Overview

Strategy
Vision, Objectives, Measures

Implementation
Informed by strategy and aligns with capabilities

Measurement
Take steps, course correct
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

<table>
<thead>
<tr>
<th>Name</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>410,559</td>
</tr>
<tr>
<td>Unique Pageviews</td>
<td>382,218</td>
</tr>
<tr>
<td>Downloads</td>
<td>942</td>
</tr>
<tr>
<td>Unique Downloads</td>
<td>824</td>
</tr>
<tr>
<td>Outlinks</td>
<td>4,786</td>
</tr>
<tr>
<td>Unique Outlinks</td>
<td>4,235</td>
</tr>
<tr>
<td>Searches</td>
<td>4,260</td>
</tr>
<tr>
<td>Unique Keywords</td>
<td>2,200</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Name</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique visitors</td>
<td>283,651</td>
</tr>
<tr>
<td>Visits</td>
<td>320,164</td>
</tr>
<tr>
<td>Actions</td>
<td>376,650</td>
</tr>
<tr>
<td>Maximum actions in one visit</td>
<td>966</td>
</tr>
<tr>
<td>Actions per Visit</td>
<td>1</td>
</tr>
<tr>
<td>Avg. Visit Duration (in seconds)</td>
<td>00:00:31</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>91%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Name</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conversions</td>
<td>4</td>
</tr>
<tr>
<td>Visits with Conversions</td>
<td>4</td>
</tr>
<tr>
<td>Revenue</td>
<td>$0</td>
</tr>
<tr>
<td>Conversion Rate</td>
<td>5%</td>
</tr>
</tbody>
</table>
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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Content Strategist

Contact us at websupport@iastate.edu
20-MINUTE WEBINAR
Who is my target audience?
Is my website reaching them?