

---

# Information Technology Policy

---

## *Web Analytics Policy*

<b><i>ITP Number</i></b> ITP-APP039	<b><i>Effective Date</i></b> September 17, 2010
<b><i>Category</i></b> Recommended Policy	<b><i>Supersedes</i></b>
<b><i>Contact</i></b> <a href="mailto:RA-itcentral@pa.gov">RA-itcentral@pa.gov</a>	<b><i>Scheduled Review</i></b> April 2015

**This Information Technology Policy (ITP) establishes enterprise-wide policy for the user of web analytics tools.**

### 1. Purpose

The purpose of this Information Technology Policy (ITP) is to establish an enterprise-wide policy for the use of web analytics tools.

### 2. Background

Web analytics tools provide data, charts and graphics to analyze website traffic. The primary use of web analytics tools is to effectively organize and locate web pages to best meet business goals and objectives. Web analytics tools capture data such as:

- Number of new and repeat visitors.
- Number of page views.
- Visitor demographics.
- Visitor click paths for entering and exiting pages.

Web analytics tools use captured data for the correlation and analysis of web traffic enabling business users to:

- Determine user trends (such as the time of day, year, or month that traffic peaks).
- Target demographic groups.
- Understand user preferences and online behaviors.
- Confirm how effectively a website meets visitor needs and expectations.
- Identify how well a website fulfills business objectives.

- Deliver more targeted and relevant e-mail campaigns by measuring open, click-through, and unsubscribe rate.

### 3. Scope

This Information Technology Policy (ITP) applies to all departments, boards, commissions and councils under the Governor’s jurisdiction. Agencies not under the Governor’s jurisdiction are strongly encouraged to follow this ITP.

### 4. Policy

Agencies, based on business need, should define measurement programs for web applications and websites. Measurement programs should identify business goals and objectives and their alignment to web statistics collected through web analytics tools.

Agencies requiring the use of web analytics tools are to use one of the current standard web analytics tools defined in in section 5 of this ITP.

Agencies using web analytics tools should incorporate the use of the tools into the measurement programs and overall website/web application lifecycle to provide for website/ web application reorganization and optimization.

### 5. Standards

#### CURRENT STANDARDS

(These technologies or products meet the requirements of the current architecture and are recommended for use.)

Technology or Product	Product or Platforms	Technology Classification
<b>Google Analytics*</b> For less than 5 million page views per month	<b>ALL</b>	Current
<b>WebTrends*</b> *WebTrends provides Software as a Service (SaaS), Software only, and Software/SaaS hybrid solutions.	<b>ALL</b>	Current

#### CONTAIN

(These technologies or products no longer meet the requirements of the current architecture and are not recommended for use. They are to be phased out over time. No date has been set for their discontinuance.)

Technology or Product	Product or Platforms	Technology Classification
		Contain

#### RETIRE

(These technologies or products are being phased out. Plans are to be developed for their replacement, especially if there is risk involved, such as lack of vendor support. A date for retirement has been set.)

Technology or Product	Product or Platforms	Technology Classification
-----------------------	----------------------	---------------------------

	<b>Platforms</b>	
<b>LiveStats</b>	<b>ALL</b>	12/30/10

**EMERGING / RESEARCH**

(Emerging technologies have the potential to become current standards. At the present time, they are to be used only in pilot or test environments where they can be evaluated. Use of these technologies is restricted to a limited production mode, and requires approval of a waiver request. Research technologies are less widely accepted and time will determine if they will become a standard.)

<b>Technology or Product</b>	<b>Product or Platforms</b>	<b>Technology Classification</b>
		Emerging / Research

**6. Related ITPs/Other References**

- ITP-PRO001 – *IT Procurement Review Process*

**7. Authority**

- Executive Order 2011-05, Enterprise Information Technology Governance

**8. Publication Version Control**

It is the user’s responsibility to ensure they have the latest version of this publication. Questions regarding this publication are to be directed to [RA-itcentral@pa.gov](mailto:RA-itcentral@pa.gov).

This chart contains a history of this publication’s revisions:

<b>Version</b>	<b>Date</b>	<b>Purpose of Revision</b>
Original	9/17/2010	Base Document
	10/25/2010	ITB Refresh
	4/2/2014	ITP Reformat; Merged STD-APP039A into ITP