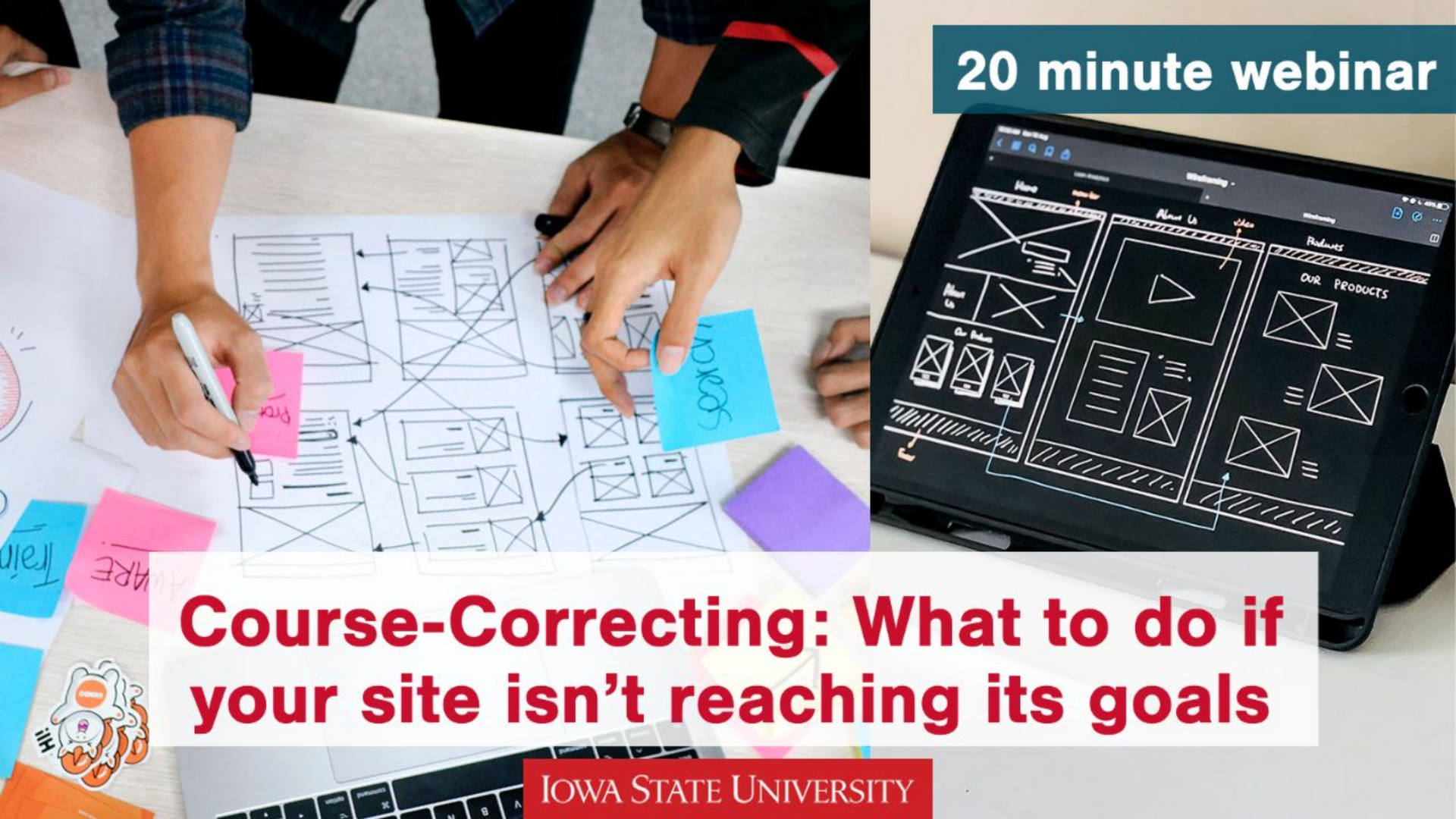

20 minute webinar
Course-Correcting: What to do if your site isn't reaching its goals
IOWA STATE UNIVERSITY

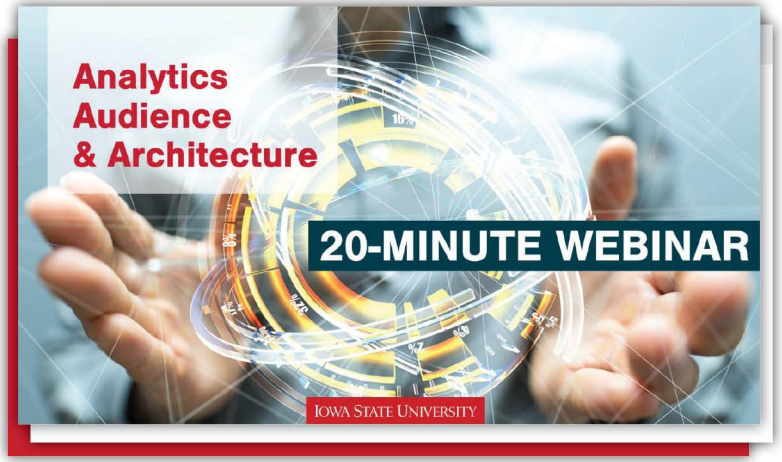
Review

Strategize site purpose

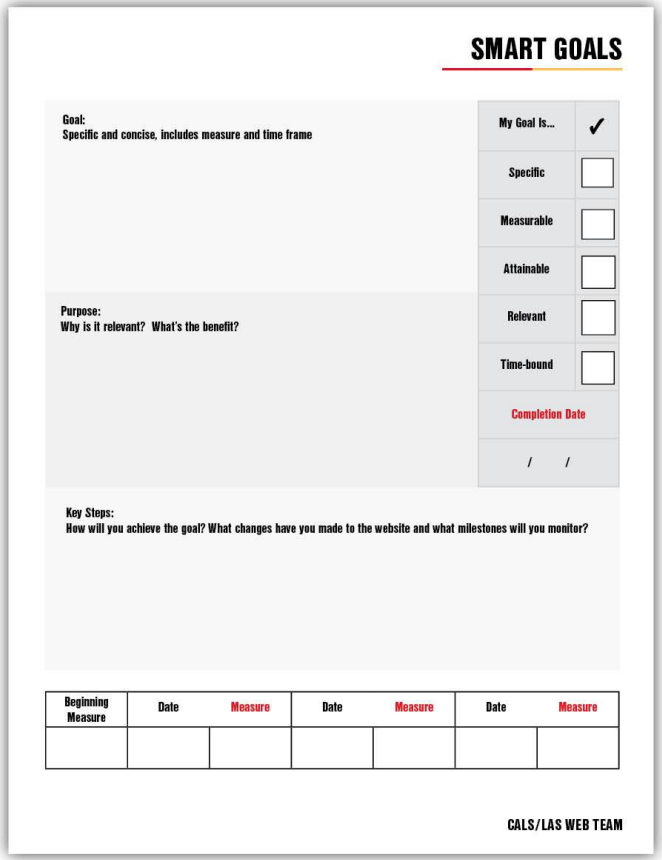
Implement clean content

Measure SMART goals

Adjust: Course-correct



Are you setting goals for your website?



SMART GOALS

Goal:
Specific and concise, includes measure and time frame

Purpose:
Why is it relevant? What's the benefit?

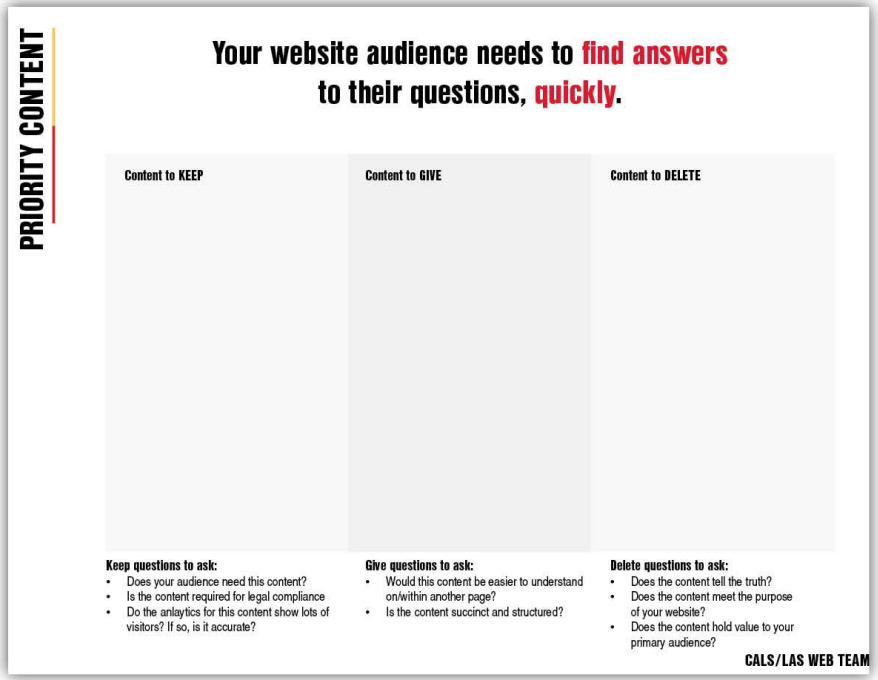
My Goal Is...	✓
Specific	
Measurable	
Attainable	
Relevant	
Time-bound	
Completion Date	
/ /	

Key Steps:
How will you achieve the goal? What changes have you made to the website and what milestones will you monitor?

Beginning Measure	Date	Measure	Date	Measure	Date	Measure

CALS/LAS WEB TEAM

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%

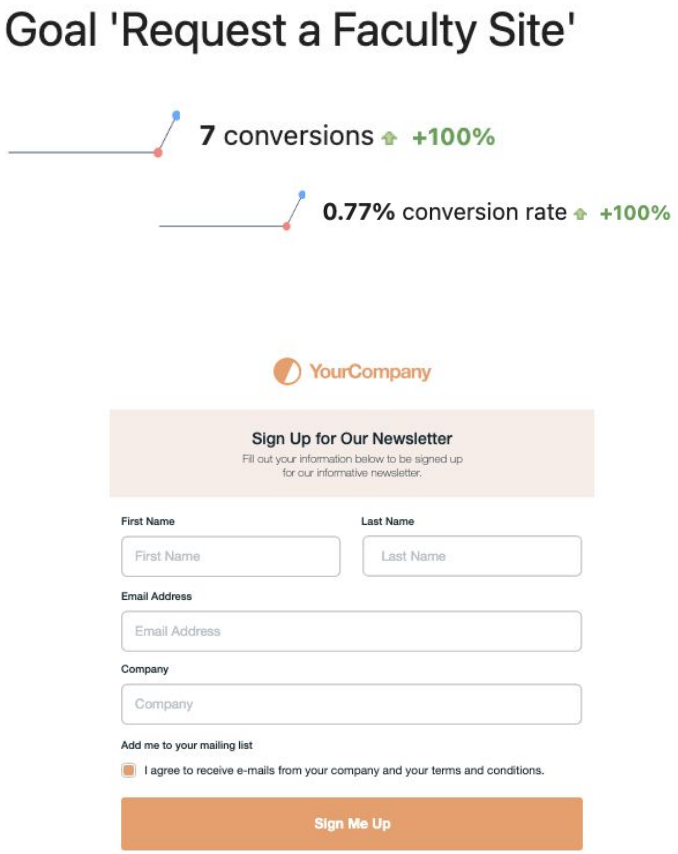
4 distinct search engines -20%

21 distinct websites +40%

2 distinct campaigns +100%

Attract Leads

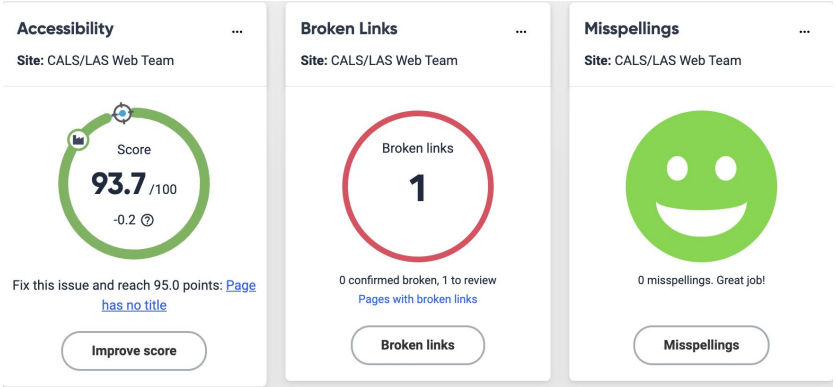
KPIs:
Goal Conversions

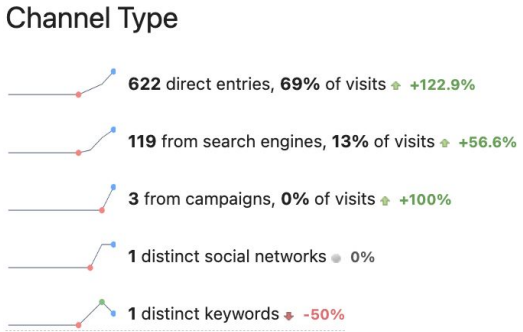


Increase SEO Authority

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

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%

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

John VanDyk

Strategic Lead

Ann Staniger

Project Manager

Hannah Schultes

Content Strategist

Contact us at websupport@iastate.edu