

Final Report on Personal Site

Summary

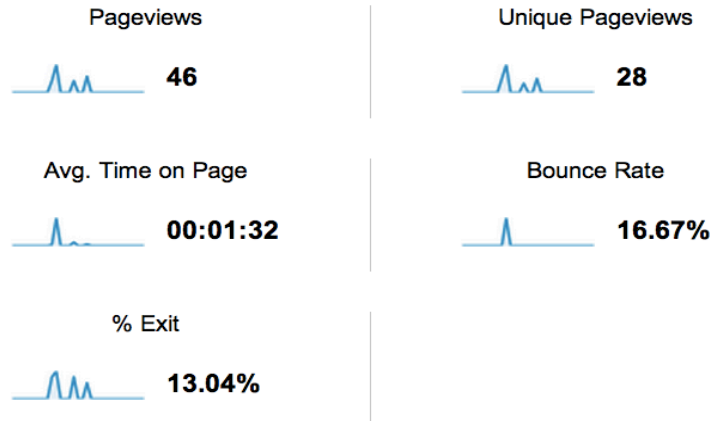
My goal in creating a digital portfolio site was to establish a professional identity on the Internet as a political communication student at LSU. Prior to this class, I was active on various social networking sites; however, my identity on these sites was largely personal, and I did not have a professional presence on the Internet. Additionally, prior to this class, I did not consider the potential negative consequences involved with unprofessional Internet activity, such as a potential to be judged negatively by potential employers. My goal was not only to establish a professional identity for this class, but to also post examples of work I have completed in my collegiate career, in a manner that could be expanded upon and improved in the future. I used Weebly.com in the creation of my site. Weebly is essentially a pre-packaged tool, which allows ordinary people lacking knowledge in HTML coding to create a personal website. It is a great tool for beginners, because it is easy to navigate and works largely in a “drag and drop” fashion. I used my personal Twitter.com and Facebook.com accounts to spread my site. My site contains a bio, photo, contact information, links to my various social networking sites, a resume, and a digital portfolio with Storify projects, which I completed for MC3504: Introduction to Political Communication at LSU. My site can be found at <http://osborneag.weebly.com/>.

Metrics

I used Google Analytics and Weebly’s built in metrics tool to track guest activity on my site. When compiling site traffic, I was initially surprised by the lack of interaction with my site (46 page views according to Weebly), as I repeatedly posted on my Facebook account and Twitter account. I am also concerned with discrepancies noticed while compiling metrics, as Google Analytics and Weebly’s built in Analytics did not produce the same data. Weebly’s built in Analytics seem to me to be far more valid. I am unsure as to the reasoning why Google’s metric system did not track correctly, but I will be analyzing

this issue in the future to ensure validity in future results. For this report, I pulled info from both platforms.

Pages on this site were viewed a total of 46 times



The graph posted above was taken from Weebly’s included metrics software. I believe it to be valid, and it shows that my page received a total of 46 page views, with 28 of these Pageviews as unique individuals. It also shows that the average time spent on my page was 00:01:32. I attribute a less than two-minute view time to the lack of content on my site.

Distribution

Visit Duration [Page Depth](#)

Visits	Pageviews
6	46
% of Total: 100.00% (6)	% of Total: 100.00% (46)

Visit Duration	Visits	Pageviews
0-10 seconds	1	1
31-60 seconds	1	8
61-180 seconds	2	19
181-600 seconds	1	8
1801+ seconds	1	10

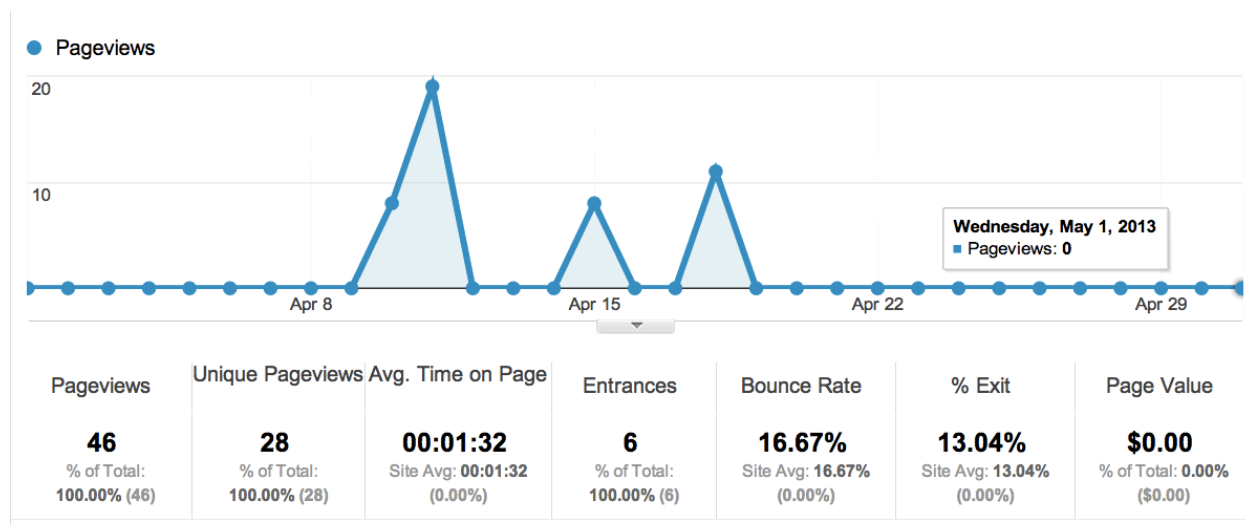
The above graph was also taken from Weebly's built in analytics tool, and shows the Visit

Duration Distribution of my site. The most common Visit Duration was between 61-180 seconds. Below this paragraph, a graph produced by Weebly shows that the most common browser used to visit my site was the Google Chrome browser; however, this graph is confusing to me, as many visits are unaccounted for. Additionally, I am personally a user of Google's Chrome browser, and believe the results have been skewed due to my personal viewing of the site during creation.

Visits by Browser

Browser	Visits
Chrome	11
Firefox	2
Safari	2
Safari (in-app)	2

The final graph that I embedded into this report is displayed below. It was taken from Google Analytics, and analyzes Pageviews by date. According to Google, my page was viewed primarily in the month of April. This is due to my posting of the site on various social networks, but can also be contributed to interaction with the site during class viewings and critiques.



Reflection

The most important lesson I learned from this assignment that metrics are potentially tricky to compile. I am relieved that Weebly had built in metrics, as I was unhappy with the results obtained from Google Analytics. In the future, I plan to improve my site by adding additional content, creating a more professional color scheme, and changing the format of the website. There were no costs incurred in creating this site other than \$29 paid for additional analytics information from Weebly. I felt this necessary when I discovered discrepancies with Google's Analytics tool.