content

If a metric won't change the
way you behave, then it's a

bad metric.

—Ben Yoskovitz (@byosko)

So these are
contraindications.

Proceed with caution.
Side effects may occur.

1

DON'T DO THIS!



Silo your analysts onto a single team

2

DON'T DO THIS!

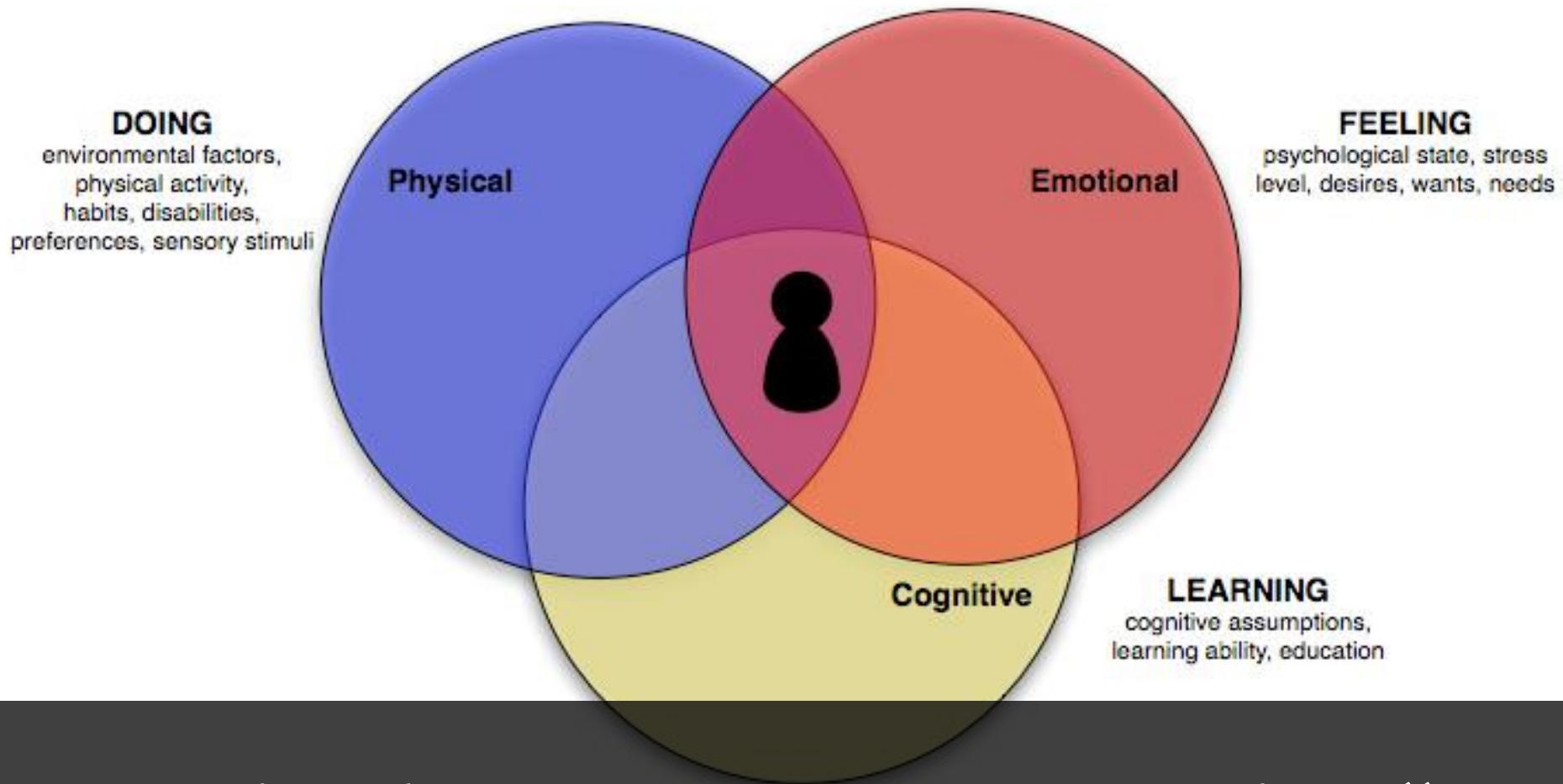
QUESTION
EVERYTHING

Measure without asking questions

3

Personal-Behavioral Context

DON'T DO THIS!



Ignore the human context, the “Why”
The “NEW” Persona



4

DON'T DO THIS!

Focus on hits at all costs

5

DON'T DO THIS!

Focus on followers/fans at all costs

6

DON'T DO THIS!

AC/DC

Focus on conversion at all costs

7

DON'T DO THIS!

Focus on “engagement” w/o defining it

8

DON'T DO THIS!

Focus on lead data without lag data

9



Act on data without attribution

10



DON'T DO THIS!

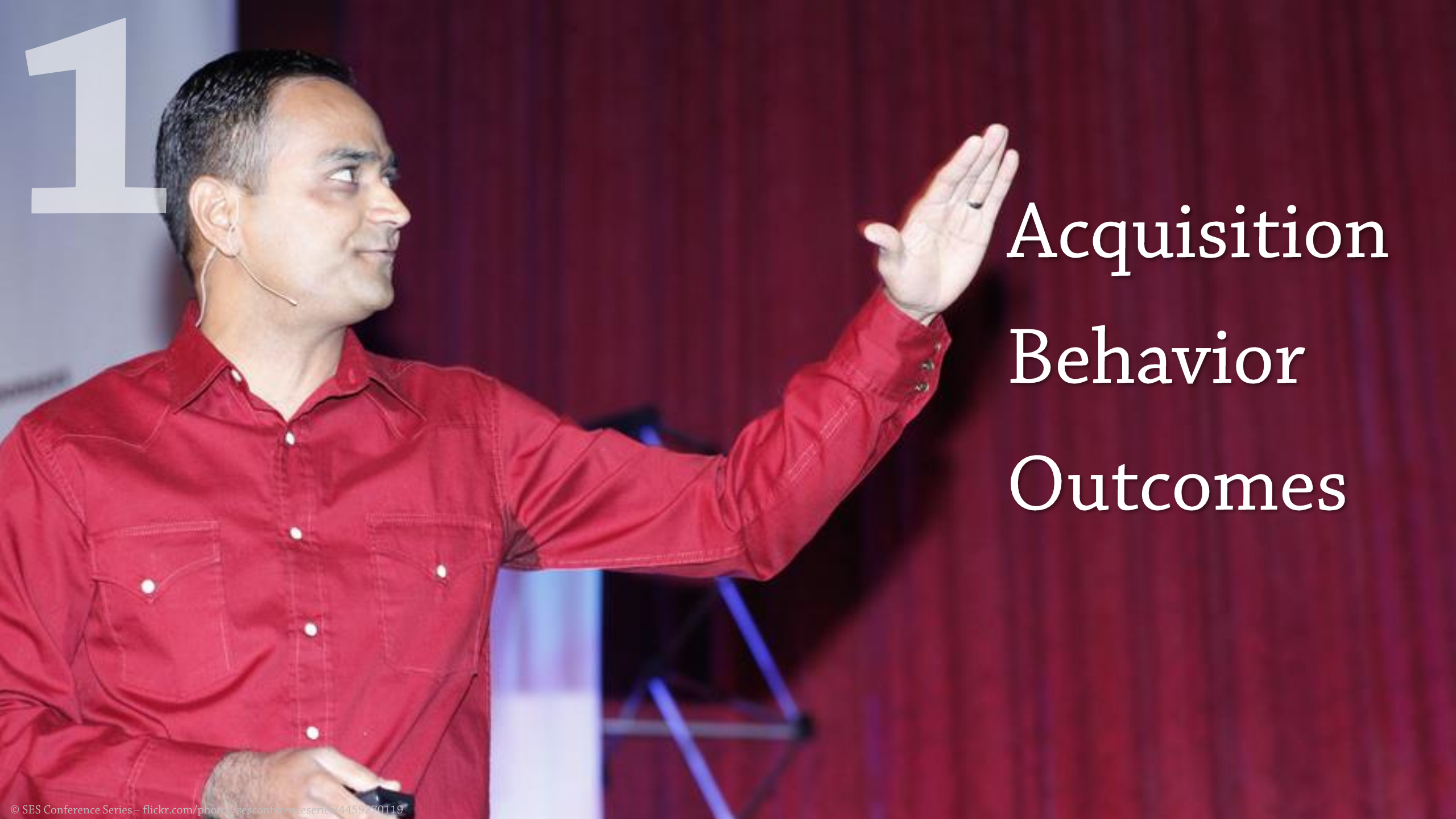
“Set and forget” your metrics

10 means of building an
analytics-driven
content strategy.



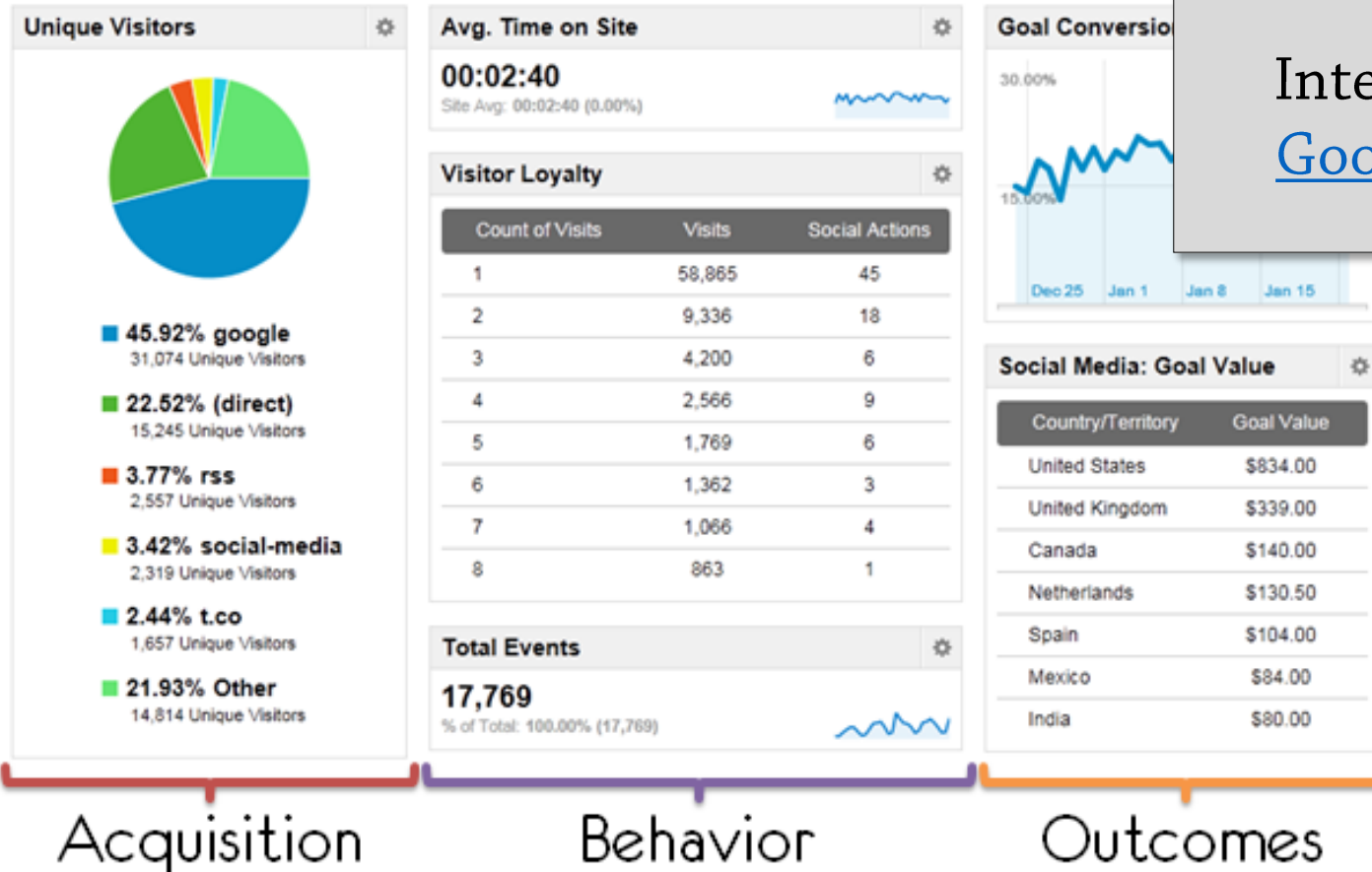
Remember: *you are what you measure*

1



Acquisition
Behavior
Outcomes

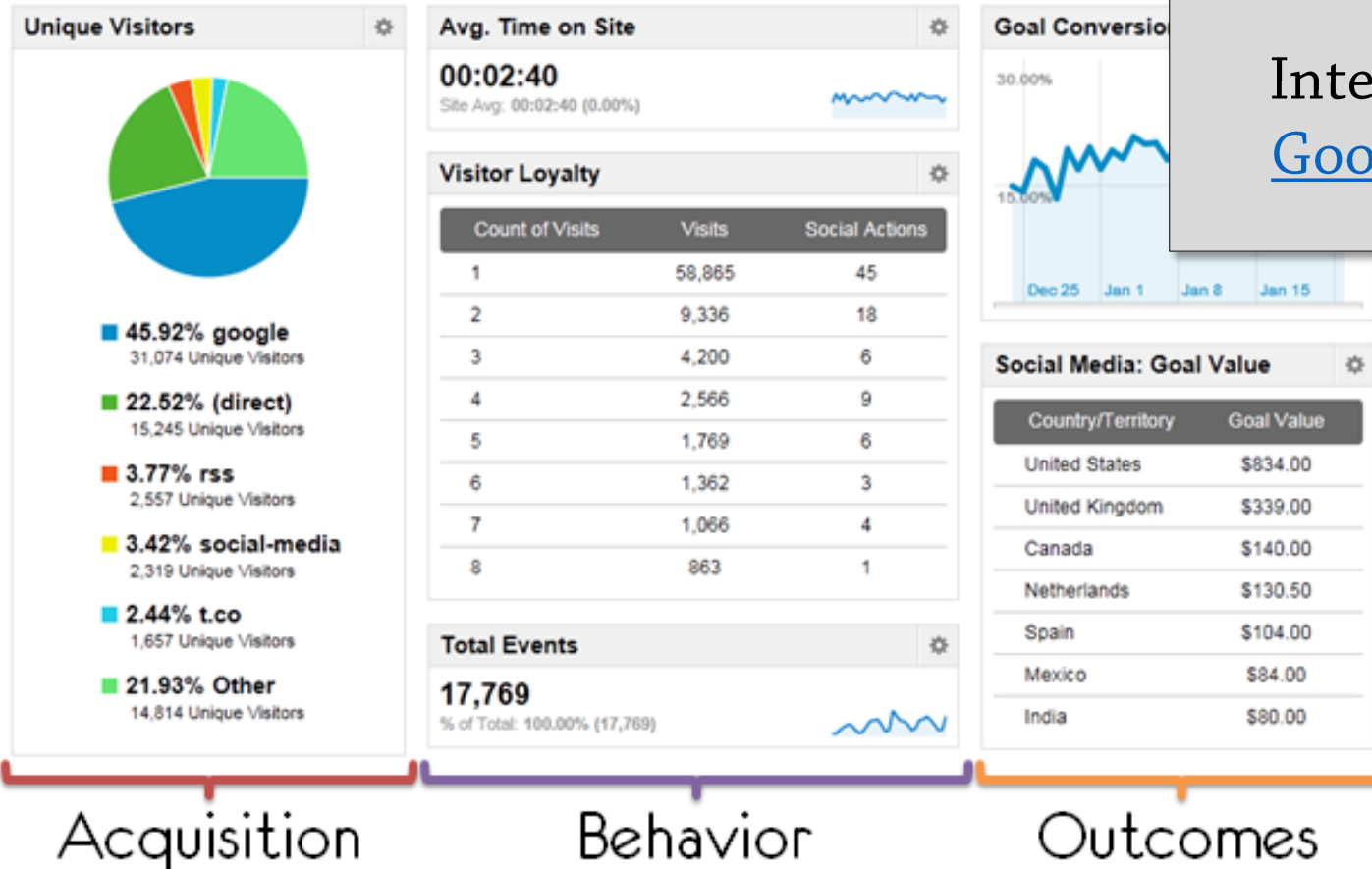
VP, Digital Dashboard



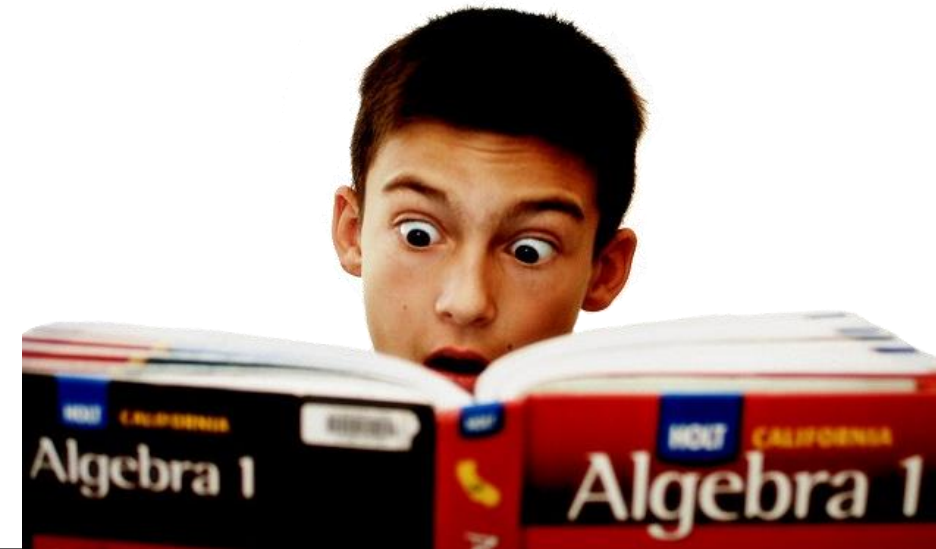
Integrate new dashboards from the [Google Analytics Solutions Gallery](#).

Build a customized, intelligent dashboard

VP, Digital Dashboard



Integrate new dashboards from the [Google Analytics Solutions Gallery](#).



Build a customized, intelligent dashboard

2

Align metrics with core values and vision



ASK: What are our core values?



ASK: What is our vision of success?



ASK: What makes us different?



ASK: What could make us act differently?



3

Create and measure custom segments

Export

Email

Beta Advanced Segments: All Visits

Advanced Segments

Select up to four segments by which to filter your report

Create a new Advanced Segment

Manage your advanced segments

Default Segments

☒ All Visits

☐ New Visitors

☐ Returning Visitors

☐ Paid Traffic

☐ Non-paid Traffic

☐ Search Traffic

☐ Direct Traffic

☐ Referral Traffic

Custom Segments

☐ Email Traffic

☐ Banner Traffic

☐ Twitter Traffic

☐ Time on Site > 10 sec

Apply

cancel

Get started with [documentation](#) then [get new segments](#) from Michelle Kiss.



Focus on loyalty instead of just visits

Frequency & Recency

May 12, 2012 - Jun 11, 2012

Advanced Segments | Email BETA | Export ▾ | Add to Dashboard

🔵 % of visits : 100.00%

Performance

Count of Visits [Days Since Last Visit](#)

Visits

103

% of Total: 100.00% (103)

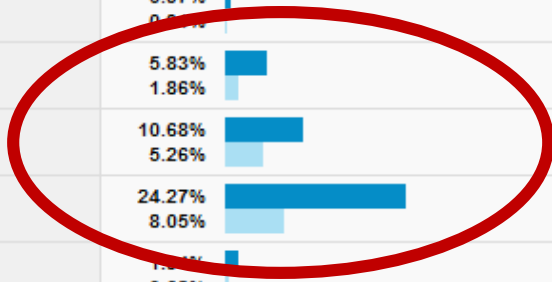
Pageviews

323

% of Total: 100.00% (323)

Primary Dimension: [Count of Visits](#)

Count of Visits	Visits	Pageviews	Percentage of total	
			Visits	Pageviews
1	53	254	51.46%	
			78.64%	
2	2	14	1.94%	
			4.33%	
3	1	1	0.97%	
			0.31%	
6	1	1	0.97%	
			0.31%	
7	1	1	0.97%	
			0.31%	
8	1	1	0.97%	
			0.31%	
9-14	6	6	5.83%	
			1.86%	
15-25	11	17	10.68%	
			5.26%	
26-50	25	26	24.27%	
			8.05%	
51-100	2	2	1.94%	
			0.62%	



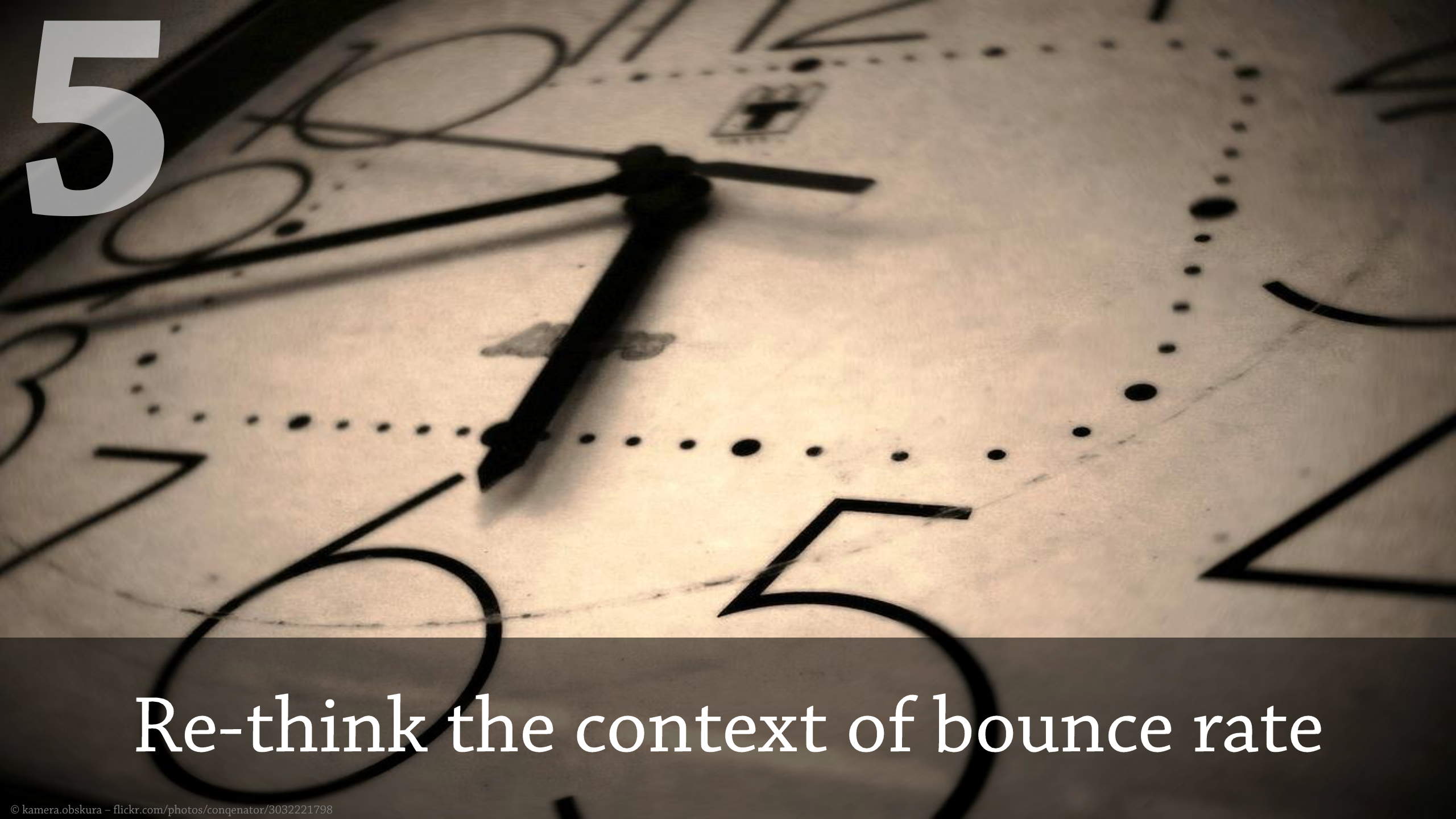
Tubes

Viewing: Days Since Last Visit

Days Since Last Visit	Visits	Pageviews	Percentage of total	
			Visits	Pageviews
0	700,496	6,128,524	83.00% 78.01%	
1	44,687	572,485	5.30% 7.29%	
2	18,851	251,640	2.23% 3.20%	
3	10,997	143,879	1.30% 1.83%	
4	7,502	96,613	0.89% 1.23%	
5	5,782	75,878	0.69% 0.97%	
6	4,621	60,769	0.55% 0.77%	
7	3,629	43,950	0.43% 0.58%	
8-14	13,488	163,786	1.60% 2.08%	
15-30	12,026	131,976	1.43% 1.68%	
31-60	8,318	79,245	0.99% 1.01%	
61-120	5,948	50,016	0.70% 0.64%	
121-364	6,185	47,869	0.73% 0.61%	
365+	1,394	9,561	0.17% 0.12%	

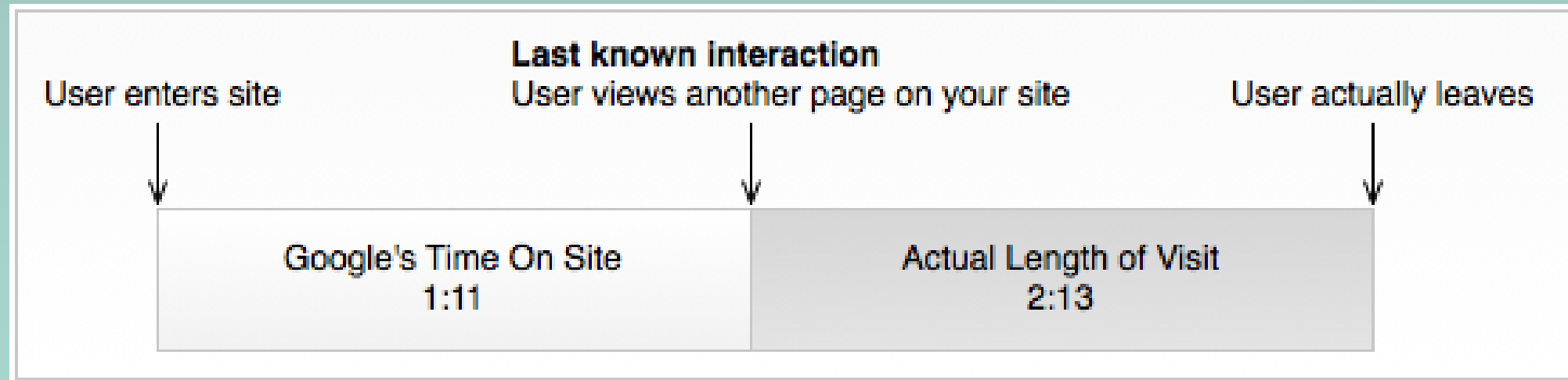
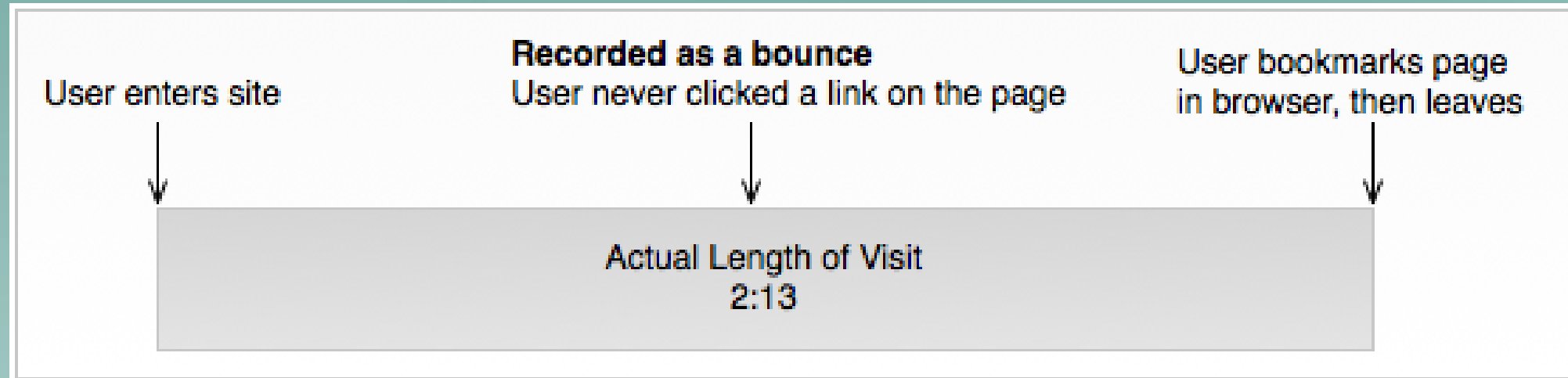
Get [more details than you can shake a stick at](#) from Avinash Kaushik.

Tubes



5

Re-think the context of bounce rate



Updated tracking code for GA:

```
<script type="text/javascript">
  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-XXXXXXX-1']);
  _gaq.push(['_trackPageview']);

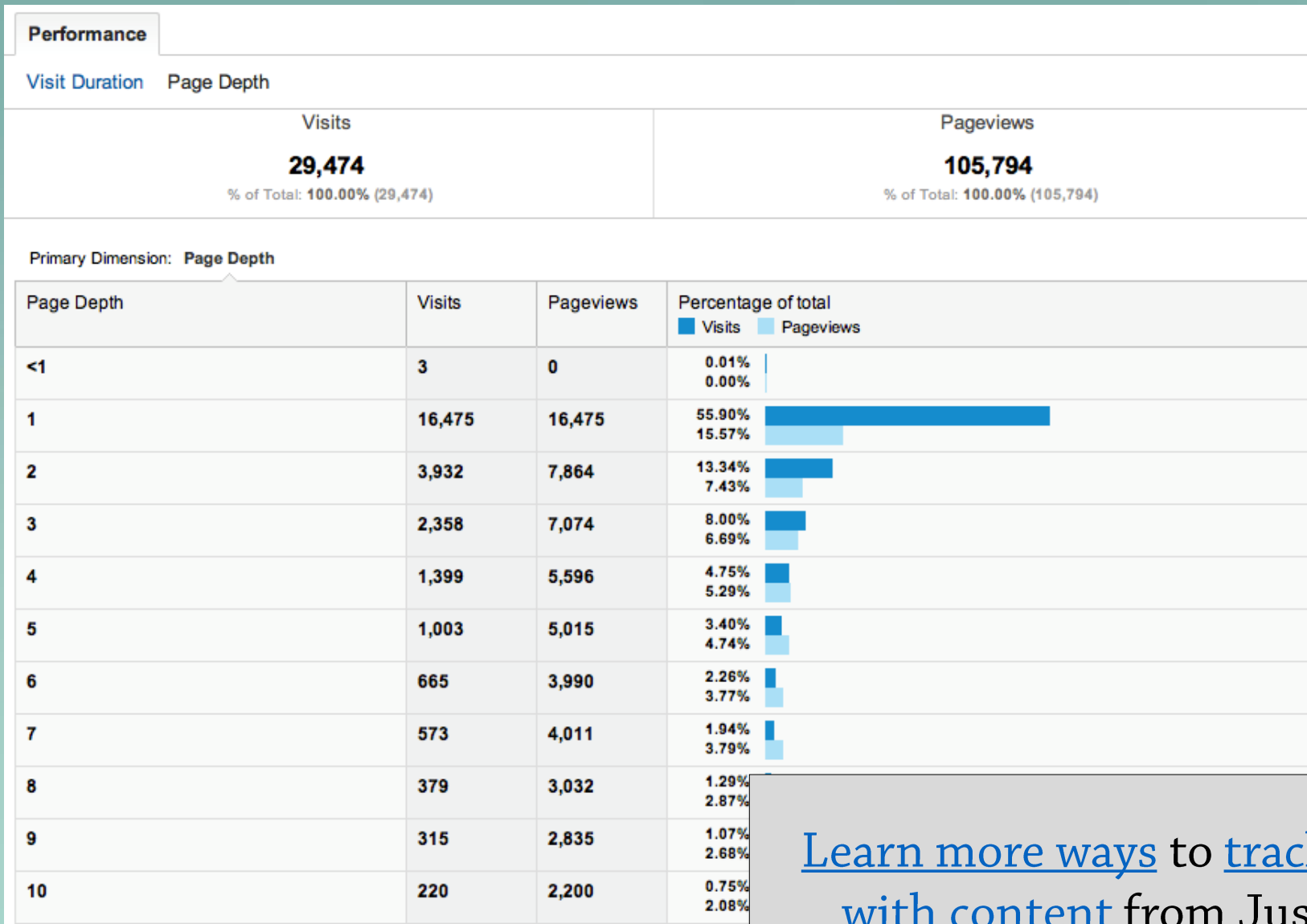
  setTimeout("_gaq.push(['_trackEvent', '15_seconds', 'read'])", 15000);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-
analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();
</script>
```

Get more details and implementation
information [directly from Google](#).

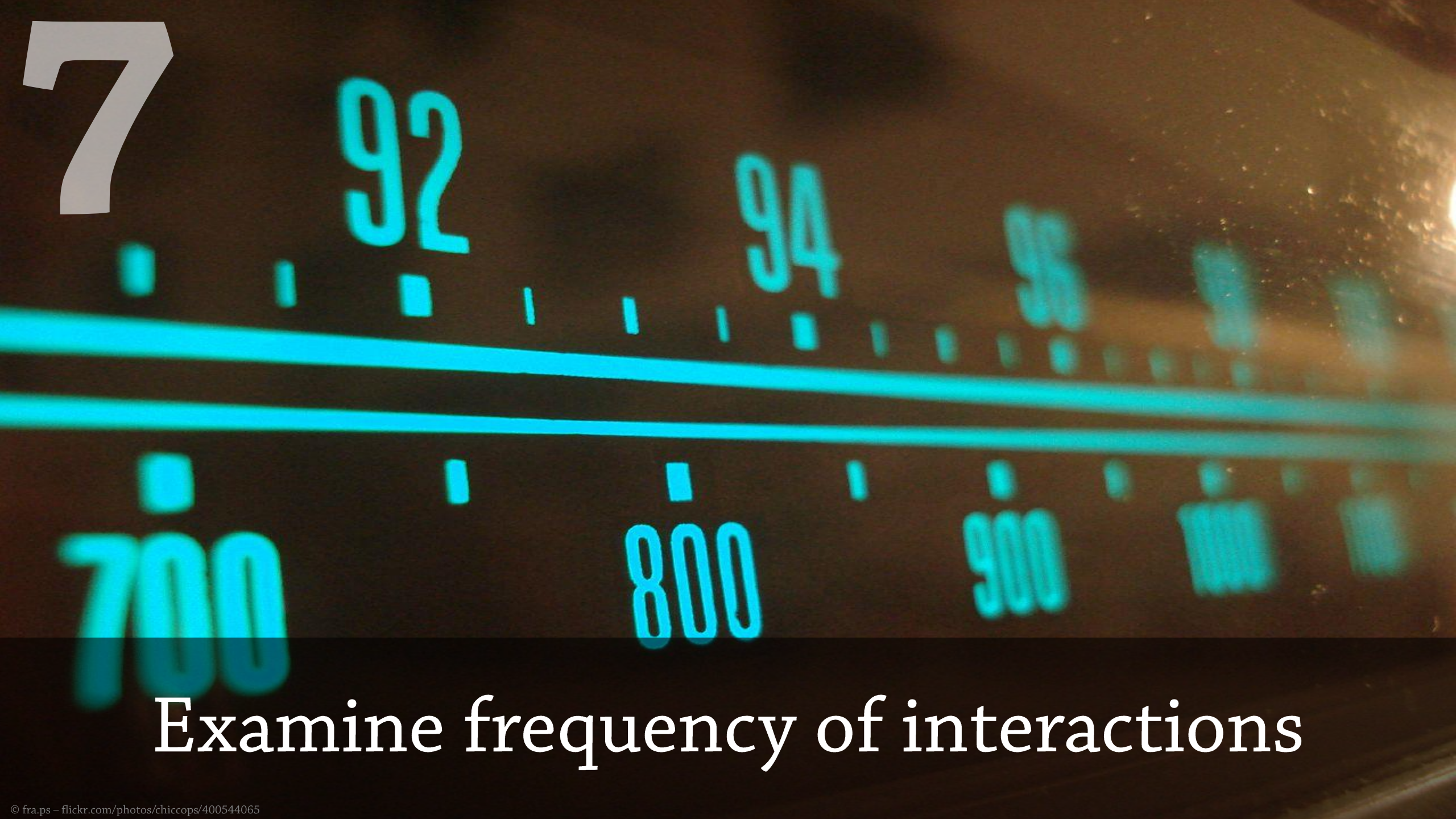
6

Consider the depth of engagement



[Learn more ways](#) to [track engagement with content](#) from Justin Cutroni.

7



Examine frequency of interactions

Path Length in Interactions	Conversions	Conversion Value	Percentage of total	
			Conversions	Conversion Value
1	529	\$50,145.00	60.46%	39.32%
2	148	\$39,268.00	16.91%	30.79%
3	64	\$15,817.00	7.31%	12.40%
4	38	\$14,071.00	4.34%	11.03%
5	11	\$499.00	1.26%	0.39%
6	13	\$2,894.00	1.49%	2.27%

Performance

Time Lag in Days

Conversions

557,504

% of Total: 100.00% (557,504)

Conversion Value

\$455,600.00

% of Total: 100.00% (\$455,600.00)

Primary Dimension: Time Lag in Days

Time Lag in Days	Conversions	Conversion Value	Percentage of total
			Conversions Conversion Value
0	339,125	\$261,402.00	60.83% 57.38%
1	19,331	\$16,370.00	3.47% 3.59%
2	11,376	\$9,670.00	2.04% 2.12%
3	7,098	\$6,173.00	1.27% 1.35%
4	5,438	\$4,576.00	0.98% 1.00%
5	6,037	\$5,116.00	1.08% 1.12%
6	7,211	\$6,157.00	1.29% 1.35%
7	6,862	\$5,984.00	1.23% 1.31%
8	5,600	\$4,814.00	1.00% 1.06%
9	5,458	\$4,730.00	0.98% 1.04%
10	5,638	\$4,908.00	
11	5,671	\$4,988.00	
12+	132,659	\$120,712.00	

— 36%

Learn more about [how to analyze conversion paths](#) in Google Analytics.

8

Measure micro-conversions

Welcome to REI! | [Log In](#) or [Register](#)**FREE SHIPPING** With \$50 minimum purchase.[SHOP REI](#)[SHOP REI-OUTLET](#)[TRAVEL WITH REI](#)[LEARN](#)[SHARE](#)[MEMBERSHIP](#)[STEWARDSHIP](#)[Camp & Hike](#)[Climb](#)[Cycle](#)[Fitness](#)[Run](#)[Paddle](#)[Snowsports](#)[Travel](#)[Men](#)[Women](#)[Kids](#)[Footwear](#)[Brands](#)[All](#)[Deals](#)[Camping & Hiking](#) > [Backpacking Stoves](#) > [Alternate Fuel Stoves](#)

BioLite Wood Burning CampStove

\$129.95

★★★★★ (49)

Item # 846334



ZOOM

\$129.95

1

Quantity



add to cart



find in store

[add to wish list](#)

THE REI
DIFFERENCE

100% SATISFACTION
GUARANTEED

GEAR & ADVICE
YOU CAN TRUST

This item ships for free! [Learn more](#)

Welcome to REI! | [Log In](#) or [Register](#)**FREE SHIPPING** With \$50 minimum purchase.[SHOP REI](#)[SHOP REI-OUTLET](#)[TRAVEL WITH REI](#)[LEARN](#)[SHARE](#)[MEMBERSHIP](#)[STEWARDSHIP](#)[Camp & Hike](#)[Climb](#)[Cycle](#)[Fitness](#)[Run](#)[Paddle](#)[Snowsports](#)[Travel](#)[Men](#)[Women](#)[Kids](#)[Footwear](#)[Brands](#)[All](#)[Deals](#)[Camping & Hiking](#) > [Backpacking Stoves](#) > [Alternate Fuel Stoves](#)

BioLite Wood Burning CampStove

\$129.95

★★★★★ (49)

Item # 846334



ZOOM

 Quantity **add to cart****find in store**

add to wish list

THE REI
DIFFERENCE**100%** SATISFACTION
GUARANTEEDGEAR & ADVICE
YOU CAN TRUSTThis item ships for free! [Learn more](#)

Macro-Conversion



Welcome to REI!

[Log In](#) or [Register](#)**FREE SHIPPING** With \$50 minimum purchase.[SHOP REI](#)[SHOP REI-OUTLET](#)[TRAVEL WITH REI](#)[LEARN](#)[SHARE](#)[MEMBERSHIP](#)[STEWARDSHIP](#)[Camp & Hike](#)[Climb](#)[Cycle](#)[Fitness](#)[Run](#)[Paddle](#)[Snowsports](#)[Travel](#)[Men](#)[Women](#)[Kids](#)[Footwear](#)[Brands](#)[All](#)[Deals](#)[Camping & Hiking](#) > [Backpacking Stoves](#) > [Alternate Fuel Stoves](#)

BioLite Wood Burning CampStove

\$129.95

★★★★★ (49)

Item # 846334

Micro-Conversions

1 Quantity



add to cart



find in store

add to wish list

THE REI
DIFFERENCE**100%** SATISFACTION
GUARANTEEDGEAR & ADVICE
YOU CAN TRUSTThis item ships for free! [Learn more](#)

ZOOM

[▶ SEARCH](#)Welcome to REI! | [Log In](#) or [Register](#)**FREE SHIPPING** With \$50 minimum purchase.[SHOP REI](#)[SHOP REI-OUTLET](#)[TRAVEL WITH REI](#)[LEARN](#)[SHARE](#)[MEMBERSHIP](#)[STEWARDSHIP](#)[Camp & Hike](#)[Climb](#)[Cycle](#)[Fitness](#)[Run](#)[Paddle](#)[Snowsports](#)[Travel](#)[Men](#)[Women](#)[Kids](#)[Footwear](#)[Brands](#)[All](#)[Deals](#)[Camping & Hiking](#) > [Backpacking Stoves](#) > [Alternate Fuel Stoves](#)

BioLite Wood Burning CampStove

\$129.95

★★★★★ (49)

Item # 846334



ZOOM

Start [measuring micro-conversions](#)
with [more tips](#) from Avinash Kaushik.

THE REI
DIFFERENCE

100% SATISFACTION
GUARANTEED

GEAR & ADVICE
YOU CAN TRUST

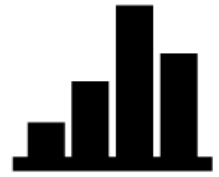
This item ships for free! [Learn more](#)

9



See how content impacts acquisition costs

Online Marketing Budget



\$15,458

Min :	\$0
Max :	\$15,458
Avg :	\$5,654
Median :	\$5,122
Rank :	#1

39.48%

of total
budget

CPA

\$81.00

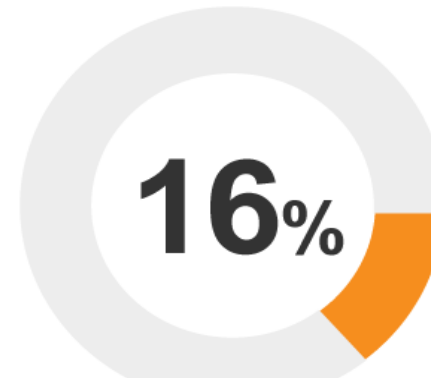
Min :	\$0.97
Max :	\$230
Avg :	\$32
Median :	\$28
Rank :	#2

ROI

524%

Min :	119%
Max :	929%
Avg :	480%
Median :	450%
Rank :	#11

% Advertising



*The \$15,458 spent in
marketing over the
period represent
16% of the total
revenue generated
by this channel*

Melissa Rach helps you scope, price,
and [prove the value of our content](#).

10



Determine your multi-channel mix

There were 537 total conversions

 537 Conversions

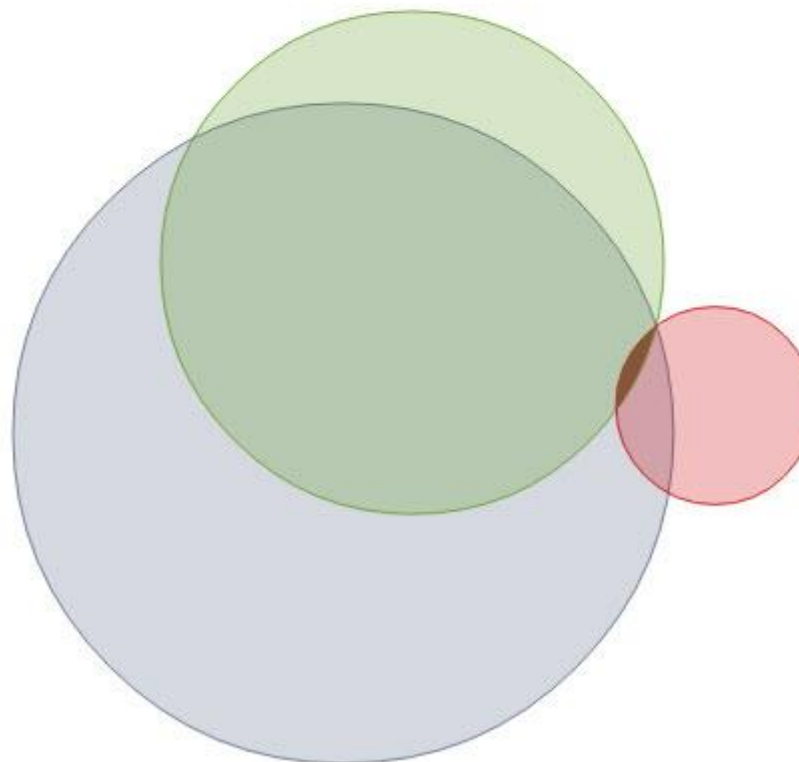
 178 Assisted Conversions

Multi-Channel Conversion Visualizer

See the percentage of conversion paths that included combinations of the channels below. Select up to four channels.

Channel	% of total conversions
☒  Paid Advertising	45.62%
☒  Organic Search	26.44%
☐  Direct	22.35%
☐  Referral	6.89%
☒  Email	4.10%
☐  Social Network	1.49%

Paid Advertising & Organic Search & Email: 0.19%(1)



The overlap areas of the circles above are approximations.

Top Conversion Paths

Apr 30, 2011 - May 30, 2011

Conversion:

All

Path Length:

2 or more

Type:

All



47.15% of total conversions

Viewing: Source/Medium Path Source Path Medium Path Other Default

Secondary dimension: Select...

Search

View:

1 - 10 of 12898

< >

	Channel Grouping Path	Conversions	Conversion Value
1.	Display Advertising > Paid Search > Direct	7,514	\$100,712.19
2.	Organic Search > Paid Search	5,377	\$117,319.55
3.	Display Advertising > Paid Search	3,716	\$182,264.71
4.	Paid Search > Referral > Direct	3,015	\$58,779.31
5.	Social > Organic Search	2,746	\$190,549.19
6.	Display Advertising > Display Advertising	2,729	\$59,692.22
7.	Organic Search > Social > Direct	2,588	\$39,751.97
8.	Referral > Organic Search	2,557	\$31,964.93
9.	Email > Paid Search	2,329	\$58,277.85
10.	Referral > Display Advertising > Direct	1,631	\$40,072.25

Show rows: 10

Go to: 1

1 - 10 of 12898

< >

Mike Pantoliano shows you how to get started with [attribution modeling](#).

Tubes



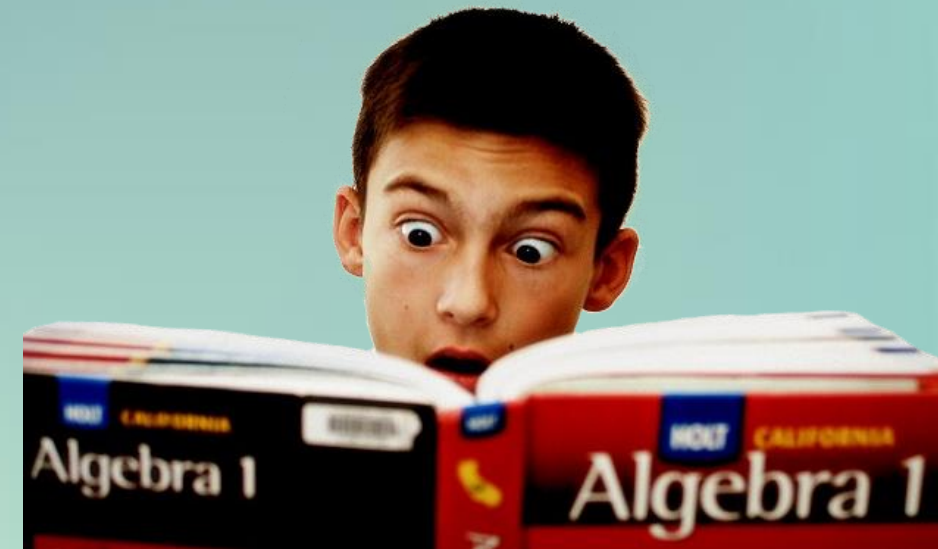
Dig into [the multi-channel funnel](#) to learn about your customers' journeys!

This is what *context* looks like in analytics

Tubes



Dig into [the multi-channel funnel](#) to learn about your customers' journeys!



This is what *context* looks like in analytics

Tubes

11

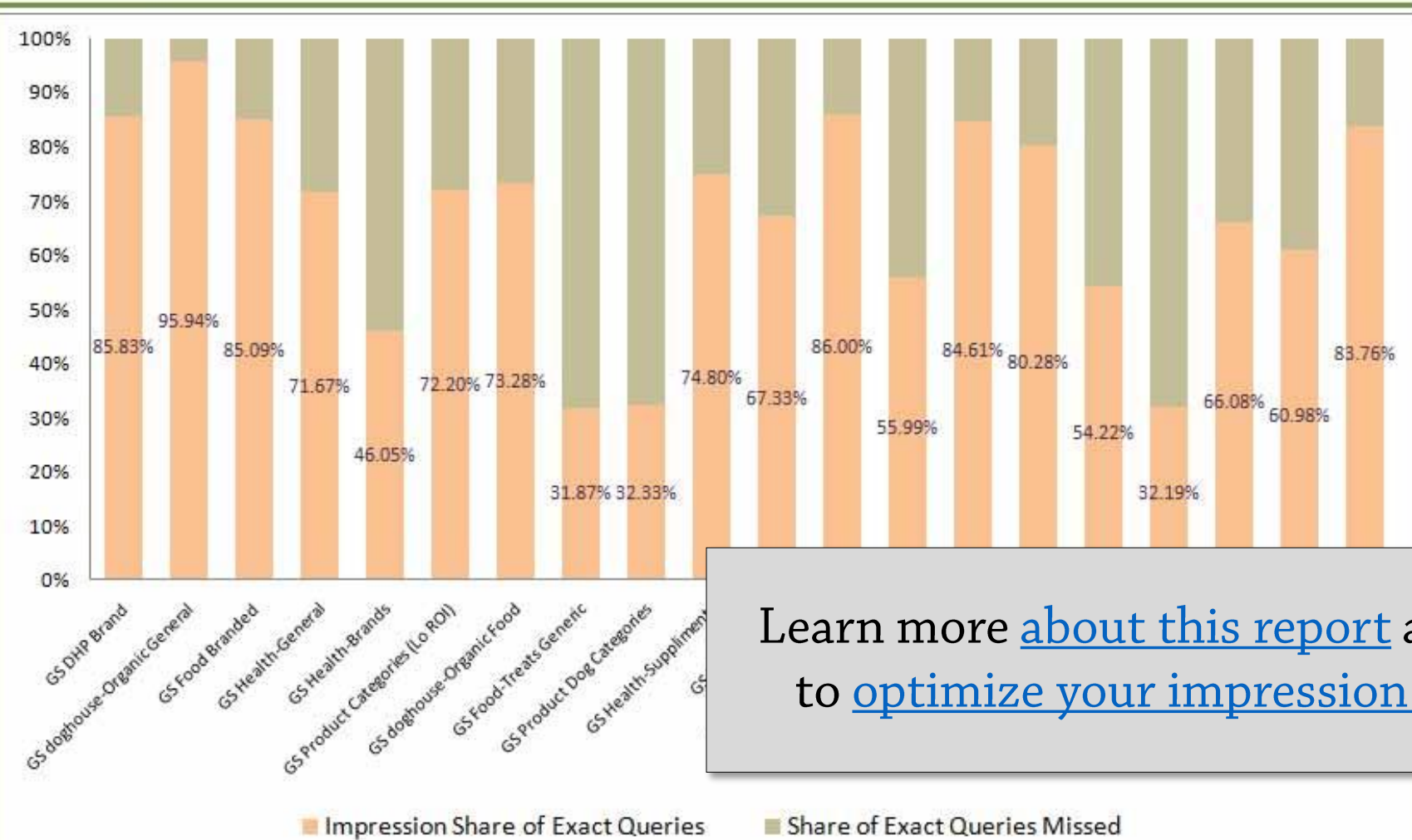


PUBLIC
MARKET

BONUS: Measure your market share

Google Impression Share Exact

"Share of Voice" for queries exactly matching your keywords (Top 20 by Revenue)



Learn more [about this report](#) and how to [optimize your impression share](#).

Report Panel

Report Type

- ☐ Rankings ☐ Clickstream ☒ Search Intelligence™
☐ Lifestyle ☐ Demographics

Subject

Website
www.brand1.co.uk

Report

Search Terms

Metric

Search Clicks

Period

4 weeks

End date

Most Recent

Compare ▶

Filters ▶

Generate Report

Search Intelligence™ Report

Save Report

Saved Reports

Search Terms driving traffic to **www.brand1.co.uk**

4 Rolling Weeks ending 8 December 2012

Previous

Next

Rows

10

20

100

Portfolio ▶

Chart ▶

+ to Dashboard

Export ▶

	Search Terms (10,827 returned)	Search Clicks ▾	Paid:Organic Rate	
☐ 1	Brand 2	0.47%	70.43%	29.57%
☐ 2	Brand 3	0.38%	89.00%	11.00%
☐ 3	Brand 4	0.28%	2.76%	97.24%
☐ 4	Brand 5	0.27%	0.00%	100.00%
☐ 5	Brand 6	0.24%	69.69%	30.31%
☐ 6	Brand 7	0.22%	6.51%	93.49%
☐ 7	Brand 8	0.21%	0.00%	100.00%
☐ 8	Brand 9	0.20%	76.75%	23.25%
☐ 9	Brand 10			40.17%
☐ 10	Brand 11			100.00%

Find out what your competitors are up to with [help from John Doherty](#).

2 simple ways to
work with data in a
content audit

1

Use live data in Excel

No more cutting and pasting!

Excellent Analytics for Google Analytics – data grabber

The original and 100% free Google Analytics addin for Microsoft Excel. Automate your analytics!

[HOME](#) [ABOUT](#) [INSTALL AND USE](#) [FAQ](#) [HELP](#) [FANS](#)

[Search](#)

 216 [Spread the word: Google+ | Facebook | LinkedIn | Twitter](#)

Note! Make sure you have the latest release of Excellent Analytics, as some previous versions use a sunset version of the Google Analytics API and do no longer work.

If you are missing dimensions and metrics in Excellent Analytics, [read this](#).

If you have questions about the tool, [try asking them on Quora](#).

Excellent Analytics is a simple Excel addin/data grabber that lets you import web analytics data from Google Analytics into a spreadsheet. It's an open source project and 100% free to download and use for individuals and businesses. Automate more of your reporting process, and spend time on analysis instead.

[Testimonials](#)

Free! [Download](#)

[DOWNLOAD NOW!](#)

[Requirements](#)

[Release history](#)

[Old versions](#)

[Mac version?](#)

Sponsored by



 **Excellent Analytics**

[Like](#) You like this.

You and 1,842 others like Excellent Analytics.



[Facebook social plugin](#)

We'll be using Excellent Analytics

Excellent Analytics for Google Analytics – data grabber

The original and 100% free Google Analytics addin for Microsoft Excel. Automate your analytics!

[HOME](#) [ABOUT](#) [INSTALL AND USE](#) [FAQ](#) [HELP](#) [FANS](#)

[Search](#)

 216 [Spread the word: Google+ | Facebook | LinkedIn | Twitter](#)

Note! Make sure you have the latest release of Excellent Analytics, as some previous versions use a sunset version of the Google Analytics API and do no longer work.

If you are missing dimensions and metrics in Excellent Analytics, read this.

If you have questions about the tool, try asking them on Quora.

Excellent Analytics is a simple Excel addin/data grabber that lets you import web analytics data from Google Analytics into Microsoft Excel. It's a simple download and spreadsheet.

Testimonials

Excellent Analytics is a simple Excel addin/plugin for Microsoft Excel, and has been downloaded tens of thousands of times, and used by lots of happy users around the world. We try hard to support you, even though the product is free. Please send us feedback.

The people behind Excellent Analytics use Google Analytics on a daily basis. We don't like complicated interfaces. Our aim is to make it as simple as it can be, while allowing for advanced queries. A good product makes instant sense to the user. You shouldn't have to be

Free!

Download

DOWNLOAD NOW!

Requirements

Release history

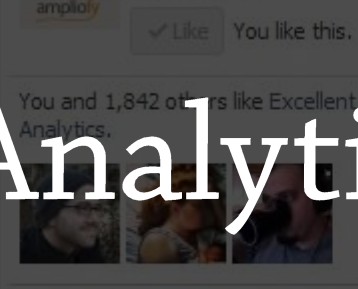
Old versions

Mac version?

Sponsored by

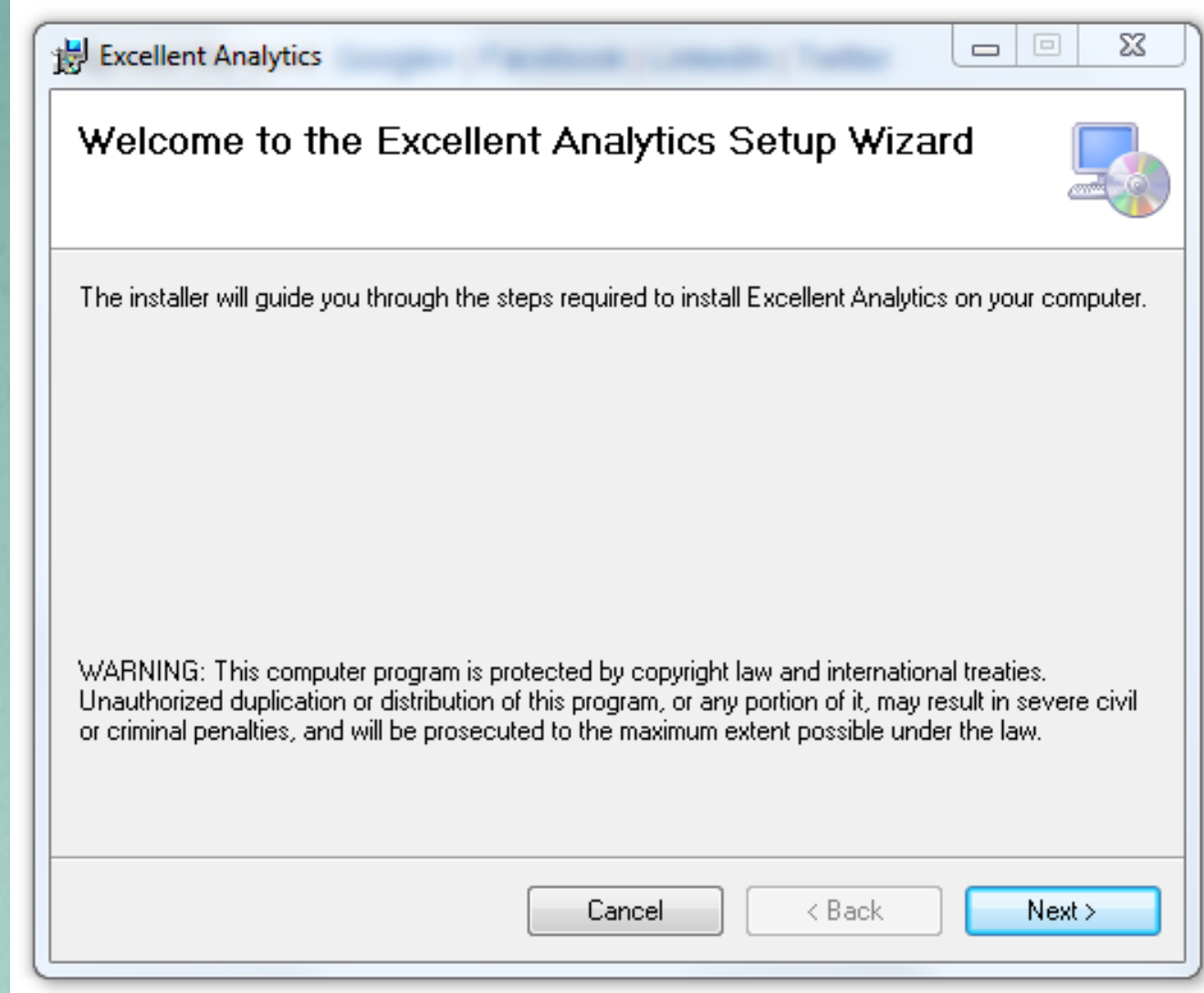


 Excellent Analytics

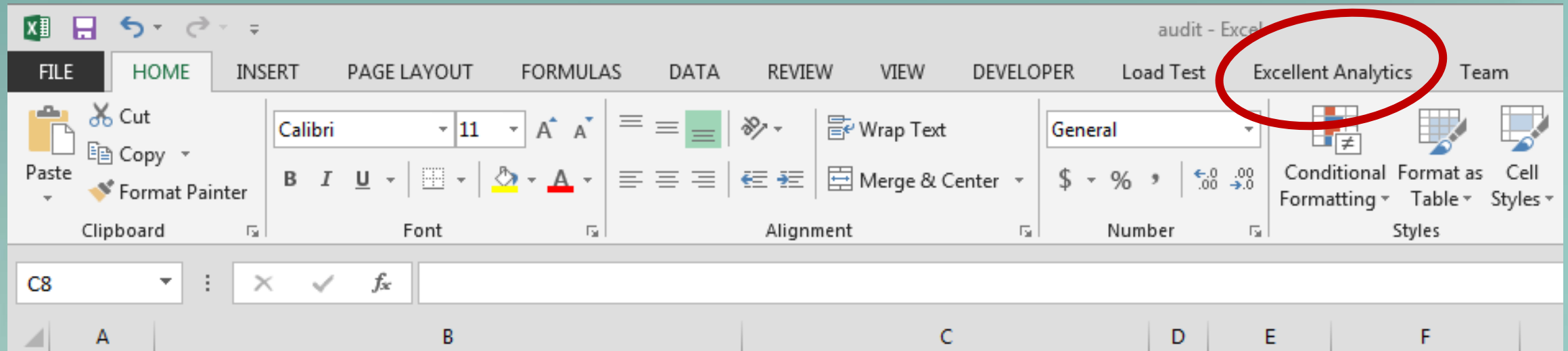


You're a Mac user? Not a problem.
Check out [Supermetrics Data Grabber!](#)

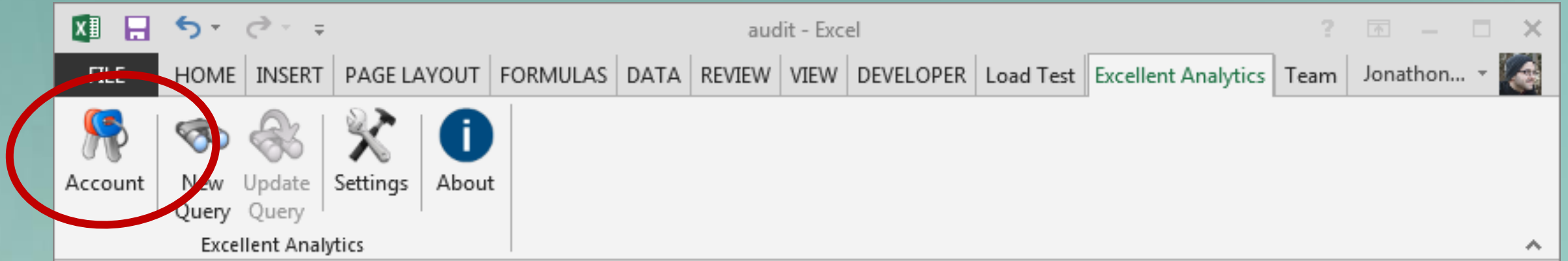
We'll be using Excellent Analytics



Download and install



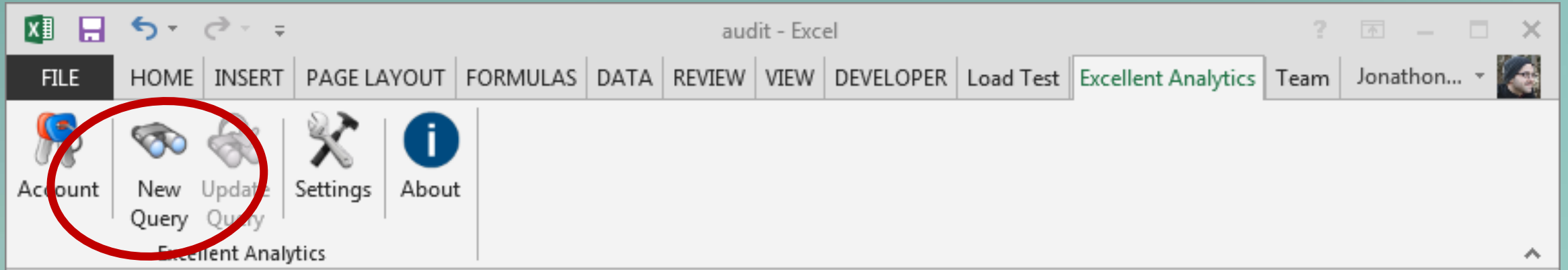
In Excel, click on the new menu item



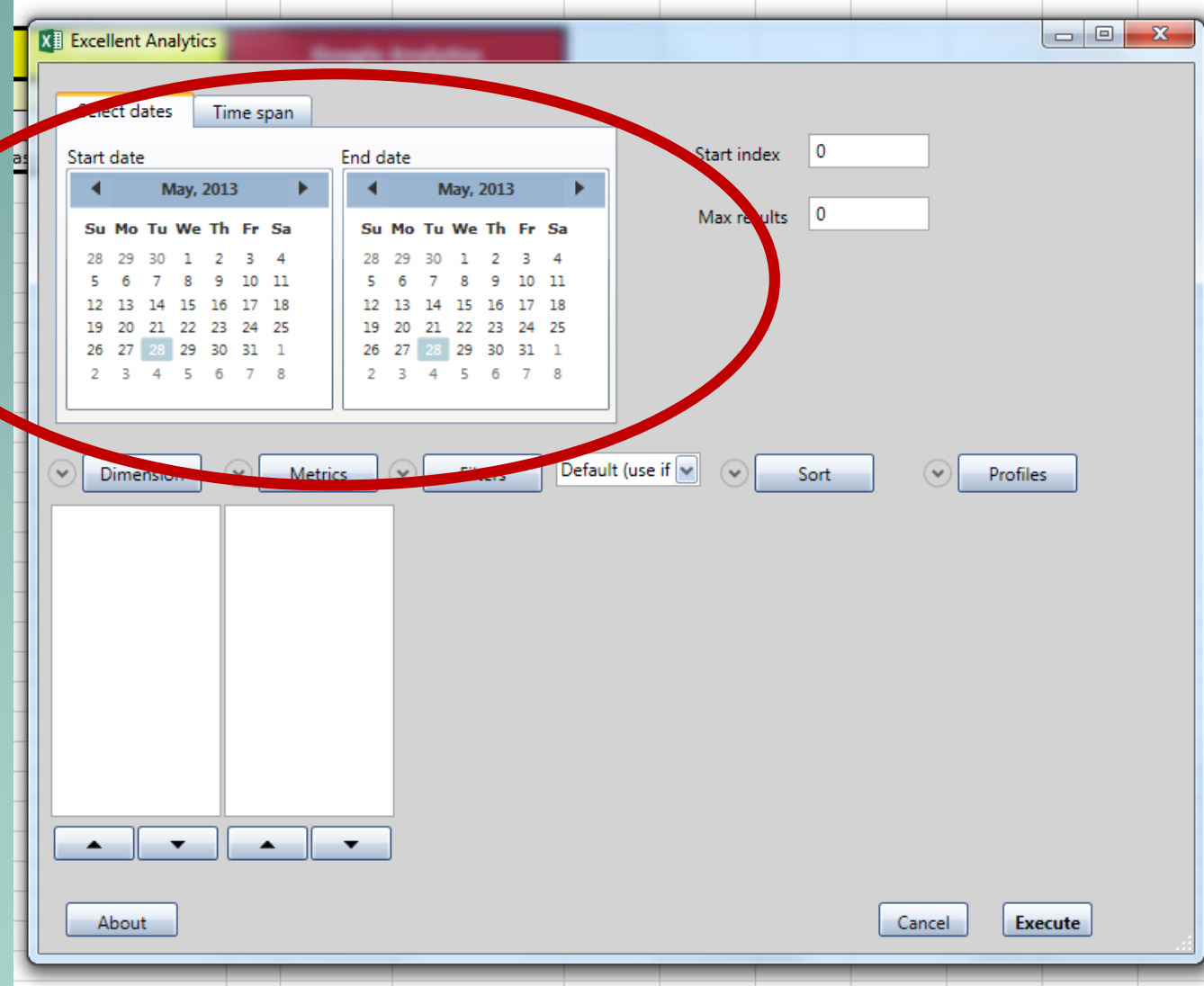
Click on “Account”



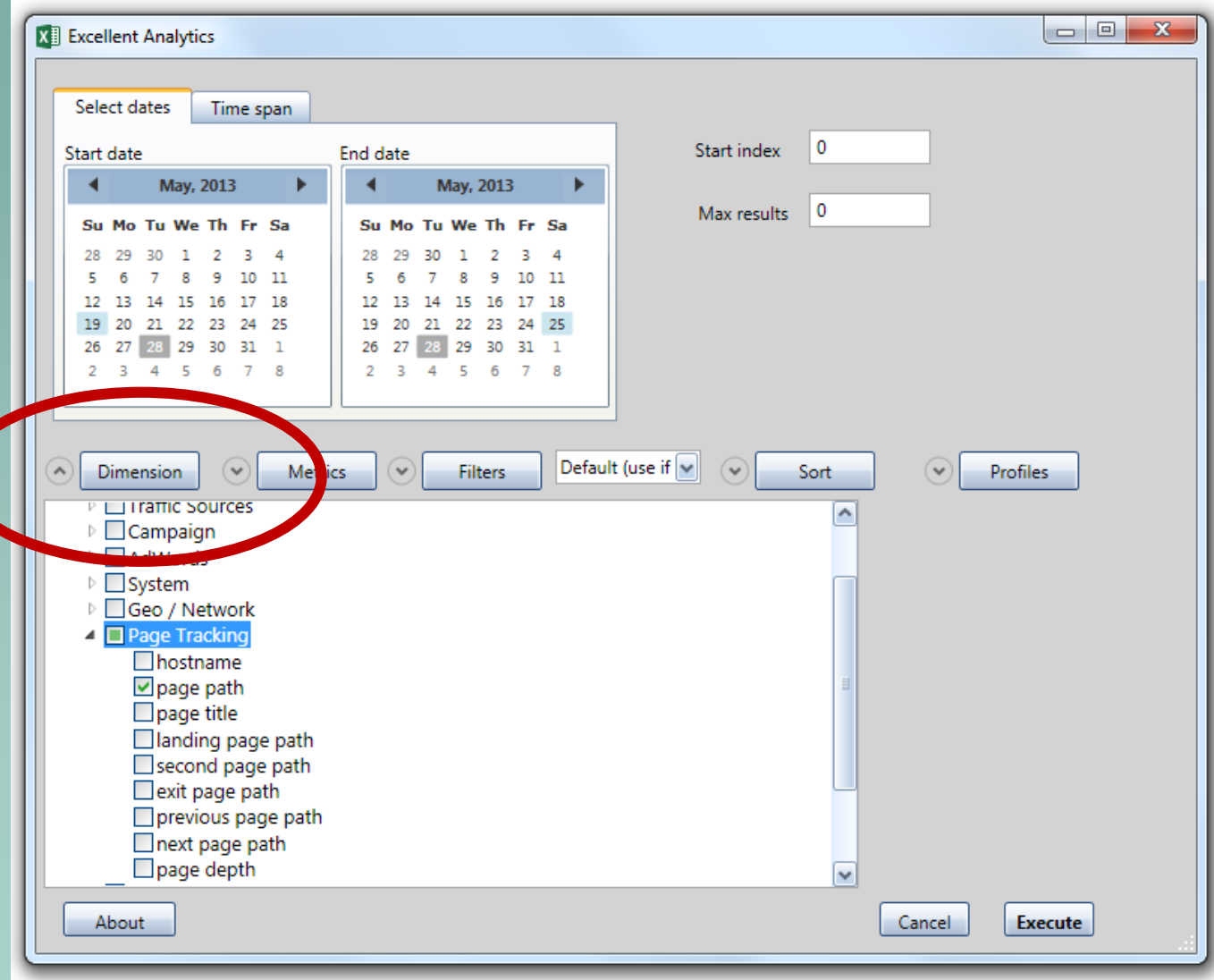
Authenticate with Google Analytics



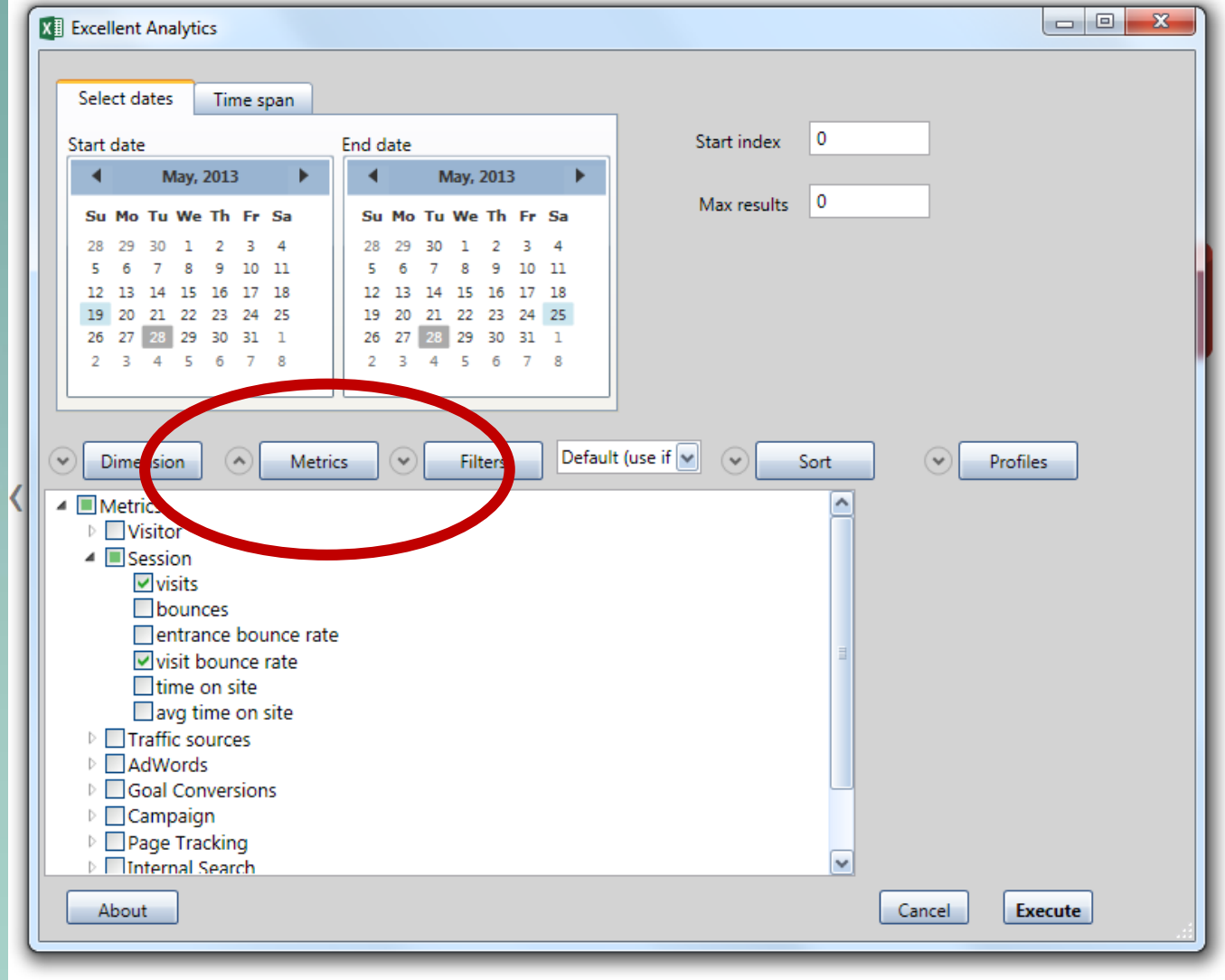
Now click on “New Query”



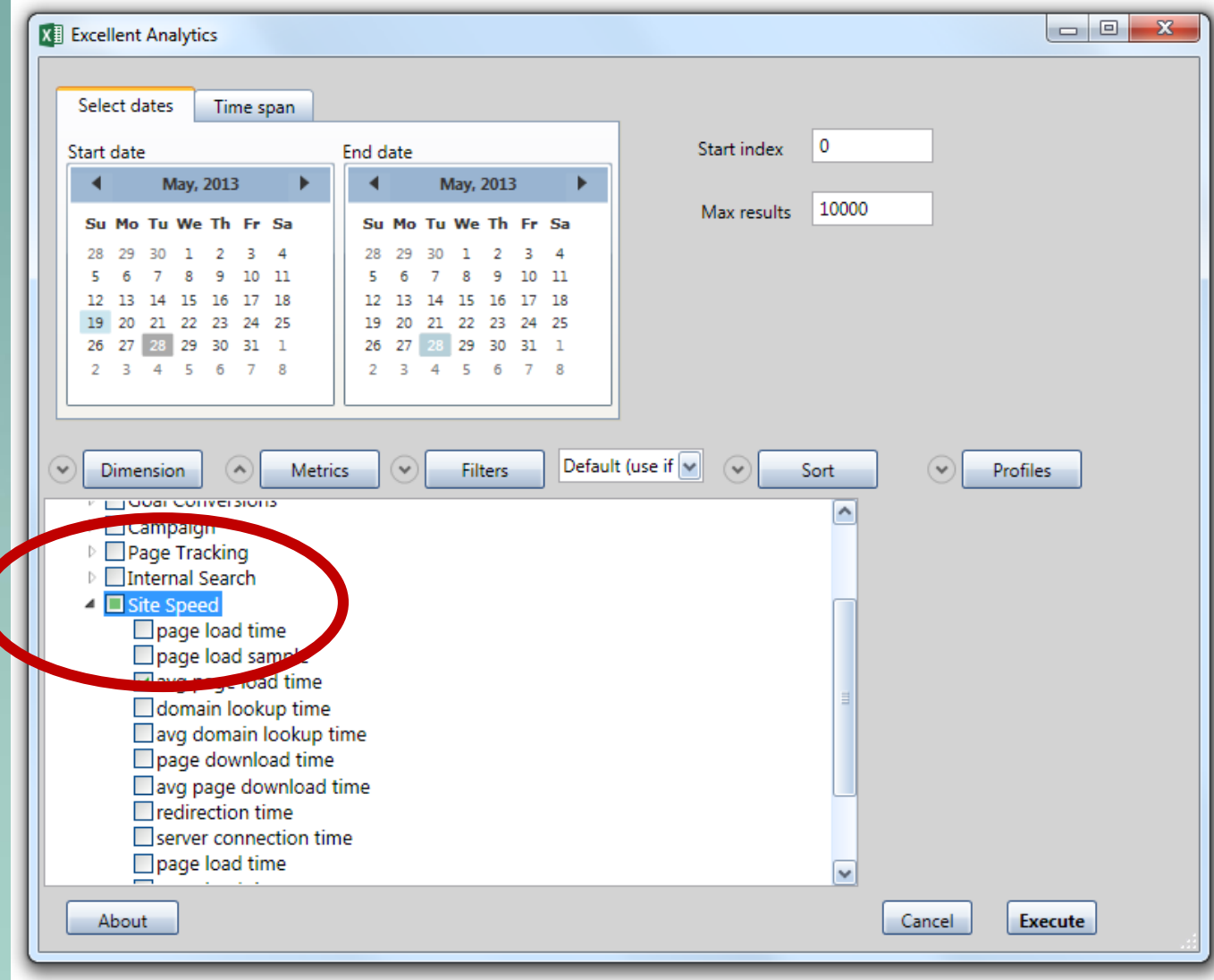
First set the date range for your data



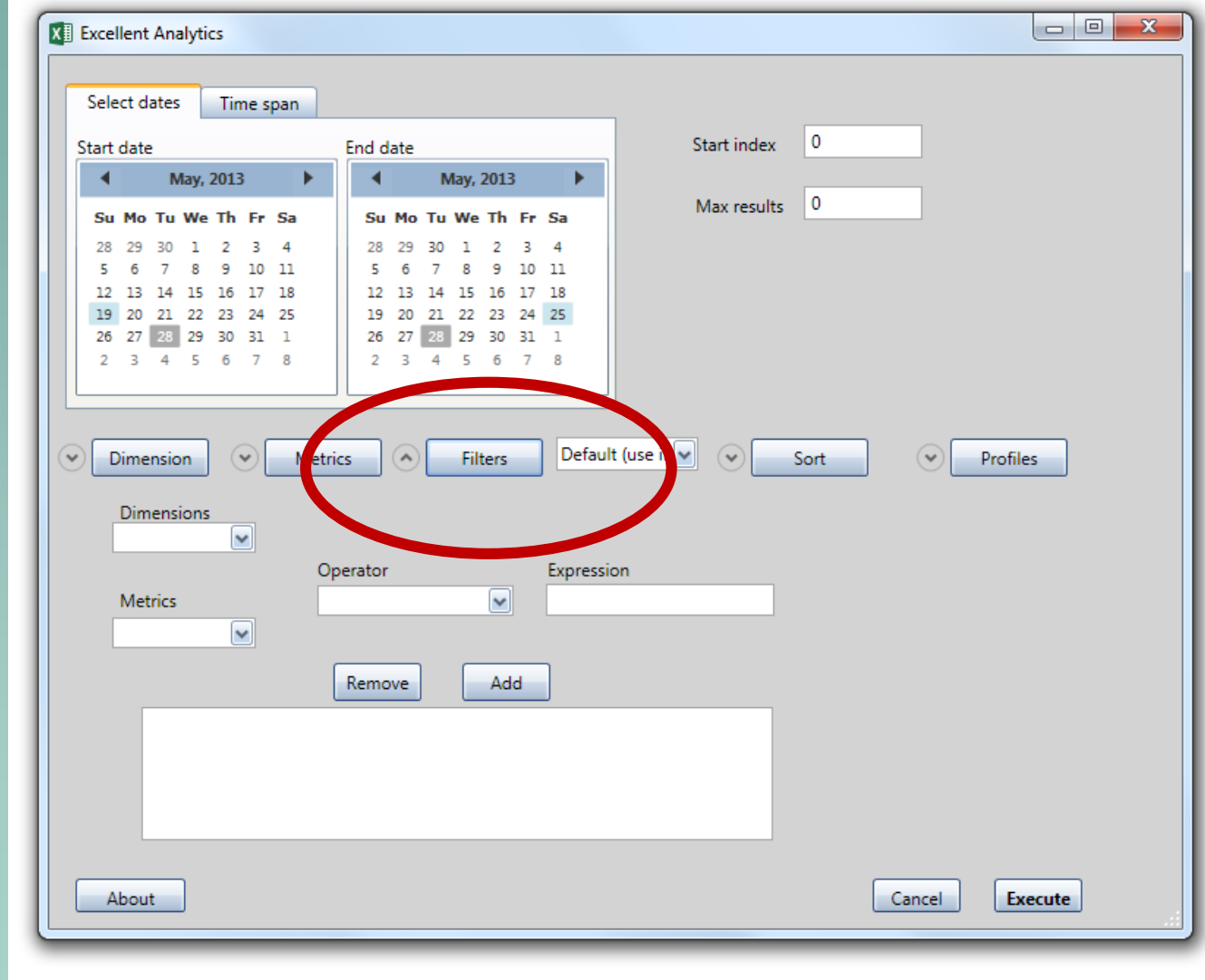
Now select the Dimension



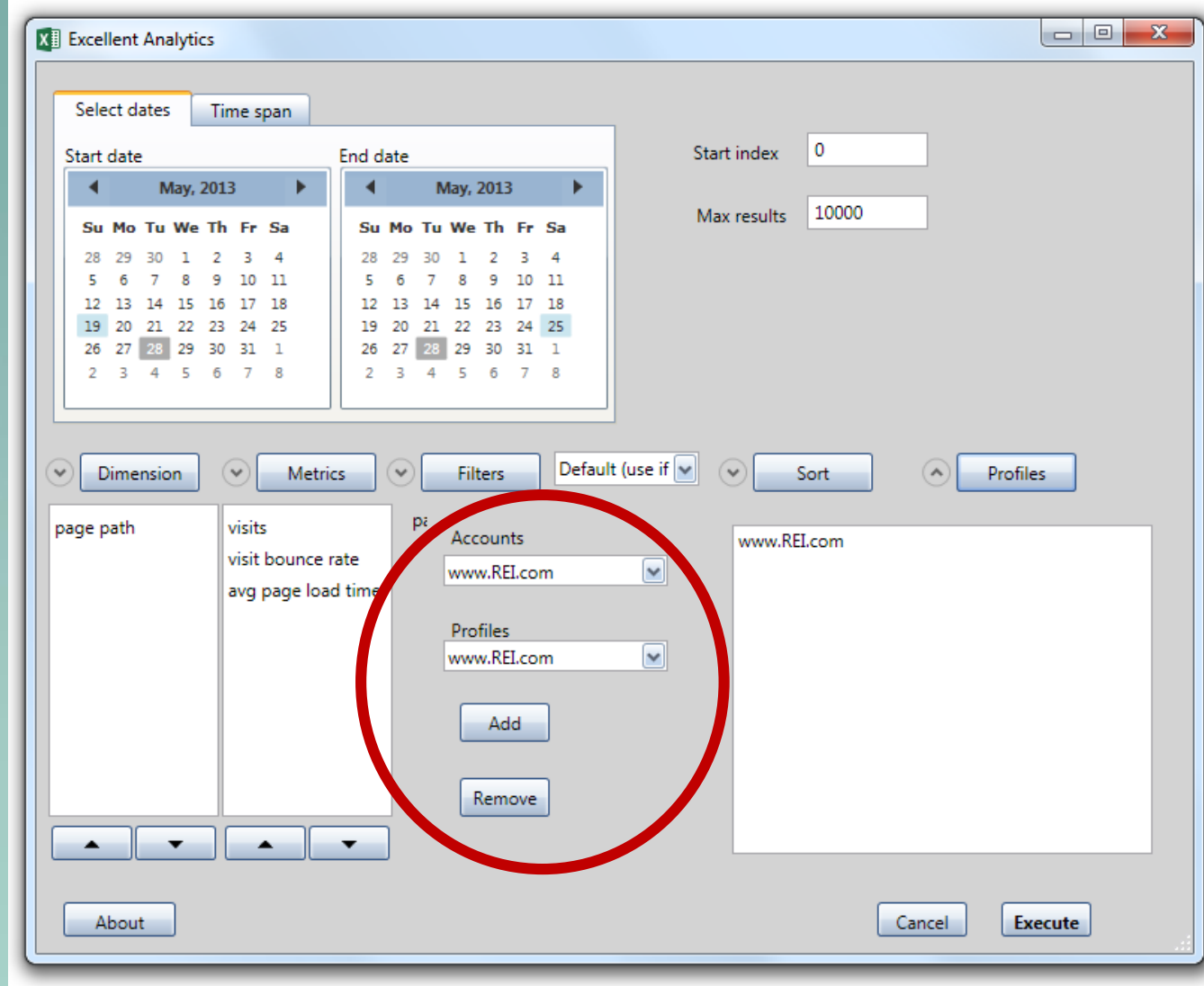
Then select the metrics you want



Site performance data, too? *Sure!*



You can also filter by Dimension



Be sure to select the right GA profile

www.REI.com

queryInfo[queryString=https://www.google.com/analytics/feeds/data?ids=ga:5793210&dimensions=ga:pagePath&metrics=ga:visits,ga:visitBounceRate,ga:avgPageLoadTime&filters=ga:pagePath%3D@/adventures&results=10000;rows=365;columns=4;timePeriod=PeriodNotSpecified]

page path	visits	visit bounce rate	avg page load time
/adventures	3980	27.56281407	2.067622642
/adventures/activity/backpacking.html	369	40.92140921	1.622923077
/adventures/activity/climb.html	57	35.0877193	1.249
/adventures/activity/climb.html?cm_mmc=ps_gor	6	50	0
/adventures/activity/cruise.html	58	41.37931034	0.765
/adventures/activity/cycle.html	236	39.40677966	1.105
/adventures/activity/family.html	274	42.33576642	2.855384615
/adventures/activity/family.html?cm_mmc=dig_c	17	35.29411765	0
/adventures/activity/hike.html	533	32.27016886	8.321538462
/adventures/activity/hike.html?s_kwcid=TC 1380	1	0	0
/adventures/activity/multi.html	81	43.20987654	0.860090909
/adventures/activity/paddle.html	140	40	1.524142857
/adventures/activity/volunteer_expeditions.html	121	35.53719008	1.557428571
/adventures/activity/weekend_trips.html	385	61.55844156	5.278
/adventures/activity/weekend_trips.html?cm_mmc	53	50.94339623	38.673
/adventures/activity/weekend_trips.html?cm_ven	1	0	0
/adventures/activity/weekend_trips.html?cm_ven	2	50	1.6555
/adventures/activity/weekend_trips.html?siteid=	1	0	0

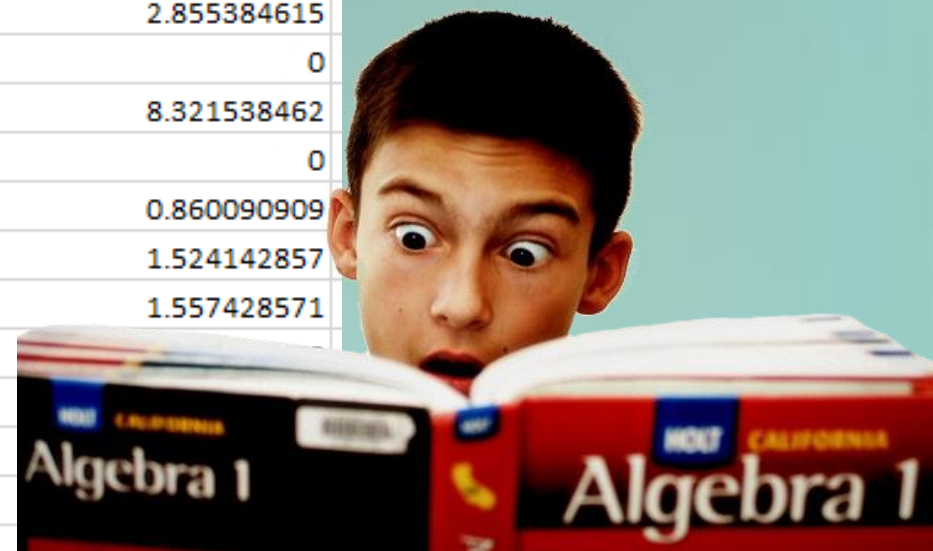
BOOM. Here's all your analytics data!

Tubes

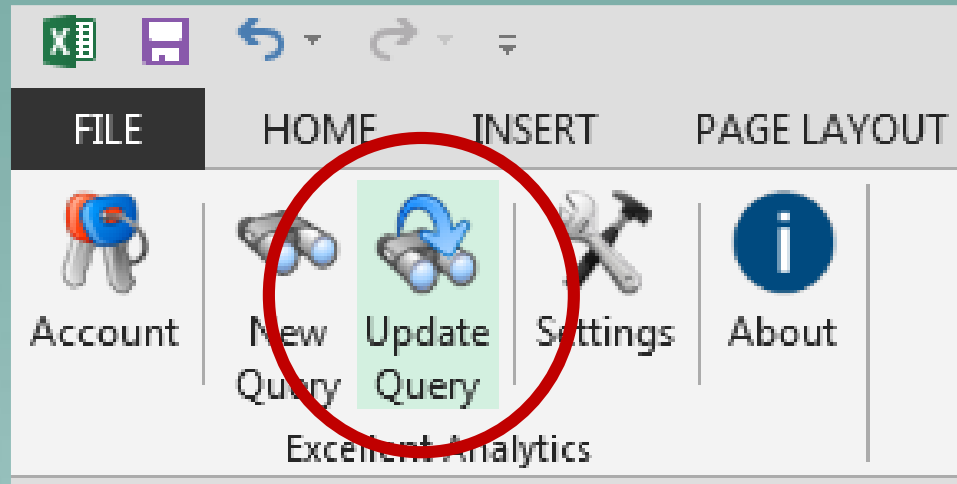
www.REI.com

queryInfo[queryString=https://www.google.com/analytics/feeds/data?ids=ga:5793210&dimensions=ga:pagePath&metrics=ga:visits,ga:visitBounceRate,ga:avgPageLoadTime&filters=ga:pagePath%3D@/adventures&results=10000;rows=365;columns=4;timePeriod=PeriodNotSpecified]

page path	visits	visit bounce rate	avg page load time
/adventures	3980	27.56281407	2.067622642
/adventures/activity/backpacking.html	369	40.92140921	1.622923077
/adventures/activity/climb.html	57	35.0877193	1.249
/adventures/activity/climb.html?cm_mmc=ps_goa	6	50	0
/adventures/activity/cruise.html	58	41.37931034	0.765
/adventures/activity/cycle.html	236	39.40677966	1.105
/adventures/activity/family.html	274	42.33576642	2.855384615
/adventures/activity/family.html?cm_mmc=dig_c	17	35.29411765	0
/adventures/activity/hike.html	533	32.27016886	8.321538462
/adventures/activity/hike.html?s_kwcid=TC 1380	1	0	0
/adventures/activity/multi.html	81	43.20987654	0.860090909
/adventures/activity/paddle.html	140	40	1.524142857
/adventures/activity/volunteer_expeditions.html	121	35.53719008	1.557428571
/adventures/activity/weekend_trips.html	385	61.55844156	
/adventures/activity/weekend_trips.html?cm_mmc	53	50.94339623	
/adventures/activity/weekend_trips.html?cm_ven	1	0	
/adventures/activity/weekend_trips.html?cm_ven	2	50	
/adventures/activity/weekend_trips.html?cm_ven	1	0	



BOOM. Here's all your analytics data!



Need more help? [Get a step-by-step tutorial](#) from [Annie Cushing](#)!

Need any changes? Click “Update Query”

More resources for *using live data*

	AC	AD	AF	AH	AI	AJ	AK	AL	AM	AN	
	SEO Visibility & Linking Factors				Social Sharing & Engagement Factors						
	External Links	MozRank	MozTrust	Page Authority	Facebook Likes	Facebook Shares	Facebook Total	Tweets	Google +1s	Total Shares	
8	183	4.3	5.8	71.3	398	465	863	108	18	989	
8	36	4.1	5.6	57.7	327	436	763	138	7	908	
6	4	5.0	5.9	57.2	13	29	42	7	1	50	
6	3	5.0	5.9	52.1	10	34	44	5	0	49	
6	14	5.0	5.9	61.2	21	55	76	4	3	83	
8	10	3.7	5.7	50.7	40	33	73	10	1	84	
8	9	4.8	5.9	52.3	144	157	301	38	4	343	
8	6	3.8	5.6	49.7	48	48	96	1	0	97	
6	6	5.0	5.9	58.1	12	33	45	2	0	47	
6	3	5.0	5.9	54.6	8	44	52	7	6	65	
0	0	3.4	5.5	41.6	0	0	0	0	0	0	
8	0	3.8	5.6	42.0	33	80	113	7	0	120	
8	20	4.3	5.7	58.3	122	161	283	14	0	297	

Want to audit live SEO and social data?

Home » Tools » The Links API Extension for Excel

The Links API Extension for Excel

[SEOGadget](#) can help you get live data from the [Mozscape API](#) into Excel.

THE LINKS API EXTENSION FOR EXCEL

Unlock the incredible capabilities of SEOMoz's Mozscape API, SEOGadget's Links API & Majestic SEO directly within Excel using the SEOGadget Links API extension for Excel.

Fetch valuable link data from 4 powerful Mozscape APIs, Majestic SEO's 19 API functions and SEOGadget's contact finding, link and social metrics API opening up a platform with so much potential!

✓ Like 9 Tweet 14 in Share 4 +1 11





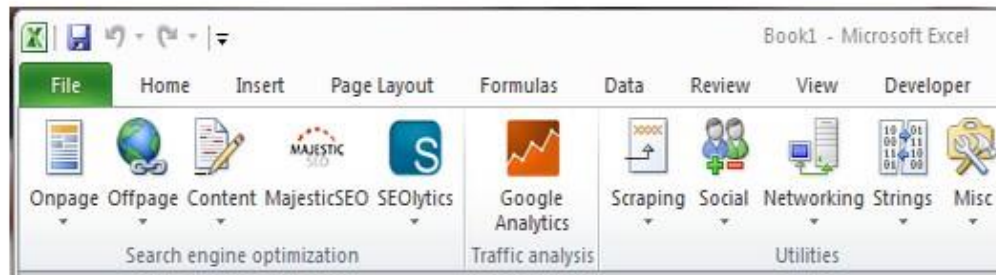
Niels Bosma

HOME OF SEOTOOLS FOR EXCEL

SeoTools for Excel

Real SEOs work in Excel!

SeoTools is an Excel add-in that adds a bunch of useful functions for working with SEO and other web metrics directly in Excel.



For example you can use SeoTools for:

- Onpage analysis and debugging
- Create your own SEO scorecard/report
- Monitor and analyze back links
- Scrape any website or web service and get data directly into Excel using regular expressions or XPATH
- Domain research
- String templating
- Get any data out of Google Analytics

[SEOTools for Excel](#) helps with SEO, SEM, social, analytics, and more!

[Introduction](#)

[Download](#)

[Videos](#)

[Functions](#)

[Caching](#)

[Suggestion Box](#)

[Donators Club](#)

[Blogposts](#)

[Forums](#)

[Throubleshooting](#)

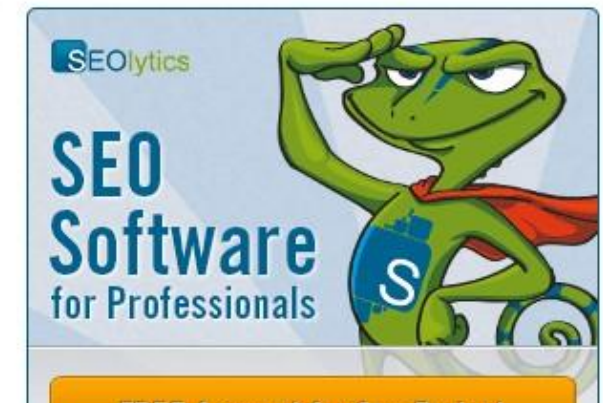
How Feedback Loops Increase Employee Retention (15Five.com)



FACEBOOK



SEOLYTICS



The Moz Blog



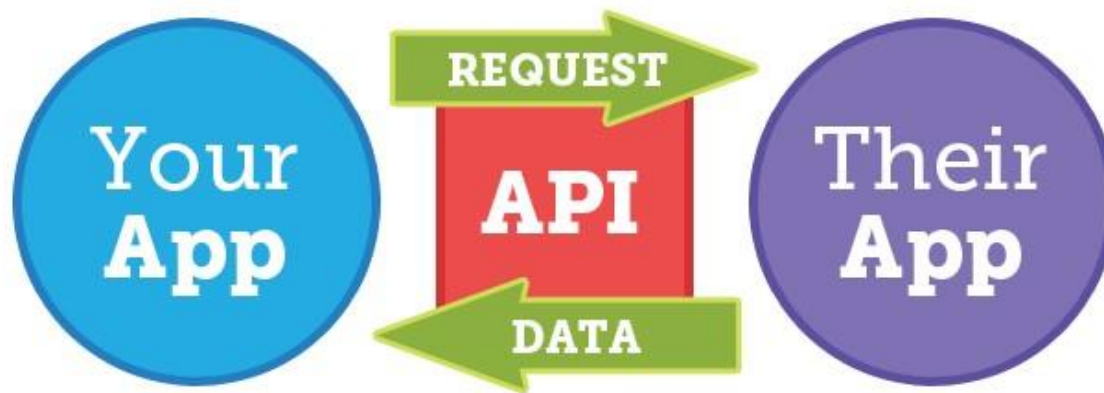
APIs for Data-Driven Marketers

May 20th, 2013 - Posted by [Dr. Pete](#) to [Technical SEO Issues](#)

Data is everywhere, and companies are virtually climbing over each other to give it away. As a content marketer, data is opportunity, but accessing that data can take some technical know-how. APIs, one of the key methods for accessing 3rd-party data, and also a mini-directory of some of the most useful APIs currently available to marketers.

What Is an API?

Let's start with the official definition – API stands for “Application Programming Interface”. Sorry, I’m not the one who lets engineers name things. Put simply, an API is a way to let you talk to a 3rd-party application, usually either to retrieve data or update that application. We’re going to focus primarily on the first use (retrieving data), and it looks something like this:



The API itself isn't really a box floating in space, so much as a chunk of code that acts as a gatekeeper. That code helps translate the third party's data into something you can read, and it makes sure that only authorized users can

See this [great post on APIs](#) from Moz for even more ways to use live data.



Like us on Facebook



Circle us on Google+



The Moz Top 10 206,279 Subscribers

Social Connection



Moz



You like this.

You and 116,625 others like Moz.



Facebook social plugin

Popular Posts

2 Conditional formatting

See opportunities with clarity!

A1 : Content Location, Type, & Ownership

READY
ADVENTURES
OUTDOOR SCHOOL
CLASSES
EVENTS
PINNACLES
data
+
:
◀
▶

A1 Content Location, Type, & Ownership

READY ADVENTURES OUTDOOR SCHOOL CLASSES EVENTS PINNACLES data

Browser
<title>

Title 1	Title 1 Len
REI Advent	62
Everest Ba	115
Travel to E	69
Travel to S	72
Hiking Trip	58
Iceland Hi	111
Croatia Me	113
Scottish H	114
Backpacki	70
Travel to t	75

<title>
length

Two audit dimensions: title and length

...to boost *what?*

Learn at REI: A collection of outdoor learning resources to boost ...

www.rei.com/learn.html

Whether you're an outdoor novice or a seasoned adventurer— we've got the outdoor class that's right for you! Just bring your thirst for learning and adventure.

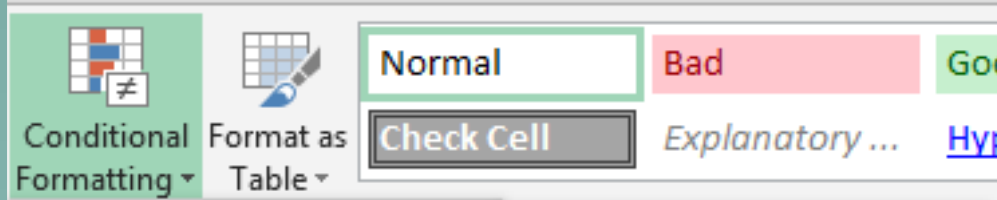
They play an important role in search

Title 1 Len
62
115
69
72
58
111
113
114
70
75
0
112
114

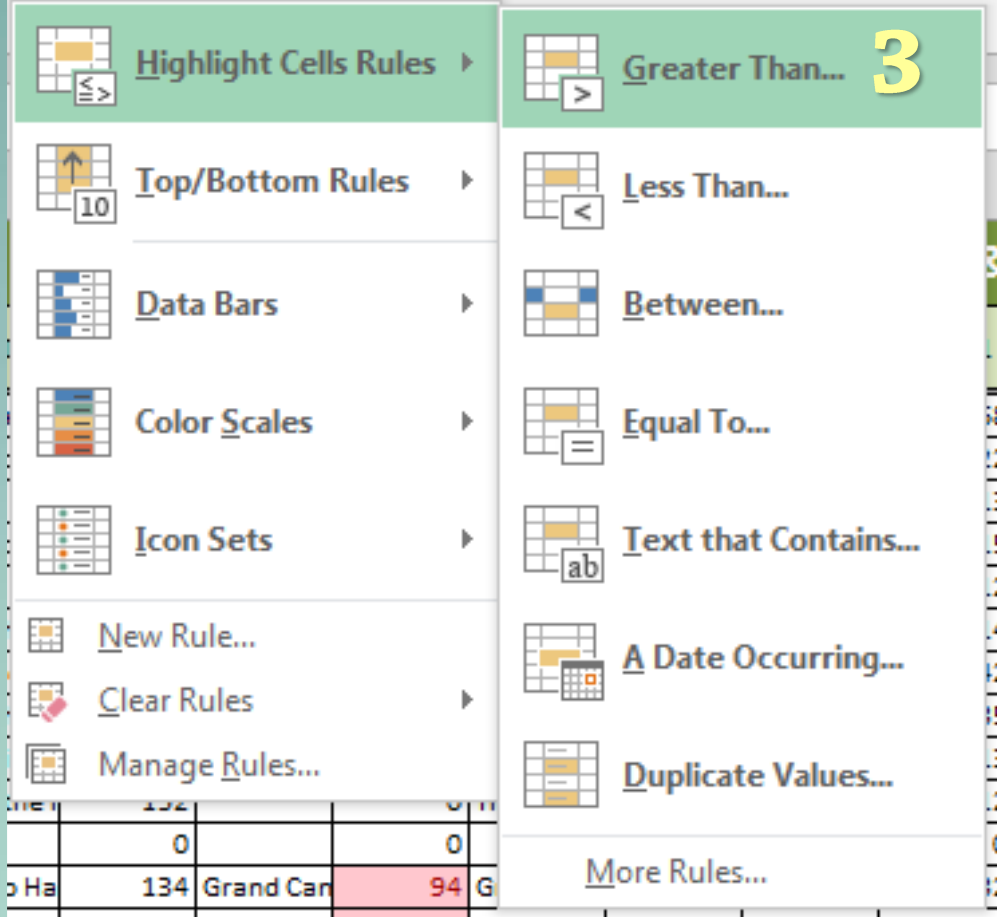
<title>
length

Titles over 65-70 will get truncated

1

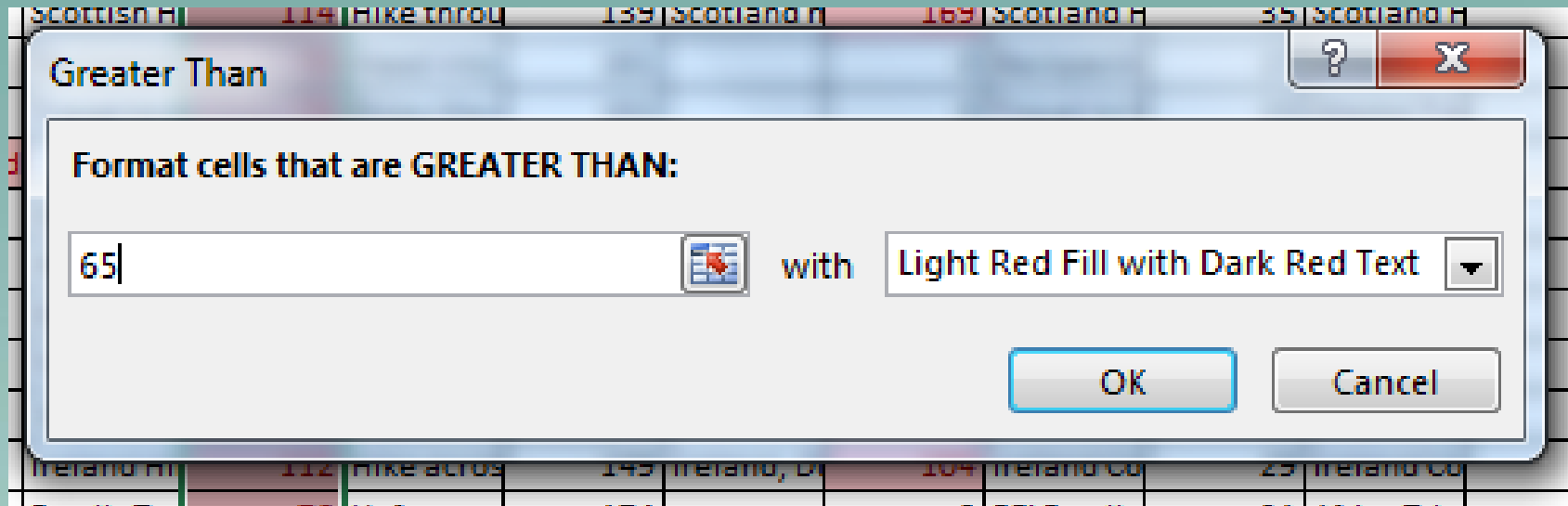


2



3

Follow these steps to highlight them



Then enter your highest possible value

Title 1	Title 1 Len
REI Advent	62
Everest Ba	115
Travel to E	69
Travel to S	72
Hiking Trip	58
Iceland Hi	111
Croatia M	113
Scottish H	114
Backpacki	70
Travel to t	75
	0
Grand Can	112
Africa - Tar	114
Bike Tours	69
Peru: Hike	115
Weekend	60

Now our attention is drawn to problems

Title 1	Title 1 Len
REI Advent	62
Everest Ba	115
Travel to E	69
Travel to S	72
Hiking Trip	58
Iceland Hi	111
Croatia M	113
Scottish H	114
Backpacki	70
Travel to t	75
	0
Grand Can	112
Africa - Tar	114
Bike Tours	69
Peru: Hike	115
Weekend	60

Now our attention is drawn to *opportunities* ~~problems~~

FILEHOMEINSERTPAGE LAYOUTFORMULASDATAREVIEWVIEWDEVELOPERLoad TestExcellent AnalyticsTeam

CutCopyFormat Painter

Clipboard

Calibri16

B

I

U

Font

Alignment

General

\$

%

Number

Conditional Formatting

Format as Table

Normal

Bad

Good

Neutral

Calculation

Check Cell

Explanatory ...

Hyperlink

Input

Linked Cell

Styles

Insert

Delete

Format

AutoSum

Fill

Clear

Sort & Filter

Find & Select

Cells

Editing

A1

X

✓

f_x

Content Location, Type, & Ownership

Content Location, Type, & Ownership		On-page Content & Code																				SEO Visibility & Link						
Address [URL]	Content template/family	Content	Status Cod	Status	Title 1	Title 1 Len	Meta Desc	Meta Desc	Meta Keyw	Meta Keyw	H1-1	H1-len-1	H2-1	H2-len-1	H2-2	H2-len-2	Meta Data	Meta Refr	Canonical	Size	Word Cou	Level	Inlinks	Outlinks	External O	External Links	MozRank	MozTr
http://www.rei.com/adventures/	Adventures home	text/html,	200	OK	REI Advent	62	150+ activ	148		0		0	Earn 5% Ba	68	Why Trave	20			http://ww	39,784	661	0	10	148	8	183	4.3	
http://www.rei.com/adventures/trips/asia/nepal_everest.html	Trips LP - Asia region	text/html,	200	OK	Everest Ba	115	Trek to Eve	134	Nepal, Eve	133	Everest Ba	22	Everest Ba	22	Everest Ba	33				177,703	11,520	2	105	196	8	36	4.1	
http://www.rei.com/adventures/trips/europe/europereg.html	Regional LP	text/html,	200	OK	Travel to E	69	Active vac	180		0	Travel to E	16	Croatia Tr	13	Czech Rep	20				61,348	1,597	1	432	243	6	4	5.0	
http://www.rei.com/adventures/trips/latin/latinreg.html	Regional LP	text/html,	200	OK	Travel to S	72	Hike, cycle	197		0	Travel to L	23	Argentina	15	Belize Trip	12				72,871	2,099	1	425	268	6	3	5.0	
http://www.rei.com/adventures/activity/hike.html	Activity LP	text/html,	200	OK	Active hiki	58	Active hiki	161		0	Hiking & T	23	Africa Trips	12	Asia Trips	10				157,228	4,964	1	424	488	6	14	5.0	
http://www.rei.com/adventures/trips/europe/iceland.html	Trips LP - Europe region	text/html,	200	OK	Iceland Hi	111	Hike throu	133	Iceland, h	305	Iceland Hi	14	Iceland Hi	14	Iceland Hi	25				127,352	5,911	2	66	179	8	10	3.7	
http://www.rei.com/adventures/trips/europe/cro.html	Trips LP - Europe region	text/html,	200	OK	Croatia M	113	Explore Cr	149	Croatia ad	304	Croatia M	42	Croatia M	42	Croatia M	53				153,472	7,825	1	196	191	8	9	4.8	
http://www.rei.com/adventures/trips/europe/scotland_high.htm	Trips LP - Europe region	text/html,	200	OK	Scotland H	114	Hike throu	139	Scotland H	169	Scotland H	35	Scotland H	35	Scotland H	46				134,143	5,752	2	95	188	8	6	3.8	
http://www.rei.com/adventures/activity/backpacking.html	Activity LP	text/html,	200	OK	Backpacki	70	Head into	161		0	Backpacki	17	Arizona Tri	13	California	16				54,610	1,724	1	426	206	6	6	5.0	
http://www.rei.com/adventures/trips/namer/namerreg.html	Regional LP	text/html,	200	OK	Travel to t	75	Enjoy the r	152		0	Travel to N	23	Alaska Tri	12	Arizona Tri	13				142,899	4,768	1	436	441	6	3	5.0	
http://www.rei.com/adventures/trips/namer/oar	Trips LP - North America region	text/html,	404	Not Found		0		0		0		0		0						0	0	2	1	0	0	0	3.4	
http://www.rei.com/adventures/trips/namer/az_grandcanyon.ht	Trips LP - North America region	text/html,	200	OK	Grand Can	112	Hike to Ha	134	Grand Can	94	Grand Can	32	Grand Can	32	Grand Can	43				139,840	6,514	2	92	187	8	0	3.8	
http://www.rei.com/adventures/trips/afrika/kilman.html	Trips LP - Africa region	text/html,	200	OK	Africa - Tan	114	See East A	129	Africa, Tan	128	Mount Kil	60	Mount Kil	60	Kilimanjar	44				158,724	9,202	2	115	194	8	20	4.3	
http://www.rei.com/adventures/activity/cycle.html	Activity LP	text/html,	200	OK	Bike Tours	69	Explore th	144		0	Bike Tours	66	Asia Cyclir	18	Europe Cy	20				47,742	1,271	1	423	193	6	54	5.1	
http://www.rei.com/adventures/trips/latin/inx.html	Trips LP - Latin America region	text/html,	200	OK	Peru: Hike	115	REI's hikin	133	Machu Pic	292	Machu Pic	21	Machu Pic	21	Machu Pic	38				147,020	7,321	2	116	190	8	1	3.8	
http://www.rei.com/adventures/activity/weekend_trips.html	Activity LP	text/html,	200	OK	Weekend	60	Enjoy 3-4 c	149		0	REI Weeke	20	Arizona Tri	13	California	16				98,981	3,209	1	438	324	6	9	5.3	
http://www.rei.com/adventures/trips/europe/ireland.html	Trips LP - Europe region	text/html,	200	OK	Ireland Hi	112	Hike acros	149	Ireland, D	104	Ireland Co	29	Ireland Co	29	Ireland Co	40				141,650	7,116	2	77	185	8	14	3.8	
http://www.rei.com/adventures/activity/family.html	Activity LP	text/html,	200	OK	Family Tra	70	Unforgetta	174		0	REI Family	21	Africa Trip	12	Asia Trips	10				50,094	1,539	1	430	195	6	43	5.0	
http://www.rei.com/adventures/trips/latin/peru_inca.html	Trips LP - Latin America region	text/html,	200	OK	Peru: Hike	114	Join REI as	125	Machu Pic	465	Machu Pic	33	Machu Pic	33	Machu Pic	44				155,742	8,198	2	106	196	8	1	3.8	
http://www.rei.com/adventures/trips/weekend/ca_mtshasta_we	Trips LP - Weekend Getaways	text/html,	200	OK	California:	114	REI offers t	134	Shasta Cli	44	Mt. Shasta	16	Mt. Shasta	16	Mt. Shasta	61				136,116	6,807	2	79	192	8	0	3.9	
http://www.rei.com/adventures/trips/europe/italy_cinque.html	Trips LP - Europe region	text/html,	200	OK	Italy: Cinq	91	Hike Italy's	149	Italy, Cinq	171	Cinque Ter	19	Cinque Ter	19	Cinque Ter	30				141,281	6,565	2	85	192	8	16	3.8	
http://www.rei.com/adventures/trips/latin/mpi.html	Trips LP - Latin America region	text/html,	200	OK	Peru: Trek	108	Trek acros	132	Peru, Mac	189	Machu Pic	31	Machu Pic	31	Machu Pic	42				156,847	7,767	2	143	198	8	7	3.9	
http://www.rei.com/adventures/trips/latin/galapagos.html	Trips LP - Latin America region	text/html,	200	OK	Ecuador: G	114	Snorkel, d	124	Galapagos	70	Galapagos	24	Galapagos	24	Galapagos	46				188,118	10,902	2	102	192	10	1	3.9	
http://www.rei.com/adventures/trips/latin/galapagos.jsp	Trips LP - Latin America region	text/html,	301	Moved Permanently		0		0		0		0		0						20	0	3	2	1	0	0	2.7	
http://www.rei.com/adventures/trips/europe/alps.html	Trips LP - Europe region	text/html,	200	OK	Tour du Mo	112	Hike Mont	149	Tour du Mo	154	Tour du Mo	18	Tour du Mo	18	Tour du Mo	29				72,044	3,900	2	61	147	8	11	3.8	
http://www.rei.com/adventures/trips/asia/asiareg.html	Regional LP	text/html,	200	OK	Travel to A	67	Experienc	189		0	Travel to A	14	Bhutan Tri	12	Cambodia	21				52,979	1,457	1	425	214	6	2	5.0	
http://www.rei.com/adventures/trips/weekend/ath.html	Trips LP - Weekend Getaways	text/html,	200	OK	Appalach	115	Sample th	134	AT, Hut Hik	113	Appalach	35	Appalach	35	President	29				134,837	6,444	2	76	187	8	0	3.8	
http://www.rei.com/adventures/trips/weekend/mww.html	Trips LP - Weekend Getaways	text/html,	200	OK	New Hamp	114	Let REI tak	130	Mt. Washi	66	Mount Wa	29	Mount Wa	29	Mount Wa	56				136,722	6,186	2	83	189	8	3	3.9	
http://www.rei.com/adventures/trips/latin/mlp.html	Trips LP - Latin America region	text/html,	200	OK	Peru: Trek	110	Trek acros	133	Peru, Mac	72	Machu Pic	30	Machu Pic	30	Machu Pic	41				64,246	3,551	2	46	146	8	15	3.9	
http://www.rei.com/adventures/trips/weekend/smb.html	Trips LP - Weekend Getaways	text/html,	200	OK	Tennessee	114	REI takes y	128	Smoky Mo	47	Great Smo	53	Great Smo	53	Great Smo	61				130,104	5,616	2	86	191	8	0	4.0	
http://www.rei.com/adventures/trips/pacific/new-zealand-hiking	Trips LP - Pacific region	text/html,	200	OK	New Zeala	113	Join REI for	144	New Zeala	83	New Zeala	44	New Zeala	44	New Zeala	55				95,379	5,141	2	52	162	8	2	3.9	
http://www.rei.com/adventures/trips/asia/vietnam.html	Trips LP - Asia region	text/html,	200	OK	Vietnam C	115	We'll cycle	130	Vietnam, c	168	Vietnam C	15	Vietnam C	15	Vietnam C	26				169,096	10,331	2	97	197	8	4	3.8	
http://www.rei.com/adventures/trips/latin/chile_fit.html	Trips LP - Latin America region	text/html,	200	OK	Fitz Roy &	114	Enjoy the r	132	Patagonia	325	Fitz Roy &	23	Fitz Roy &	23	Fitz Roy &	34				146,925	7,893	2	78	187	8	9	4.0	
http://www.rei.com/adventures/trips/weekend/gcb.html	Trips LP - Weekend Getaways	text/html,	200	OK	Arizona: G	115	Let REI tak	135	Grand Can	61	Grand Can	24	Grand Can	24	South Rim	31				65,694	3,894	2	50	146	8	0	4.1	
http://www.rei.com/adventures/trips/weekend/wst.html	Trips LP - Weekend Getaways	text/html,	200	OK	California:	112	Trek the C	134		0	Mt Whitne	22	Mt Whitne	22	Mt. Whitn	34				80,056	3,606	2	42	161	8	3	3.9	
http://www.rei.com/adventures/trips/latin/peru_amazon.html	Trips LP - Latin America region	text/html,	200	OK	Peruvian A	114	See Peru's	124	Peru, Ama	45	Peruvian A	15	Peruvian A	15	HEATH RIV	55				115,747	6,396	2	121	170	8	5	4.0	
http://www.rei.com/adventures/trips/latin/peru_amazon.jsp	Trips LP - Latin America region	text/html,	301	Moved Per		0		0		0		0		0						20	0	3	3	1	0	1	2.8	
http://www.rei.com/adventures/trips/namer/ca_deathvalley.htm	Trips LP - North America region	text/html,	200	OK	Death Val	107	Hike Calif	130	Death Val	295	Death Val	19	Death Val	19	Death Val	30				63,439	3,073	2	51	147	8	4	3.9	
http://www.rei.com/adventures/activity/volunteer_expedition.html	Activity LP	text/html,	200	OK	Active Vol	65	Volunteer	95		0	REI volunt	23	Latin Ame	19	North Ame	19				31,774	847	1	419	144	7	62	5.0	
http://www.rei.com/adventures/trips/namer/gcr.htm	Trips LP - North America region	text/html,	200	OK	Grand Can	109	Hike the G	118	Grand Can	139	Grand Can	33	Grand Can	33	Grand Can	50				136,404	7,960	1	74	183	8	6	3.9	
http://www.rei.com/adventures/trips/australia/australiereg.html	Regional LP	text/html,	200	OK	Australia	63	Unforgetta	141		0	Travel to A	33	Australia	15	New Zeala	17				60,975	1,933	1	420	150	6	1	5.0	
http://www.rei.com/adventures/trips/australia/australiereg.html	Regional LP	text/html,	200	OK	Australia	63	Unforgetta	141		0	Travel to A	33	Australia	15	New Zeala	17				60,975	1,933	1	420	150	6	1	5.0	
http://www.rei.com/adventures/activity/paddle.html	Activity LP	text/html,	200	OK	Kayaking	73	Active kay	147		0	Kayaking	14	Australia	29	Europe Tri	12				66,021	1,923	1	421	241	6	12	5.0	
http://www.rei.com/adventures/trips/asia/ann.html	Trips LP - Asia region	text/html,	200	OK	Announ	115	Trek Nepa	135	Nepal, Ann	139	Announ	24	Announ	24	Announ	35				159,410	9,628	2	100	191	8	10	3.9	

ADVENTURESOUTDOOR SCHOOLCLASSES

EVENTSPINNACLESdata

READY

Do this for every column and... BOOM.

© amanda tipton - flickr.com/photos/demandaj/4957336945

Site Speed Factors		
GA avg. page load time	PageSpeed score	Grade
2.5	80	B
4.0	78	C
1.7	68	D
3.2	68	D
3.3	62	D
7.7	85	B
5.7	81	B
4.6	83	B
2.0	75	C
3.5	64	D
3.5	74	C

What if you don't have a standard?

GA avg. page load time	PageSpeed score
1.0	68
3.2	75
2.3	80
1.8	67
1.1	78
1.4	72
2.0	72
1.7	73
3.1	78
0.8	77
0.9	70
0.9	69
0.0	76
5.1	74
1.2	75
4.0	77

AX230

⋮

✕

✓

fx

=AVERAGE(AX3:AX229)

Calculate the average, use it as a target

Edit Formatting Rule

Select a Rule Type:

- Format all cells based on their values
- Format only cells that contain
- Format only top or bottom ranked values
- Format only values that are above or below average
- Format only unique or duplicate values
- Use a formula to determine which cells to format

Here are [more great tips](#) for using conditional formatting.

Edit the Rule Description:

Format all cells based on their values:

Format Style: Icon Sets Reverse Icon Order

Icon Style:    ☐ Show Icon Only

Display each icon according to these rules:

Icon		Value	Type
	when value is	>= 0.34	Number
	when < 0.34 and	> 0.34	Number
	when <= 0.34		

OK

Cancel

Tubes

8 ways to

visualize data

to promote understanding

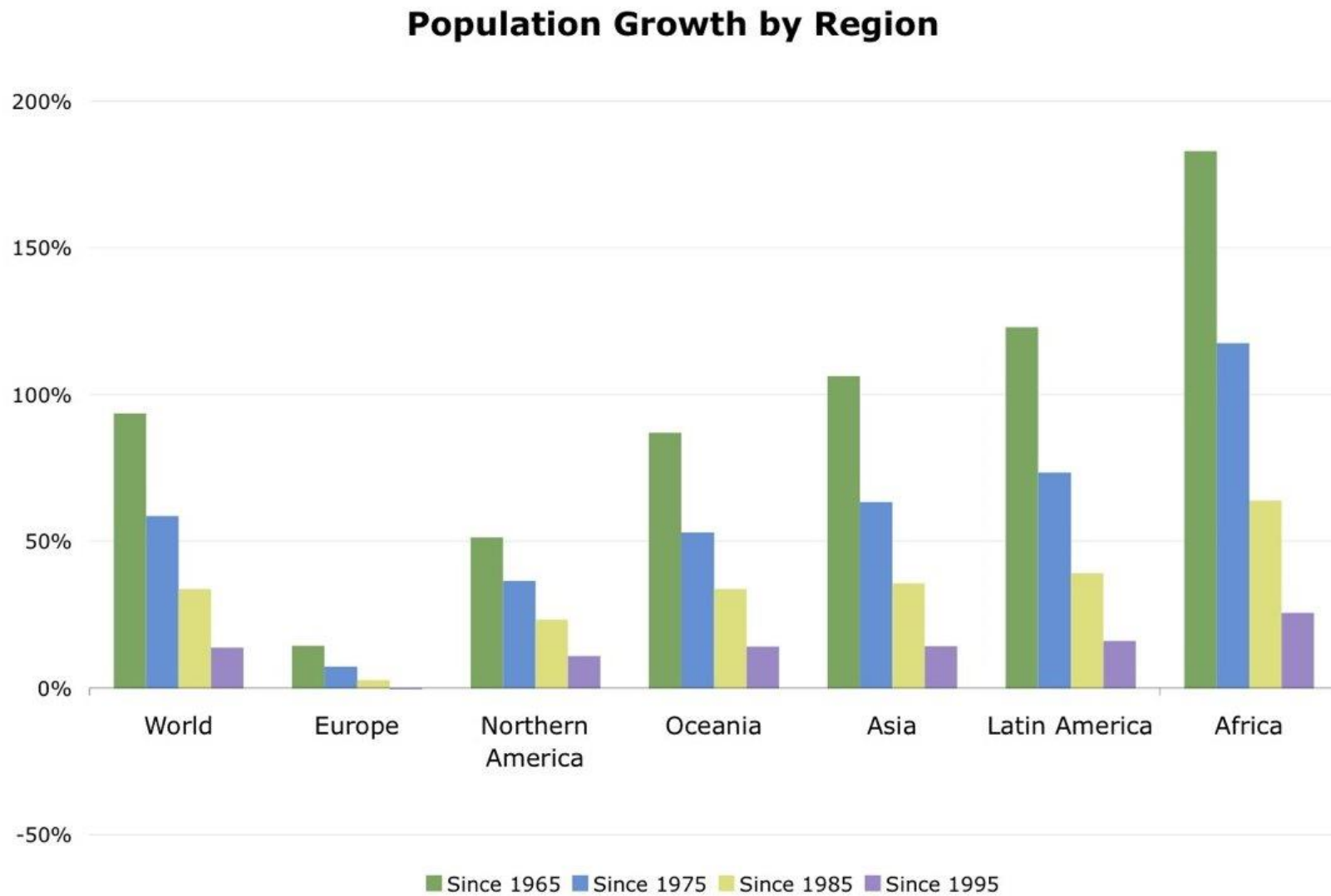
SECOND EDITION

*The Visual Display
of Quantitative Information*

EDWARD R. TUFTTE

A.K.A., “8 Rules from Tufte”

1

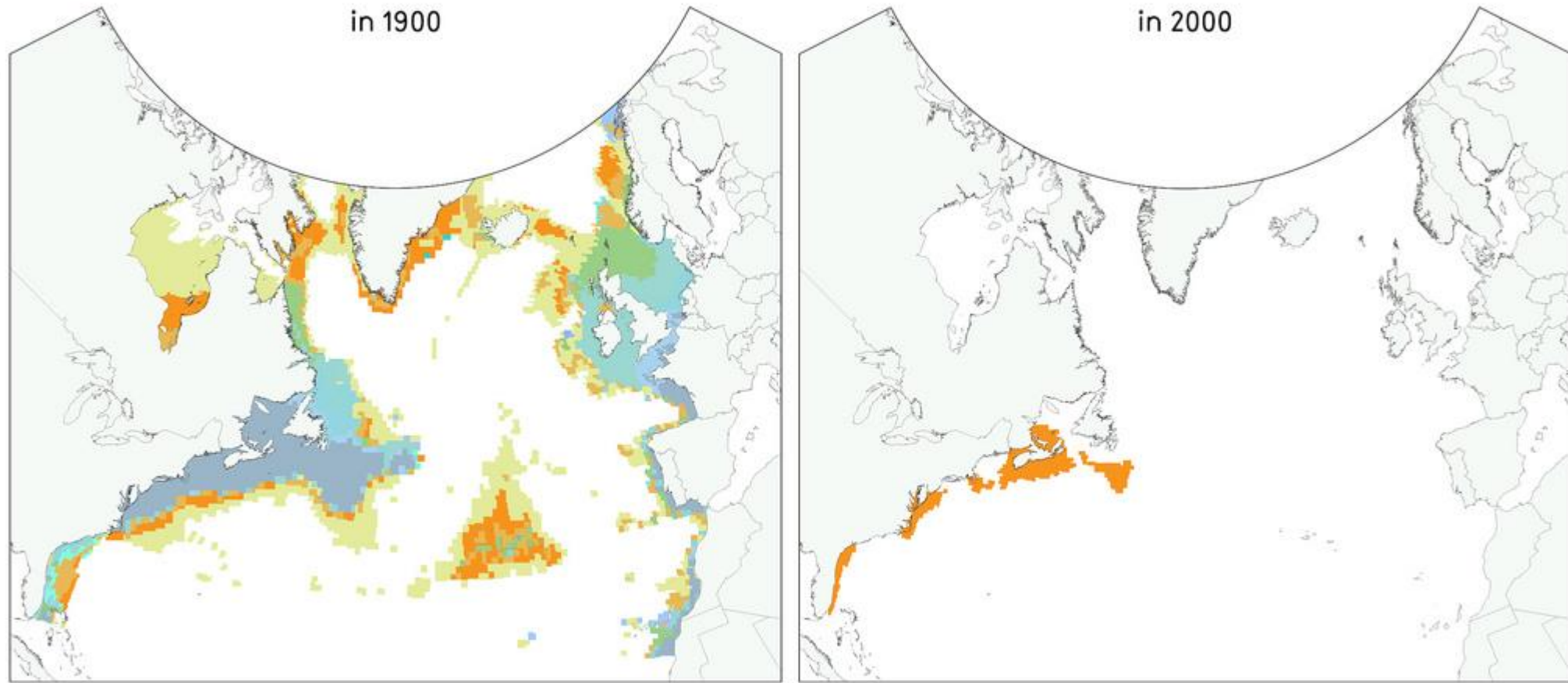


First and foremost: *show the data*

2

Plenty More Fish in the Sea?

Biomass of Popularly Eaten Fish



information
is beautiful

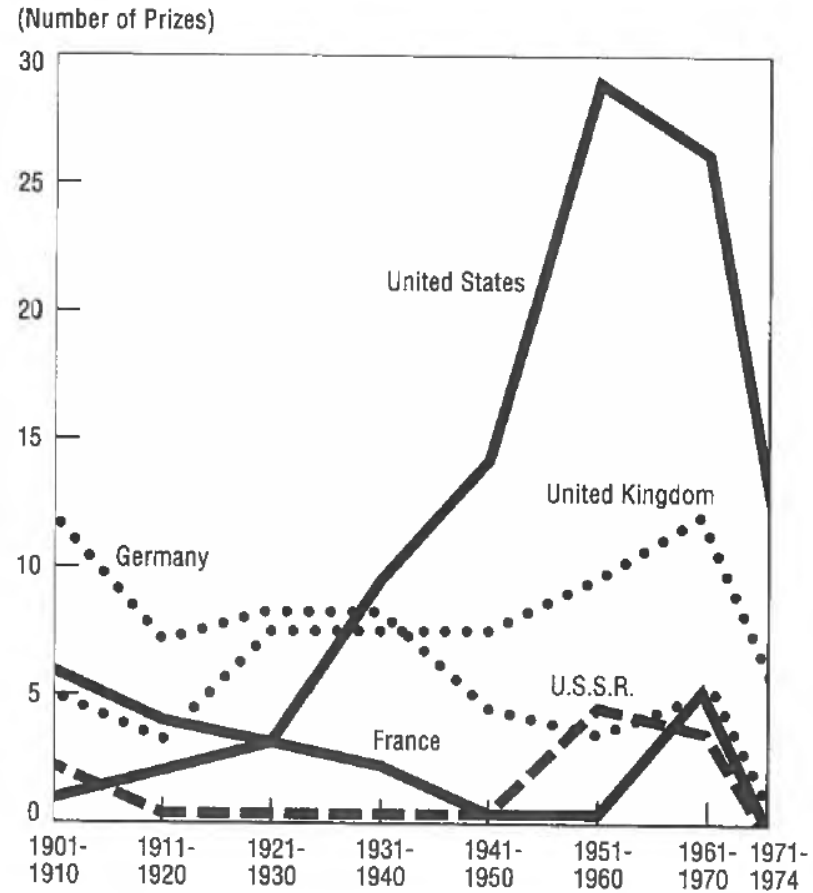
Serve a clear, useful purpose

PEW

tons per km²
3 tons 1 ton
Biomass less than 3 tons per km² for the bulk of the North Atlantic in 2000

31

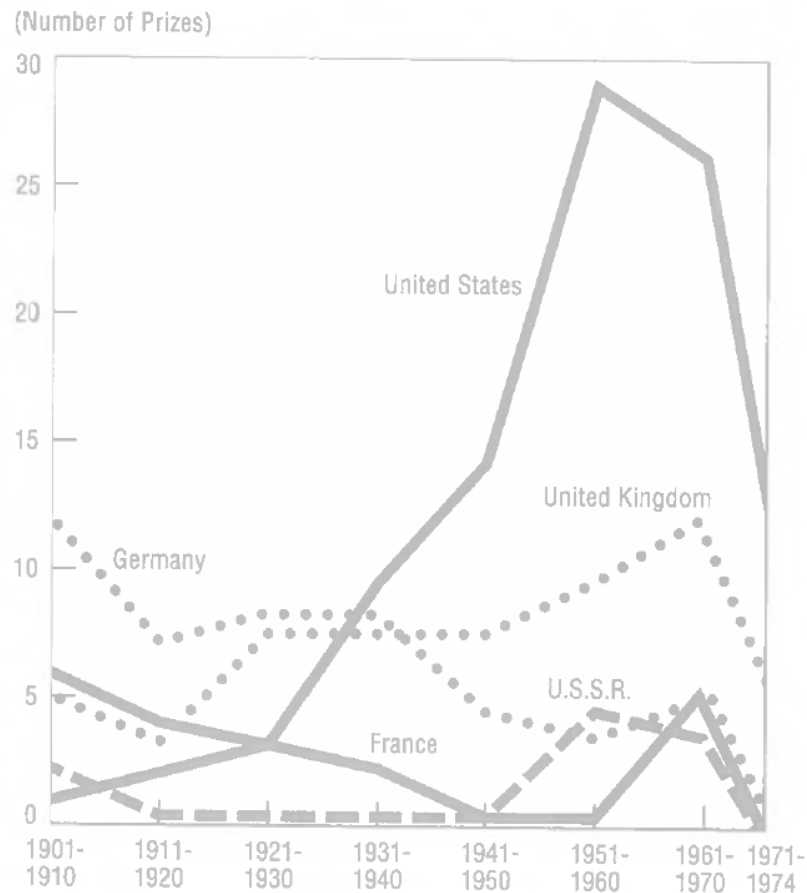
Nobel Prizes Awarded in Science, for Selected Countries, 1901-1974



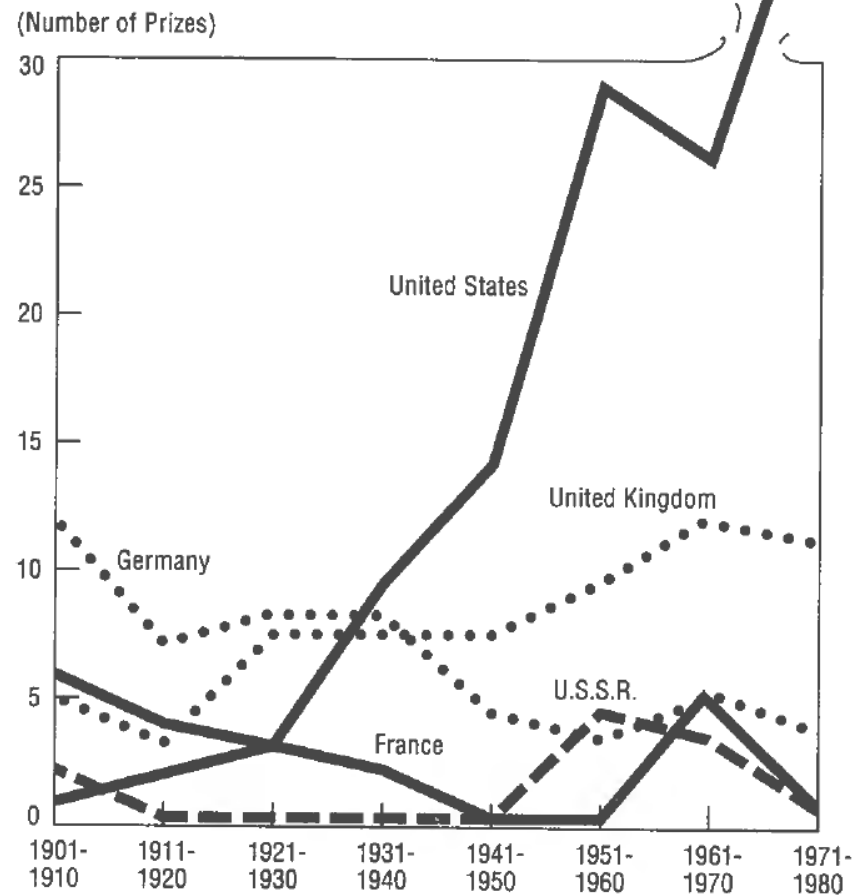
Avoid distortion –

3²

**Nobel Prizes Awarded in Science,
for Selected Countries, 1901-1974**



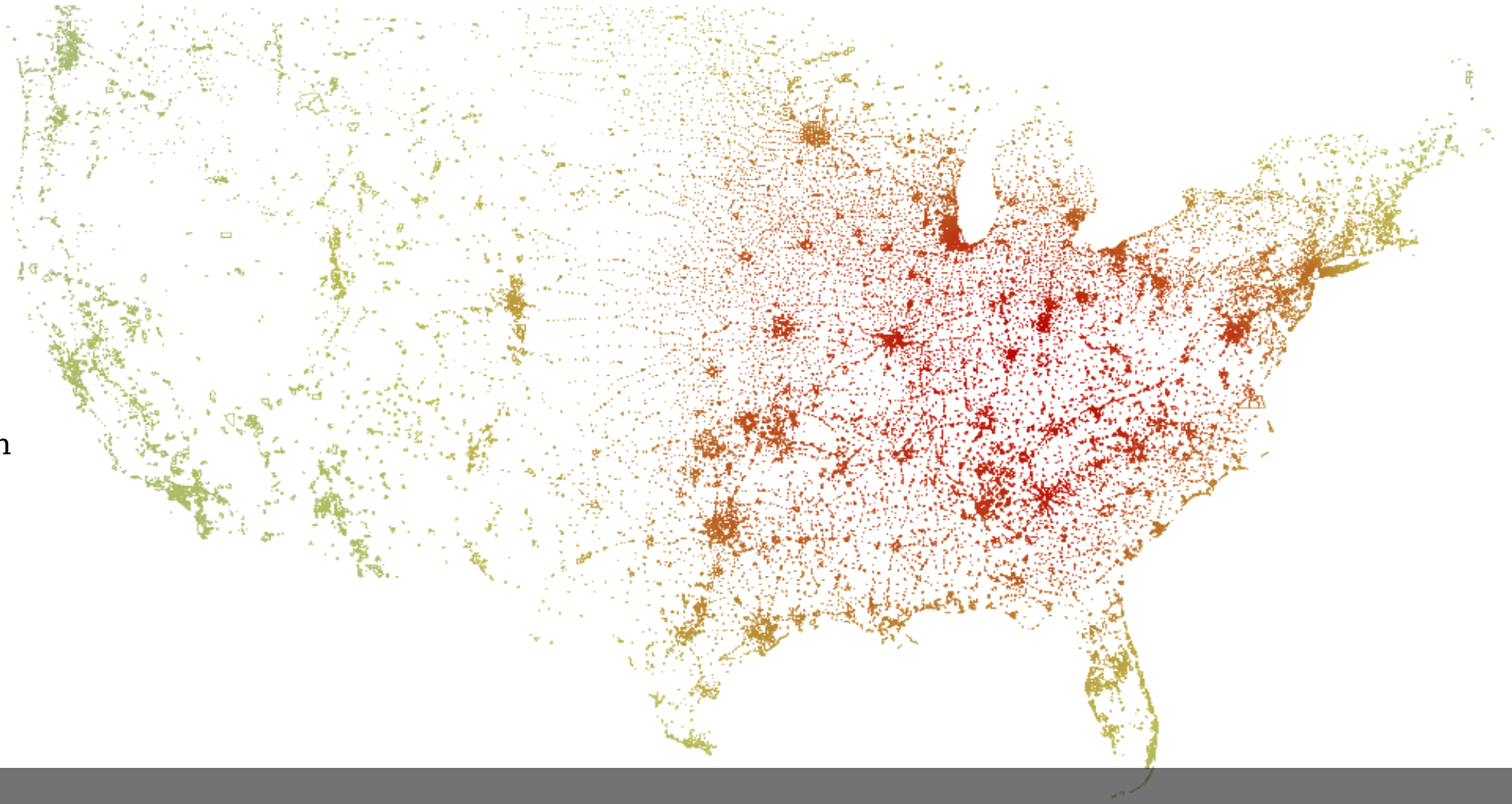
**Nobel Prizes Awarded in Science,
for Selected Countries, 1901-1980**



Avoid distortion – *always tell the truth*

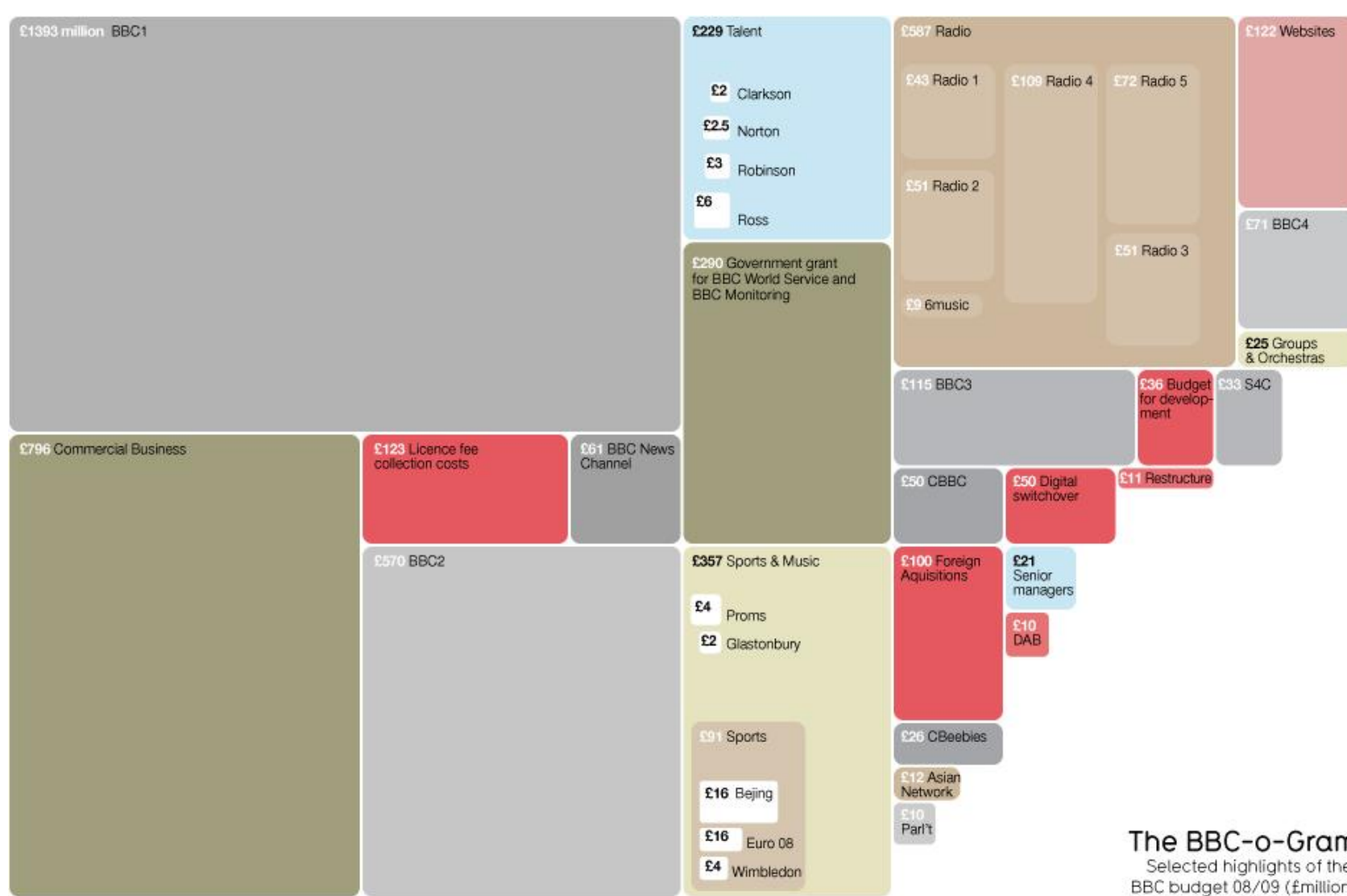
4¹

Water Consumption
Map: United States



“Present many numbers in a small space”

4²

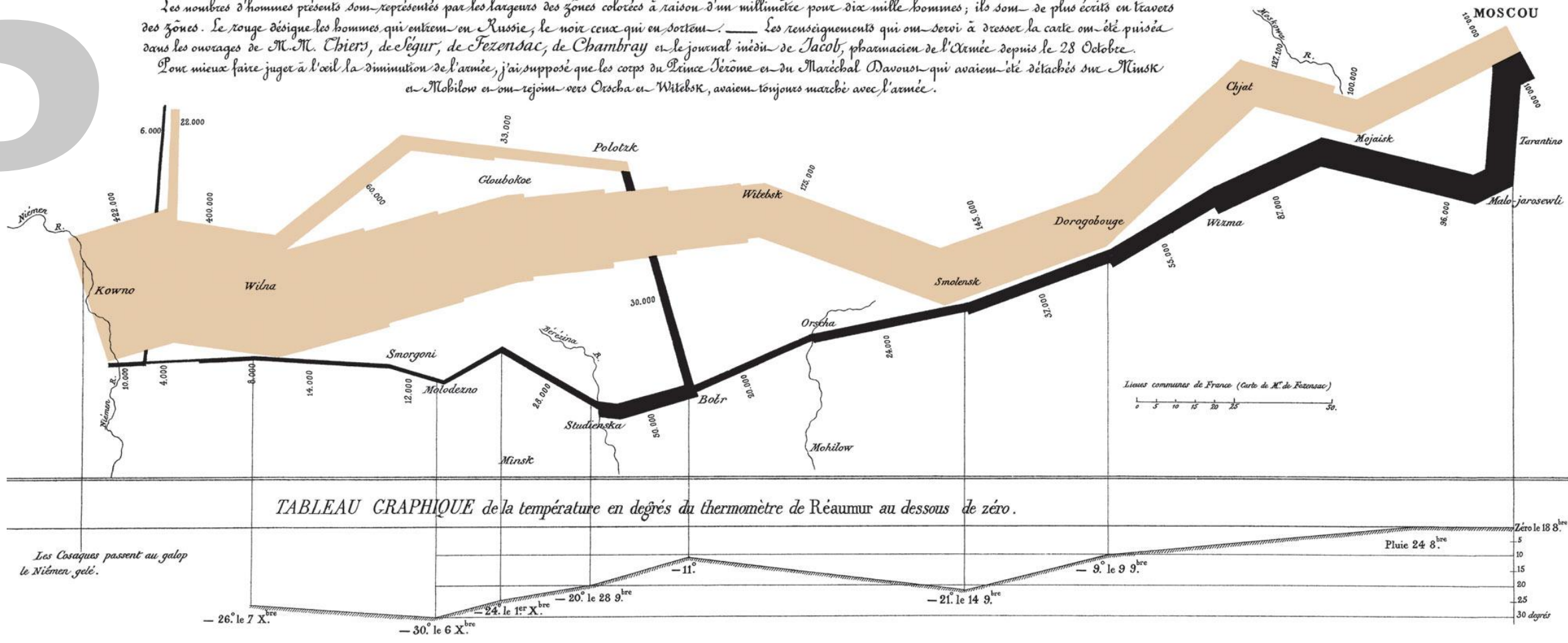


READ: aim for data density w/ accessibility

5

Carte Figurative des pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812-1813. Dressée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite Paris, le 20 Novembre 1869.

Les nombres d'hommes présents sont représentés par les largeurs des zones colorées à raison d'un millimètre pour dix mille hommes; ils sont de plus écrits en travers des zones. Le rouge désigne les hommes qui entrent en Russie, le noir ceux qui en sortent. Les renseignements qui ont servi à dresser la carte ont été puisés dans les ouvrages de M. M. Chiers, de Ségur, de Fezensac, de Chambray et le journal inédit de Jacob, pharmacien de l'Armée depuis le 28 Octobre. Pour mieux faire juger à l'œil la diminution de l'armée, j'ai supposé que les corps du Prince Jérôme et du Maréchal Davoust qui avaient été détachés sur Minsk et Mohilow et ont rejoint vers Orscha et Witebsk, avaient toujours marché avec l'armée.



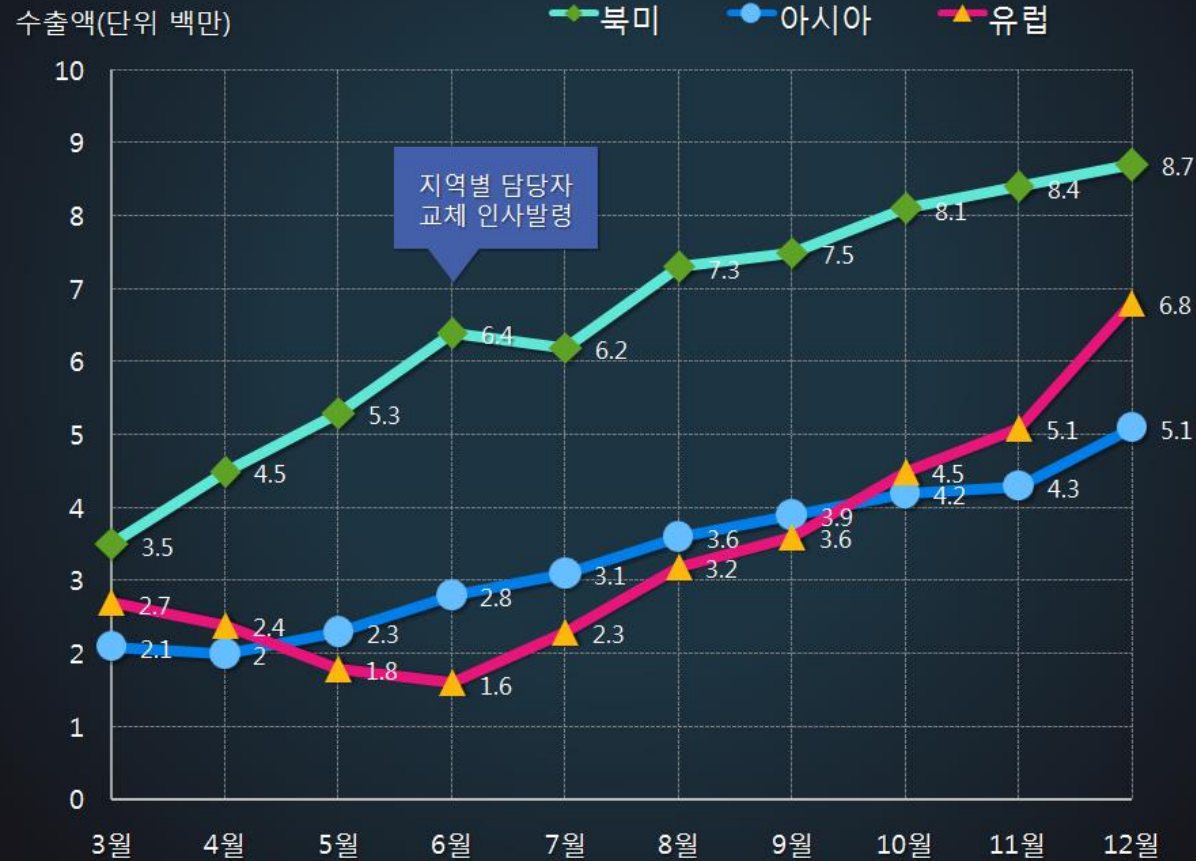
Make large data sets coherent

6 FOOD MAP 2010



Use the least amount of “ink” possible

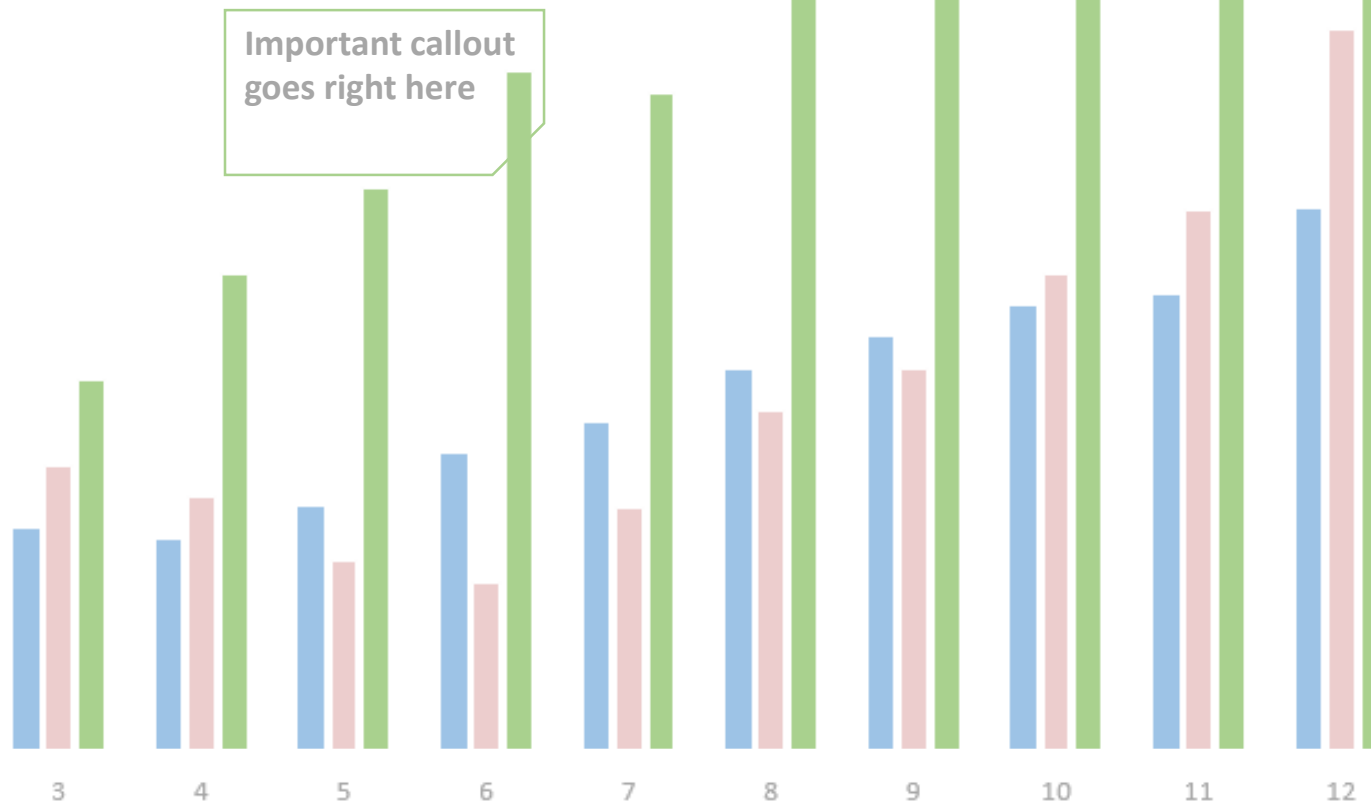
2009년 지역별 수출 현황



Avoid excess “chartjunk”

7²

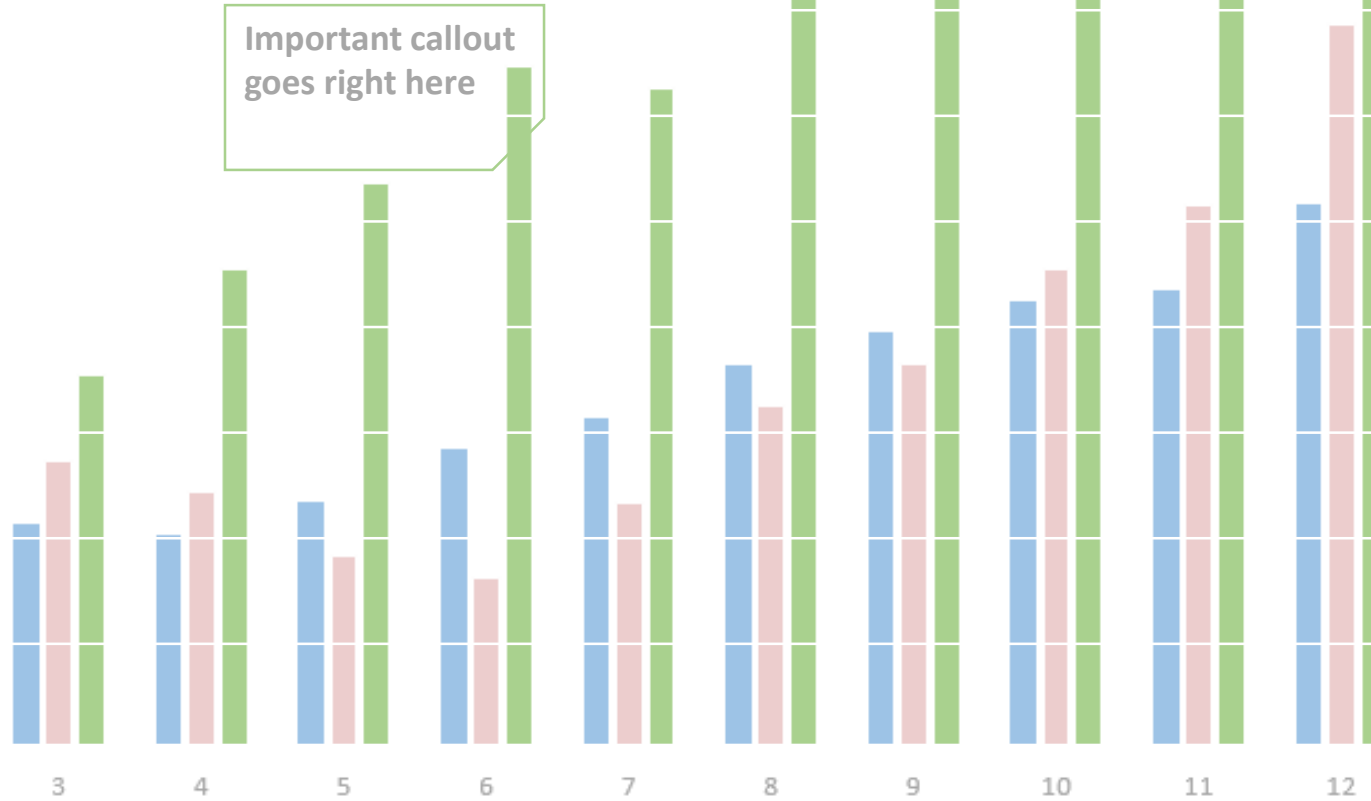
2009



...by omitting distractions

7³

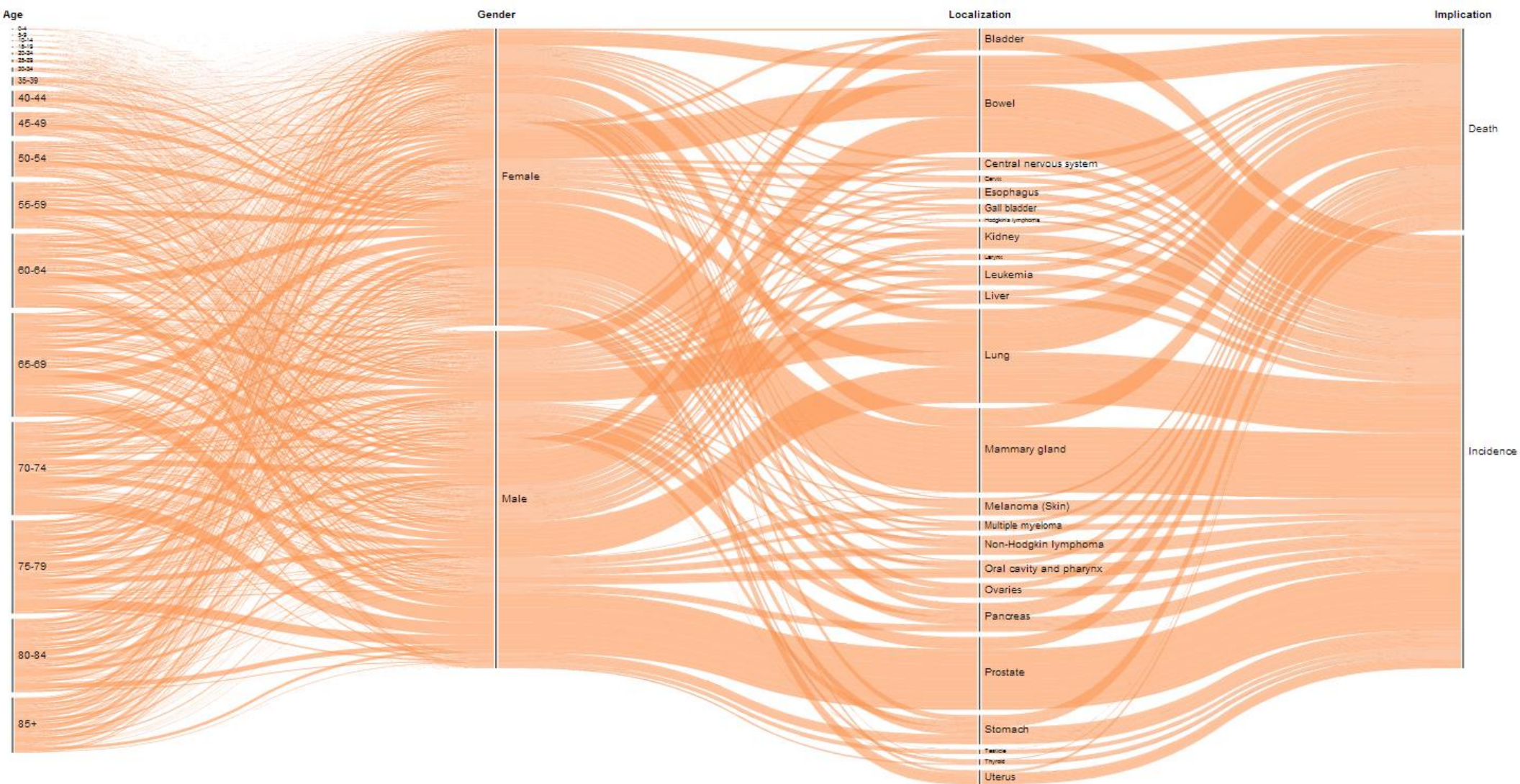
2009



...by omitting distractions

8¹

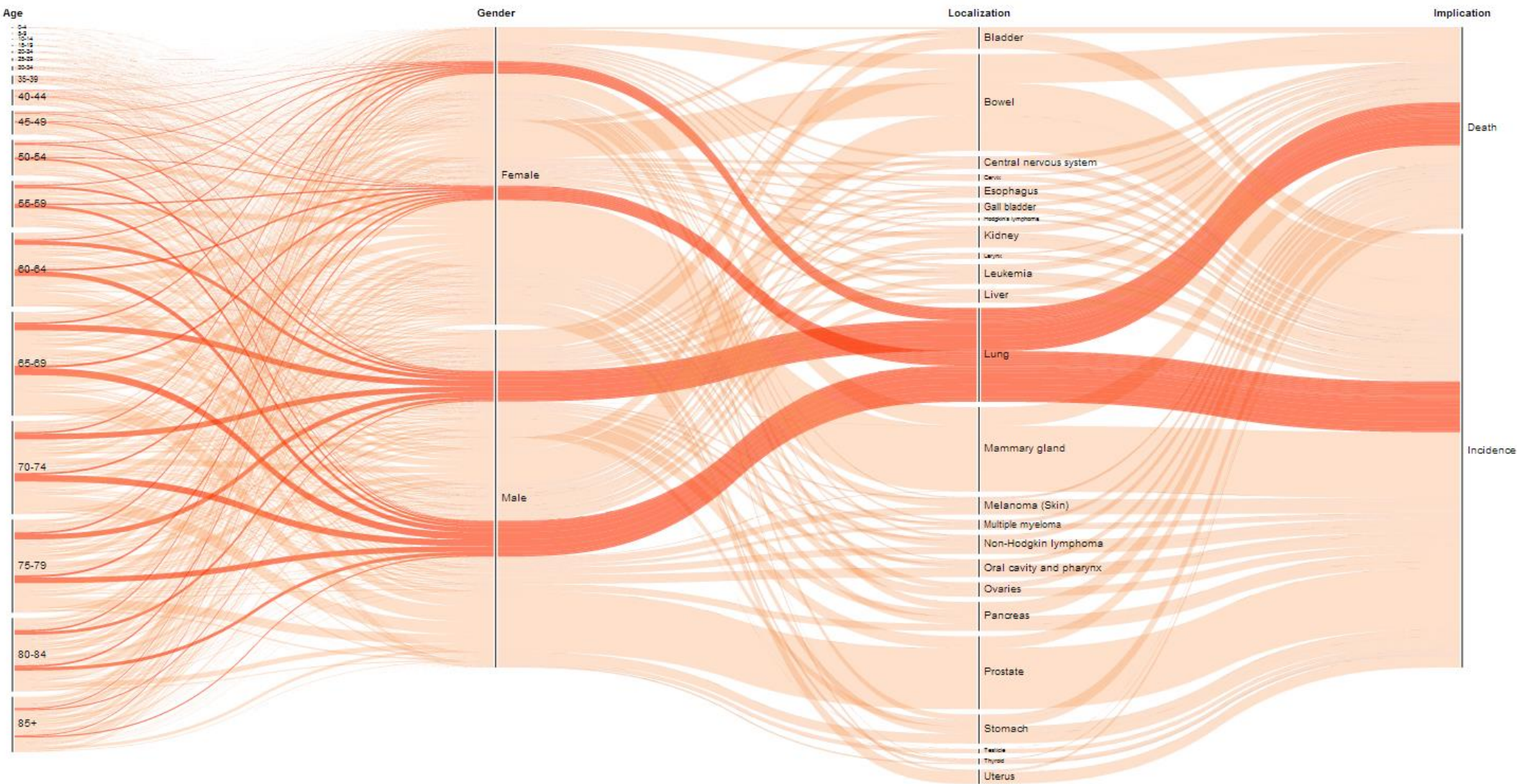
Detailed View on
Cancer Statistics



Tell a story with accessible layers of detail

8²

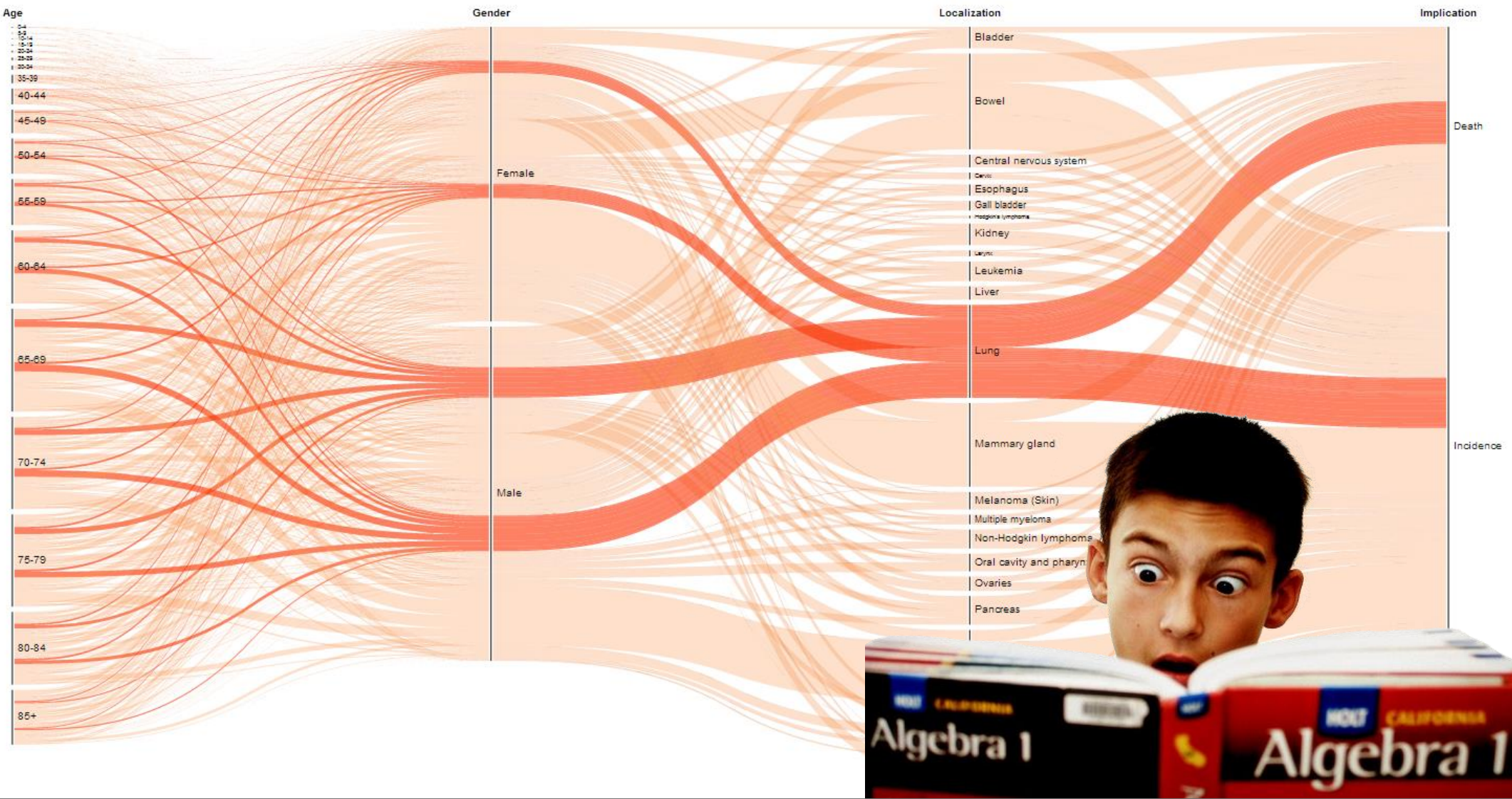
Detailed View on
Cancer Statistics



Tell a story with accessible layers of detail

8²

Detailed View on
Cancer Statistics



Tell a story with accessible layers of detail

TOOLS

The figure consists of 12 horizontal line graphs, each representing the usage of a different digital tool or service over a seven-day period. The x-axis for all graphs represents time, with labels for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday. The y-axis represents the level of usage, with a central horizontal line indicating the baseline. The tools and their usage patterns are as follows:

- Google:** Shows high, frequent, and somewhat irregular usage throughout the week.
- Photoshop, Illustrator or InDesign:** Shows usage primarily during the middle of the week (Tuesday to Thursday), with peaks in the morning and afternoon.
- Facebook:** Shows usage throughout the week, with peaks in the morning and evening.
- Email:** Shows usage throughout the week, with peaks in the morning and evening.
- RSS:** Shows usage throughout the week, with peaks in the morning and evening.
- Twitter:** Shows usage throughout the week, with peaks in the morning and evening.
- Evernote:** Shows usage throughout the week, with peaks in the morning and evening.
- SMS:** Shows usage throughout the week, with peaks in the morning and evening.
- RSS:** Shows usage throughout the week, with peaks in the morning and evening.
- Treadmill:** Shows usage throughout the week, with peaks in the morning and evening.
- Broadcast TV:** Shows usage throughout the week, with peaks in the morning and evening.
- Digital Video:** Shows usage throughout the week, with peaks in the morning and evening.
- Snapchat:** Shows usage throughout the week, with peaks in the morning and evening.
- Chopsticks:** Shows usage throughout the week, with peaks in the morning and evening.

ONE HUNDRED
FIFTEEN

Over

GLASSES
Reported 4,056 times

SELF-TRACKING DEVICES REPORTED
FIVE
Fuel Band, Basis, Up, Fitbit and Zoo

THREE
-all,
Hourly Use of an Auto, Mile

MONDAY
Monday (x1060), Sunday (x1010), Friday
(x908), Thursday (x907), Wednesday (x975),
Tuesday (x905) and Saturday (x908)

MOST DIVERSE TOOL CATEGORIES

Category	Count
Cleaning implements	3
Computer peripherals	3
Storage	3
Housewares	3
Home appliances	3
Eyewear	3
Hi-fi electronics	3
Athletic equipment	3
Tools	3

isua

HORSE HIDDEN LAKOTA

At Fremont Older Open Space Preserve

30.8%
Reported 4,038 times

App	Reports
Messages	60
Kindle	23
Instagram	23
Facebook	23
Phone	23
Radio	23
Twitter	23
Mobile Safari	18
i Am a Life	18

BEVERAGES

28 ×

LIQUOR

22 ×

SMOOTHIE

272 ×

BEER

272 ×

COFFEE

20 ×

SAKE

27 ×

COCKTAIL

OTHER × 14

38 ×

JUICE

98 ×

WINE

38 ×

JUICE

98 ×

WINE

272 ×

BEER

272 ×

COFFEE

20 ×

SAKE

27 ×

COCKTAIL

2,285
Average of 6.2 beverages/day

MOST REPORTED BEVERAGE

WATER

SS

287
12.6% of beverages

ORIGIN OF PURCHASED COFFEES	
Oslo	47

uld

435
19% of beverages

BOOZIEST BEER
GREEN FLASH
IMPERIAL IPA
9.4% alcohol by volume

every

HUDSON BABY BOURBON
5 reports and 23.1% of liquor reported

MOST REPORTED DRINKING COMPANIONS

Companion	Count
Olga	107
Ryan	90
Mom	40
Marina F.	34
Brian	24
Justin	19
Sarah M.	13
Jessica H.	10

MOST UNUSUAL LIQUOR

RAKIA

Serbian red-hot Rake — Mar 17 at 11:54 PM

Overall, visualizations should *reveal* data

HOW BIG IS THE GAP

BETWEEN THE RICHEST AND POOREST CHILDREN IN SOUTH AFRICA

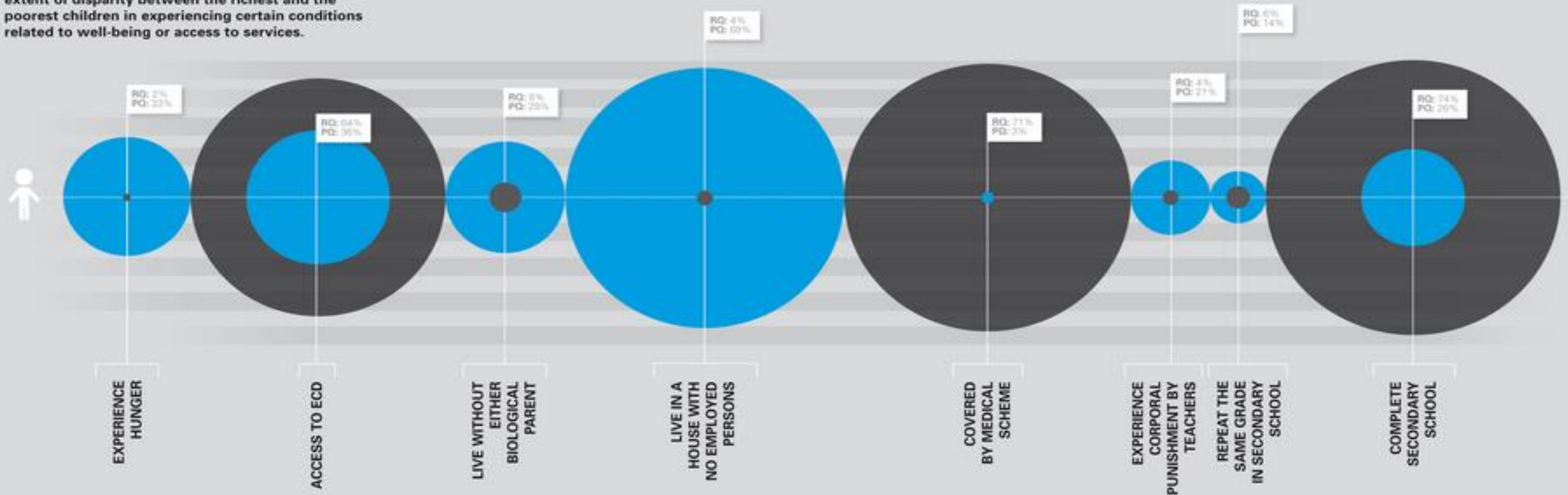
● CHILD IN RICHEST
QUINTILE (RQ)

● CHILD IN POOREST
QUINTILE (PQ)

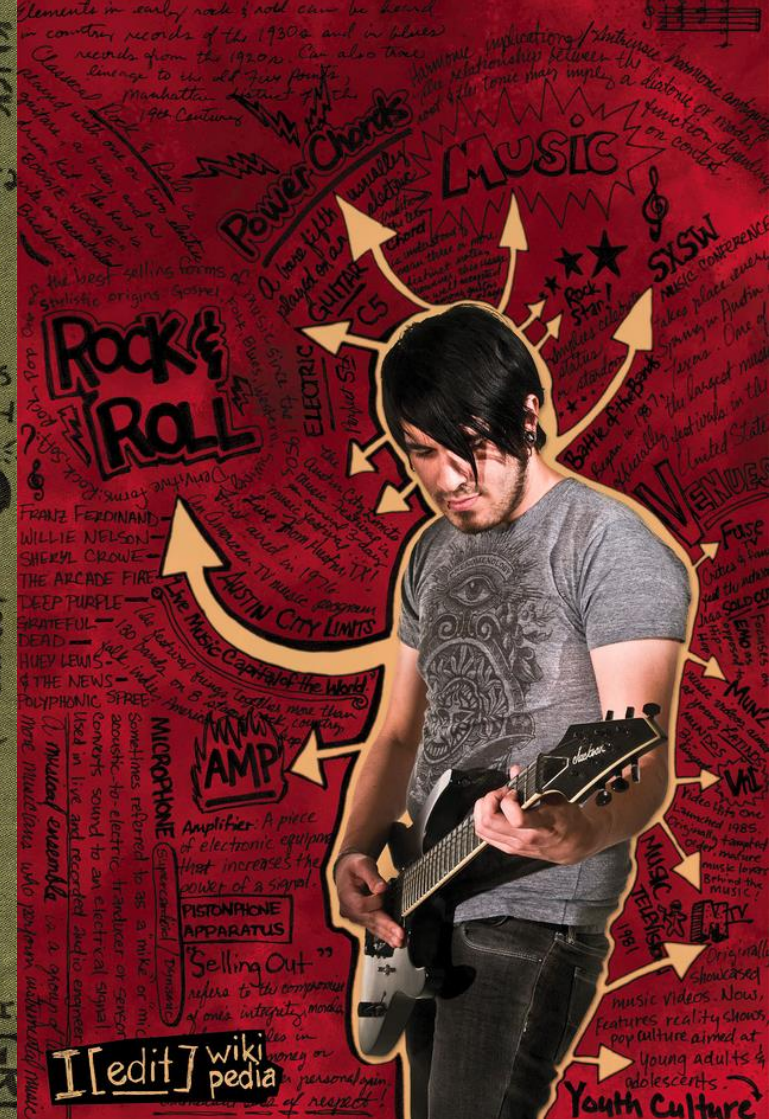
Data for this infographic was taken from the report
'South Africa's Children: A review of equity and child
rights' which is based on a range of Government and
academic sources, fully credited in the report.

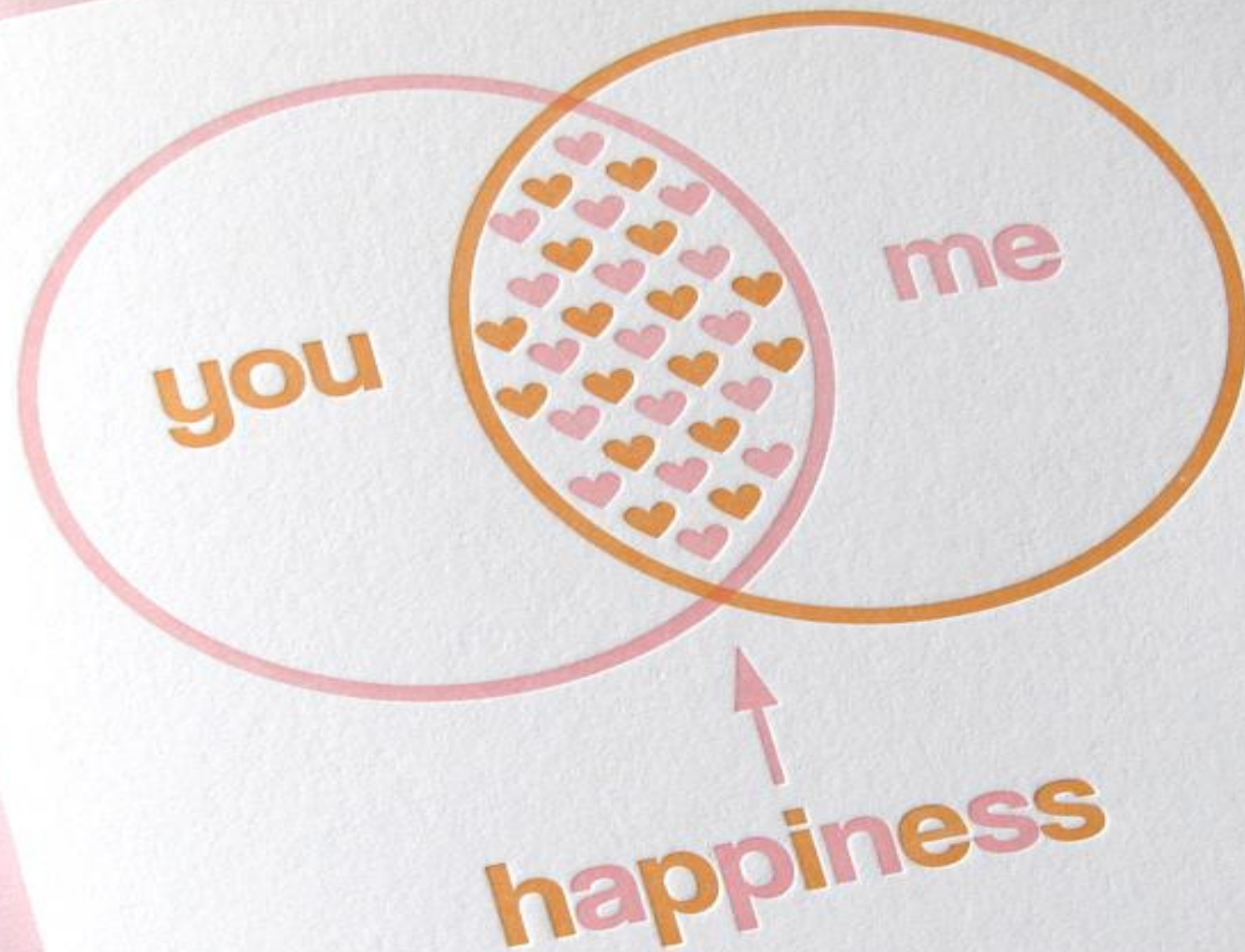
The report is available on http://www.unicef.org/southafrica/resources_8081.html

The difference in circle size in each pair shows the extent of disparity between the richest and the poorest children in experiencing certain conditions related to well-being or access to services.



They should *show* a story





In the smallest amount of time

FOOD CONSUMED
IN 2010 VS 2009

2009 2010



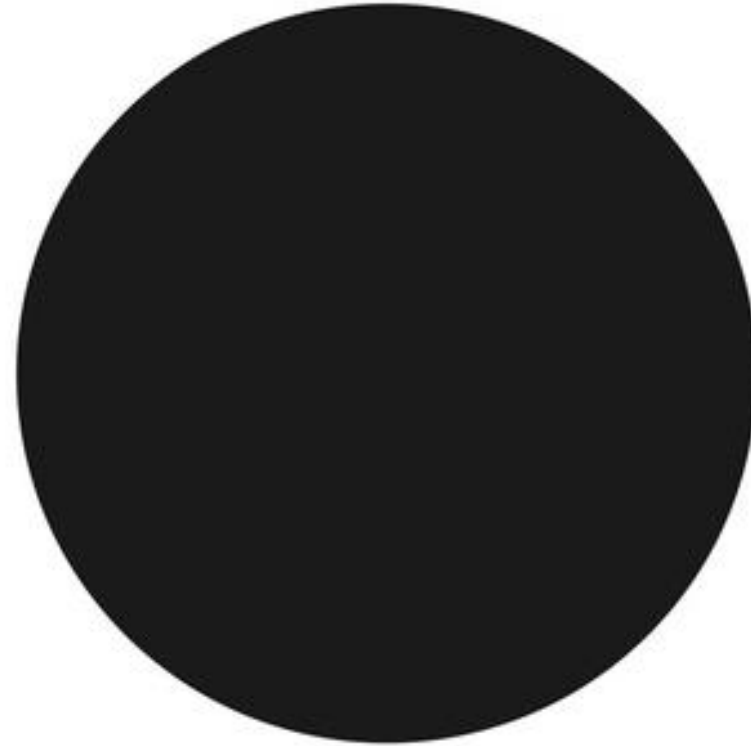
SEAFOOD



SOUP



PORK



CHICKEN



TURKEY

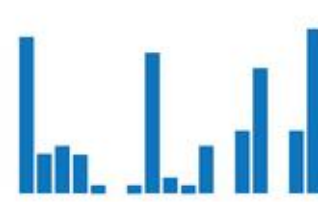
Using only the “ink” you need



JAN



FEB



MAR



APR



MAY



JUN



JUL



AUG

In the smallest space possible

More resources for
visualizing data

WHAT DOES IT ALL
MEANNNN---?!

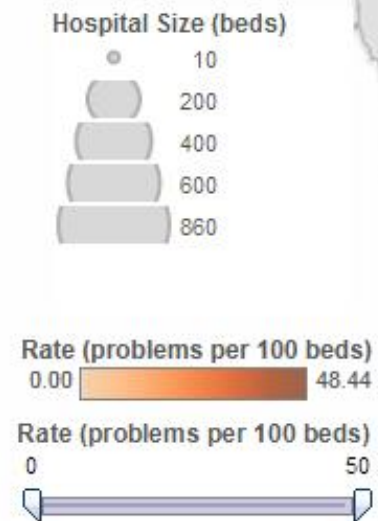


See [this fantastic presentation](#)
from Ian Lurie ([@portentint](#))

Safety Problems at Washington Hospitals, 2006-2012

Help

Use [Tableau Public 8](#) to
visualize and share your data





1 out of 8

minutes online is spent on facebook



93%

93% of US adult internet users are on facebook



11 hours/month

The average amount of time facebook user spends on facebook

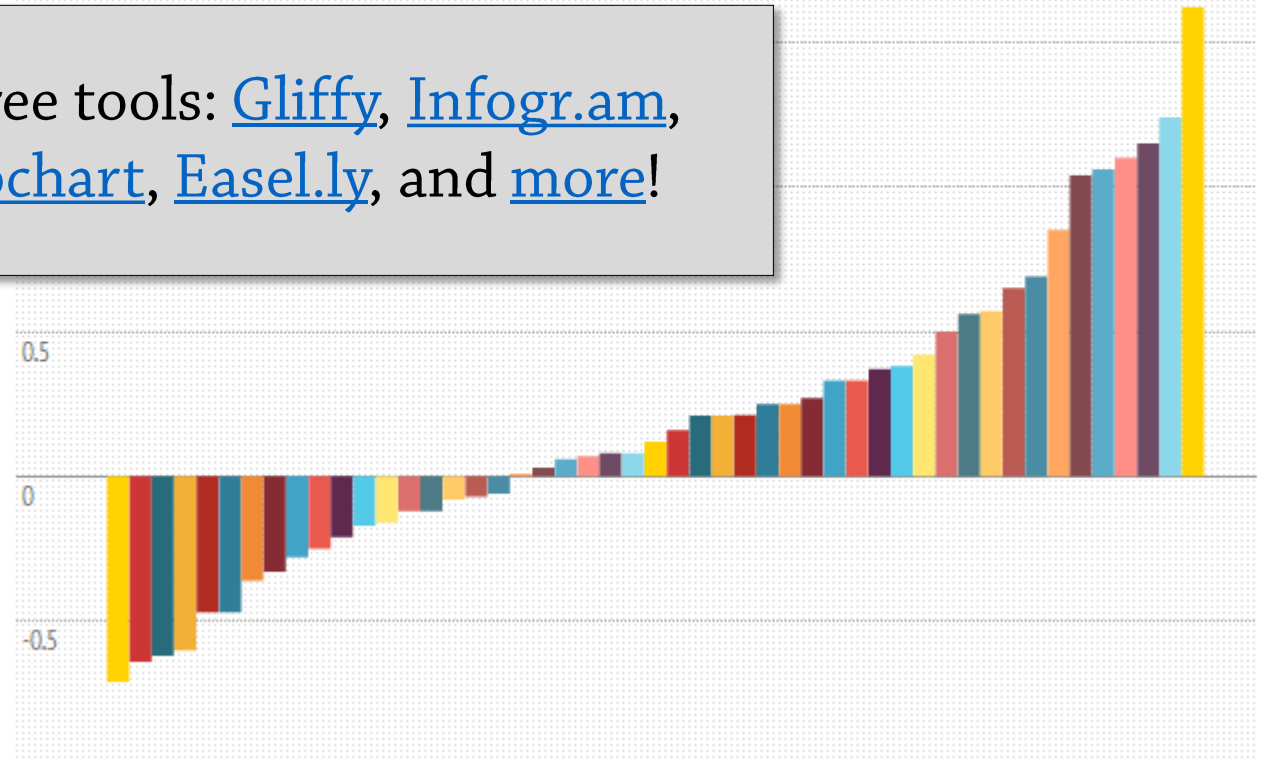


137.6 million

unique visitors per month (in the USA alone)

Population growth rate in Europe (2011)

Use free tools: [Gliffy](#), [Infogr.am](#), [Piktochart](#), [Easel.ly](#), and [more!](#)



Or roll your own infographics
but follow Tufte's rules!

Voila!

See, *yes you can* use data
in content strategy work.



Which will help untie your hands



And open closed doors



So you can share your love of content



By expressing it with Data



To create a content-driven organization



What great content will you build?



No matter how big or small...

Data sets you *free*



Jonathon Colman

Content Strategist, Facebook



Twitter @jcolman

jonathoncolman.org





Yay!

Want to know even more about content strategy?

I've curated a list of 200+ free resources at

bit.ly/epic-cs