

Analytics Audience & Architecture

20-MINUTE WEBINAR

IOWA STATE UNIVERSITY

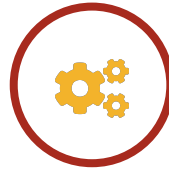


Overview



Strategy

Vision, Objectives,
Measures



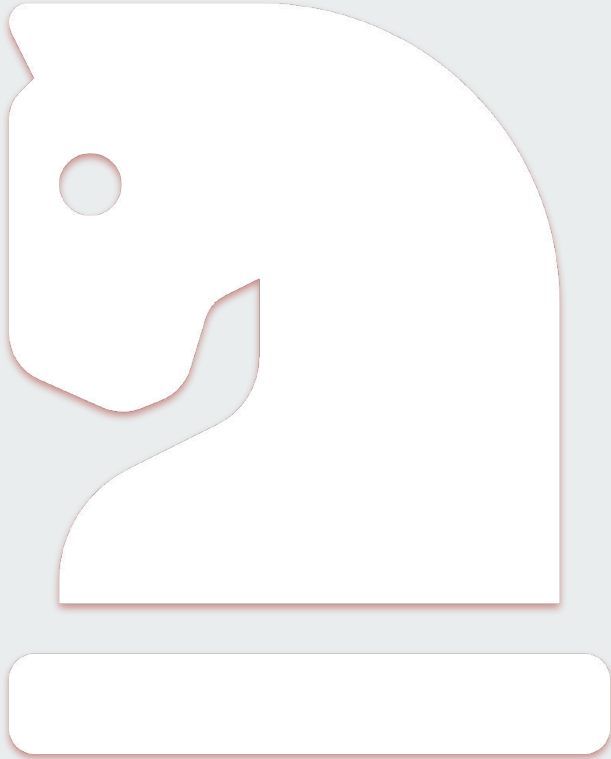
Implementation

Informed by strategy and aligns
with capabilities



Measurement

Take steps, course correct



Strategy

Strategy takes time and attention, but lays the foundation for a successful site.

Determine Your Target Audience
Start With Why

The Sites Purpose:

- Vision
- Objectives
- Measures

**Build your site
based on
outcomes
your USERS
want.**



What Can You Gain

New Visitor Acquisition

Unique users

Increase your website's monthly traffic with users who are **RELEVANT** to your vision.

Loyalty

Returning users

Your website left an impression, that impression is your brand.

Advocacy

Word-of-mouth

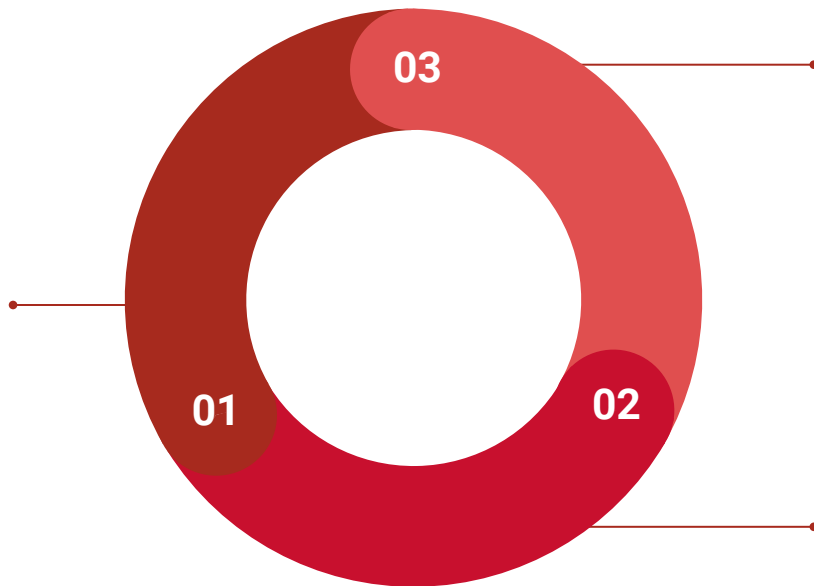
Users encourage others to visit your site because of your brand reputation.

Purpose

VISION

What do you want the site to achieve?

Our content should
[purpose] and help
audiences feel
[adjective, adjective]
so they can
[visitor goal].



MEASURES

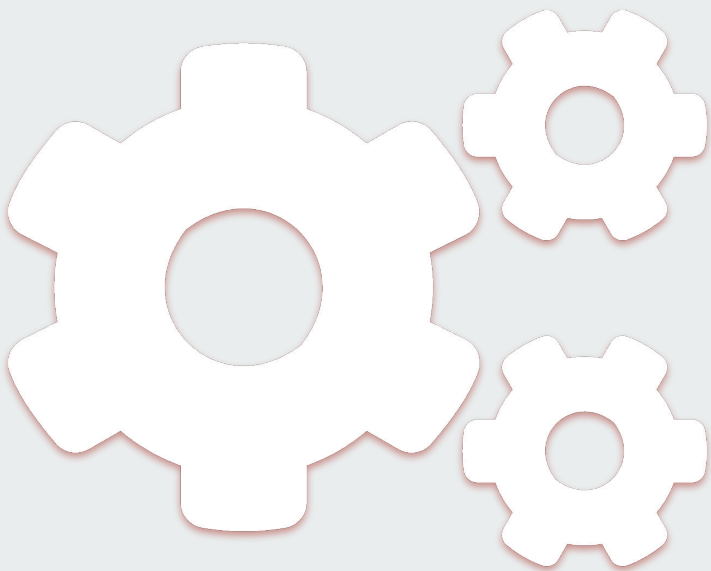
How can you quantitate the success of your objectives?

SMART Goals
Specific, measurable,
attainable, relevant,
time-bound

OBJECTIVES

What actions can a user make to achieve the vision?

- Download pdf
- Sign up for newsletter
- Visit and stay for at X time
- Visit at least three pages



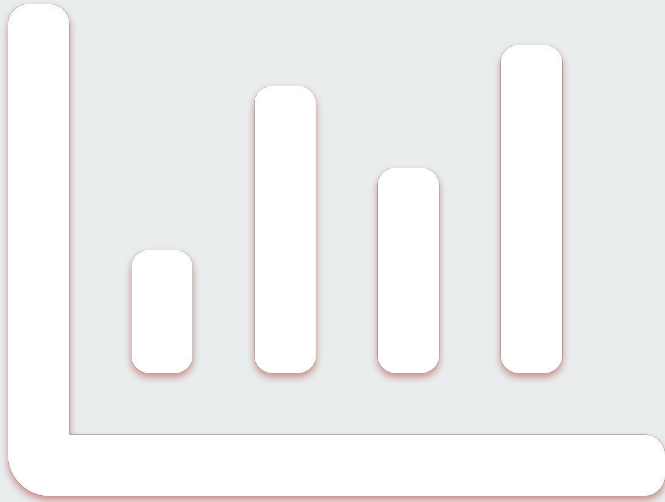
Implementation

Focus on content

- Start with small chunks
- Avoid Content-ROT
 - Redundant
 - Obsolete
 - Trivial
- Place milestones strategically

Target audience POV

“Audiences speak with their time.”



Measurement

Are SMART Goals converting?

→ Check in with milestones

1. Get over 1,000 pdf downloads from website by end of semester.

Actions – Main Metrics Report



Name	Value
Pageviews	410,559
Unique Pageviews	382,218
Downloads	942
Unique Downloads	824
Outlinks	4,786
Unique Outlinks	4,235
Searches	4,260
Unique Keywords	2,200



Measurement

Are SMART Goals converting?

→ Check in with milestones

1. Get over 600 pdf downloads from website by August 1st.
2. Increase average visit duration to 1+ minutes by end of semester.

Visits Summary

Name	Value
Unique visitors	283,651
Visits	320,164
Actions	376,650
Maximum actions in one visit	966
Actions per Visit	1
Avg. Visit Duration (in seconds)	00:00:31
Bounce Rate	91%



Measurement

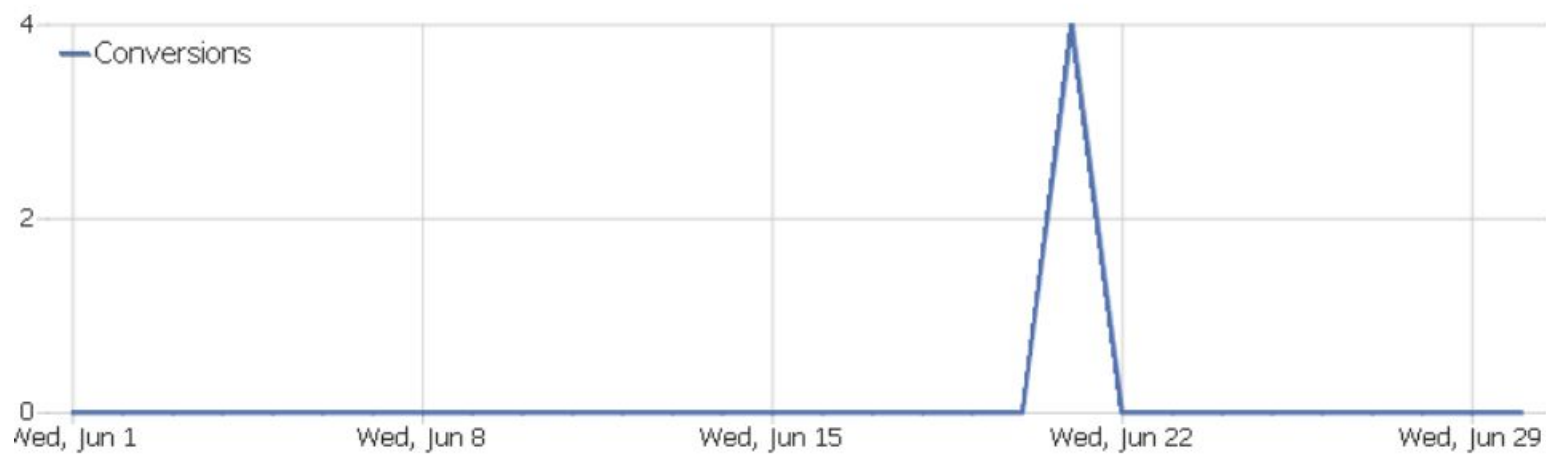
Are SMART Goals converting?

→ Check in with milestones

1. Get over 600 pdf downloads from website by August 1st.
2. Increase average visit duration to 1+ minutes by end of semester.
3. Receive 10 website requests from potential leads on site between July and September.

Goals Overview

Goal Request a Faculty Site



Name	Value
Conversions	4
Visits with Conversions	4
Revenue	\$0
Conversion Rate	5%

**Analytics indicate
the decision-
making and
success of a
website.**



Where to Begin

1. Identify Target Audience
2. Purpose statement

Our content should [purpose] and help audiences feel [adjective, adjective] so they can [visitor goal].

3. SMART Goals
4. Chunk your content

The CALS/LAS Team



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20-MINUTE WEBINAR

**Who is my
target audience?**

Is my website reaching them?

IOWA STATE UNIVERSITY