



Keeping your
website on track
for success.

Desire Paths Analysis | An Investigation and Training Opportunity Provided by:  **ThinkShout**

What is a Desire Paths Analysis?

Whether or not you've recently redesigned your website, you have invested considerable time and energy into communicating your organization's mission online. Most likely, you know how you would like your constituents to engage with you to support your organization's goals. But are they doing it? How are site visitors actually moving through your website? What paths do they take to find the information they want? Are they reading your calls to action? If you don't know, we can help you find out.

Desire Paths in Nature and on the Web

"*Desire path*" is a term in urban planning that describes the shortest path between an origin and a destination, particularly those that weren't planned. You've seen them: a dirt trail between two sidewalks, a cut corner, a hole in the fence.

Desire paths exist in defiance of all the thought that goes into a made environment, the creation of what planners consider the right way to move through a space. An architect might think, "The staircase will give this hill some gravitas." The college students may think, "I'd rather just walk up the hill," the resulting path eroding the intended gravitas.

Do you see any parallels to this phenomenon on your website? You've likely spent hours thinking about the information architecture most likely to move visitors into a funnel that will lead them to donate or volunteer — only for them to jump

around your website in different ways, missing the key actions that you would like them to take. We call this the difference between your organization's ***desired path*** and your visitors' ***desire paths***.

Your Metrics Can Enlighten the Way

Fortunately, there are metrics that can help you better understand how your website visitors arrive on your site and interact with your content. Google Analytics is a key component of this investigation — but your research can go much deeper.

Once you have a framework for interpreting your core metrics, you can leverage what you learn about your visitors' desire paths to continually refine your content and better align your appeals to resonate with their interests and habits.

Enroll in a Desire Paths Analysis with Us Today!

Investigation and 1-on-1 Training

We believe so strongly in the positive impact of desire paths analysis that we offer it as a dedicated, two-week package for our clients. This service can be added to an existing engagement with us; you can choose to partner with us in this exercise as a way of preparing for a website redesign; or you can leverage this opportunity as a way of evaluating the success of a redesign that you've recently completed.

A Two-Part Investigation

As part of this package, we will lead you through a two-part investigation of how the desire paths on your website correspond to your website's site map and information architecture .

In the first part of this investigation, we will explore and document your organization's goals for engaging with your target audience online. Then, we will review and document how you *intend* for website visitors to click through your content.

In the second part of this investigation, we will provide you with a metrics-driven analysis of your visitors' actual practices and desire paths on your website. Upon completing this

analysis, we will prepare a report outlining practical steps you should consider to align and improve your website content so that it better resonates with your website visitors.

Personalized Training

Upon completion of this investigation, we will provide you with an additional **two hours** of personalized training around engagement metrics and desire paths analysis, with the goal of helping you embrace these practices in your ongoing communications strategy.

Pricing and Scheduling

ThinkShout is proud to offer this package at a fixed cost of \$2,000. We offer this service as a two week engagement. In that time, we hope that you will leverage our expertise as much as possible to make the most of this investment. Upon completion of the engagement, we are happy to provide content strategy and additional metrics analysis on a time and materials basis for \$175/hour.

Next Steps

If you are interested in exploring these services, please contact Sean Larkin at 760.223.0589 or sean@thinkshout.com.



Brett Meyer

Content Strategist

If you choose to partner with us in a desire paths analysis, you will be working with our content strategist, Brett Meyer.

Brett helps our clients craft compelling messages and measure the success of their digital campaigns.

Brett is a natural storyteller. He began his career as a dot-com software developer. He and his wife then spent two years in Mali with the Peace Corps, where he trained grassroots organizations in technology and media. Following this experience, Brett served as Communications Director at the Nonprofit Technology Network for six years, helping grow NTEN's community from a few thousand to over 50,000 engaged participants. Having worked in the nonprofit sector for so long, he has a deep understanding of the communications and fundraising challenges that our clients face. Brett is uniquely positioned to help them build comprehensive multi-channel marketing plans.