

Data Story I

John Henderson is a 38-year old small business owner from the Metro Atlanta area. His business is called the Raven's Nest, a gaming store in Marietta which specializes in tabletop and trading card games. John is looking to expand the digital outreach of his store to bring in new customers. Recently, sales have been dropping off during the most crucial holiday seasons. John needs his store's website up-to-date with a brand-new redesign and competent SEO practices put in place. He believes that an updated look for his site, and leveraging the tools of SEO, can help his business stand out and get recognized.

John, being a KSU alumnus himself, decides to start his journey by looking for current undergraduates at Kennesaw State University. John knows that the untapped talent of students who are trying to prove their worth is nothing to disregard—he too was once a student who was given a job. Somebody took a chance on him, so he would like to return the favor. After searching through a few portfolio pages, John stumbles upon the site of Dan Marchildon. At first glance it's rough around the edges, undeveloped, and entirely unimpressive. But something makes John stay on the webpage. He clicks around the site, checking out the other pages, and without further hesitation declares this is the student he's going to take a chance on.

Little does John know, behind the scenes there is a snippet of code in the HTML of Dan's site—the Google Analytics code. This code helps Google track virtually everything that happens with the website. Who is visiting the site, how long do they stay, what pages do they view, and are they new or returning visitors? If John could look into the Google Analytics profile of Dan's site, he would find statistics just as unimpressive as the design of his current site. Only one user in the last 7 days with a bounce rate of 0%! Very few users ever return, and only 7 in total have visited the site. The site duration is a healthy 2 minutes and 15 seconds—but John would easily suspect this is due to Dan himself staying on his own webpage.

After getting in contact with Dan, John lays out his website's redesign plan and presents it in full. Dan happily accepts the proposal and quickly gets to designing, using his fresh-faced enthusiasm to power through the sudden reality of being paid for work.