# Digital Analytics Report for the Chinati Foundation Website & Vimeo Content

Report by: Jiyoung Lee, Kate Nadel, Jay Rosen, Ting Wang
Pratt Institute Center for Digital Experiences | Spring 2021

# Executive Summary

For this report, we conducted an analysis of the Chinati Foundation's website, focusing primarily on demographic data and content interaction. We prepared recommendations for improving the Chinati Foundation's use of Google Analytics, and provided findings that can be used to improve site performance. By adopting a digital strategy informed by this report, the Chinati Foundation can continue to answer questions about who uses their website and to what ends, and thus gain a deeper understanding of the varying needs, expectations, and behaviors of their digital and on-site visitors.

Tools used for this report include Google Analytics and Google Data Studio to develop an interactive dashboard to track trends and changes in website data. Additionally, we used data in the form of CSV files from the Chinati Foundation to analyze original video content posted to Vimeo and hosted on the Chinati website, allowing us to synthesize the data for a fuller picture of user behavior for video content.

One of the main interests the Chinati Foundation expressed was understanding how visitors from various locations interact with their website. The Chinati Foundation is located in Marfa, Texas, a small town which met the requirements of artist and founder Donald Judd because of its remote location and distance from major cities. However, the Chinati Foundation has become a travel destination for art enthusiasts and professionals from all over the world. Understanding and meeting the needs of their wide range of visitors, from international art tourists to local Texan residents, is a priority for the Chinati Foundation.

The results of this report illustrate a high-level demographic breakdown of users of the Chinati website and analyze how various user groups interact with specific web pages and sections. Additionally, our recommendations offer insight into how the Chinati Foundation can use this data and the interactive dashboards we constructed to understand the function of various parts of their website depending on who is accessing it.

As discussed further in this report, our recommendations are as follows:

1. **Establish goals and a digital strategy for each section of the website**
2. **Make video content more searchable and connected to promoted events**
3. **Improve site retention and engagement**

Our final recommendation relates to ways the Chinati Foundation can improve their use of Google Analytics to further track trends and changes in online visitor engagement.

4. **Optimize Google Analytics**

These findings will allow the Chinati Foundation to assess their success in educating their audiences about the collection, communicating with potential visitors about opening status and logistics, and sharing resources with students, Chinati members, and the wider art community.

# Table of contents

# Introduction

## Summary

Located in Marfa, Texas, the Chinati Foundation unifies art, architecture, and the natural environment to produce a unique museum experience. Since its founding in 1986, the Chinati Foundation has housed a permanent collection of large scale installation works by select artists including Chinati founder Donald Judd and contemporaries Dan Flavin and Roni Horn, among others.

In order to better understand how users interact with their website, the Chinati Foundation implemented Google Analytics in March 2020. The Chinati Foundation began implementing Google Analytics in March 2020 alongside a major relaunch of their website. Our team therefore had access to roughly 13 months of Google Analytics data. Significantly, this data coincides almost exactly with the onset of COVID-19, during which individuals interested in Chinati were restricted from visiting the physical campus and were only able to engage with the foundation digitally. Additionally, Vimeo Analytics was established in March 2020 to track engagement with Chinati's original video content on this platform.

The following report describes our team's approach, analysis, findings, and recommendations in regards to the Chinati Foundation's website and Vimeo account.

## User Research Objectives

Following an interview with Chinati Foundation archivist Hannah Marshall, our team identified three relevant research objectives to pursue:

- **Audience Profile & Demographics:** Define website user groups and determine whether they align with Chinati's working understanding of their patrons (in regards to age, location, and other demographic factors).

- **Behavior & Engagement:** Identify common user paths and trends through Chinati's website in order to better understand key differences in how local and international visitors navigate and engage with this site.

- **Vimeo Analysis:** Analyze Chinati's original video content (in regards to engagement, reach, and other metrics of success).

# Methodology

After meeting with the Chinati Foundation to understand their broader mission and strategic digital objectives, we were granted access to the organization's **Google Analytics** data and were sent **CSV files** containing Vimeo data from 2020. We interviewed Chinati Foundation archivist Hannah Marshall before viewing the data in order to gain a better understanding of both Chinati's website and relevant questions and issues for us to pursue. We used **Google Data Studio** to create a high-level dashboard of Chinati's website activity, structuring our analysis around user demographics, website behavior, and page-specific analyses. Additionally, we analyzed CSV files with Vimeo Analytics data to evaluate Chinati's original video content, and used **Tableau** to generate visualizations.

## Metrics and tools

Using Google Analytics, we were able to explore website data and identify trends related to the User Research Objectives stated above. We then designed an interactive dashboard in Google Data Studio using these key metrics, focusing on demographic data (location and age), acquisition trends, and behavioral patterns. Additionally, we created the second page of the dashboard that goes into further detail about each of the main sections of the Chinati website: "Visit," "Collection," "Programs," "Support," and "News;" this dashboard offers a high-level overview as well as more granular detail and metrics regarding each of the main sections.

The metrics used across the dashboard include: users, sessions, unique pageviews, bounce rate, average time on page, and entrances. Segmentations (dimensions) included were: city, country, age, default channel grouping, device category, medium, user type, month of year, landing page, page path (level 1), page title, and page.

## Limitations

A limitation of note is that Chinati Foundation's current website was launched in March 2020, with no analytics data collected on their previous website. We were therefore unable to assess how Chinati's previous website functioned or how the new site relates or differs from it.

In addition, throughout our research we encountered obstacles to obtaining more granular, specific information regarding user behavior on Chinati's website. Specifically, because Chinati had not yet implemented "Event Tracking" in Google Analytics, we were unable to determine how specific sections of their website — including a prominent "carousel" on their homepage — perform. Similarly, we were unable to gather information related to search terms and keywords on Chinati's website. These barriers limited our ability to more precisely determine how users navigate and engage with certain sections of Chinati's website. In order to address these issues, we describe the process for implementing "Event Tracking" and tracking site searches in the Recommendations section of this report.

# Results

## Audience Profile & Demographics

From our analysis of Chinati's website we found that the majority of users reside in Austin, Dallas, and New York. From March 20, 2020 to April 14, 2021, the total number of users was 104,267 and the number of new users was 103,690. To clarify, the term "new users" refers to those who have never accessed Chinati's website before, while "users" refers to both new and returning website visitors. Most users (51.1%) arrive at the site from organic (unpaid) searches, and the second largest segment (32.1%) arrive at the site directly by typing the website's URL into their web browser (Figure 1). The third largest group (14.7%) come from referrals, indicating that the user group from referrals is larger than users from social media platforms (3.7% of users). The top referral source is http://linktr.ee (1,104 users) and http://visitmarfa.com/ (846 users); most "linktree" referrals likely originate from Chinati's Instagram, as this account contains links to various sections of Chinati's website in the account description (or "bio"). For arrivals by social media, most users get to the site from Instagram stories (42.40%) and Facebook (34.40%).
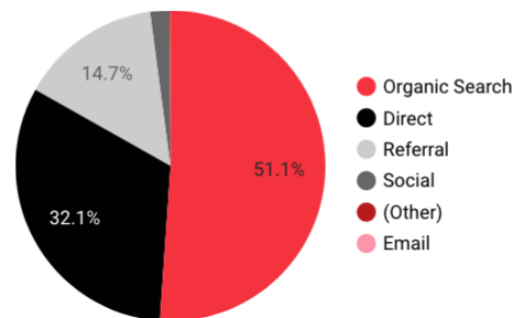


Figure 1. How Users Arrive at the Site, no filter

Top landing pages in terms of sessions are homepage (36.62%), artists in residency programs (21.94%) and visit information (6.97%). To clarify, a "landing page" refers to the first web page a user "lands" on after clicking a link, while "sessions" refer to user interactions with a website over a given period of time. The popularity of the artists in residency programs page as a landing page could indicate that artists are a major user of the website.

## Behavior & Engagement

### Behavior overview

Our team found that a majority of users (63.5%) access Chinati's website on a desktop device, with 34.3% arriving via a mobile device and the remaining ~2% arriving via tablet. This is likely influenced by the fact that Chinati's physical grounds have been closed for most of the last year; many users access a site from a mobile device soon before visiting in order to find specific information regarding directions, hours, and other operating status updates. Given Chinati's temporary closure, it is not surprising that the majority of website users currently engage with Chinati via desktop, rather than mobile, devices.

Our team also determined that the vast majority of website visitors (85%) are "new" users, with only 15% categorized as "returning" users (Figure 1). In general, no major behavioral differences were found between these two groups, though "returning" users had a slightly longer average time on page (00:01:22) compared to "new" users (00:00:57). Apart from this discrepancy, "new" and "returning" user behavior is quite similar in regards to acquisition sources, bounce rate, pages visited, and pages per session.

This abundance of "new" users is unsurprising, given Chinati's current website was launched only 13 months ago. However, the abundance of "new" users offers opportunities for Chinati to make a strong first impression by highlighting valuable resources and soliciting memberships, donations, and engagement. "New" users are also responsible for a much greater number of web sessions in the past year, reaching as many as 15,000 sessions in October 2020, compared to only 5,000 sessions from "returning" users during this time (Figure 2).
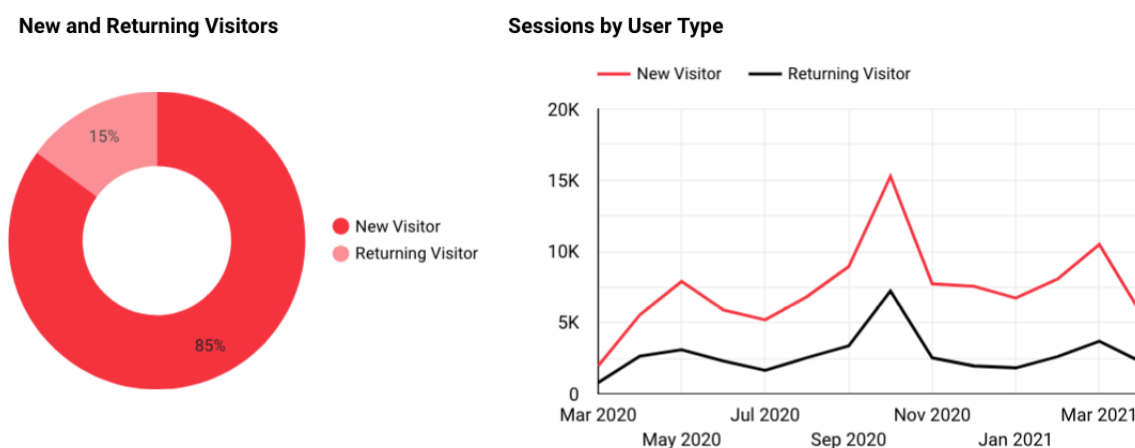


Figure 2. New and Returning Visitors, no filter (left), Sessions by User Type, no filter (right)

In general, both "new" *and* "returning" sessions reached their peak in October 2020, hitting a far greater number of sessions than any other month (see above figures). This surge in sessions likely corresponds with the annual "Chinati Weekend" event.

Our analysis of landing pages by users, unique pageviews, bounce rate, average time on page, and % new sessions was also instructive. The most popular landing page by far is Chinati's homepage, generating over 50,000 sessions and roughly 158,000 unique pageviews in the past year or so. Because website homepages are often (but not always) the first point of contact for many users, this finding is not particularly surprising.

Of perhaps greater value are the "% new sessions" finding for each landing page. The term "% new sessions" refers simply to the percentage of website users who have never visited a site before. Each of the Chinati Foundation's most visited landing pages have quite high "% new session" rankings; for instance, 78% for Chinati's homepage, 82% for Chinati's

Artist-in-Residence program, and 80% for Chinati's "Store" page (Figure 3). Each of these pages, then, attracts a very high rate of users who have never visited Chinati's website before.

Other highly ranked landing pages that surfaced during our analysis (Figure 3). In particular, Chinati's "Artist in Residence" program generated nearly 10,000 sessions and over 26,000 unique pageviews; these numbers fall far short of homepage sessions and unique pageviews, but these landing pages are clearly quite popular. Other popular landing pages (in descending order) include "Plan Your Visit," "Store," "Collection: Donald Judd," "Collection," and "Programs" pages. These findings suggest many users arrive at Chinati's website with the specific goal of seeking information or applying to Chinati's Artist in Residence program; finding information related to visiting; viewing and purchasing Chinati merchandise; and engaging with Chinati's online collections and programs, in particular the work of Chinati founder Donald Judd.

Given the high volume of new sessions and unique pageviews for these landing pages, we recommend Chinati prominently include information related to donations, memberships, and other forms of engagement on these pages. As mentioned, most of these pages attract a remarkably high percentage of new visitors, and so it is important that Chinati make a strong impression and work to improve retention here, particularly for pages with bounce rates near or over 60% (see "artists-in-residence," "plan-your-visit," "collection/donald-judd/" pages). In order to increase retention on these pages, Chinati can implement exit surveys and user testing to determine why people leave their website, and can consider embedding popular Chinati content or links to other popular Chinati web pages on these landing pages.

**Landing page by Users, Pageviews, Bounce Rate, Avg Time, and % New Sessions on Page**

| | Landing Page | Users | Unique Pagevie... | Bounce Rate | Avg. Time on ... | % New Sessi... |
|---|---|---|---|---|---|---|
| 1. | / | 50,019 | 158,342 | 39.71% | 00:00:57 | 77.73% |
| 2. | /programs/artists-in... | 4,540 | 14,068 | 20.72% | 00:00:58 | 81.55% |
| 3. | /programs/artists-in... | 5,430 | 12,234 | 76.34% | 00:01:19 | 63.92% |
| 4. | /visit/plan-your-visit/ | 5,170 | 10,319 | 69.88% | 00:01:26 | 55.11% |
| 5. | /store/ | 2,411 | 10,051 | 10.89% | 00:00:30 | 79.92% |
| 6. | /collection/donald-j... | 5,185 | 8,760 | 73.86% | 00:01:46 | 79.3% |
| 7. | /collection/ | 1,483 | 5,966 | 29.06% | 00:00:48 | 59.69% |
| 8. | /programs/ | 1,260 | 3,821 | 32.76% | 00:00:43 | 66.79% |

1 - 100 / 3629 ⟨ ⟩

*Figure 3. Landing page by Users, Pageviews, Bounce Rate, Avg Time on Page, % New Sessions no filter*

## Page Analysis

Looking at the data trends for specific sections of the Chinati Foundation's website allowed us to gain insights into how users engage with particular types of content. As previously mentioned,

one of the User Research Objectives identified by the Chinati Foundation was to understand how different types of users engage with their website; are there significant differences in how local Texan residents engage with site content versus someone from abroad who is potentially planning a trip to the Foundation or is simply interested in learning more through the website?

As seen in Figure 4 (Sessions by Type of Content), the Programs and Collections pages are the most popular sections of the website overall. The Support section had a spike of session activity in October of 2020, as did the Chinati Weekend 2020 page (illustrated by Figure 5); this clearly correlates with the dates of Chinati Weekend 2020 (October 9th-October 11th 2020). Additionally, there is a sharp increase in sessions for Programs pages starting in January 2021, reaching its peak in March 2021. These dates likely correspond to the launch and subsequent due date of the Artist in Residence program.



*Figure 4. Sessions by Type of Content, no filter*
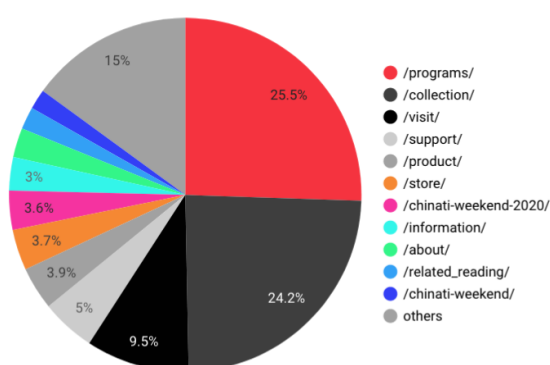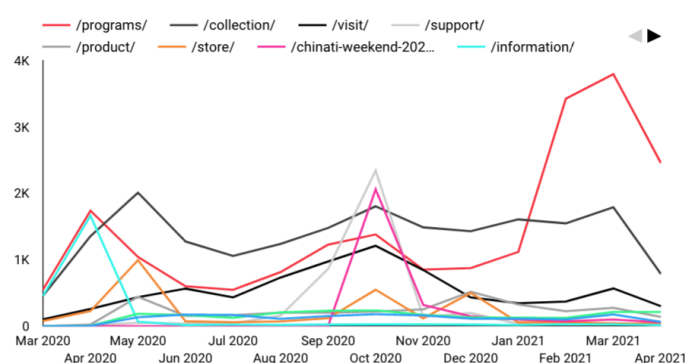


*Figure 5. Sessions by Type of Content Over Time, no filter*

When these charts are filtered by city to show only users located in Marfa (Figure 6), the most popular section of the site is Visit, followed by Collection. A sharp spike in sessions over time is clear in October 2020 for the Chinati Weekend page as well (Figure 7).



*Figure 6. Sessions by ToC, filtered by City: Marfa*
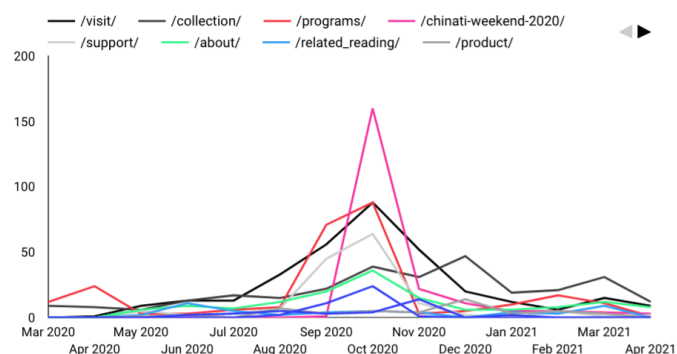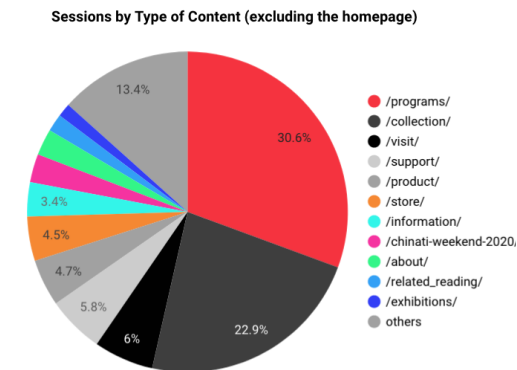


*Figure 7. Sessions by ToC over Time, filtered by City: Marfa*

When filtered by major cities (New York, Los Angeles, London, Chicago, and San Francisco), the most visited section of the page is consistently Programs (Figure 8). Interestingly, when filtered by these cities, the five most visited pages in the Programs section are related to the Chinati Foundation's Artist in Residency program (Figure 9). Again, this was caused by the launch of the program and invitation for applications. However, it is clear that website users from this demographic are very interested in this program, and that the spike in engagement during the launch of this program drove the overall percentage of sessions to the Programs page up to 30.6% for this demographic.



*Figure 8. Sessions by ToC, filtered by City: New York, Los Angeles, London, San Francisco, Chicago*



*Figure 9. Page by Unique Pageviews, filtered by City: New York, Los Angeles, London, San Francisco, Chicago*

When filtered by major cities in Texas (Dallas, Austin, and Houston), in addition to the Programs page and three pages of the Artist in Residence program, Internships was also one of the top five pages visited (Figure 10). In contrast to users from other locations, when filtered by this demographic, sessions in the Visit category saw a sharp spike during October 2020 (Figure 11). This suggests that users from this demographic sought out information about physically getting to the Chinati Foundation for Chinati Weekend, whereas users from Marfa did not need this information to the same degree, but rather sought out general information about Chinati Weekend through the event page (Figure 7).



*Figure 10. Page by Unique Pageviews, filtered by City: Houston, Dallas, Austin*



*Figure 11. Sessions by ToC over Time, filtered by City: Houston, Dallas, Austin*

## Vimeo Analysis

Launched in October 2012, Chinati's Vimeo account is used as a streaming platform for online programs including artist talks and conference sessions, and also as an archive for other video content. There are currently 55 videos on Chinati's Vimeo account. Videos available directly on the Chinati website are located on the Programs page under "Online Programs" and "Chinati Weekend." Additionally, a visitor could find videos by clicking on "Video" which is available on the bottom of some pages.

| | |
|---|---|
| Average Plays | 1,253 |
| Average Unique Loads | 515 |
| Average Unique Viewers | 405 |
| Count of Video | 55 |
| Downloads | 25 |
| Median plays | 52 |
| Median Unique Loads | 87 |
| Median Unique Viewers | 30 |
| Sum Seconds | 4,686,701 |
| Unique Loads | 28,332 |
| Unique Viewers | 22,270 |

*Figure 12. An overview of Vimeo video data*

Significantly, the majority of Chinati's videos are viewed through their website, rather than directly through their Vimeo account. Specifically, nearly 98% (67,395 out of 68,935 total video plays) were played on Chinati's website (Figure 13). Most viewers (nearly 71%) live in the United States.



Top Domain Used

Domain
- chinati.org
- vimeo.com
- UNKNOWN
- new.chinati.org
- sightlinesmag.org
- bing.com
- yahoo.com
- google.com
- chinati.local
- www-kyleellisevans-..

chinati.org
67,395

*Figure 13. Graph shown the amount of video traffic by domain, Chinati is the top 1 traffic source.*

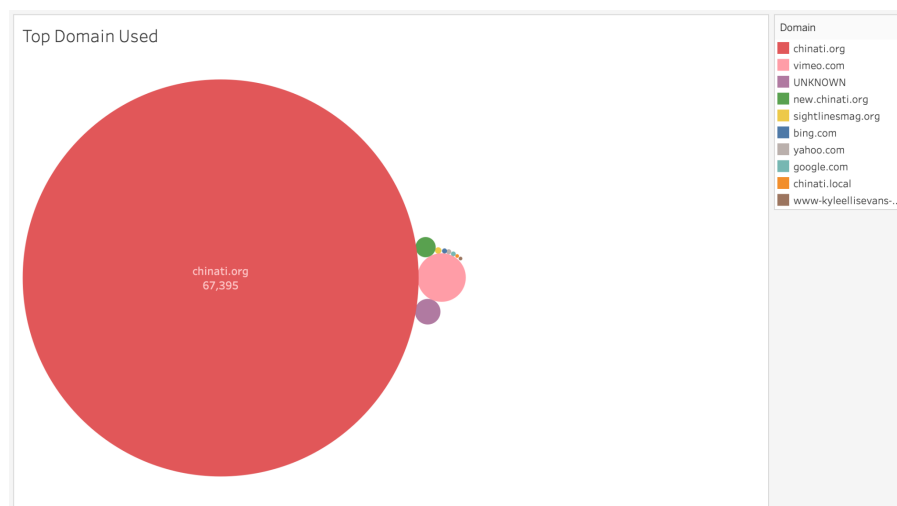Figure 14 shows the average completion rate for ten Chinati videos from the Vimeo account. It is interesting to note that most of these videos have relatively low view counts, yet quite high completion rates — in some cases, as with the "Director's Welcome" video, there are more finishes than there are unique viewers, resulting in a completion rate over 100%, meaning that there are more complete view than there are viewers. This brings to mind our client's claim that Chinati strives to maintain a smaller but more loyal audience on their digital platforms. Given this perspective, content with fewer unique viewers but higher average completion rates is still quite successful, perhaps more so than videos with greater numbers of unique viewers but lower completion rates.

For instance, "Sheds Drone Footage_Edited from April 2020" from the collection of Donald Judd has the most views but the completion rate is fairly low (Figure 15). This suggests that many people started the video but did not watch it to the end. Later we found out that this video is automatically playing on the homepage which explains why it's getting such a high view count and low completion rate. However, some of the videos with high completion rates are associated with Chinati's promoted events such as Chinati Weekend and Donald Judd's Collection. This could be an interesting trend to explore if related to the visitor traffic for related events. Visitors are very interested in the events and the promotion of these events seem to lead to high video engagement.

| Name | Avg. Completion R.. | Finishes | Unique Viewers |
|---|---|---|---|
| Director's Welcome | 134.26% | 145.0 | 108.0 |
| Donald Judd's 100 UNTITL.. | 126.44% | 110.0 | 87.0 |
| Claes Oldenburg Coosje v.. | 126.00% | 63.0 | 50.0 |
| JOHN WESLEY GALLERY, .. | 115.79% | 44.0 | 38.0 |
| Roni Horn's THINGS THAT .. | 114.29% | 56.0 | 49.0 |
| Ilya Kabakov SCHOOL NO. .. | 104.00% | 52.0 | 50.0 |
| Chinati's VISITOR CENTER.. | 96.67% | 29.0 | 30.0 |
| Donald Judd's ARENA, 19.. | 91.86% | 79.0 | 86.0 |
| Chinati 2020 | 86.30% | 63.0 | 73.0 |
| Chinati for Children | 83.61% | 51.0 | 61.0 |

*Figure 14. Graph shows the top 10 videos showing average completion rate, number of finished video, and unique viewers.*
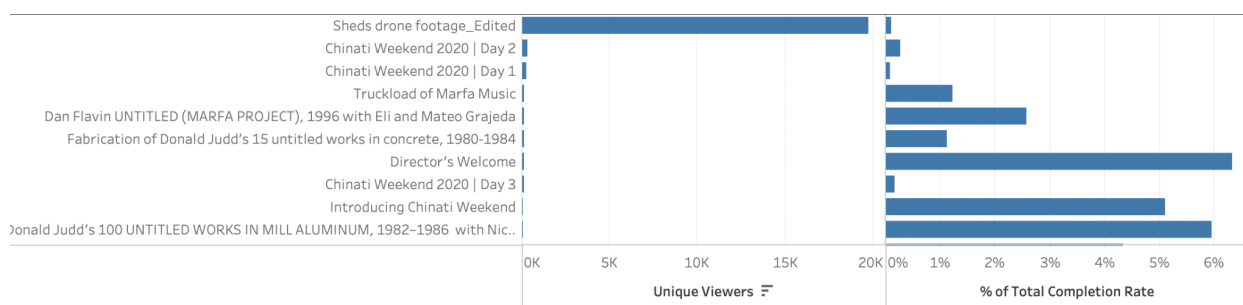


*Figure 15. Graph shows the top 10 videos with the most unique views and it's completion rate*

As shown in Figure 16, 29 of Chinati's 55 videos (nearly 53%) were uploaded to Vimeo in October 2020. Among the videos uploaded in October, the Chinati Weekend series (Chinati Weekend 2020 | Day 1, Chinati Weekend 2020 | Day 2, Chinati Weekend 2020 | Day 3) were ranked highest. However, except for "Chinati 2020," the representative video embedded on Chinati.org, the Chinati Weekend video series is no longer available on Chinati's Vimeo account, though many of these videos do currently exist on their website. Among the videos uploaded in October, the video with the lowest number of views is 'Lunch Break at the Railroad Tracks', which is long and without subtitles and narrative. This video was used for breaktime at the Chinati Weekend event and was released on the Vimeo feed, but had very little engagement from viewers.

As shown in Figure 16, Chinati's most popular video ("Sheds drone footage_Edited" from April 2020) reached an overwhelmingly high view count compared to the rest of their video content. However, this video is no longer available to view on either Chinati's Vimeo's video feed or website. After we discussed this discovery with our client, we found out that this video is automatically playing as the background of the homepage. That is why it's constantly getting view counts but can not be found elsewhere.
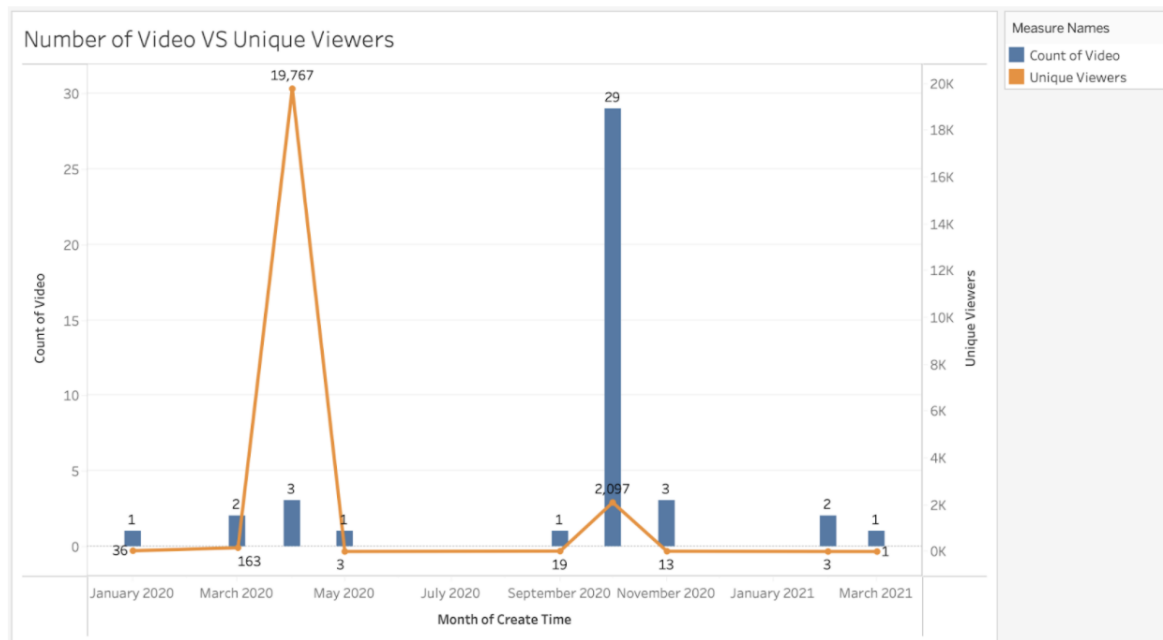


*Figure 16. Graph shown the amount of video published and the total unique viewers of a particular month and the year*

## Dashboard

Listed below in the Appendix are both pages of our interactive dashboards in their default settings. Both pages of the dashboard can be filtered by User Type (Returning Visitor, New Visitor), Age, City, Country, and Time Period. These filters were added to allow the Chinati Foundation to view Google Analytics data with more precision and specificity. The default setting for these dashboards captures all users of all age groups, cities, countries, and for the time period March 20th, 2020 through April 14th, 2021.

Link to Google Data Studio interactive dashboard: https://datastudio.google.com/s/hQXIKN_iIIs

# Recommendations

## 1. Establish goals and a digital strategy for each section of the website

Using the Page Analysis section of the dashboard, we were able to identify that users use the Chinati website differently depending on their location. We compared user engagement based on these three categories: users from Marfa, users from major cities (New York, Los Angeles, London, Chicago, and San Francisco), and users from large Texan cities (Austin, Dallas, and Houston). We also offered an overall view of users from all locations.

Based on this understanding of the Chinati Foundation, we recommend identifying and establishing specific site goals using Google Analytics based on the behavior and needs of users from various locations. This process requires identifying strategic objectives for Chinati's website, defining corresponding metrics for these objectives, and setting up "Conversion Goals" in Google Analytics. The findings in this report and the interactive dashboard can be used as a tool for developing these strategies. One possibility for aiding in developing these goals would be to embed a user motivation survey on the Chinati website to get a clearer understanding of why particular users engage with the website, and what some of their needs might be.

Additionally, nestled on the first page of the "Visit" section of the website are a series of links titled "Collection," "Online Programs," "Making Together," "Archives," "Store," and "Stay Connected." All of these links except Archives and Store are connected by their URL to one of the main sections of the site, and as a result, receive very little traffic by overall users. In our initial client meeting with the Chinati Foundation, one of the assumed audience groupings for the website was researchers and Chinati members interested in research activity and resources. It was also noted that the Archives page will soon have a significant increase in content due to a grant funded initiative. Our recommendation for a specific digital strategy would be to include the Archives page as a section in the main navigation bar, allowing visitors to the site to easily access archival and digitized primary source materials. Additionally, to increase engagement with the Chinati Foundation store, we recommend including the link to the store either in the main navigation or as part of the "Support" section.

## 2. Make Video content more searchable and connected to promoted events

We recommend keeping popular videos public for users to access on Vimeo. Currently, It seems that there are inconsistencies between video content available on the Chinati Foundation's website and their Vimeo account. When searching for Chinati Weekend 2020 video content on Vimeo, most videos available on Chinati's website were not available to view. However, a few Chinati Weekend 2020 videos are searchable on Google Video due to them being published to websites such as Facebook and Glasstire. We recommend streamlining these channels and ensuring that users on either platform are given opportunities to connect with and explore all available Chinati video content.

We also recommend making video headlines and titles more descriptive. For instance, adding "Chinati Weekend 2020" to the title or description of relevant videos makes this content easier to discover and reduces confusion for the user. When searching for these videos, we were often unsure whether content labelled "Chinati Weekend" covered the most recent event or another Chinati Weekend from years past.

Additionally, we found that videos closely related to a promoted event get far more attention and traffic than other videos. Our recommendation is to connect videos to a relevant event, or upload videos in batches related to a virtual programming initiative. We suggest using the Chinati Weekend as a model for this, given that the overall rate of views for this content is significantly higher than most other videos. However, if the Chinati Foundation decides to continue to conduct the Chinati Weekend series online this year, one improvement could be to implement a scheduled flow of video uploads to the website, which would encourage new and return visits to the site, rather than posting all content associated with the event in a short period of time.

As a promotional measure, we also recommend adding a keyword-rich and relevant event name to the title of the video and a description to improve the Search Engine Optimization (SEO) of the videos. Since the first 110 characters of the description will appear in the search result, adding short and resourceful information in the description will attract more viewers.

Finally, we found that some videos currently are located on https://chinati.org/category/video/ which is difficult to navigate and discover; most of those videos are ranked at the bottom of the number of views due to lack of discoverability. We recommend adding these videos to the "News" section of the website so people can easily access these videos.


3. **Improve site retention and engagement**

In order to strengthen engagement on the Chinati Foundation's website, we recommend working to increase user session durations and to decrease bounce rates on popular landing pages. In particular, adding buttons on Collection pages to "View Similar Artists" or "View Related Artworks" can help to sustain user attention and engagement on Chinati's website, as can similar buttons to "View Related Programs" or "View a Random Page." As an example, each item record on The Met Museum's Digital Collection offers an option for users to view "Related Objects," thereby boosting retention and lowering bounce rate for this content (Figure 17).
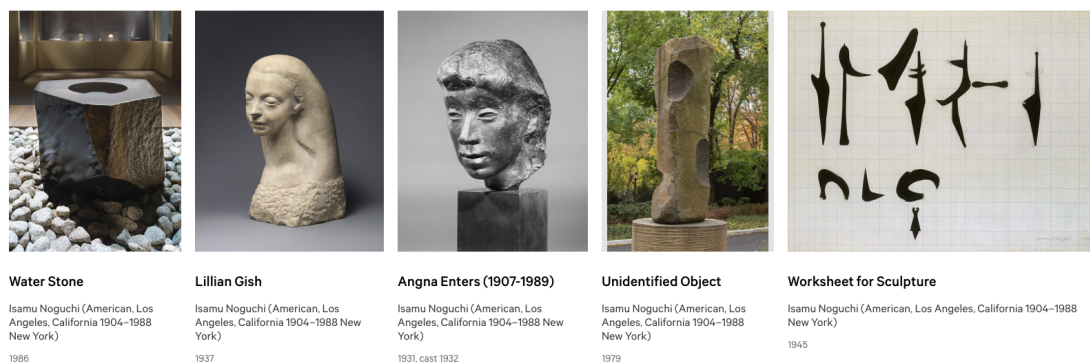
Related Objects



| Water Stone | Lillian Gish | Angna Enters (1907-1989) | Unidentified Object | Worksheet for Sculpture |
|---|---|---|---|---|
| Isamu Noguchi (American, Los Angeles, California 1904–1988 New York) | Isamu Noguchi (American, Los Angeles, California 1904–1988 New York) | Isamu Noguchi (American, Los Angeles, California 1904–1988 New York) | Isamu Noguchi (American, Los Angeles, California 1904–1988 New York) | Isamu Noguchi (American, Los Angeles, California 1904–1988 New York) |
| 1986 | 1937 | 1931, cast 1932 | 1979 | 1945 |

*Figure 17. "Related Objects" are provided for each item in the Met's Digital Collection.*

## 4. Google Analytics Optimization

With current Google Analytics data settings, we were unable to access data related to specific engagement with the carousel on Chinati's homepage or engagement based on elements clicked throughout the website. We recommend that the Chinati Foundation integrate "Event Tracking" as part of their Google Analytics set up.

In addition to tracking clicks on elements such as the carousel on the homepage, by implementing event tracking, the Chinati Foundation will be able to precisely measure the exact numbers of clicks on particular links and buttons across the website (Figure 18). For example, event tracking can be implemented on pages such as "Visit," "Collections," and "Programs," allowing for a more precise understanding of who clicks on specific elements on the website.
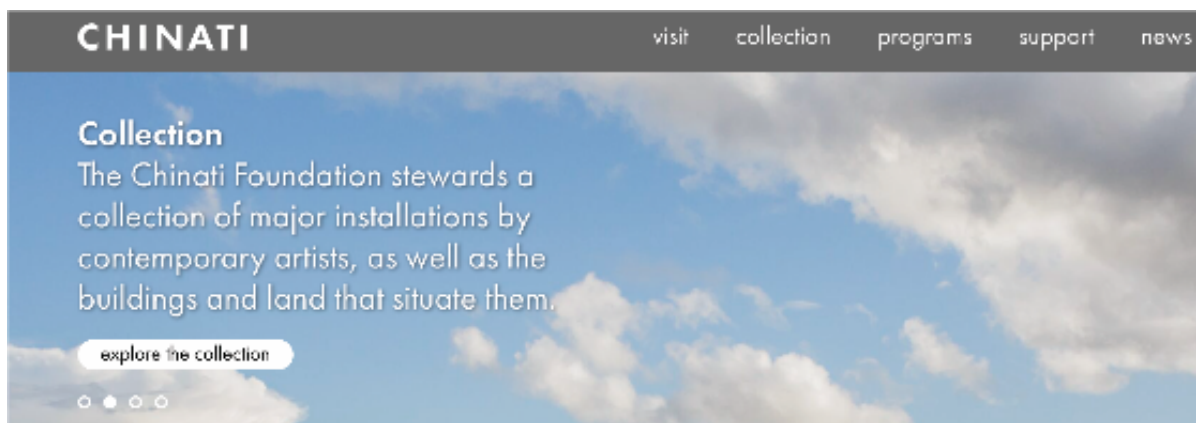


*Figure 18. Buttons such as "explore the collection," the four bubbles underneath, and the page headings can all become "events" tracked in Google Analytics*

Further Event Tracking instructions:
https://support.google.com/analytics/answer/1033068?hl=en

Additionally, we recommend implementing the tracking of search terms on the website. This data can be helpful in identifying places where users have issues with the website or find it challenging to access a piece of data on the site. This data can also be used to understand trends in what content users are interested in based on specific demographics that utilize the website.

To implement Search Tracking in Google Analytics, go to the Admin tab in the left menu > View Settings in the third column > Scroll down to enable "Site Search Track" > type "s". This will track all URL query parameters submitted when a user uses the search function on the site (Figure 19).



*Figure 19. Google Analytics can track search terms by the URL segment generated after each search, in this case "donald judd" was searched*

# Conclusion

Despite the limitations previously mentioned, we are confident that our analysis, findings, and recommendations will help the Chinati Foundation craft a sustainable, scalable, and successful digital strategy. We also hope to have clearly and sufficiently addressed the User Research Objectives listed above. Though at times challenging, the relatively small amount of data available to us allowed us to hone our analysis and focus on information immediately relevant to the Chinati Foundation. Going forward, we hope this report provides actionable insights that result in increased engagement and enhanced user experience of the Chinati's website and original video content.

# Resources

Google. (n.d.). *About Events - Analytics Help*. Google.
https://support.google.com/analytics/answer/1033068?hl=en.

Google. (n.d.). *Set up Site Search - Analytics Help*. Google.
https://support.google.com/analytics/answer/1012264?hl=en.

metmuseum.org. (n.d.). *Metropolitan Museum of Art Images.*
https://www.metmuseum.org/art/libraries-and-research-centers/watson-digital-collections/metropolitan-museum-of-art-publications/metropolitan-museum-of-art-images.

Vimeo. (n.d.). *Follow these video SEO best practices to boost your video's visibility in search.*
https://vimeo.com/blog/post/video-seo-how-to/

# Appendix

The two items in this section are the first and second page of our interactive dashboard in their unfiltered state.

# User Demographics & Overall Behavior

la fundación
the CHINATI foundation

| User Type ▾ | Age ▾ | City ▾ | Country ▾ | Mar 20, 2020 - Apr 14, 2021 ▾ |

| Users | Pageviews | Unique Pageviews | % New Sessions | Avg. Session Duration | Pages / Session | Bounce Rate |
|---|---|---|---|---|---|---|
| 104,267 | 393,693 | 312,820 | 72.86% | 00:01:52 | 2.77 | 53.13% |

## Location

### Users by City

| | City | Users ▾ |
|---|---|---|
| 1. | Austin | 8,343 |
| 2. | Dallas | 6,903 |
| 3. | New York | 6,342 |
| 4. | (not set) | 5,440 |
| 5. | Houston | 5,385 |
| 6. | Los Angeles | 3,111 |
| 7. | Marfa | 2,619 |
| 8. | San Antonio | 2,490 |

1 - 100 / 6392

### Users by Country (Map)



Users 1 — 82,262

### Users by Country (Chart)



- United States
- United Kingdom
- Germany
- Mexico
- Canada
- France
- Japan
- Italy
- China
- others
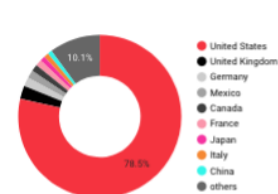
## Age

### Visitors by Age Group



45-54
Users: 3,905

Users
25-34  18-24  35-44  45-54  55-64  65+
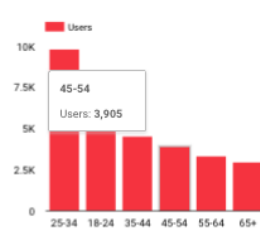
## Acquisition

### How Users Arrive at the Site

| | Default Channel Grouping | Users ▾ |
|---|---|---|
| 1. | Organic Search | 54,150 |
| 2. | Direct | 36,858 |
| 3. | Referral | 12,300 |
| 4. | Social | 3,939 |
| 5. | (Other) | 79 |
| 6. | Email | 24 |
| | Grand total | 104,267 |

1 - 6 / 6

### Medium by Sessions



- organic
- (none)
- referral
- website
- email
- Referral
- (not set)
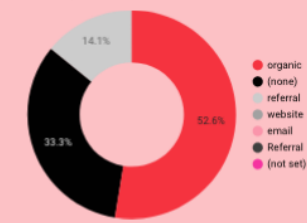
## Behavior

### Unique pageviews by device



- desktop
- mobile
- tablet

### New and Returning Visitors



- New Visitor
- Returning Visitor

### Sessions by User Type



New Visitor — Returning Visitor

### Landing page by Users, Pageviews, Bounce Rate, Avg Time, and % New Sessions on Page

| | Landing Page | Users | Unique Pagevie... | Bounce Rate | Avg. Time on ... | % New Sessi... |
|---|---|---|---|---|---|---|
| 1. | / | 50,019 | 158,342 | 39.71% | 00:00:57 | 77.73% |
| 2. | /programs/artists-in... | 4,540 | 14,068 | 20.72% | 00:00:58 | 81.55% |
| 3. | /programs/artists-in... | 5,430 | 12,234 | 76.34% | 00:01:19 | 63.92% |
| 4. | /visit/plan-your-visit/ | 5,170 | 10,319 | 69.88% | 00:01:26 | 55.11% |
| 5. | /store/ | 2,411 | 10,051 | 10.89% | 00:00:30 | 79.92% |
| 6. | /collection/donald-j... | 5,185 | 8,760 | 73.86% | 00:01:46 | 79.3% |
| 7. | /collection/ | 1,483 | 5,966 | 29.06% | 00:00:48 | 59.69% |
| 8. | /programs/ | 1,260 | 3,821 | 32.76% | 00:00:43 | 66.79% |

1 - 100 / 3629

### Session Trends over Time



Sessions

Mar 20, 2020   Jul 28, 2020   Dec 5, 2020   Apr 14,...
May 24, 2020   Oct 1, 2020   Feb 8, 2021

19

**la fundación the CHINATI foundation**

| User Type ▾ | Age ▾ | City ▾ | Country ▾ | Mar 20, 2020 - Apr 14, 2021 ▾ |

## Overview

**Sessions by Type of Content (excluding the homepage)**



- /programs/
- /collection/
- /visit/
- /support/
- /product/
- /store/
- /chinati-weekend-2020/
- /information/
- /about/
- /related_reading/
- /chinati-weekend/
- others
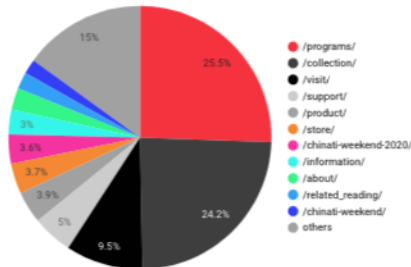
**Sessions by Type of Content (excluding the homepage) over Time**



Legend: /programs/ /collection/ /visit/ /support/ /product/ /store/ /chinati-weekend-202... /information/
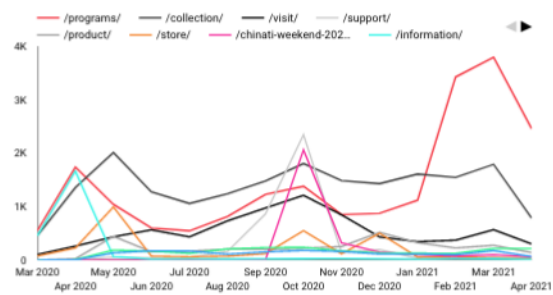
### Visit

| | Page Title | Page | Unique Pageviews ▾ | Avg. Time on ... | Bounce Rate | Entrances |
|---|---|---|---|---|---|---|
| 1. | Plan your Visit – The Chinati Foundat... | /visit/plan-your-visit/ | 26,817 | 00:01:44 | 70.03% | 6,470 |
| 2. | The Chinati Foundation \| La Fundació... | /visit/visiting | 529 | 00:01:28 | 60.24% | 166 |
| 3. | The Chinati Foundation \| La Fundació... | /visit/missionhistory | 305 | 00:04:04 | 67.77% | 121 |
| 4. | Page not found – The Chinati Found... | /visit/collection/juddal... | 274 | 00:01:13 | 63.08% | 260 |
| 5. | Private Tours – The Chinati Foundati... | /visit/private-tours/ | 259 | 00:01:28 | 55.88% | 34 |
| | **Grand total** | | **28,996** | **00:01:44** | **69.74%** | **7,578** |
| | | | | | 1 - 64 / 64 | ‹ › |

### Collection

| | Page Title | Page | Unique Pageviews ▾ | Avg. Time on ... | Bounce Rate | Entrances |
|---|---|---|---|---|---|---|
| 1. | Collection – The Chinati Foundation | /collection/ | 10,580 | 00:00:16 | 28.53% | 1,528 |
| 2. | Donald Judd – The Chinati Foundation | /collection/donald-judd/ | 9,721 | 00:02:13 | 73.85% | 5,932 |
| 3. | Robert Irwin – The Chinati Foundation | /collection/robert-irwin/ | 4,173 | 00:01:31 | 74.44% | 1,925 |
| 4. | Dan Flavin – The Chinati Foundation | /collection/dan-flavin/ | 3,600 | 00:01:12 | 75.66% | 1,331 |
| 5. | John Chamberlain – The Chinati Foun... | /collection/john-chamb... | 2,910 | 00:00:51 | 61.47% | 1,007 |
| | **Grand total** | | **61,818** | **00:00:47** | **71.4%** | **19,942** |
| | | | | | 1 - 100 / 502 | ‹ › |

### Programs

| | Page Title | Page | Unique Pageviews ▾ | Avg. Time on ... | Bounce Rate | Entrances |
|---|---|---|---|---|---|---|
| 1. | Artists in Residence – The Chinati Fou... | /programs/artists-in-re... | 9,046 | 00:00:37 | 20.72% | 5,078 |
| 2. | Apply for Artists in Residence – The C... | /programs/artists-in-re... | 8,025 | 00:03:01 | 78.18% | 5,297 |
| 3. | Programs – The Chinati Foundation | /programs/ | 7,855 | 00:00:16 | 32.18% | 1,299 |
| 4. | Apply for Artist in Residence – The Ch... | /programs/artists-in-re... | 4,241 | 00:02:37 | 73.36% | 1,787 |
| 5. | Full list of Chinati Artists in Residence ... | /programs/artists-in-re... | 3,525 | 00:01:09 | 56.2% | 347 |
| | **Grand total** | | **51,543** | **00:00:59** | **54.89%** | **20,458** |
| | | | | | 1 - 100 / 920 | ‹ › |

### Support

| | Page Title | Page | Unique Pageviews ▾ | Avg. Time on ... | Bounce Rate | Entrances |
|---|---|---|---|---|---|---|
| 1. | Support – The Chinati Foundation | /support/ | 2,634 | 00:00:24 | 37.61% | 218 |
| 2. | Chinati Weekend Gift Packages – The ... | /support/sponsorcw2... | 2,074 | 00:01:33 | 77.66% | 1,101 |
| 3. | Support Chinati Weekend – The Chinati... | /support/sponsorcw2... | 1,243 | 00:01:09 | 63.64% | 836 |
| 4. | Purchase the Made in Marfa Gift Box – ... | /support/cwmadeinm... | 981 | 00:01:16 | 71.45% | 718 |
| 5. | Become a member – The Chinati Foun... | /support/become-a-... | 950 | 00:01:14 | 55.46% | 229 |
| | **Grand total** | | **10,694** | **00:01:01** | **66.83%** | **3,995** |
| | | | | | 1 - 100 / 122 | ‹ › |

### News

| | Page Title | Page | Unique Pageviews ▾ | Avg. Time on ... | Bounce Rate | Entrances |
|---|---|---|---|---|---|---|
| 1. | News – The Chinati Foundation | /news/ | 3,911 | 00:00:44 | 52.35% | 319 |
| 2. | News – Page 2 – The Chinati Foundat... | /news/page/2/ | 81 | 00:00:54 | 66.67% | 3 |
| 3. | News – Page 3 – The Chinati Foundat... | /news/page/3/ | 46 | 00:00:29 | 33.33% | 6 |
| 4. | News – The Chinati Foundation | /category/news/ | 32 | 00:00:26 | 40% | 5 |
| 5. | News – Page 4 – The Chinati Foundat... | /news/page/4/ | 25 | 00:00:21 | null | 0 |
| | **Grand total** | | **4,211** | **00:00:43** | **52.17%** | **345** |
| | | | | | 1 - 29 / 29 | ‹ › |