

Orpheum Theatre Analytics Report

I. About The Orpheum

The Orpheum Theatre opened in Wichita, Kansas, in 1922. Famed architect John Eberson designed the theatre, which was the first atmospheric theatre built in the United States.¹ An atmospheric theatre is one that features a highly decorative interior often meant to resemble exotic locales in an effort to transport the audience to another time and place.²

The theatre is still in operation today and provides the city of Wichita with world-class entertainment including film, music and comedy events in a historically and culturally significant setting. Some upcoming events include a 30th anniversary showing of the 1985 Richard Donner classic *The Goonies* on March 19, “Weird Al” Yankovic’s *Mandatory Fun World Tour* on July 1 and legendary classic rock guitarist Peter Frampton on August 19.

The Orpheum was added to the National Register of Historic Places in 1980. Then in 1984, the theatre was given to the Orpheum Performing Arts Centre, a non-profit corporation dedicated to the theatre’s preservation. Daily tours of the theatre are available daily for a \$10 donation.³

The following is a screenshot of the Orpheum Theatre’s website:



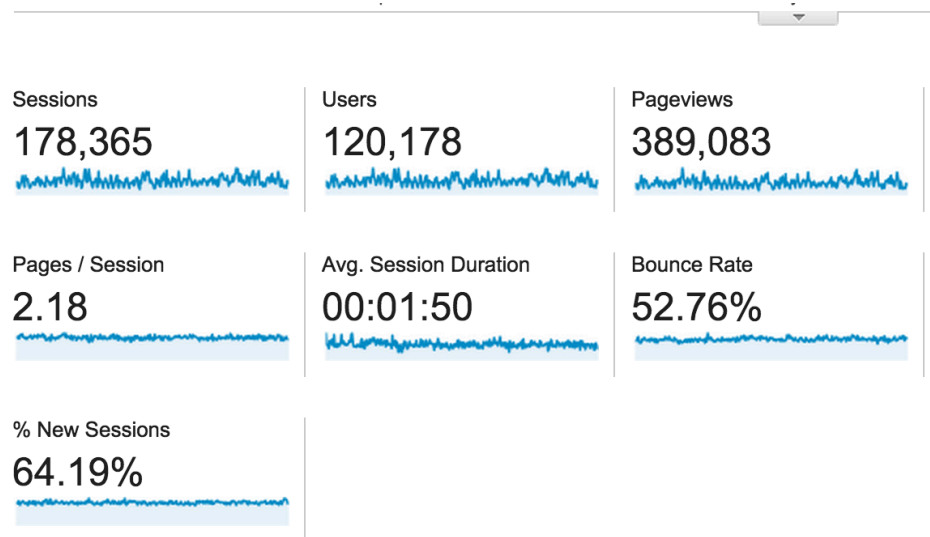
II. Overall Performance a. Top-Level Analytics

¹ <http://www.wichitaorpheum.com/about/>

² <http://www.where-we-live.org/2011/04/atmospheric-theaters.html>

³ <http://www.360wichita.com/Attractions/OrpheumTheatre.html>

The following screenshot shows the top-level analytics for the timeframe of January 1, 2014, through December 31, 2014:



Now let's discuss what these numbers actually mean. The first top-level analytic is **sessions**. A session is, in Google Analytics' own words, "the period of time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce) is associated with a session."⁴ A **user** is defined as any new or returning user that had at least one session with the website, so for our predetermined date range, Wichitaorpheum.com has 120,178 users. Meanwhile, **pageviews** show the total number of pages viewed, which also counts repeated views of a single page.

Pages per Session tells the average number of pages viewed per sessions, which, again, counts repeated views of a single page. **Average session duration** is the average length of each session. **Bounce rate**, as defined by Google Analytics, is, "...the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page)."⁵ A successful website should have a lower bounce rate because that means users are visiting more pages on the website than the initial page a user reached. Finally, **% of new sessions** estimates the percentage of first time visits to the site.

Now that the terms have been defined, let's take a closer look to the numbers. For the timeframe of January 1, 2014, through December 31,

⁴ <https://www.google.com/analytics>

⁵ <https://www.google.com/analytics>

2014, 178,365 sessions, which are periods of time users actively engaged with Wichitaorpheum.com. Meanwhile, 120,178 users have had at least one session, and 389,083 total pages were viewed. Users on average viewed 2.18 pages per session with an average duration of one minute and 50 seconds. A bounce rate of 52.76% indicates that a little over half the visitors to the website left before interacting with any other pages, and there were an estimated 64.19% new visits to Wichitaorpheum.com.

To begin to understand this information, let's take a look at the same top-level analytics but from one year before. In the timeframe of January 1, 2013, to December 31, 2014, there were 138,295 sessions, 93,898 users, 313,636 pageviews, 2.27 pages per session, a two minute and three second average session duration, a 49.46% bounce rate, and 64.87% of sessions were new. The comparison shows that in 2014, sessions were up 28.97%, users were up 27.99% and pageviews were up 24.06%. However, pages per session were down 3.81%, the average session duration was down 10.18%, the bounce rate went up 6.67% and new sessions were down 1.05%.

But it's also imperative to understand how these numbers fit into an average day of web traffic for Wichitaorpheum.com. Let's take a look at Wednesday, May 7, 2014, which gives us a good picture of a regular day not influenced by holidays or any seasonality. On May 7, 2014, Wichitaorpheum.com saw 684 sessions, 621 users, 1,406 pageviews, 2.06 pages per session, an average duration of one minute and 33 seconds per session, a bounce rate of 54.39% and 60.82% new sessions.

Next, let's take a look at acquisition meaning the sources of traffic to Wichitaorpheum.com.

b. Acquisition Report

The acquisition report details the traffic sources for the website. Google analytics breaks traffic sources into six distinct channels, which are as follows: **organic search, email, direct, referral, social** and **other**.

To gain a better understanding as to what to look for in an acquisition report and why it's important to strive for balanced traffic sources, let's look at Avinash Kaushik's article, "Beginner's Guide To Web Data Analysis: Ten Steps To Love & Success." In the article, Kaushik discusses what to look for in a balanced portfolio of traffic sources.

For **search**, around 40% to 50% is normal. If the search percentage is too high, it means, "an overexposure to search rankings and algorithm changes," which is not ideal, but if the search percentage is low, then, "you

are simply leaving money on the table.”⁶ It’s also important than much of the search traffic is organic as to avoid “renting” traffic.

Around 20% or so is a good number for **direct traffic**. It’s important to have a healthy balance of existing customers or people from an offline campaign. Kaushik writes, “If direct traffic is low, I worry if you are any good at customer service / retention (the latter is so often just an afterthought).”⁷

For **referring sites**, 20% to 30% is normal. It’s important to have a good amount of traffic from other site that link to your website, whether that be to, “praise (or slam!) you, or promote you on Twitter and Facebook and forums and otherwise link to you.”⁸

Finally, 10% of traffic should come from campaigns. Google analytics actually takes campaigns and splits them into separate channels of social and email. So, a good compromise would be to say 5% traffic from each social and email is normal. “You want at least 10% of the traffic to be the ones you invite to your site deliberately, after solid analysis and great targeting,” Kaushik writes.⁹

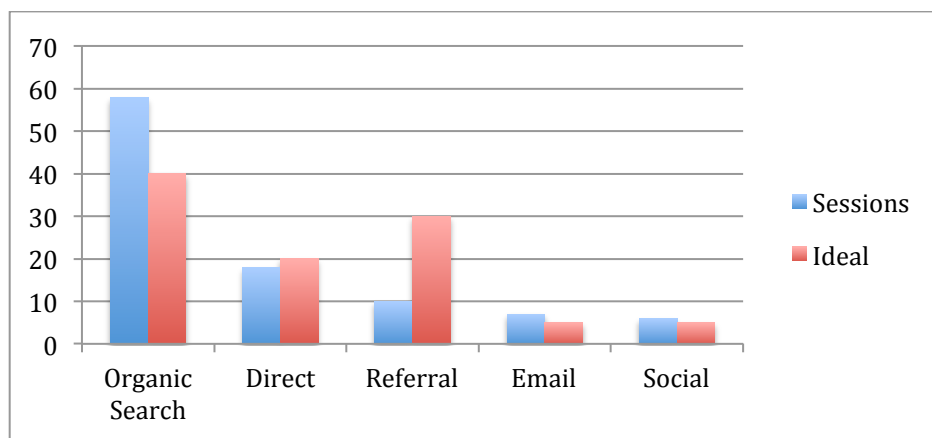
Though Kaushik’s guidelines are fairly broad, a comparison of Kaushik’s norms to Wichitaorpheum.com’s traffic for 2014 tells whether the site is performing well from a traffic source standpoint. The following graph gives a visual illustration of Wichitaorpheum.com’s percentage of sessions as compared to Kaushik’s norms. Following the graph will be a more in-depth discussion of what this graph is showing.

⁶ <http://www.kaushik.net/avinash/beginners-guide-web-data-analysis-ten-steps-tips-best-practices/>

⁷ <http://www.kaushik.net/avinash/beginners-guide-web-data-analysis-ten-steps-tips-best-practices/>

⁸ <http://www.kaushik.net/avinash/beginners-guide-web-data-analysis-ten-steps-tips-best-practices/>

⁹ <http://www.kaushik.net/avinash/beginners-guide-web-data-analysis-ten-steps-tips-best-practices/>



Wichitaorpheum.com received 58.5% of traffic from organic search, while Kaushik says that 40% is ideal. So in this case, Wichitaorpheum.com is performing well. In term of the direct channel, the website received 18% of traffic directly, which is slightly lowering than Kaushik’s norm of 20%, but close enough.

However, Wichitaorpheum.com’s 10% of traffic from referral sites falls well short of Kaushik’s norm of 30% for referral. Therefore, it’s possible to make the assertion that the referral traffic is too low and needs to be addressed.

Additionally, 7.3% of traffic comes from email and 5.8% comes from social, which is more than the 10% of traffic that Kaushik designates for other. Therefore, Wichitaorpheum.com is performing well in this case.

c. Top Search Keywords

By going a level deeper into the organic search channel, which makes up 58.47% of traffic to Wichitaorpheum.com, it’s easy to identify the top search keywords used in organic searches. But before diving into specific keywords, it’s important to understand that, in terms or organic search, keywords should not be too specific. The website needs to be found also in broader searches. The way to be found in broader searches is by producing quality content, which can be found in a greater number of searches.

That being said, when looking at the keywords, it’s possible to draw some conclusions. Unfortunately, the top keyword that is responsible for 81,706 sessions from January 1, 2014, through December 31, 2014 is not provided because of Google’s secure searches. “When Google moved to secure search in October 2011, it was a blow to publishers, who began

losing data about the search terms used to reach their sites,” Danny Sullivan writes on Searchengineland.com.¹⁰

So for this examination of top search keywords, we’ll look at the keywords that have been provided as, for now, that will give us the best idea of what people use to get to Wichitaorpheus.com. Within the top 100 keyword searches for 2014, 65 keyword searches contained a variation of the word “Wichita,” 56 searches contained the word “Orpheum,” and 33 searches contained a variation of the word “theatre.” Going off of that, 46 searches contained variations of the words “Orpheum” and “Wichita,” 30 searches contained variations of the words “Orpheum” and “Theatre,” and 22 searched contain variations of the words “Orpheum,” “Theatre” and “Wichita.” Therefore, we conclude that searches for the Orpheum Theatre brand are fairly prominent within the top search keywords.

Now let’s take a look at events in the top 100 keyword searches for the timeframe of January 1, 2014, through December 31, 2014. Specific events appear to be mentioned in 33 of the 100 top keyword searches. Of those 33 events searched, three of the searches refer to the musical *Grease*, five total searches are Harry Potter-related, and, surprisingly, four searches refer to the *Rocky Horror Picture Show*. Therefore, it’s safe to assume that these events were the most popular at the Orpheum Theatre for 2014. Lastly, one interesting find is that a few more general searches simply for movie posters drew traffic to the Orpheum’s website. A couple of examples include “Forrest Gump poster,” which was responsible for 39 sessions, and “Terminator poster,” which was responsible for 17 sessions in 2014.

You can find a full list of the top 100 keyword searches for Wichitaorpheus.com for 2014 at the conclusion of this report in Appendix A.

c. Top Content

As stated in the previous section on top keyword searches, high quality content is extremely important in drawing traffic to your website. Therefore, examining Wichitaorpheus.com’s top content for 2014 will give a better picture of what content can be considered quality in terms of attracting traffic.

In 2014, there were 389,083 pageviews for Wichitaorpheus.com. Of those pageviews, Wichitaorpheus.com’s landing page saw 25.26%

¹⁰ <http://searchengineland.com/google-not-provided-review-186356>

(98,273) of the total 2014 pageviews. The events page saw 12.36% (48,082) and the photos page garnered 3.75% (14,604) of the total 2014 pageviews. Finally, the events calendar saw 3.67% (14,279) and the music events list obtained 2.43% (9,460) of the total 2014 pageviews.

In a second analysis, let's look at what specific events drew the most pageviews for 2014. Grease by far and away was the event that drew the most pageviews. It registered twice on Google analytics receiving a total of 8, 935 pageviews. *The Rocky Horror Picture Show* was second with 3,888 pageviews. Another *Grease*-related event, a Jackson Browne concert was third with 3,364 pageviews, *Scooby-Doo Live!* ranked fourth with 3,072 pageviews, and *Circus Electronica: Singularity* finds itself in the fifth spot with 3,030 pageviews. From this, we ascertain that perhaps musical theatre-based programming such as *Grease* and *The Rocky Horror Picture Show* were the most popular events of 2014.

d. Mobile Traffic Report

The following screenshots are of the Orpheum Theatre's website on an iPad and an iPhone, respectively:

iPad:



iPhone:



Additionally, the following table shows data for mobile traffic and performance:

Device Category ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	178,365 % of Total: 100.00% (178,365)	64.24% Avg for View: 64.19% (0.07%)	114,579 % of Total: 100.07% (114,496)	52.76% Avg for View: 52.76% (0.00%)	2.18 Avg for View: 2.18 (0.00%)	00:01:50 Avg for View: 00:01:50 (0.00%)
1. desktop	94,004 (52.70%)	67.38%	63,342 (55.28%)	44.43%	2.46	00:02:13
2. mobile	66,707 (37.40%)	60.86%	40,598 (35.43%)	63.87%	1.81	00:01:18
3. tablet	17,654 (9.90%)	60.26%	10,639 (9.29%)	55.13%	2.11	00:01:51

From this we can see that mobile traffic accounted for 66,707 sessions in 2014, while tablet traffic accounted to 17,654 sessions in 2014. What is interesting is that mobile and tablet traffic weren't far off when it came to percentage of new sessions with each accounting for 60.86% and 60.26%, respectively. However, mobile provided a far greater number of new users to Wichitaorpheum.com in 2014 with 40,598 new users as compared to tablet's 10,639 new users. Tablet, however, had a better bounce rate at 55.13% than mobile's 63.87%. Finally, more pages were viewed per session from tablets at 2.11 as opposed to mobile's 1.81, and tablet users averaged slightly higher session duration with one minute and 51 seconds to mobile's one minute and 18 seconds.

From this data, we can infer that in 2014 while many more new users to Wichitaorpheum.com were viewing from their mobile phone, tablet users that navigated to Wichitaorpheum.com often browsed around the site more viewing more pages and for a longer amount of time.

e. Conclusions

Based on these analytics for Wichitaorpheum.com in 2014, we can make three actionable recommendations to improve the website's performance.

1. Wichitaorpheum.com needs to be linked to from more websites.

Traffic from referral websites should be about 30% as per Kaushik's norms, but for 2014, only 10% of traffic to the Orpheum's website came from referral sites. This mean that not many users are getting to Wichitaorpheum.com from a link on another website. To fix this, it is recommended that the Orpheum Theatre reach out to other local Wichita websites or even national websites in the entertainment and tourism industries and have them add a link to Wichitaorpheum.com on their links page or blog roll. The more the Orpheum theatre's website is linked to, the more possibility that users will navigate to the site via those referral links.

2. Create a mobile-specific theme for Wichitaorpheum.com

While there were substantially more new users from mobile than tablets in 2014, it's intriguing that tablet users showed a better bounce rate, more pages per session and a longer average session duration. This could be because browsing the Orpheum's webpage, which looks the same regardless of device, is a better experience from a tablet and desktop than a mobile phone. Therefore, it is recommended that a mobile-specific page be built that more user friendly and enables easier site navigation from a mobile phone.

3. The creation of more compelling content would help increase average time spent on a page and lower the bounce rate.

In comparing the site content analytic data, only average time spent on a page and the bounce rate were worse in 2014 than they were in 2013. The best way to get users to spend more time on a page and lower the bounce rate is to offer up more compelling content. This could mean high level changes such as booking more musical/film events that have a cult following and encourage audience participation such as *Grease* or *The Rocky Horror Picture Show*. Or this could be something much smaller like the creation of an Orpheum Theatre blog that offers content such as early information on upcoming shows, interviews with upcoming performers or posts that tap into the theatre's historical legacy in Wichita.