Course-Correcting: What to do if your site isn’t reaching its goals
Review

Strategize site purpose
Implement clean content
Measure SMART goals

Adjust: Course-correct
Are you setting goals for your website?
Does your content answer the questions your audience is asking?
How does each goal help to achieve my website’s purpose?
Common Website Goals and their KPIs
Brand Awareness

KPIs:
New vs Returning Users
Referrals

Frequency Overview
- 461 returning visits
- 6 min 9s average visit duration for returning visitors
- 5.8 actions per returning visit
- 27% returning visits have bounced (left the website after one page)
- 2,687 actions by the returning visits

Channel Type
- 622 direct entries, 69% of visits +122.9%
- 119 from search engines, 13% of visits +56.6%
- 3 from campaigns, 0% of visits +100%
- 1 distinct social networks = 0%
- 1 distinct keywords -50%
- 160 from websites, 18% of visits +27%
- 3 from social networks, 0% of visits -50%
- 4 distinct search engines -20%
- 21 distinct websites +40%
- 2 distinct campaigns +100%
Attract Leads

KPIs: Goal Conversions
Increase SEO Authority

KPIs: Siteimprove Scores

Ask the CALS/LAS team to help determine where your most important pages rank using Search Console
Maintain Client Satisfaction

KPIs:
Returning Visitors
Direct entries
Satisfaction Surveys

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Frequency Overview
- 1,382 returning visits
- 5 min 56s average visit duration for returning visitors
- 5.6 actions per returning visit
- 9% returning visits have bounced (left the website after one page)
- 7,806 actions by the returning visits
Contact the CALS/LAS team for a content strategy meeting.
Crafting your website takes time... and humility.
The CALS/LAS Team

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