



BANK FOR INTERNATIONAL SETTLEMENTS

Web Metrics: Key Issues

Seminar on Web Technologies and Central Banking Communications

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Web metrics – key points

Business case

- Web no longer in its infancy
- Teenager must now justify expenses

Most metrics purport to say something but...

- ...in reality, tell you very little
- → inability to take action



Audiences of web metrics

- Management – the business 😊😊😊😊
- Our authors 😊😊
- Web people – in search for improvements 😊😊
- Web people – for day-to-day monitoring 😊

Do you measure hits or page views?



Questioning the fundamentals

1. “We need web metrics to enable site owners to get what they want”
2. “More is better”
3. “We must identify the best metrics package”
4. “Our site is better than theirs”



We may be different, because we have

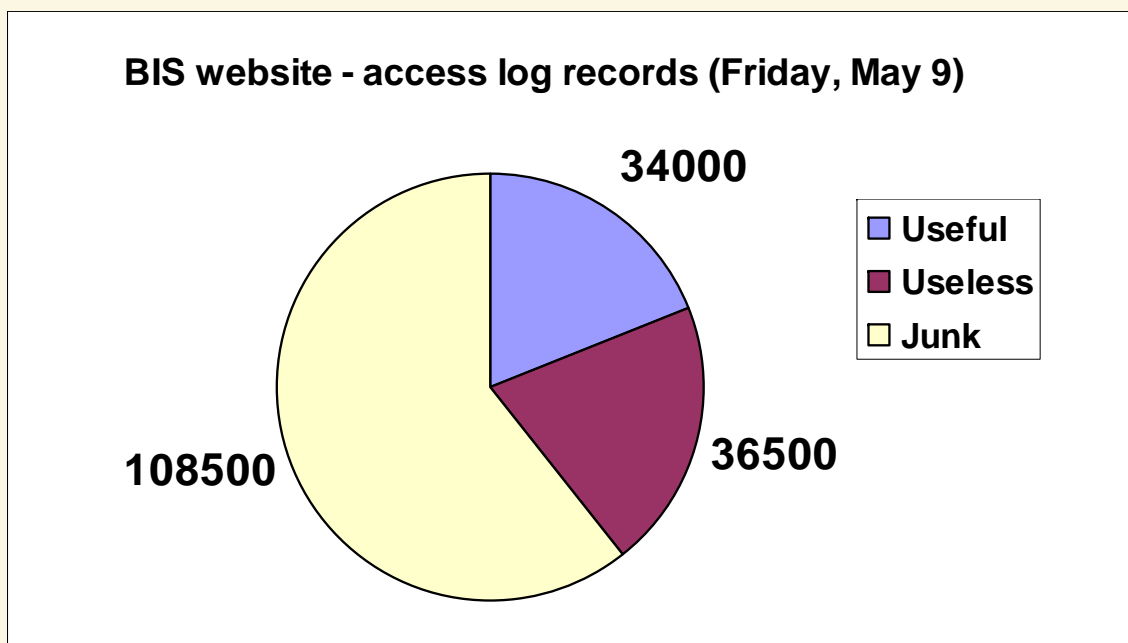
- PDF
- XLS, CSV, SDM-XML...
- RSS



Obstacles on our way

Human vs machine audiences

- Need to filter off 75% off access log data
- ...but you will want separate metrics on machine visitors





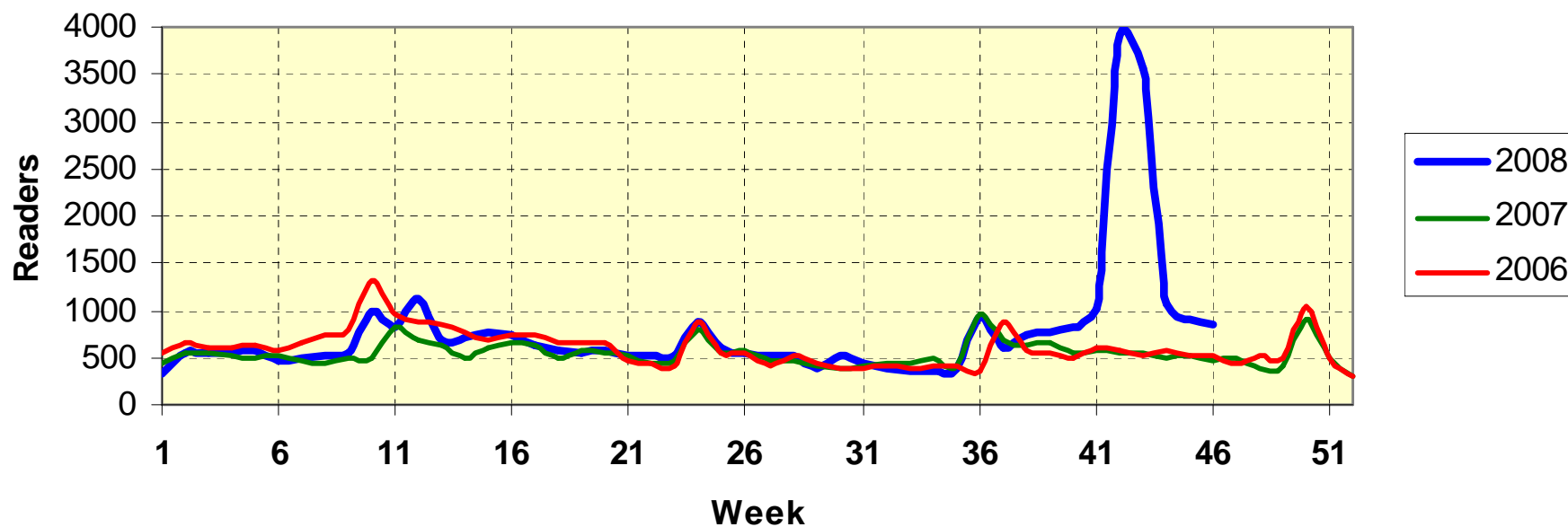
Go for...

- trends
- entry page analysis, incl. Google
- segmentation
- exceptions & explanations
- spend 80% on analysis and drill-down, 20% on tools



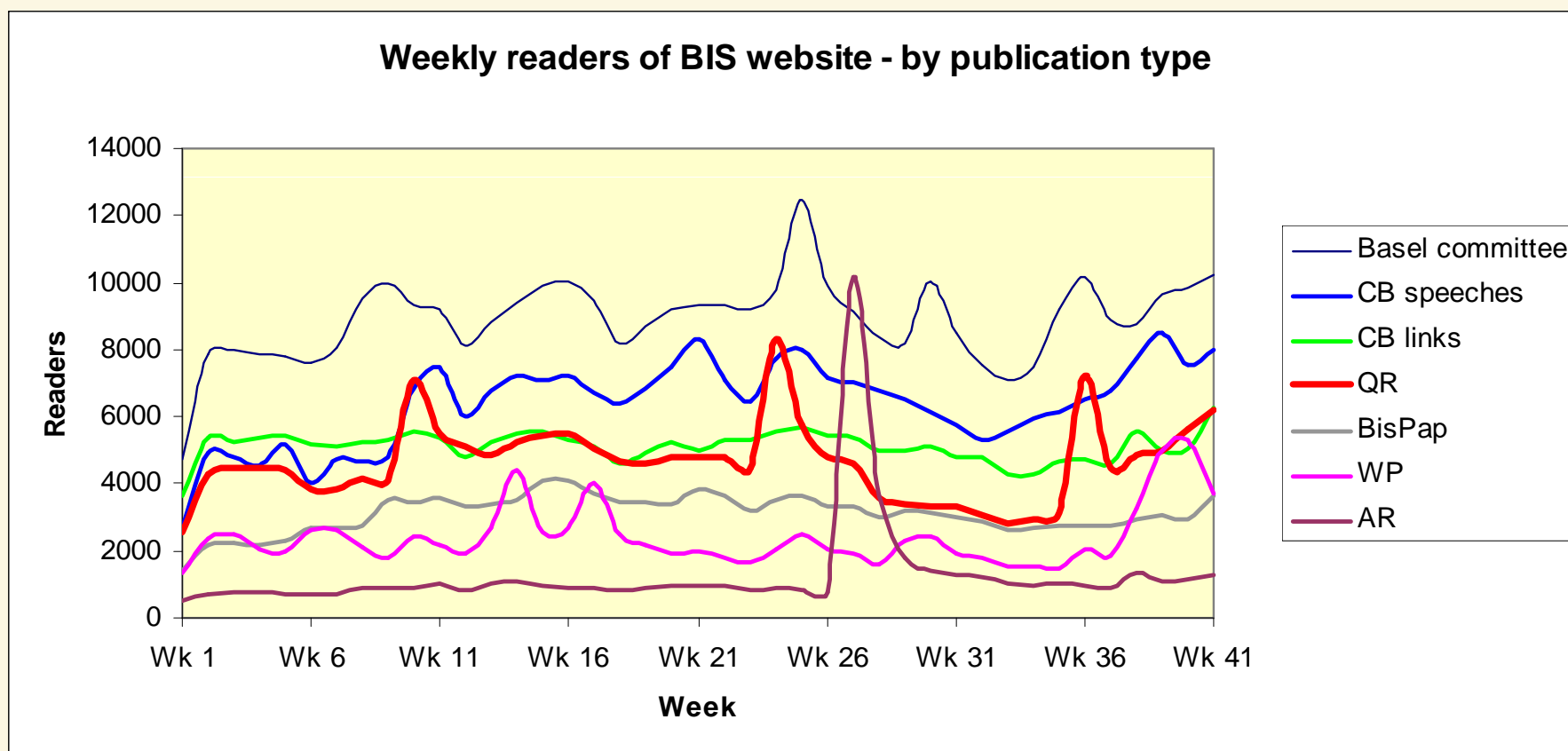
Examples

Weekly readers of Quarterly Annex tables on www.bis.org (2006 - 2008)





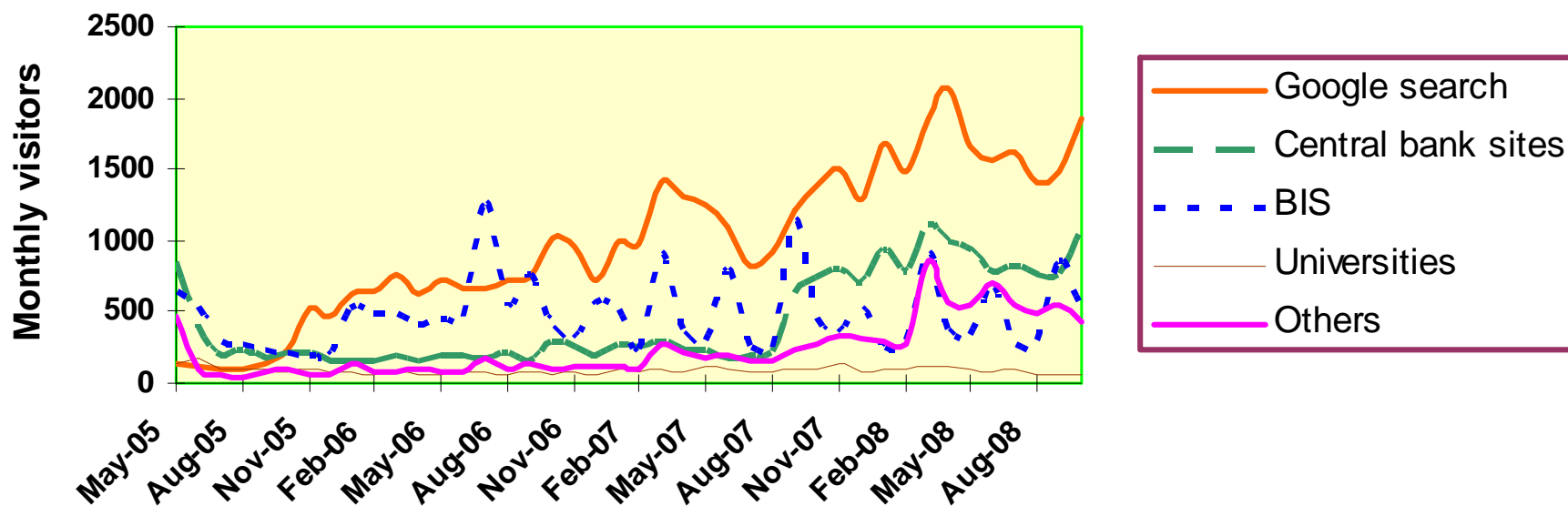
Examples





Examples

How do readers find their way to the IJCB website?

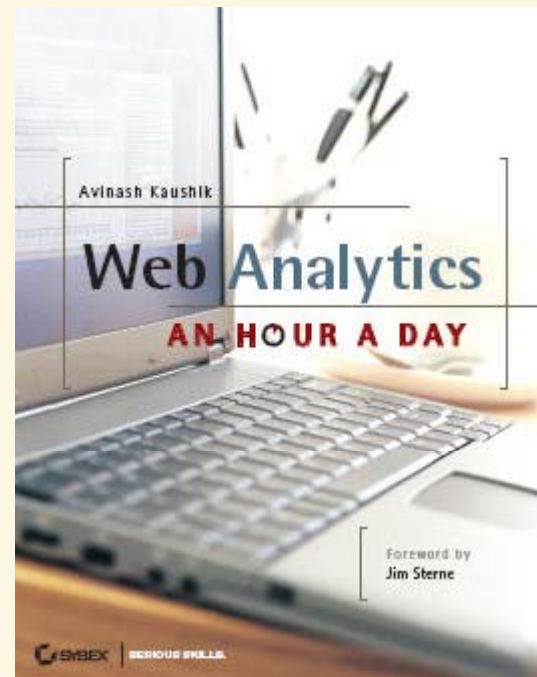




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Resources

- www.kaushik.net





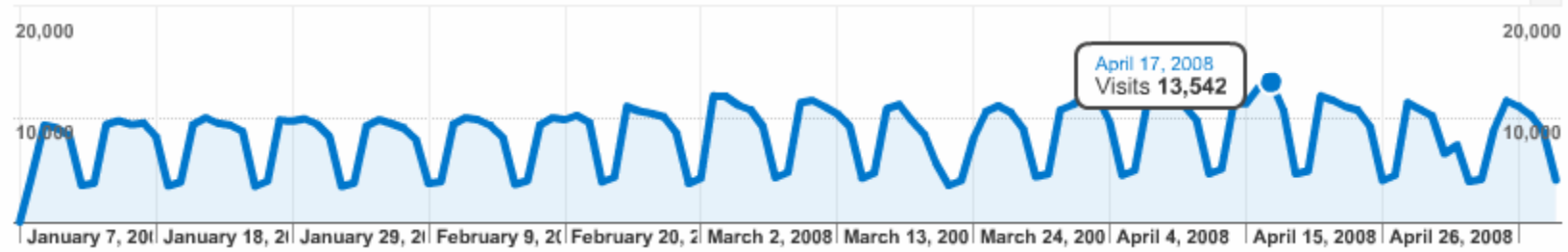
Reports:

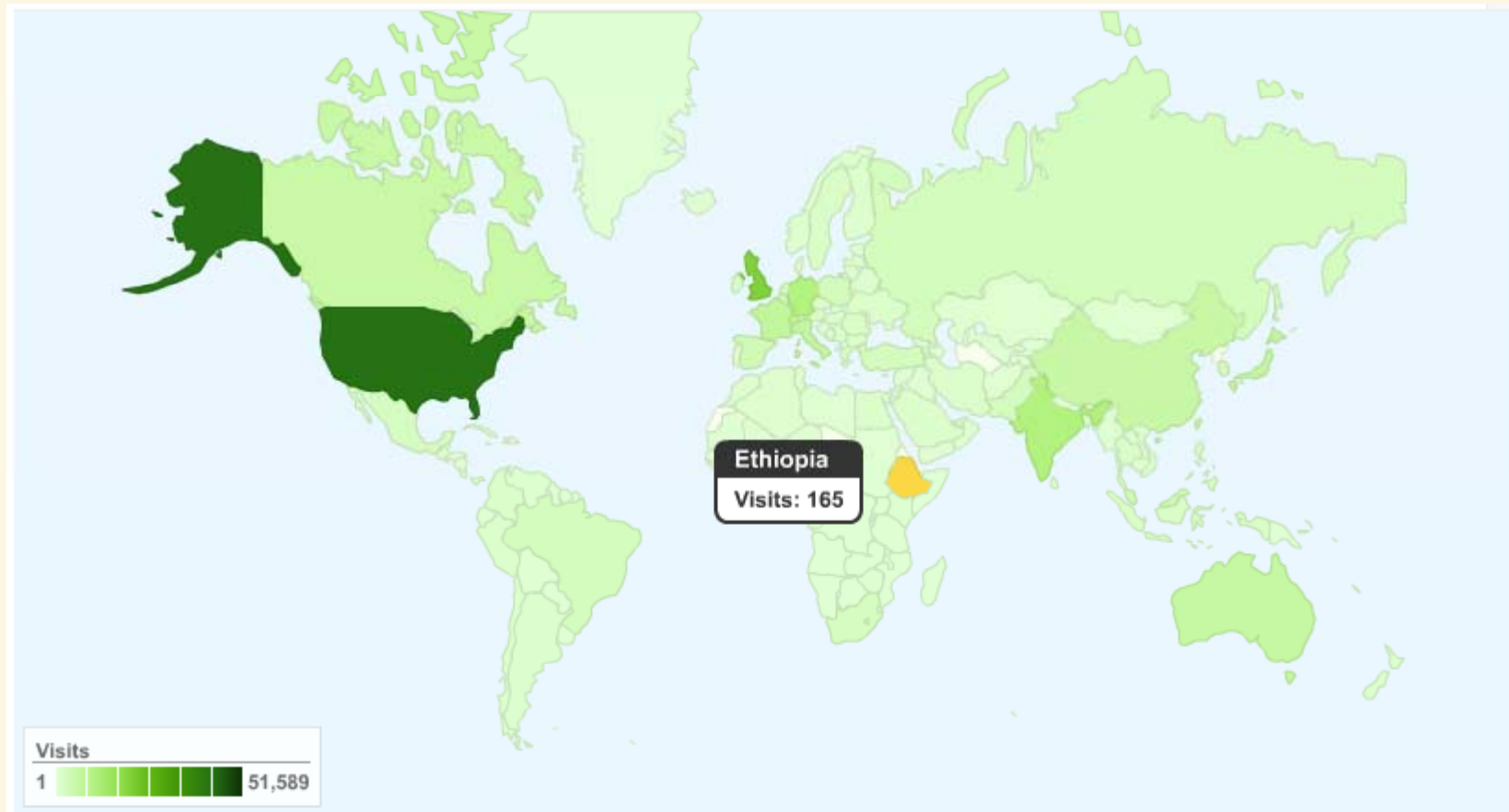
My Analytics Accounts:

Jan 7, 2008 - May 10, 2008
Comparing to: Site ?

Dashboard

Graph by: Day | Week | Month | Visits





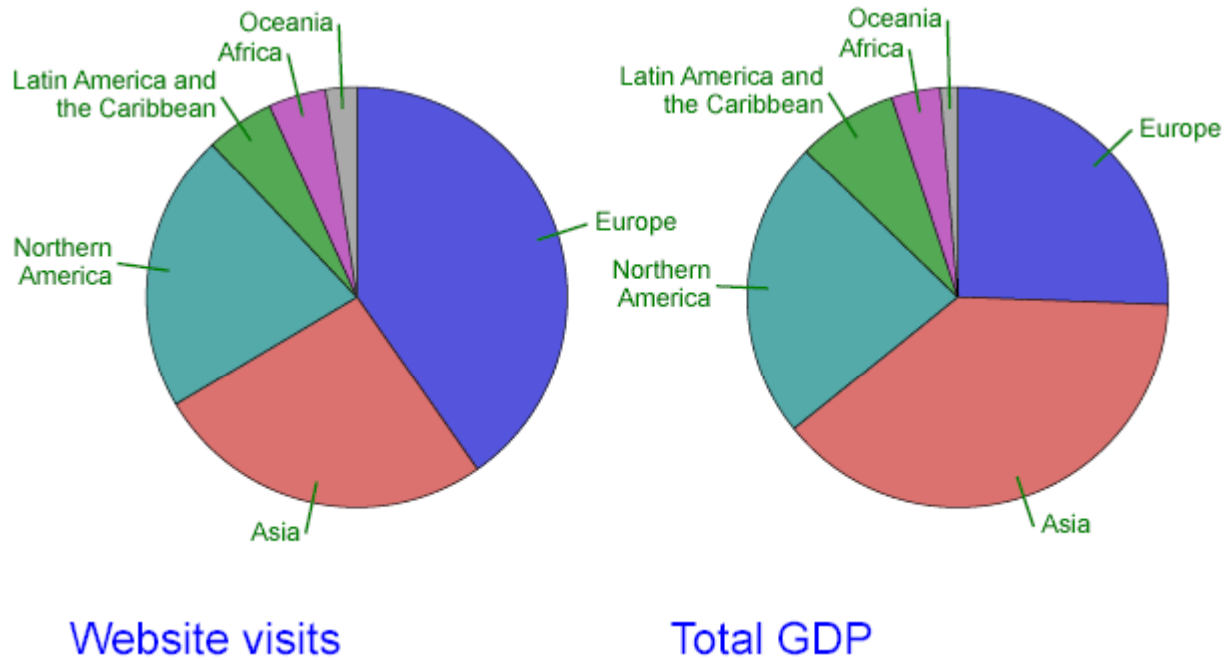
266,696 visits came from 210 countries/territories

Apr 12, 2008 - May 12, 2008



BIS website (www.bis.org)

Distribution of web visits and global GDP



Total website visits Jan-Apr 2008: 1,020,000



Client institution: BK/US/Citicorp (2583 visits, 7481 pages) ▼
U-4640: 11 days, Cookie created on 20070621 ▼ Show details Se

Viewing Citicorp (only entries by u:

Day	Time	User	Sess	Dir	Web page
53	12:33:42	U-4640	s-4640	press	wnew.htm
53	12:33:55	U-4640	s-4640	press	p080221.htm
53	14:37:12	U-4640	s-4640	press	wnew.htm
56	09:20:36	U-4640	s-		/wnew.htm
56	09:20:37	U-4640	s-	press	wnew.htm
56	09:20:48	U-4640	s-4739	press	p080221.htm
56	10:07:22	U-4640	s-4739	press	wnew.htm
56	10:07:22	U-4640	s-4739		/wnew.htm
56	12:22:41	U-4640	s-4739	press	wnew.htm
56	13:53:55	U-4640	s-		/wnew.htm
56	13:53:56	U-4640	s-	press	wnew.htm
56	14:50:53	U-4640	s-4786	press	wnew.htm
56	14:50:53	U-4640	s-4786		/wnew.htm
57	09:16:53	U-4640	s-4786		/wnew.htm
57	09:16:54	U-4640	s-4786	press	wnew.htm
58	09:40:30	U-4640	s-4786		/wnew.htm
58	09:40:31	U-4640	s-4786	press	wnew.htm
60	09:39:42	U-4640	s-		/wnew.htm
60	09:39:43	U-4640	s-	press	wnew.htm
60	13:33:19	U-4640	s-5245		/wnew.htm
60	13:33:20	U-4640	s-5245	press	wnew.htm
63	08:48:32	U-4640	s-	press	wnew.htm
63	13:48:56	U-4640	s-5320		/wnew.htm
63	13:48:57	U-4640	s-5320	press	wnew.htm



Google has changed visitor behavior

The screenshot shows a Google search interface with the query "risk concentrations". The search results are categorized under "Web" and include several entries:

- [PDF] Basel Committee Publications - Risk Concentrations Principles ...**
File Format: PDF/Adobe Acrobat - [View as HTML](#)
However, new **risk concentrations** may arise at the group level. ... discipline has developed a perspective on **risk concentrations** in its respective industry, ...
www.bis.org/publ/bcbs63.pdf - [Similar pages](#) - [Note this](#)
- Joint Forum release of "Risk concentrations" paper**
25 Apr 2008 ... Press release about the Joint Forum releasing its "**Risk concentrations**" paper (BIS Press Releases 25 Apr 2008)
www.bis.org/press/p080425.htm - 14k - [Cached](#) - [Similar pages](#) - [Note this](#)
[More results from www.bis.org »](#)
- First American Proxix Solutions Adds Risk Concentration Layer ...**
30 Apr 2008 ... The enhanced automated hazard **risk** management solution allows insurers to more accurately identify policy **risk concentrations** within a ...
www.insurancetech.com/showArticle.jhtml?articleID=207500272 - 39k - [Cached](#) - [Similar pages](#) - [Note this](#)
- Webbased Archive of RIVM Publications: Ecotoxicological Serious ...**
Title: Ecotoxicological Serious **Risk Concentrations** for soil, sediment and (ground)water: updated proposals for first series of compounds. Annex ...
rivm.openrepository.com/rivm/handle/10029/9657 - 29k - [Cached](#) - [Similar pages](#) - [Note this](#)



► [BIS home](#) ► [Monetary & financial stability](#) ► [Basel Committee on Banking Supervision](#)

Version without frames

► PDF 12 pages, 60 kb

Related information

- [Intra-Group Transactions and Exposures and Risk Concentrations Principles](#)
- [Joint Forum Publications](#)

Risk concentrations principles

[Version without frames](#) [PDF](#)

The screenshot shows a PDF viewer interface. At the top, there is a toolbar with various icons for file operations (save, print, copy, paste, delete, undo, redo), navigation (back, forward, search), and zooming (50% zoom level). Below the toolbar is a 'Sign' button and a 'YIN' logo. The main content area displays the title page of the document, which reads:

RISK CONCENTRATIONS PRINCIPLES

THE JOINT FORUM
 BASEL COMMITTEE ON BANKING SUPERVISION
 INTERNATIONAL ORGANIZATION OF SECURITIES COMMISSIONS
 INTERNATIONAL ASSOCIATION OF INSURANCE SUPERVISORS

Basel
 December 1999

On the left side of the viewer, there is a 'Pages' sidebar showing a thumbnail of the document's first page, which is highlighted with a red border and a blue '1' below it. The main document area has a vertical scrollbar on the right side.



Search

► [Search FAQ](#)

RSS Feeds

► [RSS feed of most recent 'mishkin carney king' results](#)

Search for in

Match any of the words Use sound-alike matches: Documents published anytime

Search for the phrase Show Sorted by date

< Result 1 to 10 of 67 >

- 6 May 2008 [Mark Carney: Brief overview of the Canadian economy \(Central Bank Articles and Speeches\)](#)
- 5 May 2008 [Mark Carney: Bank of Canada's views on the Canadian economy and its monetary policy objective \(Central Bank Articles and Speeches\)](#)
- 25 Apr 2008 [Mark Carney: Summary of the latest Monetary Policy Report \(Central Bank Articles and Speeches\)](#)
- 18 Apr 2008 [Frederic S Mishkin: Small business lending \(Central Bank Articles and Speeches\)](#)
- 7 Apr 2008 [Frederic S Mishkin: Central bank commitment and communication \(Central Bank Articles and Speeches\)](#)
- 1 Apr 2008 [Mervyn King: Monetary policy developments \(Central Bank Articles and Speeches\)](#)



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