

Drupal Redesign Using Google Analytics

SI 422: Evaluation of Systems and Services

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Experimental Redesign of Drupal

1. Identified Problem

Through our analysis of Google Analytics data, we have identified a problem on the main page of www.drupal.org. We believe that the process of the initial download and install of Drupal software can be streamlined by combining the “Download” tab and the “Getting Started” link on the “Documentation” page.

2. Data/Analysis

Using Google Analytics we found that a large percentage of the clicks on the “Documentation” page (28%) were focused on the “Getting Started” section.

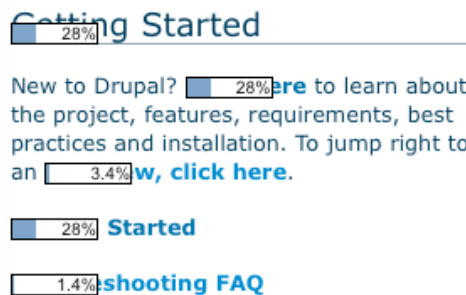


Figure 1: Google Analytics data from the "Documentation" page of Drupal.

We also found that 0% of the people are using the direct download links for the downloadable versions of Drupal.

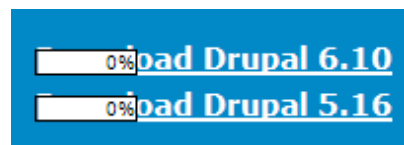


Figure 2: Google Analytics data from the Home page for version downloads

Additionally, we found that the “Getting Started” page on Drupal was ranked #8 out of Drupal's top 10 most visited pages, and still managed to have the lowest exit percentage out of all of the top 10 pages.

	Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1.	(other)	2,927,540	2,869,206	00:01:43	74.26%	35.41%
2.	/	1,133,760	832,933	00:01:29	28.47%	27.80%
3.	/project	294,114	194,922	00:00:29	16.00%	6.87%
4.	/project/Modules	221,885	170,335	00:00:46	20.20%	7.48%
5.	/project/modules	167,464	121,984	00:00:54	24.26%	8.24%
6.	/handbooks	163,153	120,602	00:00:46	27.59%	11.15%
7.	/project/Themes	149,053	109,803	00:01:11	23.64%	14.31%
8.	/getting-started	75,964	56,333	00:00:27	30.00%	4.54%
9.	/project/themes	72,573	51,063	00:01:35	22.46%	14.73%
10.	/node/206666	69,524	37,346	00:01:38	29.68%	11.35%

Figure 3: Google Analytics assessment of top 10 most visited pages in Drupal.org containing pageviews, average time spent on page, bounce rates, and exit percentages.

3. Hypothesis

As it stands, installing the Drupal software can be a pretty confusing task considering that it isn't equipped with any sort of auto-installation capabilities. Because of this, it is likely that when looking up documentation for Drupal, many new users are looking for help on setting up Drupal on their computers or websites. We believe that most users are actually interested in learning about Drupal before attempting to download and install it, and that by combining the download and install documentation we can create a smaller bounce rate and more successful installs of Drupal by giving people an introduction to the software and then showing them the installation file downloads, rather than the other way around as it currently stands. Specifically, we would rename the “Download” tab to “Getting Started” and provide both the Drupal downloads and documentation on the same page. It should create a clear path for the user to follow to get to the “Getting Started” guide, which would be a great segue into letting the user seamlessly install the software after downloading it. It then follows that we would hope to see an increase in the “Getting Started” clicks percentage than the percentage of clicks on the documentation and download tabs combined as proof that this was indeed the case.

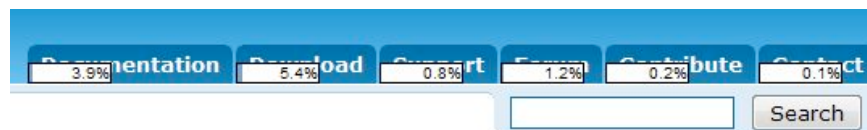


Figure 4: Google Analytics data showing current percentage of clicks on main page tabs

4. Method

Our method for determining whether our hypothesis is plausible involves analysis of data obtained through Google Analytics. Using the “Site Overlay” option in Google Analytics, we

examined the percentage of clicks in various areas of pages, and determined that a disproportionate amount of people clicked on “Getting Started” within the “Documentation” page and that no one clicked on the direct download links on the home page. Then, using the “Top Content” option in Google Analytics, we determined how “Getting Started” page was faring with the rest of the more popular pages and realized that this page had the lowest exit percentage than any of the others.

5. Data

From our analysis, we found that 28% of visitors to the “Documentation” page click on “Getting Started” link. Additionally, we found that the “Getting Started” page was ranked #8 on the site's top 10 most frequented pages, and yet had the lowest exit percentage (4.54%) out of all the top 10 most visited pages. We also found that 0% of the users are actually using the direct download link to access the Drupal installation files.

6. Analysis

We determined that 28% of the visitors to the “Documentation” page clicked on “Getting Started” which implies that most people are beginning users and are interested in learning more about Drupal before downloading and installing software, especially when considering that 0% of the population is actually making use of the direct download links on Drupal's homepage.

7. Discussion

We believe that combining the “Getting Started” and “Download” sections will greatly increase user satisfaction and proper usage of the Drupal software. From our data collection and analysis, we determined that many of the visitors who go to the “Documentation” section of www.drupal.org click on “Getting Started” which tells us that most people are interested in learning how to use the software. Also, since this page has such a low exit percentage compared to other more popular pages, it is likely that people are delving deeper into the guide to get a better understanding for how to install or better understand Drupal. Having separate download and information sections reduces the chance that users will actually know what to do with or make of the actual software. By combining these two sections, users will more likely be informed about the intended functions and capabilities of the software before they download it, and have more success with installing and using it.