Google Analytics: Toward More Effective and Efficient Digital IDSS

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The NOAA/NWS web presence is extremely dynamic, relies on big data, and it's been ranked in the top 500 globally in terms of web traffic. These features make it very unique among other federal websites, and given its complexity, deep analysis with Google Analytics (GA) is needed to support lean and effective digital communications. GA can help us understand both internal and external web services. In this webinar, I'll share the basics of how to measure web traffic and share those results, some recent examples of how NWS is leveraging GA, how to use GA to enhance partner agency relationships, and how we can identify the 20% that is getting 80% of the results.