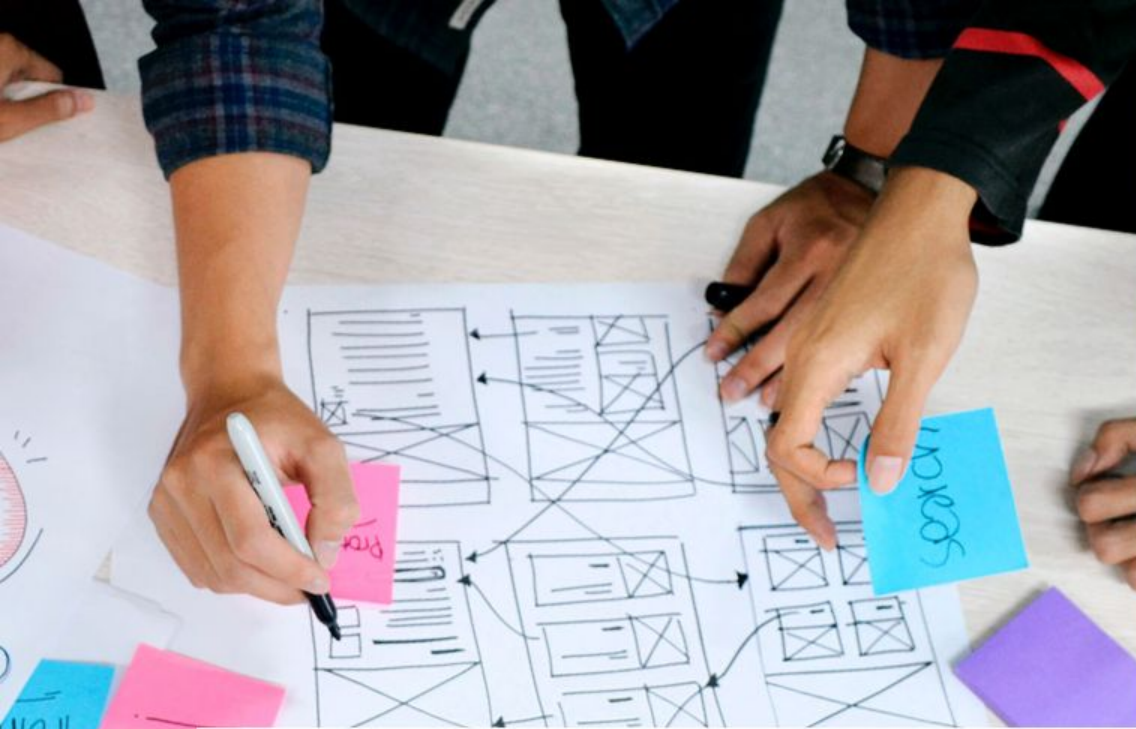


20 minute webinar



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

IOWA STATE UNIVERSITY

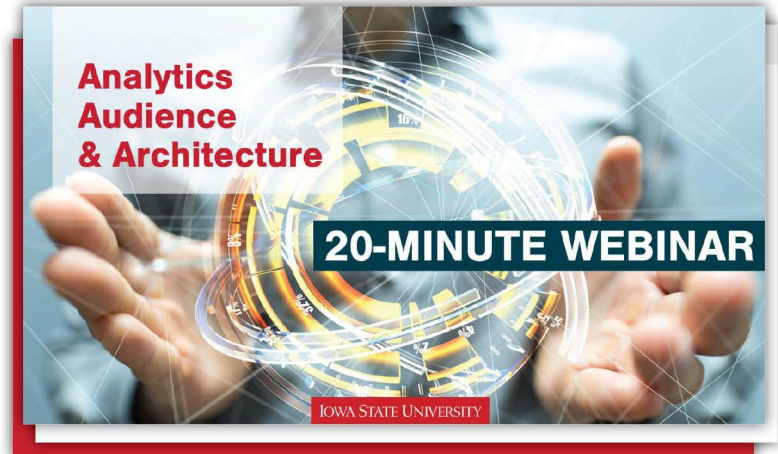
Review

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	My Goal is... <input checked="" type="checkbox"/>
	Specific <input type="checkbox"/>
	Measurable <input type="checkbox"/>
	Attainable <input type="checkbox"/>
	Relevant <input type="checkbox"/>
	Time-bound <input type="checkbox"/>
	Completion Date
	/ /
Purpose: Why is it relevant? What's the benefit?	
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

CAL S/LAS WEB TEAM

Does your content answer the questions your audience is asking?

PRIORITY CONTENT

Your website audience needs to **find answers** to their questions, **quickly**.

Content to KEEP

Content to GIVE

Content to DELETE

Keep questions to ask:

- Does your audience need this content?
- Is the content required for legal compliance
- Do the analytics for this content show lots of visitors? If so, is it accurate?

Give questions to ask:

- Would this content be easier to understand on/within another page?
- Is the content succinct and structured?

Delete questions to ask:

- Does the content tell the truth?
- Does the content meet the purpose of your website?
- Does the content hold value to your primary audience?

How does each goal help to achieve my website's purpose?

WEBSITE PURPOSE

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

What do you do:	How do you do it:	Why do you do it:
<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>

Purpose: _____

How should the user feel: _____

Visitor goal: _____

CALS/LAS WEB TEAM

Common Website Goals and their KPIs

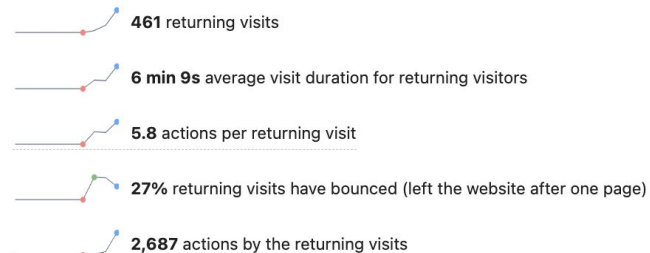




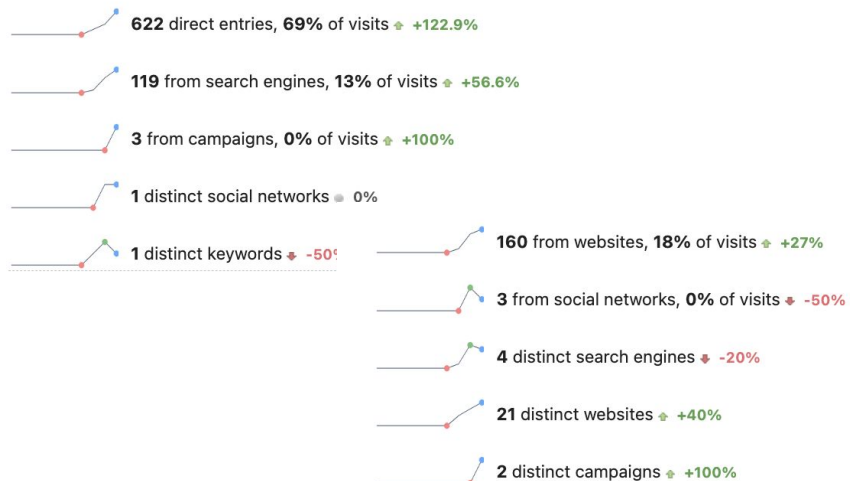
Brand Awareness

KPIs:
New vs Returning Users
Referrals

Frequency Overview



Channel Type







Attract Leads

KPIs:
Goal Conversions

Goal 'Request a Faculty Site'

 7 conversions  +100%

 0.77% conversion rate  +100%

 YourCompany

Sign Up for Our Newsletter

Fill out your information below to be signed up for our informative newsletter.

First Name

Last Name

Email Address

Company

Add me to your mailing list

I agree to receive e-mails from your company and your terms and conditions.

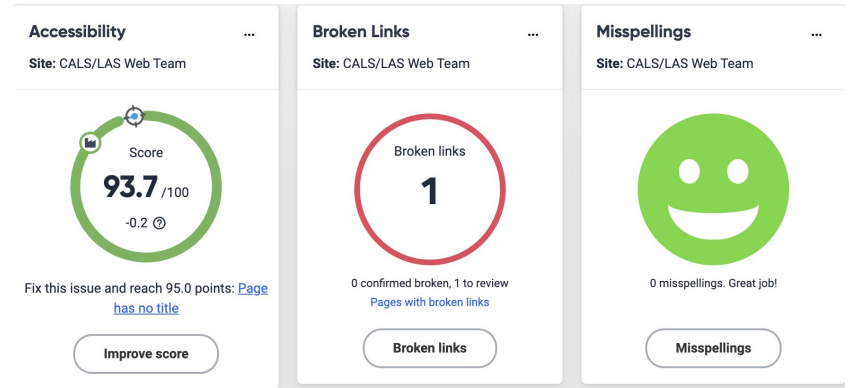
Sign Me Up



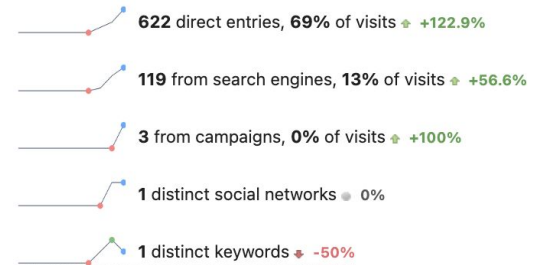
Increase SEO Authority

KPIs:
Siteimprove Scores

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



Channel Type

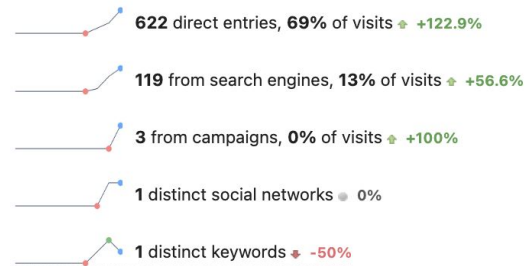




Maintain Client Satisfaction

KPIs:
Returning Visitors
Direct entries
Satisfaction Surveys

Channel Type



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