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SuperVMO: Google analyzes the National Veterinary Accreditation Program training modules

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Contributed by Tim Cordes, DVM (USDA APHIS Veterinary Services; Surveillance, Preparedness, and Response Services; National Veterinary Accreditation Program; Senior Staff Veterinarian).

Editor's note: Are you a federally accredited veterinarian? If so, you probably know that you need to complete [APHIS Approved Supplemental Training \(AAST\)](#) before you can renew your accreditation. And you've probably heard that you can now complete this training



online. This online option allows you to complete this training wherever you are, and on any of several device types. Staff at the National Veterinary Accreditation Program (NVAP) are working hard to improve your online AAST experience. Read on to find out about some of the data that they analyze in their efforts to improve your user experience.

Google Analytics is a Web-based set of tools that can be used to collect and analyze Website usage data. Website owners can choose which Web pages to include in their data collection and analysis by "tagging" the target pages with appropriate Google Analytics code.

During May of 2012, NVAP tagged every page of the Web-based AAST modules. These modules are available here:

http://www.aphis.usda.gov/animal_health/vet_accreditation/aast.shtml.

NVAP staff continue to tag each page of new modules as they are produced and carefully evaluate the trends of the "users" who are primarily accredited veterinarians. Please remember that anyone can view the modules online, but only the accredited veterinarian receives credit by completing the last slide of the training and crossing the security interface, matching his/her name with his/her National Accreditation Number.

Google Analytics provides a seemingly endless array of analytic tools. The following are a select few Google Analytics tool-measured trends involving the use of the AAST modules tracked over a 30-day period in 2013.

- Visitors. The vast majority of visits to the AAST module Web pages originate from the United States, excluding Puerto Rico (98% of visits), followed in order by Puerto Rico, the United Kingdom, Canada, Australia, South Korea, Costa Rica, India, Germany, and Italy.
- Browsers. The browser used for most visits to the Web-based AAST modules is Internet Explorer (52% of visits), followed in order by Chrome, Safari, Firefox, and Android Browser.
- Device categories. The devices used for most visits to the Web-based AAST modules are desktop computer (95%), tablet (3%), and mobile device (2%), with the top three devices in order being Apple iPad, Apple iPhone, and Samsung SGH-I317 Galaxy Note II.
- All traffic sources. Users access the Web-based AAST modules from various sources. The top six traffic source categories are direct traffic (55% of visits originated directly from elsewhere on the NVAP website), Google (21%), Bing (6%), usmail.yahoo.com (5%; email URL referrals), Yahoo (2%), and links.govdelivery.com (1.7%).
- Site content landing pages. Google Analytics provides a great deal of information about page landings, that is, visits to the page where the user begins or "lands". Information provided includes number of visits, number of pages viewed per visit, average visit duration, percentage of new visits, and bounce rate (percentage of single-page visits). From these data, we infer that most users of the Web-based AAST modules land on the first page of any given module and complete that module; for example, the user completes 45 pages in 45 minutes. However, other users land in any module early, middle, or late in the curriculum and complete just a portion of the module at a time (for example, the user completes 15 pages in 15 minutes). Users probably bookmark the page they leave for convenient access at a later time. The Web-based AAST modules averages 100 visits per day on Saturday and Sunday, and approximately 300 visits per day on Tuesday, Wednesday, and Thursday. For

the last few days of the month, representing the end of the accreditation renewal cycle, 600 visits per day is common. To provide perspective, 616 visits represent an average of 30,135 pages visited with a time investment of 22,140 minutes or 369 hours. The popularity of the modules can also be documented from this data. The top five currently are listed below.

1. Module 1: [Introduction to NVAP](#)
2. Module 2: [Role of Agencies, Health Certificates](#)
3. Module 9: [Interstate and International Health Certificates for Category I Animals](#)
4. Module 3: [Overview of Foreign Animal, Program, and Reportable Diseases](#)
5. Module 4: [Preventing Disease Introduction and Spread](#)

For questions or comments, please feel free to contact Tim Cordes at timothy.r.cordes@aphis.usda.gov.