Hello and welcome to our poster presentation on Using Data to Inform and Improve Information Dissemination. Today's presentation is brought to you by a collaboration of Ryan White HIV/AIDS Program technical assistance (TA) providers. Presenting for TargetHIV is Nicolé Mandel, Isia Benson from the DISQ team, and Taylor Crosby from Ryan White Data Support. This presentation is intended to help you strategize effective ways to analyze your program's online content.

This poster will highlight how we as TA Providers work with the TargetHIV staff to organize their website information to enhance findability, usability, and ease of reporting. For the purpose of this presentation, we will focus our discussion on the 2021 Ryan White Services Report (RSR).

We'll review:

- How to plan for monitoring website data before you post a resource
- How to set up automated reports to monitor usage and tips for interpreting these reports
- Strategies for soliciting and using user feedback in multiple contexts
- Lastly, we will provide additional resources that you can utilize to implement and leverage your data to inform and improve your program's content.

# Content planning prior to upload

NATIONAL RYAN WHITE CONFERENCE ON HIV CARE & TREATMENT

## What is important for you to know?

- Who
- What
- Where
- When

State breakdown

| | State | Users | Sessions |
|---|---|---|---|
| 1. | California | 387 | 779 |
| 2. | Maryland | 359 | 1,035 |
| 3. | New York | 333 | 670 |
| 4. | Florida | 310 | 551 |
| 5. | Texas | 284 | 466 |
| 6. | Virginia | 231 | 340 |
| 7. | Massachusetts | 155 | 467 |
| 8. | New Jersey | 131 | 421 |
| 9. | District of Columb... | 129 | 243 |
| 10. | Pennsylvania | 129 | 425 |

## Content trackability

- Use naming conventions for web content: https://targethiv.org/library/rsr-manual
- Use hashtags, UTM codes, and analysis software for e-mail campaigns

## Analytics tools only provide quantitative data

- Consider how to gather additional information

When developing your program's online content, it is essential to have a clear understanding of your goals in order to guide what user behavior you monitor. Consider how and when content is accessed, your user demographics, content popularity, and how this information can help you improve communication.

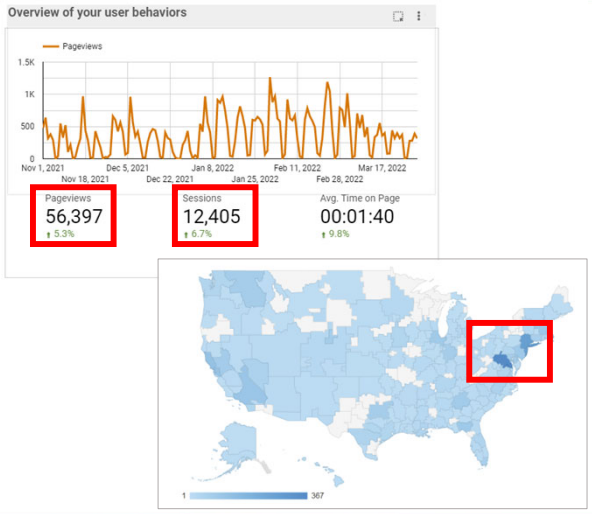
Since TargetHIV serves multiple content contributors in various subject areas, naming conventions are utilized to help distinguish content between different teams. Consistently using certain key terms in our file names and links, makes our content easier to track. For example, having "rsr" in this URL allows us to track who accesses the RSR Manual, how often, and through which modality.

While tools like Google Analytics and Google Data Studio have many advantages, one limitation to these analytic tools is that they do not provide qualitative data. Strategies we've utilized to gather qualitative data include gathering resource feedback on specific TargetHIV pages and embedding needs assessment surveys in e-mail campaigns. Additional strategies will be discussed later in the presentation.

Now I am going to turn the presentation over to Nicole to discuss available website data.

# Website data available

- Google Analytics Data Points:
  - Number of Page views / Downloads
  - Number of Users / Unique users
  - Number of New / Returning Users
  - Number of Sessions
  - User demographics
    - Location (city/metro/state/country)
  - User acquisition
    - How did they get to your site?




2022 National Ryan White Conference on HIV Care & Treatment 3

This is a small snapshot of the kind of data you can track using Google Analytics. We look at both single points in time, and trends for just a handful of the hundreds of available data points

Pageviews: tells you how many times someone clicked on a page, and tells us what is popular

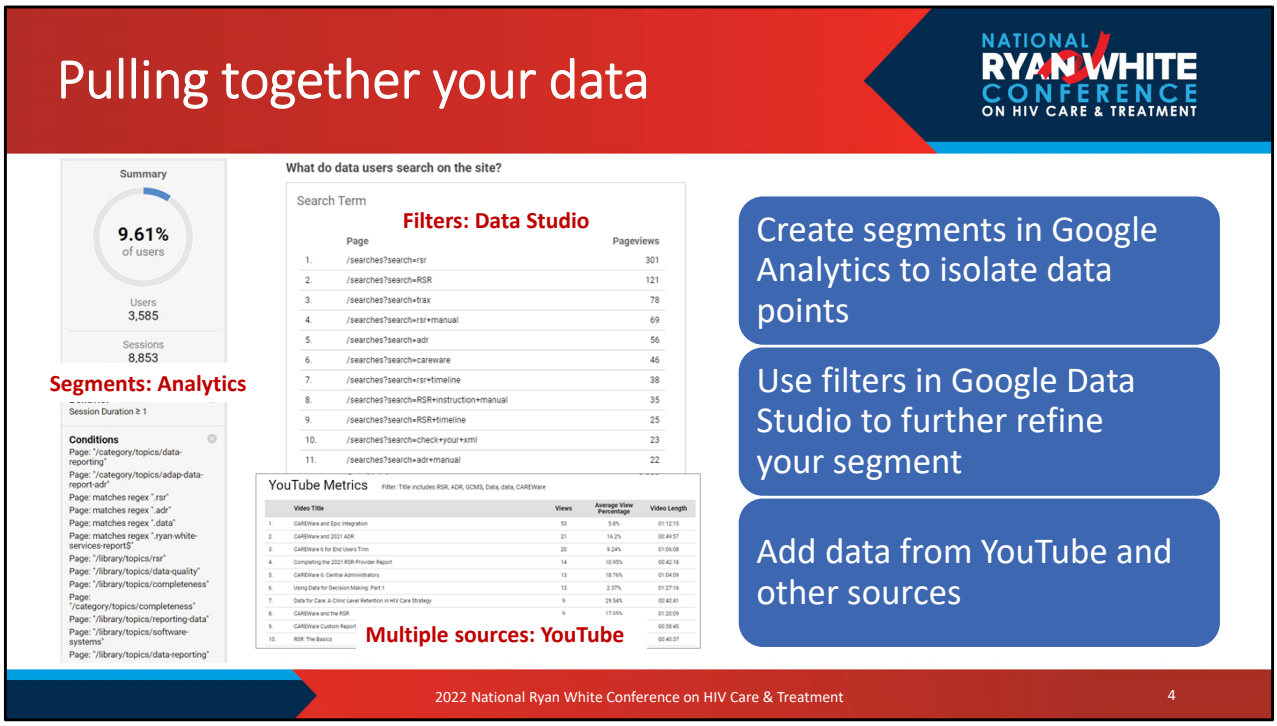
Users: We track how many users our site has, how many unique users, and whether users are new or returning.

Sessions: Tells us how many times a user visited our site

Demographics: We can identify down to the city where our users are based when they visit the site

User acquisition: We will discuss this later in this presentation.

These are the core data points that we utilize in our monthly and quarterly reports for the Data Support and DISQ teams, and for TargetHIV overall.

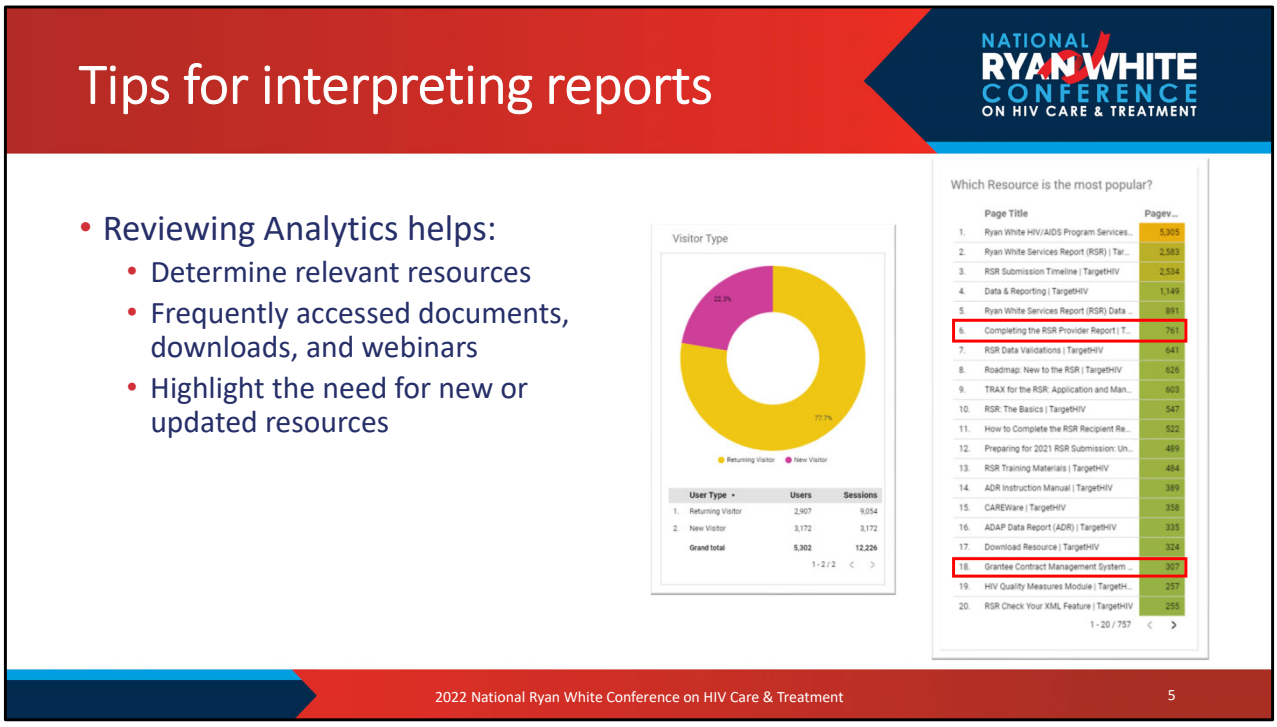



This is an illustration of three powerful features in Google's suite of data analysis tools. You create segments, which are groups of filters, in Google Analytics by combining different search conditions. For example, pages and documents with titles or URLs that contain "rsr" "adr" and other key terms that are relevant to your program.

In Google Data Studio you can combine multiple data sources – such as Web Analytics and YouTube -- one report, and you can refine individual visualizations and widgets using filters. In the example here, we isolated all the search traffic by filtering for the string of words that are included in any site search. This widget shows all the searches conducted by users in our data segment.

Our YouTube information is also populated in the report, filtering by our keywords, so our usage data is all in one place.

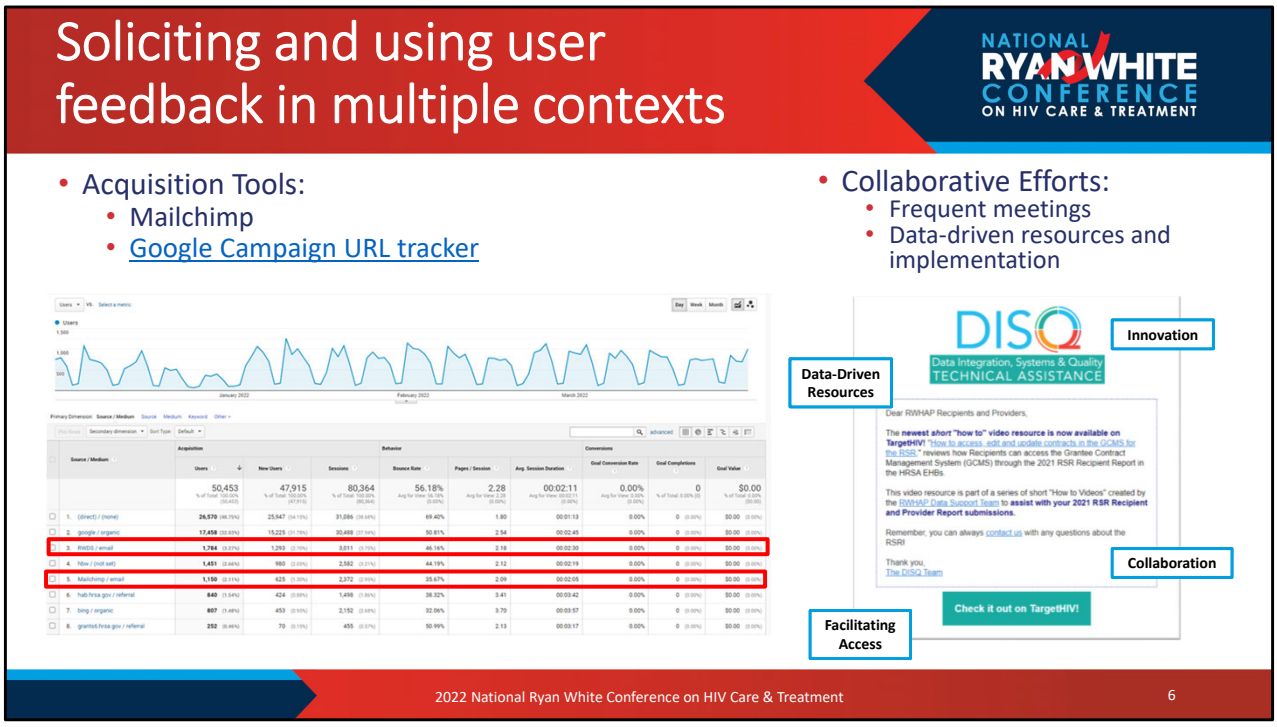
I will now pass it over to Taylor from Ryan White Data Support for the interpretation of the reports.




Thanks so much, Nicole. Data listed in the monthly analytic reports include items such as pages viewed, number of downloaded documents, new and returning users, YouTube views, and time stamps. These statistics assist TA providers in better understanding the needs of the data reporting community and the resources that are most frequently utilized. For example, in this slide, you can see the visitor type and the viewed pages. These graphics indicate that there were roughly 35% of new users accessing the TargetHIV website during the RSR season AND that the most frequently accessed pages were RSR-related. If you notice the Grantee Contract Management System (GCMS) resources were also frequently accessed - thus driving the need for new and updated resources from the TA providers to better assist in report preparation and submission tailored towards new users.

The analytic reports support the development and direction of programmatic guidance and reporting materials such as webinars, TA Resources documents, short how-to videos, etc.

Next, we will review how to silicate user feedback through user behavior and collaboration.




A major factor in understanding the analytics of these resources is being able to identify and track how the users are accessing the materials, also known as acquisition. Both Data Support and DISQ utilize email platforms that assist in tracking the acquisition of the materials on TargetHIV. DISQ utilizes Mailchimp to share announcements about upcoming webinars, resources, reporting deadlines, and any other content relevant to Recipients and Providers. While Data Support uses the Google Campaign URL tracker to customize URLs that are disseminated in email communications to Recipients, Providers, and Program Officers. As you can see in this image of the Google Analytics Acquisition the data for both Ryan White Data Support and Mailchimp email communications are captured.

Acquisitions tracking is just one helpful tool in understanding user behavior. During peak RSR reporting season, Data Support and DISQ meet on a weekly basis to collaborate on targeted outreach efforts. Google Analytics assists the TA providers in preparing for targeted technical assistance, and in informing the development of innovative content to better assist Recipients and Providers in the submission process**.** Data- driven resources that we updated and created as a result of this past RSR season's collaboration includes but are not limited to: "How to Access, Edit, and Update contracts in the GCMS for the RSR," and the "RSR in Focus: Understanding Eligible Services". TA providers ensure that all resources are easily accessible by embedding them in multiple places, such as on the TargetHIV website, e-mail distributions, webinar supporting documents, and within other resource files.

To finish up, let's review free Google resources for you to utilize  to implement and leverage data to inform and improve informational dissemination. These resources include Google Analytics Academy: which helps you learn about Google's measurement tools; Google Analytics 4 that is an intelligent data collection and analysis platform; and Google Campaign URL Builder which assists you in creating campaigns for acquisition reports of your informational materials.

Thanks much for attending our poster presentation! All of our contact information is also displayed on the slide if you have additional questions.