

Every Click Counts: making the digital visitor appear

Cimeon Ellerton



Understand who your audiences are.
Discover who they could be.

A rapidly changing landscape

Generation X

Millenials



All individuals, but the rapid pace of change in the world means that we have to build up libraries of knowledge in order to plan and act much more quickly now than in the past. More quickly than we as individuals can really cope with. Technology is driving this change.



Searching for the Holy Grail



Being able to link online and onsite visitors



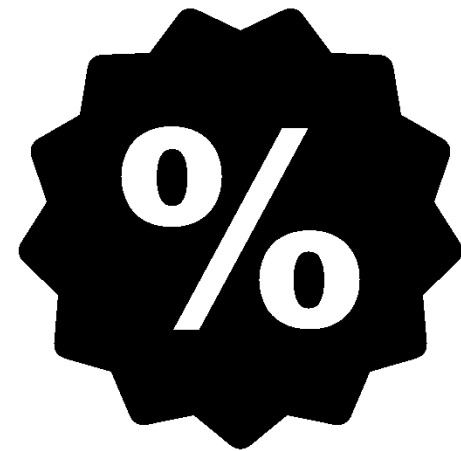
Incentives for information

- Give us your personal details for

Free WiFi



Special Discounts



None of those ideas will help you identify your potential onsite visitors if they've only engaged with you online.



Guess who

- This can leave us feeling like we are playing a game of guess who when it comes to optimising our offer for our audiences and communicating the right information to the people that need it.



If, as for most museums, linking onsite and online visitors is such a challenge is there anything that can be done to get a better understanding of how the two groups relate to each other? The short answer to this question is yes! Audience Spectrum gives us a way to profile our onsite and online visitors, so we can start to understand how these different audience types respond to us as organisations both on our website and in person.

Audience Spectrum is the first ever culturally specific segmentation that allows you to profile your visitors to your website and your physical site. It provides the crucial link in the data - between online, offline and the wider population to find out about the characteristics of these 10 visitor types such as location, demographic composition, readership preferences, wider art form preferences.

We can then start to understand how similar or different the two groups are and use this to make our websites more useful and appealing, and where appropriate turn that online engagement into a physical visit.

We can then think more easily about types of people and their needs and behaviours rather than being overwhelmed by trying to think of everyone all at once.



Metroculturals



Commuterland
Culturebuffs



Experience
Seekers



Dormitory
Dependables



Trips &
Treats



Home &
Heritage



Up Our
Street



Facebook
Families

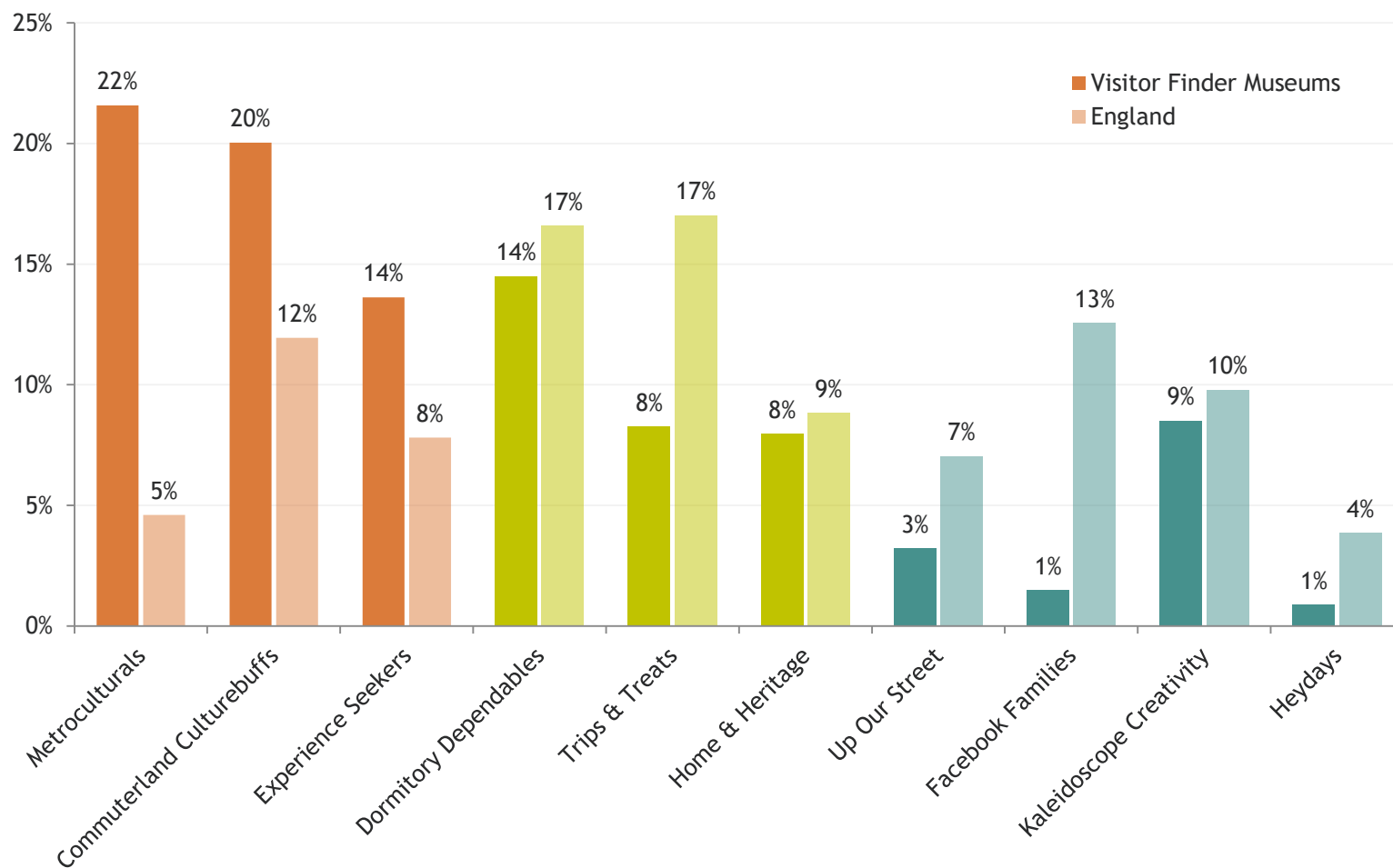


Kaleidoscope
Creativity

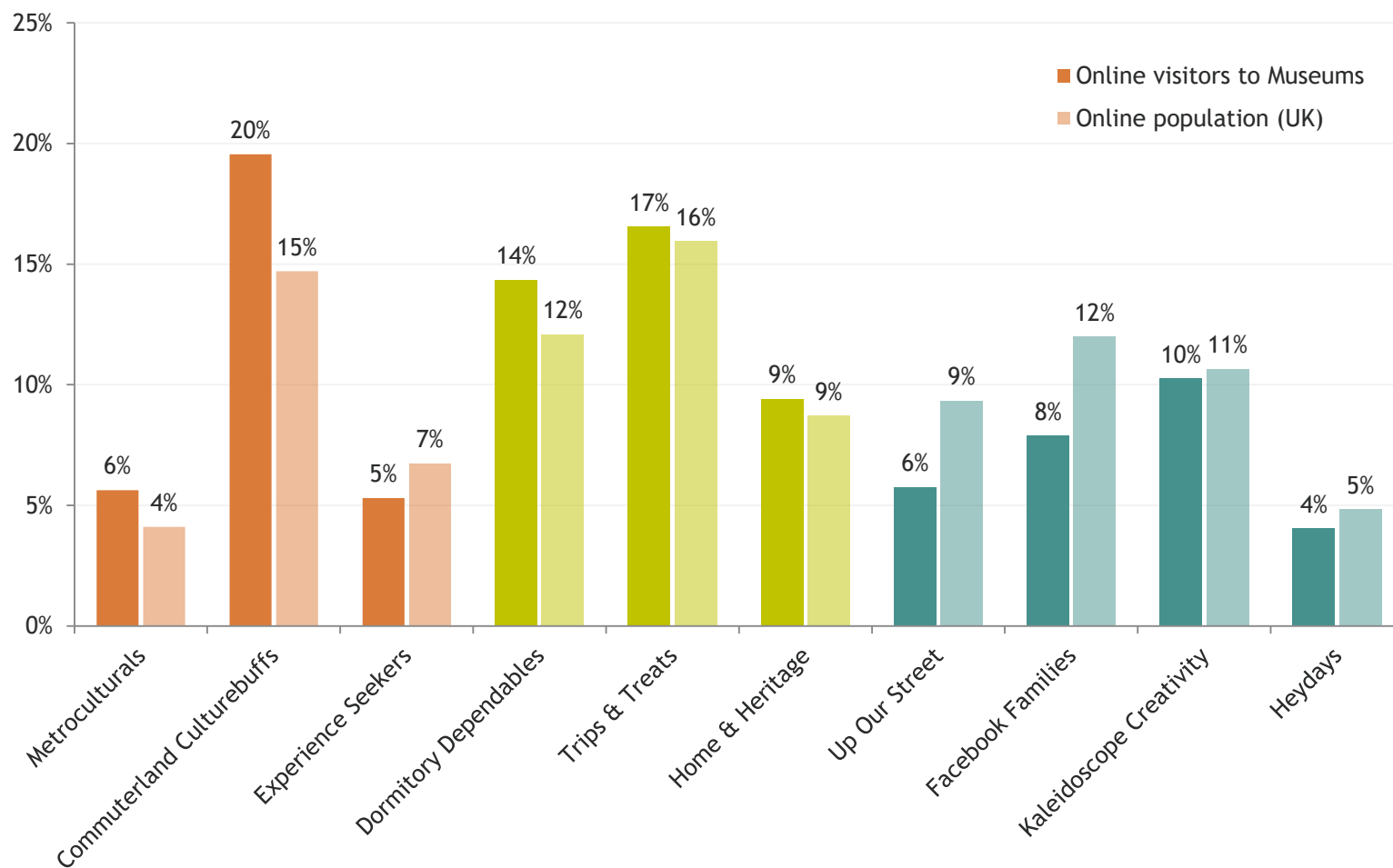


Heydays

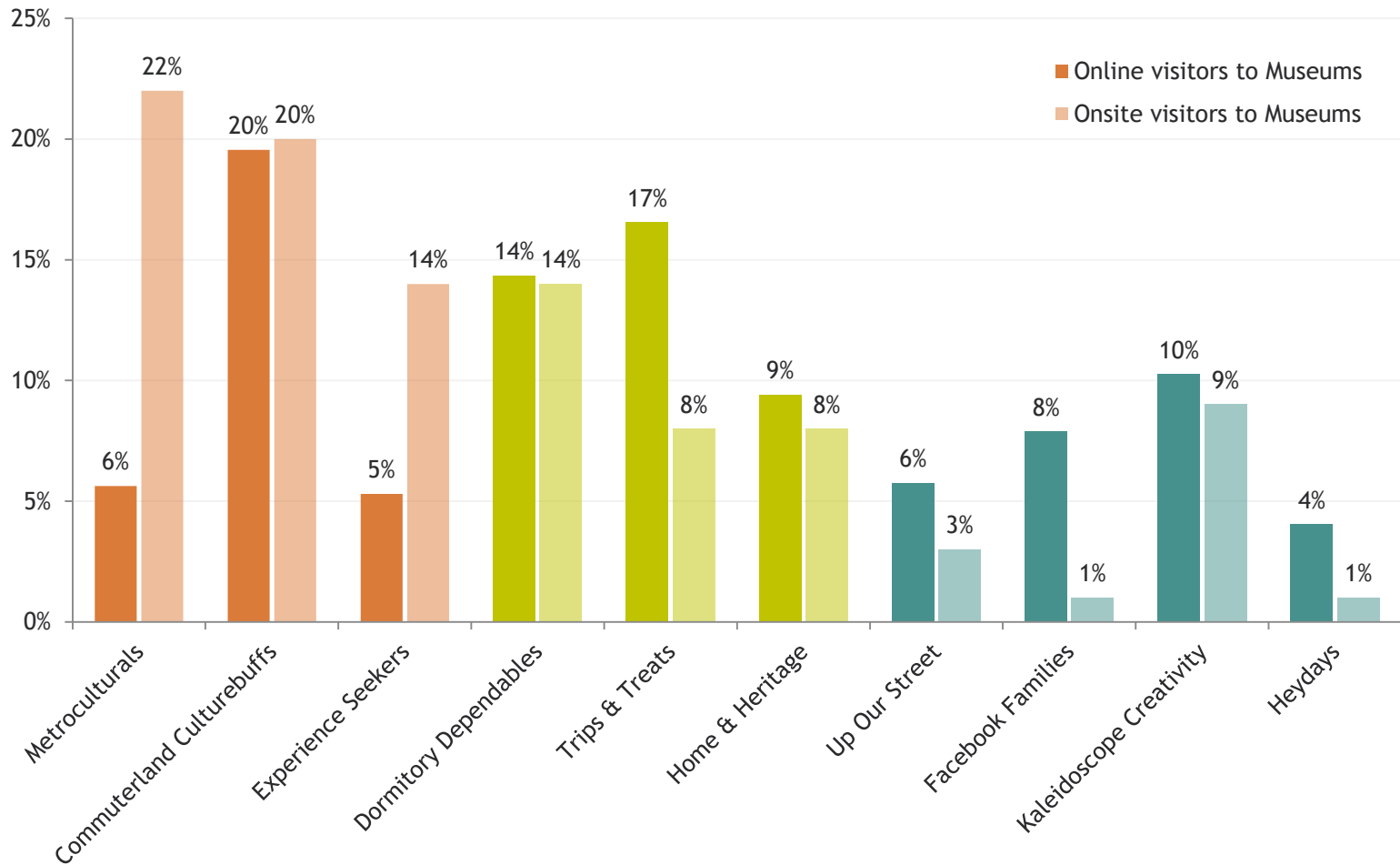
Physical Onsite Visitors to Museums



Online Website Visitors to Museums



Website vs Physical Visitors



What does it mean

- **Metroculturals** 22% of visitors to museums, but only 6% of website visitors
- **Experience Seekers** 14% to museums, but only 5% online (and yet 14% of all web users)
- **Trips & Treats** only 8% of visitors to museums, but 17% of web traffic - why are they not converting?
- **Facebook Families** just 1% of museum visits, but jump to 8% of museum traffic!



Top 5 reasons for using “cultural websites”

1

- To find out what's happening in your local area

2

- To plan and inform visits to heritage sites, museums or galleries

3

- To get information about events

4

- To chat about cultural activity

5

- To share content and views on content



Defining appropriate metrics



When the purpose of the webpage and the need of the visitor is met, you will see the behaviour you want in your audience.



What are we looking for?

Page Type	Example Behaviour
Information / Visit Pages	Short Dwell Time/High Bounce Rate
What's On / Events Pages	Medium Dwell Time/Low Bounce Rate
Collections / Digital Content	High Dwell Time/Medium Bounce Rate
Shop / Commerce	Low Dwell Time/Low Bounce Rate



Prototyping with the sector

**York
Museums
Trust**

ASHMOLEAN
MUSEUM OF ART AND ARCHAEOLOGY UNIVERSITY OF OXFORD

TYNE & WEAR
**archives &
museums**

 **HAMPSHIRE
CULTURAL
TRUST**


THE GEFFRYE
MUSEUM OF THE HOME

 **Bristol
Museums
Galleries
Archives**

 **National
Railway
Museum**

 
LOTTERY FUNDED

Supported using public funding by
**ARTS COUNCIL
ENGLAND**



The Tool: What we built

- Audit content and media
- Locate broken links
- Break down headline metrics into usable insight about how visitor are behaving on different parts of your website

AVERAGE TIME ON SITE

4:59 mins

yesterday

> Find out more

UNIQUE VISITS

103 visits

yesterday

> Find out more

BROKEN LINKS

2688 broken
links

> Find out more

SUMMARY

30	14	16	0	0	0	0
Total Assets	Pages	Images	Videos	Pdfs	Audios	Others / Pending

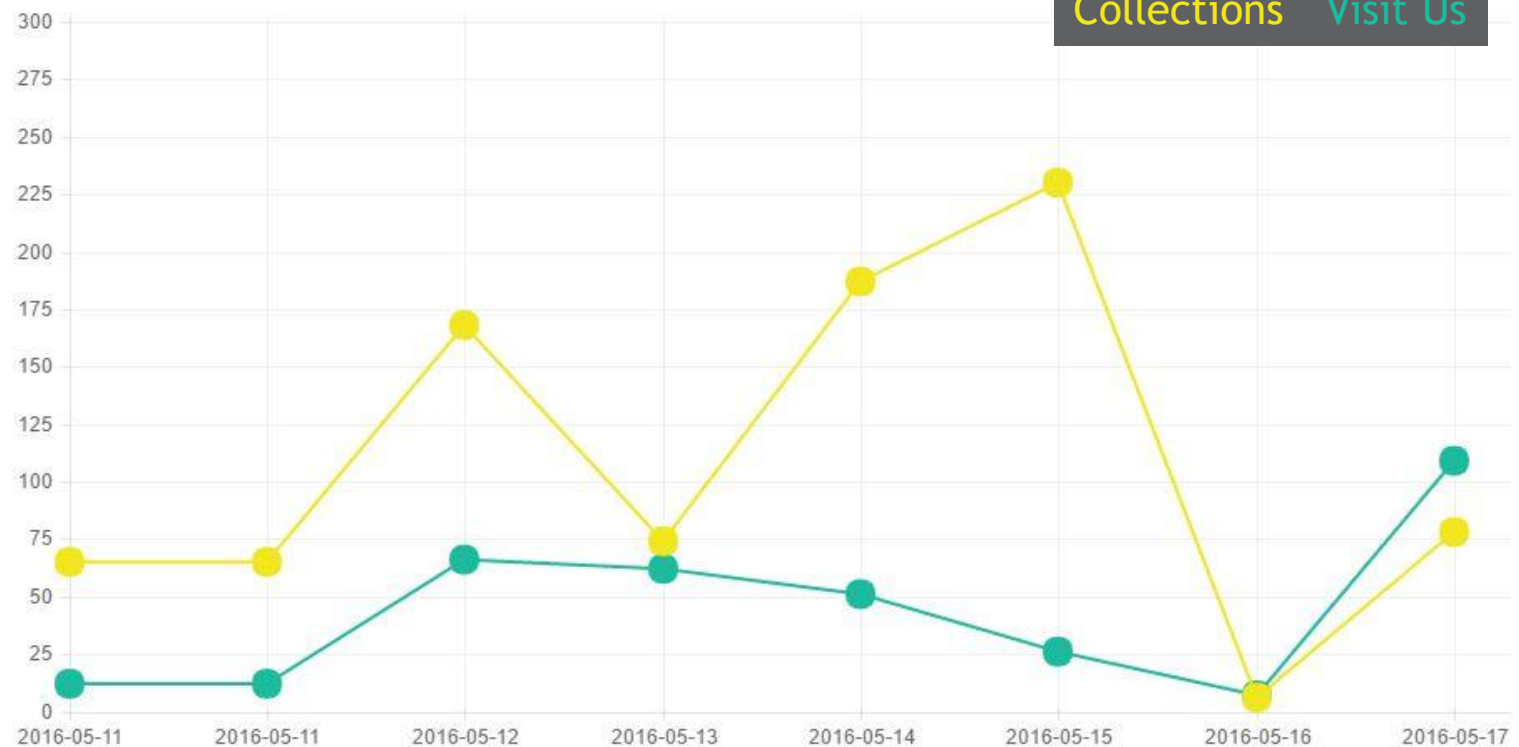
> Find out more



Example - Time On Site: Collections vs Visits

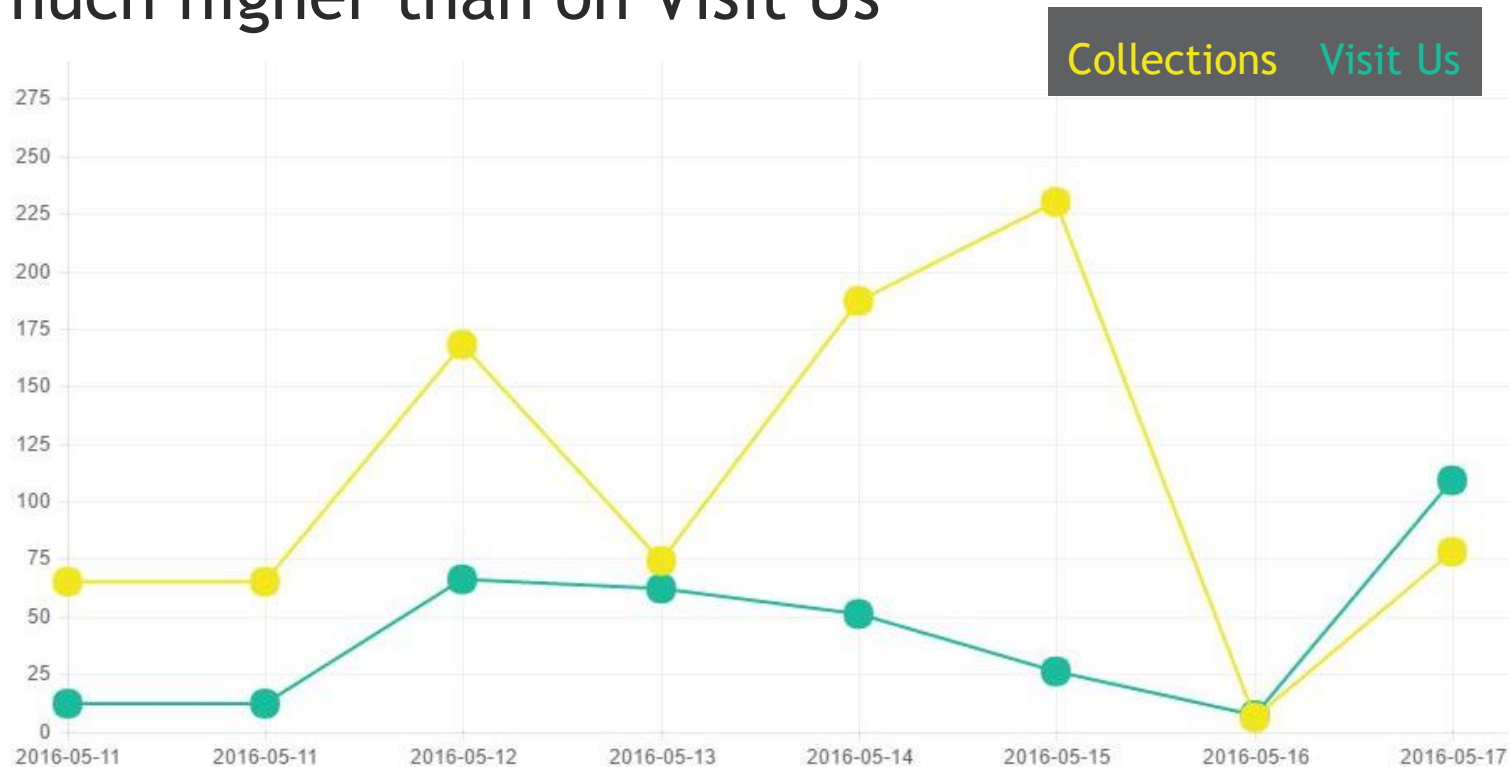
AVERAGE TIME ON SITE

This shows the average time spent on your site.



Example - Time On Site: Collections vs Visits

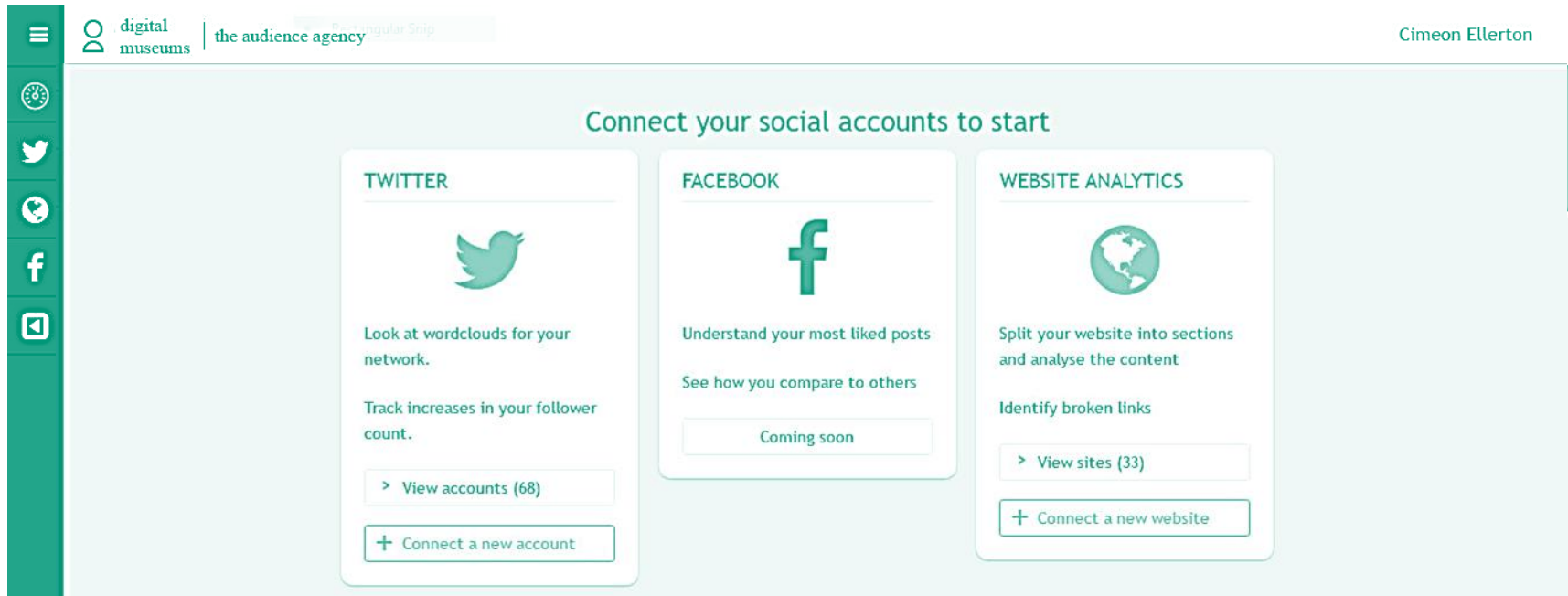
- Average time on the Collections pages is in general much higher than on Visit Us



- Shows that the content is functioning as you would hope and expect



Digital Museums (beta)



- Useful and comparable behavioural metrics relevant to your website and visitors



Thanks

cimeon.ellerton@theaudienceagency.org



Understand who your audiences are.
Discover who they could be.