Data Analytics Standard for the Digital Public Services Policy

Digital Citizen Experience, Information Technology Division
Ministry of SaskBuilds and Procurement
This document outlines the Data Analytics Standard as a component of the Digital Public Services Policy. These standards inform Government of Saskatchewan service design for public-facing digital services.

Background

Website analytics is the collection, reporting, and analysis of data in relation to usage. This helps determine how your users interact with your content or services.

Enhancements should be made through data-driven decisions. Not understanding the weaknesses in your system (pain points, abandonments, etc.) can be disastrous to its long-term sustainability and adoption by users.

Sometimes the terms **Metrics** and **Analytics** are used interchangeably, but metrics are the numbers and analytics is the story behind the numbers.

General data collected around activity on your service:

- Time and length of visits
- What page was viewed
- How long someone stayed on each page
- What was the last page viewed before the user activity stopped
- How many times the same user visited in a period
- City of the visit
- What web browser and version are used
- What device (mobile, tablet or computer) is used
- What operating system and version are used
- What language the user had their browser set to
- Traffic source (did it come from a search engine, social media site, referral)
- If the user visited only one page, then abandoned

Standard Framework

Online services like websites, mobile apps and web applications need to have a form of usage-based analytics installed to capture client usage metrics as well as provide historical reports.

All digital services are required to have Google Analytics added to their new service. Digital Citizen Experience (DCE) will provide a tracking code for your service. DCE sets filters to segment internal and external traffic and can instruct you on how to set up an account to view your service's reports. The tracking code needs to be in place and verified in UAT before a service goes into production. Once the service goes into production, the tracking code will remain there for the lifespan of the service, but it must be removed from any other regions (like UAT) to prevent test data from getting into the reports.

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Google Analytics integration does not exclude the need to set up internal reporting or audit trails on the CRM or back-end. Google Analytics is needed specifically to understand user behaviour in the service.

Page Titles

Page titles are important for Google Analytics reports. Understanding the flow that the user takes to complete a task may include multiple pages. Thought should be given to ensure page titles reflect this flow to make certain analytics reports are easily understood. For details, refer to section **Writing great titles and headings** in Digital Content Writing Standard.

Tracking Components

If you want to track how many times a component of your service, such as a menu, is clicked or triggered, an action will need to be put on the menu to pass the click data to the reporting platform. Having a strategy outlining which actions you want to track will be important to determine before your service is finished development.