

## **Scoping out our project: The CU Independent**

In order to scope out our project we are using the CoNVO method popularized by the book *Thinking With Data*.

### **Context:**

The CU independent, a CU affiliated web publication that is written by students, for students. They are looking to utilize available Google web analytics data to expand their regular readership. The primary goal is to increase visibility online and improve social media exposure resulting in a noticeable boost in weekly readership. Specifically they want to be able to see the cause and effects of their viewer targeted marketing efforts. As well, in general they are aware that they are heavily underutilizing the data they have available to them to as a driving force for their current efforts.

### **Needs:**

Our efforts to improve the overall understanding of their target audience would be beneficial to both the paper and the individual writers. Again they want to increase visibility and understand their ecosystem better through data. When we break down the goals of the CU Independent, we have begun to explore relevant methods to achieve them. Currently, they lack of knowledge, and therefore improving their ability to understand two two key areas their ecosystem and the SEO optimization would be primarily beneficial. In terms of the publication's ecosystem it is broken down into two areas, understanding who is visiting their website and what content driving viewership. We also need to do some relatively normal SEO optimization techniques to drive viewership as well.

### **CU independent Ecosystem:**

1. Viewership
  - a. Demographics: this needs to be activated on google analytics
  - b. Where are people coming from: an analysis of the data on their google analytics
  - c. Timing: an analysis of the data on their google analytics
    - i. Do people visit more at certain times?
    - ii. How long do people stay on the site?
2. Content
  - a. What types of content is most popular?
    - i. Shared?

- ii. Read?
- iii. Pageviews?
- b. What time is the best to post content?
- c. What sections of the website are visited more than others?

### **Search Engine Optimization:**

1. Google verification
2. SEO optimization
3. Improve keywords
  - a. Set standards for tags and keywords to improve SEO visibility
4. Implementation of additional Google Analytics features
  - a. Demographics
  - b. Interest
  - c. Set and track progress towards goals

### **Vision:**

Envisioning our work can be broken down into a couple parts.

1. A presentation to the CU Independent
  - a. An analysis of their ecosystem (both content & viewership)
  - b. The SEO techniques we implemented
2. Google Analytics dashboards that are easy to interpret after we complete our project
  - a. Most popular areas/posts
  - b. Current demographics
  - c. Where people are coming from
3. The work/project management it takes to complete the two tasks above
  - a. The amount of time and methods these tasks will need
    - i. A presentation to the CU Independent: 2 hours making a powerpoint
      1. An analysis of their ecosystem: scraping their website & analyzing their google analytics 10-20 hours
      2. The SEO techniques we implemented: 5 hours talking to the newspaper about enabling certain features on google analytics and actually implementing them
    - ii. Dashboards to leave with them after we are gone: Taking our insights from our analysis and turning these into dashboards for once we leave, approximately 5 hours.

## **Outcome:**

Over the course of this project we intend to pursue measurable goals we set with The CU Independent. The primary goal being that we increase their viewership by a noticeable amount and shed light on the data we will collect. Once we have completed our project and having presented our insights and analysis into their viewership and content they will have valuable information into how to drive those two areas in the future. The other aspect is us creating relevant and simplified google analytics dashboards for them to constantly check in order to inform them of those two areas going forward in the future once we are gone. We might want to suggest that the newspaper each year/semester hires someone or has someone whose job it is to be in charge of the google analytics and constantly present reports of the actual data to the executive team/ the whole team in order to be a data-driven organization.

## **Additional Dataset:**

While the Google Analytics data we have access to is very comprehensive for our efforts we have determined that it is incomplete for our intended goals. We want to be able to illuminate tactics and directions for the writers of the paper to utilize to achieve the highest possible readership. Currently they are unable to determine if any keywords, subjects, or sections have a higher than average viewership response. In an attempt to solve this problem we want to provide sections at the paper with accurate and directed information for their set of writers. For this we intend to build a web scraper that will crawl the website acquiring all of the tags and sections from all articles posted in the last year. We will fuse this data with the Google Analytics data to develop a more precise way for the paper to understand the potential of certain topics or tags attached to these articles.

Relevant readings for improving SEO and google analytics performance

<https://www.forbes.com/sites/forbesagencycouncil/2017/01/30/14-ways-you-can-use-google-analytics-to-improve-your-website/#267256803e93>

<https://www.google.com/webmasters/tools/home?hl=en>

<https://www.tipsandtricks-hq.com/7-ways-you-can-use-google-analytics-to-power-your-marketing-efforts-7873>

