

IOWA STATE UNIVERSITY

Extension and Outreach

MATOMO (PIWIK) TRAINING

This is a step-by-step tutorial of Matomo (Piwik).

This can be accessed at:

<http://www.extension.iastate.edu/it/tutorials>

Or by going to: <http://www.extension.iastate.edu/it> and clicking on the Support -> Content Editor Tutorials -> Piwik Tutorials

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Introduction

Piwik is the website analytic software being used by Extension IT. You can [watch the webinar](#) to learn more about website analytics and Piwik.

If your website's domain is an iastate.edu address and you have been given access to the Piwik website dashboard, you will need to know how to separate your websites data from the rest of the Extension and Outreach data. You do this using what Piwik calls "Segments".

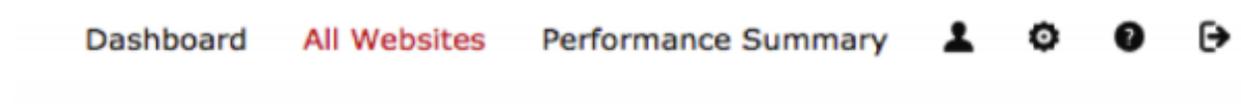
If your domain is not an iastate.edu web address, you may not need to go through the segment instructions.

Logging In / Out

Before attempting to login to Piwik (Matomo), first request access by e-mailing extensionweb@iastate.edu. After you have been allowed access to Piwik (Matomo), proceed to the steps listed below.

Step 1: Login to your account at <https://piwik.extension.iastate.edu>

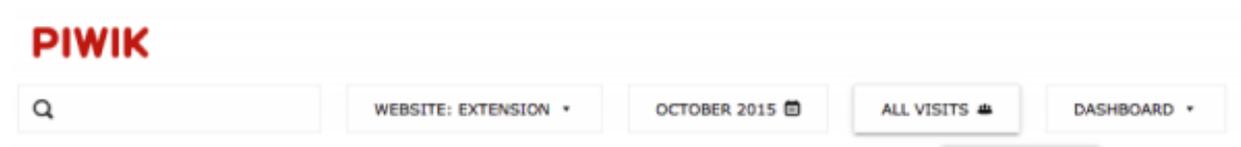
Step 2: Click on the “All Websites” link in the top right hand corner of the screen.



Step 3: Select the Extension Website. This will take you to the Dashboard for all Extension site stats.

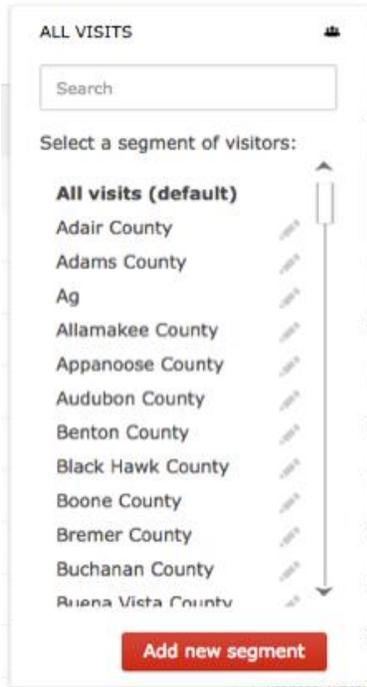
Step 4: For domains with iastate.edu, to be able to view just your website’s information, you will need to add a segment. To do this, click on the “All Visits” button at the top of your dashboard.

If your website is not a iastate.edu domain, you may not need to add segments in order to view your website’s information.



Create Segments

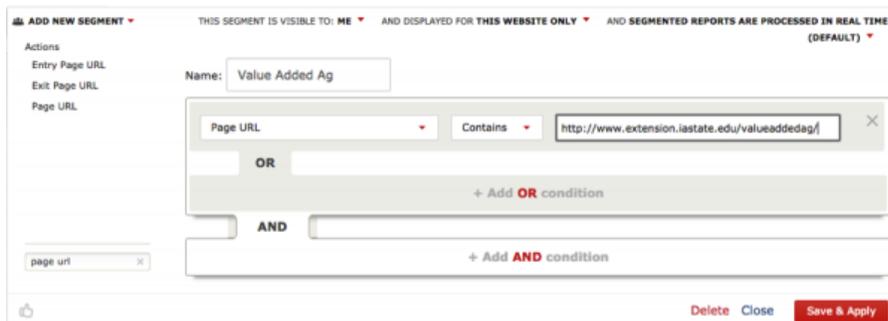
Step 5: This will bring up a box. Click on the Red button in the lower right hand corner of the box that reads “Add New Segment”.



NOTE: Your screen should only show “All Visits” in this box, you should not see any other segments already set up.

Step 6: Add the Segment information as shown in the image below.

- Choose the condition “Page URL” from the list under “Add new Segment”. You can search for the condition here as well
- Drag and drop the condition into the space in the labeled space under the Name box.
- Use your own site information in place of the “Name” and the “URL” given. Make sure you copy and paste the URL to ensure that the full and appropriate URL is given. If you do not do this, you may not see any results.

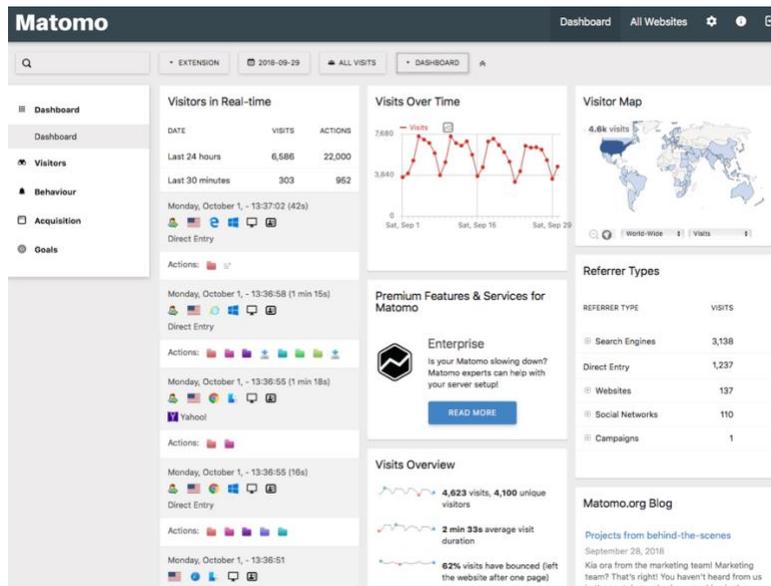


Step 7: Click “Save & Apply”

That's it! Your Segment should be setup to display just your sites information. You can do this with as many sites as you manage to set them up individually.

If you would like to setup monthly analytics reports, or would like to find out how you can get login information access the Piwik dashboard; contact [Extension Web](#).

The Dashboard



Terminology:

Dashboard: The central location for all of the information on your sites. Here through many different widgets, you can learn more about your sites and its users.

Visitors: The individual users who are accessing your sites.

Actions: A record of pages, files, etc. that visitors have accessed.

Engagement: A measurement for how users interact with your site such as how long they have accessed a page and similar statistics.

Behaviour: This area on the dashboard shows many more details to how users act on your sites. You can do things such as look up unique downloads, check on clicked URLs, check time on specific pages, and much more.

Acquisition: Here you may find out more details about how users are finding your sites.

Goals: It is your strategy and priority. It can entail many things: "Sold item", "New customer", "Downloaded brochure", "Contacted us", etc. What do you want your users to do on your website?

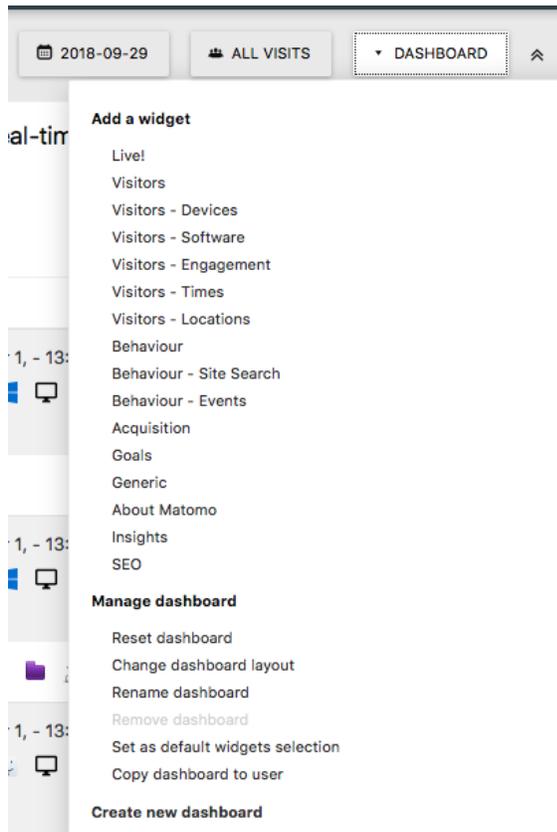
Conversion tracking is a great way to identify whether you are meeting your current business objectives, identify new objectives, view and analyze your performance, and learn how to increase your conversions, conversion rates, and revenue per visit.

Dashboard Settings

Located on the right hand side of the horizontal toolbar, the Dashboard Settings allow you to add widgets, manage your dashboard, or create a new dashboard. There are many different types of widgets

that allow you to get a better sense of the analytics with your website, for example you can add a widget to display the brand of device the visitors use for the site.

Under the **Manage dashboard** section of the **Dashboard Settings** window, you may reset the dashboard to its default version, change the layout, rename it, remove it, set as default widgets selection, or copy dashboard to a user.



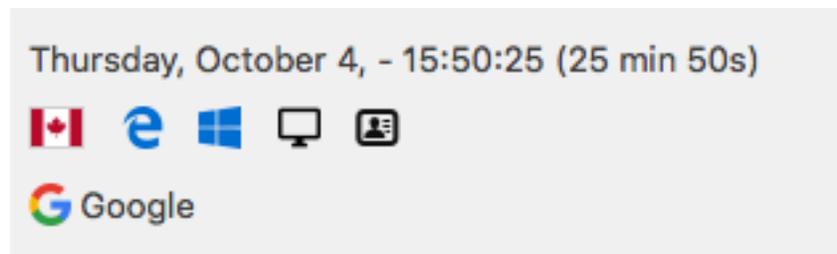
Interpreting Data

In this section, a few different widgets will be discussed so that you may understand how to use them in your Dashboard for the benefit of your site.

Visitors in Real-Time

DATE	VISITS	ACTIONS
Last 24 hours	6,310	21,753
Last 30 minutes	226	638

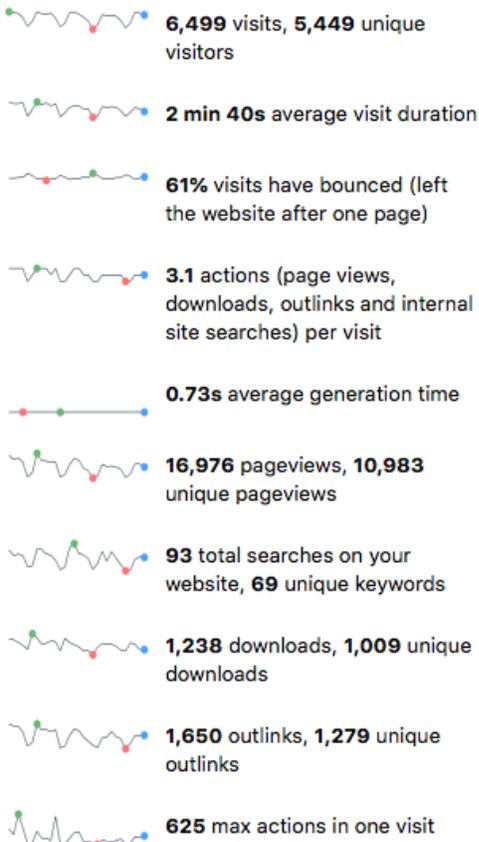
The basic idea of using Piwik (Matomo) Analytics is to get to know the finer details of how your websites run and how your users interact with it. Using Piwik (Matomo), you can see almost every detail of each of your user's visits to your site. You can see things such as what device they use, each page they viewed, and how long they were viewing the site. These details of your user's action can help you get a better sense of what content is performing well and give you an idea of what kind of content you maybe should create more of in the future.



Actions:     

This is an example of the data you may see associated with your users. This is viewed in the **Visitors in Real-Time** widget on the Dashboard. This Canadian user accessed the site at the date above, using the Microsoft Edge browser from a Windows 10 PC. The computer icon shows more information about their device, like the brand and version. The Google logo means that they found the website using the Google search engine. The colored folders at the bottom show which actions they did while on the site. This specific user accessed only pages. You can also see things such as links clicked or images downloaded and other actions.

Visits Overview

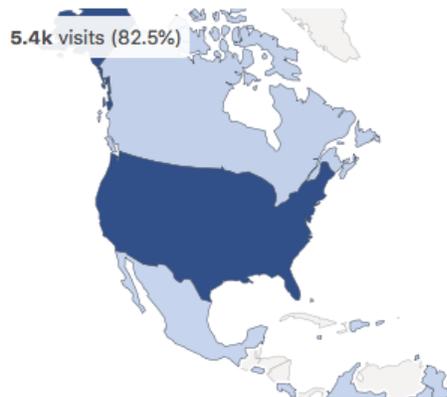


The **Visits Overview** widget is another useful way to view the analytics on your site. It provides averages and totals of the different actions of users on the site. This may be useful for identifying the size of your userbase and an overview of the different actions they made on your site.

Visitor Map



This world map shows where your users are coming from. Extension websites are primarily accessed by Americans, but may also be used internationally. Hover over and click on each country to get a more detailed view of the region.



This widget may be useful for designing future content for certain areas that may enjoy accessing your site. The data shown in the map may also be sorted by each continent or country and can show Visits, Unique Visitors, Actions, Actions per visit, Avg. Time on Website, and Bounce Rate.

Referrer Type

REFERRER TYPE	VISITS
⊕ Search Engines	3,864
Direct Entry	2,235
⊕ Websites	218
⊕ Social Networks	176
⊕ Campaigns	6

The Referrer Type widget may be useful because it lets you know how your users are finding your site. The site pictured is accessed mostly through search engines, but other sites may have a good presence on social media. Whatever way works for your site best will be shown at the top.

Visits Over Time



30 ▾

The Visits Over Time widget will help you understand what are popular or unpopular dates and times for your site to be accessed. The site in the example above gets around 7,000 visits during Weekdays but dips a few thousand on Weekends. This gives a bit of detail about what kind of user accesses the site and during what part of their days. The widget may also show other metrics such as Users, Downloads, Searches, etc. The data shown in the graph may be exported as an image or in many other data formats.