

# Using Google Analytics to Power SeattleSpots: A Data-Driven Travel Website

## Member Names

- Mustafa Bhavanagarwala
- Ming-Yeh Chiang
- Jake Chan
- Pravalli Budida
- Zehao Chi

## Site Name

SeattleSpots

## Site Mission Statement

Our website is dedicated to showcasing the best travel attractions in Seattle and Washington state, offering visitors a comprehensive guide to must-visit locations, hidden gems, and cultural landmarks.

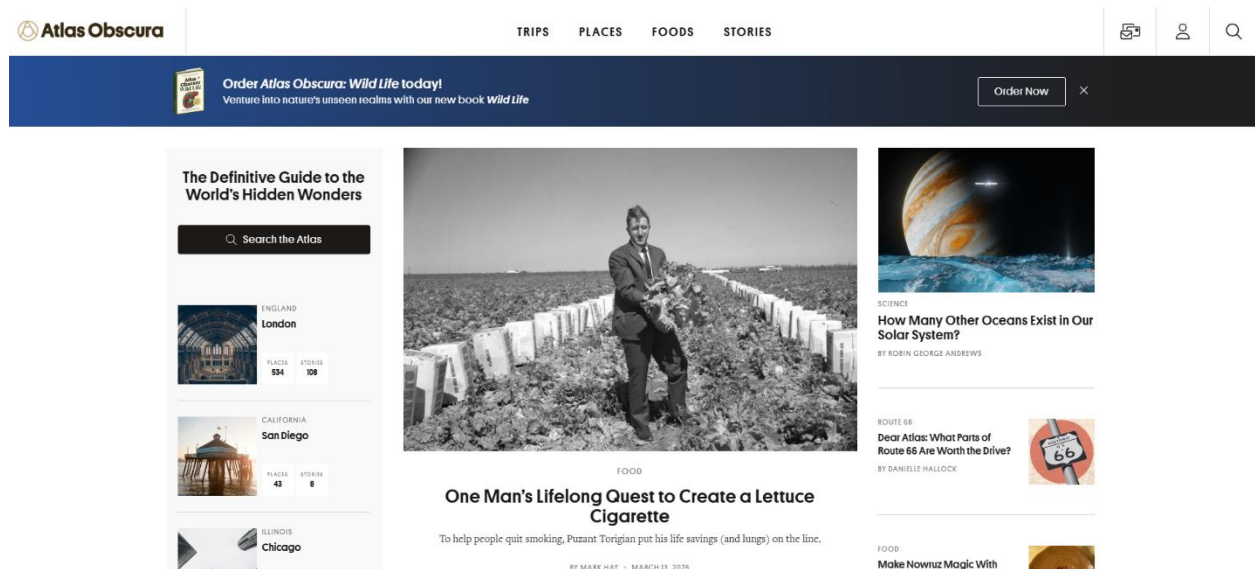
## Overview

A strong site content strategy ensures that websites engage visitors with well-structured, visually rich, and frequently updated content. The key components of a successful content strategy include:

- Multiple paragraphs with images to break up information and enhance readability.
- Real-world examples and analysis to provide context and credibility.
- Consistent updates to keep the site relevant and engaging.

# Two Real-World Examples of Effective Content Strategy

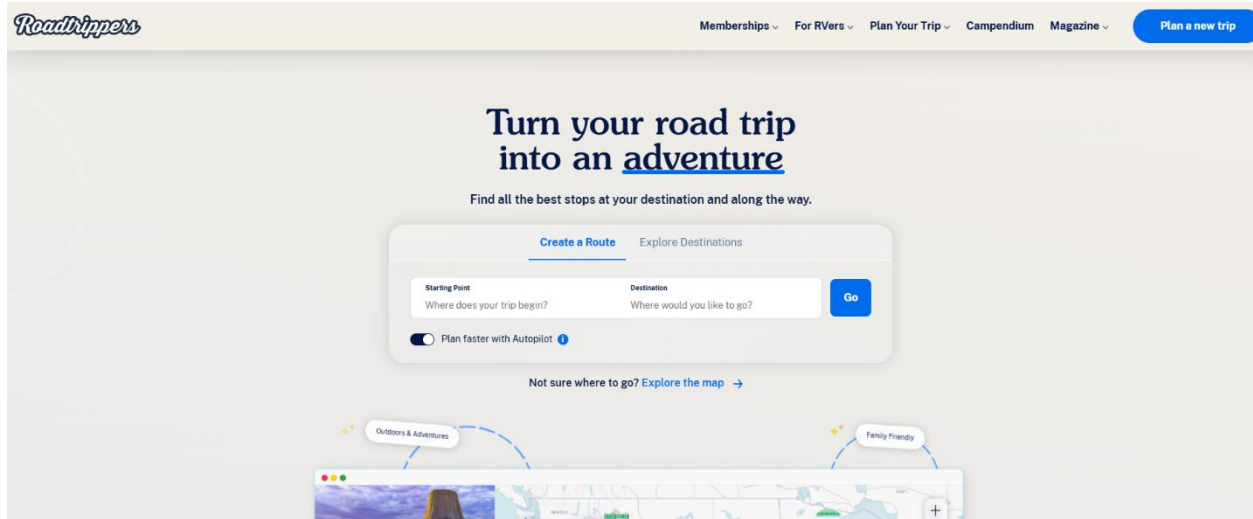
## 1. Atlas Obscura (<https://www.atlasobscura.com/>)



Why it's effective:

- Focus on Hidden & Unusual Travel Spots – The site features offbeat destinations and little-known attractions.
- Structured & Engaging Articles – Each article contains:
  - A compelling introduction that hooks the reader.
  - Multiple images showcasing the destination.
  - Detailed descriptions explaining historical and cultural significance.
  - A map feature that helps users locate the attraction.
- User-Generated Content – Travelers can contribute their own discoveries, fostering community engagement.
- Frequent Updates – New and trending locations are regularly added.

## 2. Roadtrippers (<https://roadtrippers.com/>)

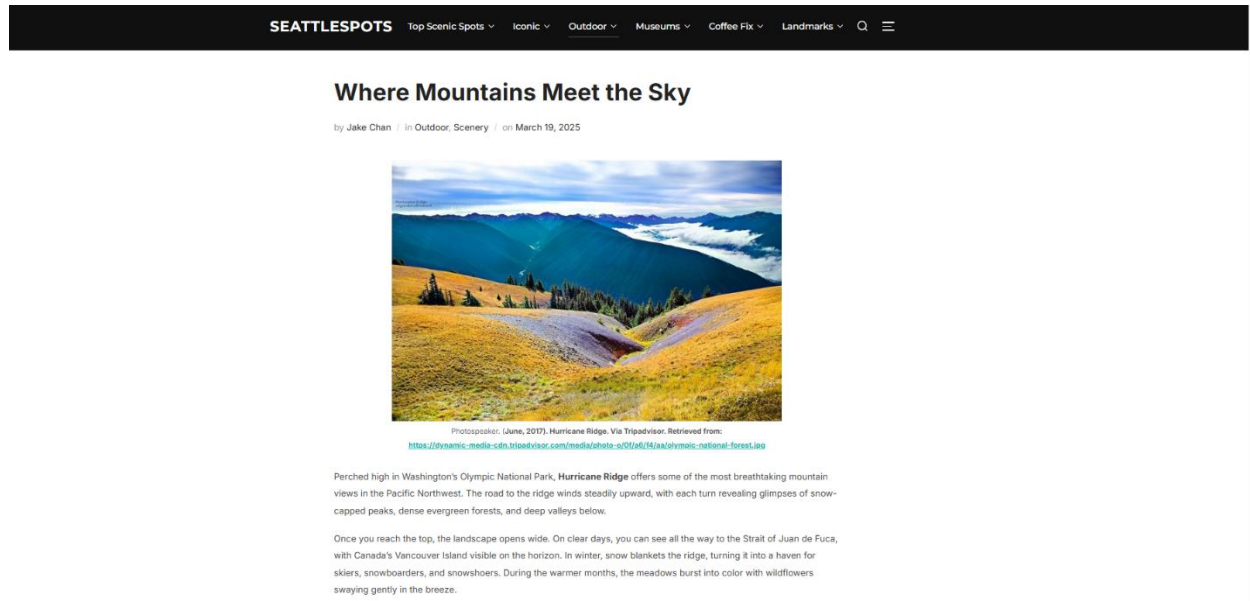


Why it's effective:

- Interactive Road Trip Planning – Users can customize their routes with recommended stops.
- Well-Structured Blog Posts – Articles include:
  - Multiple images showcasing destinations.
  - Step-by-step guides for planning road trips.
  - Personal travel stories for a relatable experience.
- Diverse Travel Topics – Covers national parks, hidden gems, and scenic road trips.
- Regular Content Updates – The site continuously adds new travel routes and itineraries.

# New Content Added to the Site

## 1. Expanded Travel Content



- The site now covers a wider range of destinations, including:
  - Deception Pass State Park – A nature-rich park with scenic trails.
  - Snoqualmie Falls – A famous Washington waterfall with cultural significance.
  - Puget Sound Express – A wildlife tour experience featuring marine life.
  - Hurricane Ridge – A breathtaking mountain destination.
  - Ruby Beach – A coastal escape known for its otherworldly beauty.
  - Hoh Rain Forest – A lush rainforest with indigenous history.

## Snoqualmie Falls and the Twin Peaks Legacy

by Jake Chan / in Scenery / on March 19, 2025



Jessica B. (July, 2018). Snoqualmie Falls. Via Tripadvisor. Retrieved from:  
<https://dynamic-media-cdn.tripadvisor.com/media/photo-o/0c/3a/f9/f5/view-from-the-top-of.jpg>

Just a short drive from Seattle, **Snoqualmie Falls** is one of Washington's most iconic landmarks — a thundering 268-foot waterfall that draws visitors year-round. Whether you arrive on a misty morning or under clear blue skies, the sight of water plunging over the rocky cliff is mesmerizing. The roar is constant, and the cool mist drifting through the air makes it impossible not to feel the power of this place.

## Ruby Beach: Where Nature Paints the Perfect Canvas

by Jake Chan / in Outdoor, Scenery / on March 19, 2025



Changseob Kim. (July, 2018). Ruby Beach. Via Tripadvisor. Retrieved from:  
<https://dynamic-media-cdn.tripadvisor.com/media/photo-o/19/28/02/b3/photo01.jpg>

Nestled along Washington's rugged Olympic Coast, **Ruby Beach** is a place that feels almost otherworldly. With its towering sea stacks, weathered driftwood, and misty ocean air, it's a spot that invites you to slow down and take in the scenery.



## A Lush Gem of the Pacific Northwest

by Jake Chan / in Outdoor, Scenery / on March 19, 2025

Nestled within Washington's Olympic National Park, the **Hoh Rain Forest** is one of the most enchanting and pristine temperate rainforests in the United States. Known for its towering moss-draped trees, lush green ferns, and tranquil hiking trails, this natural wonder attracts visitors seeking a serene yet awe-inspiring experience.

### The Meaning Behind the Name "Hoh"

The name "Hoh" originates from the language of the indigenous **Quileute tribe**, who have lived in the region for centuries. The term "Hoh" is believed to derive from the Quileute word "Ohalet," meaning **"fast-moving water"** or **"snow water"** — a reference to the nearby **Hoh River**. This river begins at the Hoh Glacier on Mount Olympus and winds through the forest before emptying into the Pacific Ocean. The powerful flow of the Hoh River has shaped the surrounding landscape and contributed to the forest's rich ecosystem.



TheRoger. (July, 2018). Hoh Rain Forest. Via Tripadvisor. Retrieved from: <https://dynamic-media-cdn.tripadvisor.com/media/photo-o/13/c0/d1/3e/20180716-123231-lar9.jpg>

## Introduction to Deception Pass State Park

by Jake Chan / in Outdoor, Scenery / on March 19, 2025

### Location and Overview

Deception Pass State Park spans 4,134 acres and is situated near the small town of Oak Harbor, Washington. It is located just off Highway 20 and is easily accessible by car, making it a popular destination for both locals and visitors from all over. The park is known for its rugged cliffs, dense forests, and dramatic waters, all of which contribute to its enchanting charm.



Skwiki. (October, 2017). Deception Pass State Park. Via Tripadvisor. Retrieved from: <https://dynamic-media-cdn.tripadvisor.com/media/photo-o/11/26/31/3b/a-small-cove-at-the-north.jpg>

### Scenic Trails and Outdoor Adventures

Deception Pass State Park offers an extensive network of trails that wind through old-growth forests, along cliff edges, and down to serene beaches. For those interested in hiking, the park boasts over 38 miles of trails, catering to all skill levels. Some popular trails include the Lighthouse Point Trail, which offers sweeping views of the Strait of Juan de Fuca, and the Bowman Bay Trail, which leads to picturesque coves and overlooks.

## 2. Enhanced Visual Appeal

- Each post includes high-quality images showcasing the destination.
- Images are well-integrated into the content, making the articles more engaging.
- Captions and credits provide context and authenticity.

## 3. Improved Structure & Readability

- Multiple paragraphs per post make the content easy to scan.
- Subheadings categorize information, improving navigation.
- Bold keywords (e.g., location names) enhance SEO performance.

## 4. Regular Content Updates

- The new additions suggest consistent content expansion, keeping the site relevant.
- Posts align with seasonal travel trends, encouraging revisits from users.

## Comparison to Atlas Obscura & Roadtrippers

The newly added posts share similarities with industry-leading travel sites:

- Like Atlas Obscura: The site now features detailed, story-driven narratives about unique destinations.
- Like Roadtrippers: The content includes practical travel information and inspiring visuals.

## Site Design Strategy

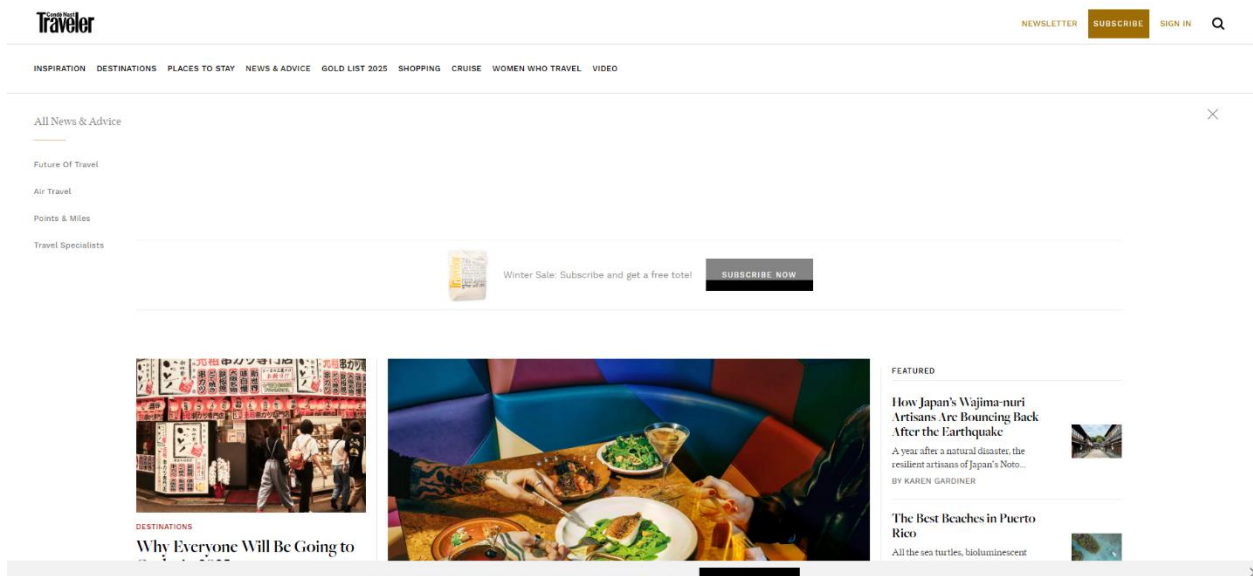
### Overview

A website's **design strategy** plays a crucial role in enhancing user experience, visual appeal, and functionality. A well-structured design strategy involves:

- **Aesthetic and functional themes (layout)**
- **Effective use of plugins for enhanced performance**
- **A structured and user-friendly menu for easy navigation**

## Two Real-World Examples of Effective Site Design Strategy

### 1. Conde Nast Traveler (<https://www.cntraveler.com/>)

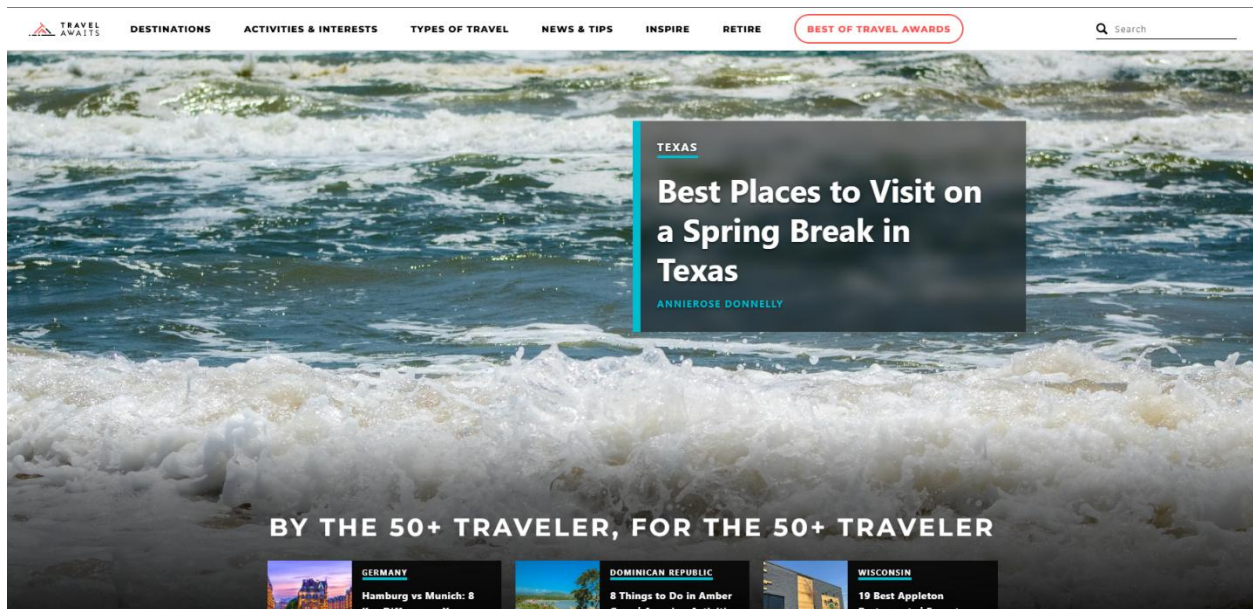


Why it's effective:

- **Minimalist & Elegant Design** – Uses a clean, image-driven layout with well-organized sections.
- **User-Centric Navigation** – The menu is categorized by destinations, travel guides, experiences, and news.
- **SEO & Performance Optimization** – Optimized for fast load times, featuring lazy-loading images and lightweight elements.
- **Plugins for Functionality** – Implements features like interactive maps, social sharing tools, and email subscription pop-ups.



## 2. TravelAwaits (<https://www.travelawaits.com/>)



Why it's effective:

- Grid-Based Layout for Storytelling – Uses a well-structured layout with featured articles, travel lists, and trending topics.
- Robust Search & Filtering – Includes search filters for finding destinations based on traveler preferences.
- Dynamic Content Blocks – Uses content blocks for editor's picks, top destinations, and seasonal recommendations.
- Optimized for Accessibility – Features large, readable fonts, alt text for images, and high-contrast elements.

### Analysis of the Site's Design Strategy

#### 1. Theme (Layout)

- The site uses the Inspiro Theme by WPZOOM, which is:
  - Visually appealing – Focuses on full-width images and a clean design.
  - Responsive – Ensures a mobile-friendly experience.
  - Ideal for multimedia content – Supports videos and high-quality images without slowing down performance

## 2. Plugins Used

The images show the WordPress plugins installed on the site:

Plugin Name	Functionality
Google Analytics by MonsterInsights	Tracks user engagement and site traffic.
Site Kit by Google	Integrates Google Search Console, AdSense, and Analytics.
TaxoPress	Manages tags and taxonomies for better content organization.
WP Headers and Footers	Allows inserting custom code (e.g., tracking pixels, scripts).

These plugins help in analyzing performance, improving SEO, and organizing content effectively.

## 3. Menu Structure



- The menu follows a structured hierarchy, categorized as:
  - Top Scenic Spots
  - Iconic Attractions
  - Outdoor Adventures
  - Museums
  - Landmarks
  - Coffee Culture

- Each category contains sub-items linking to specific articles, enhancing user navigation and experience.

## Comparison to Conde Nast Traveler & TravelAwaits

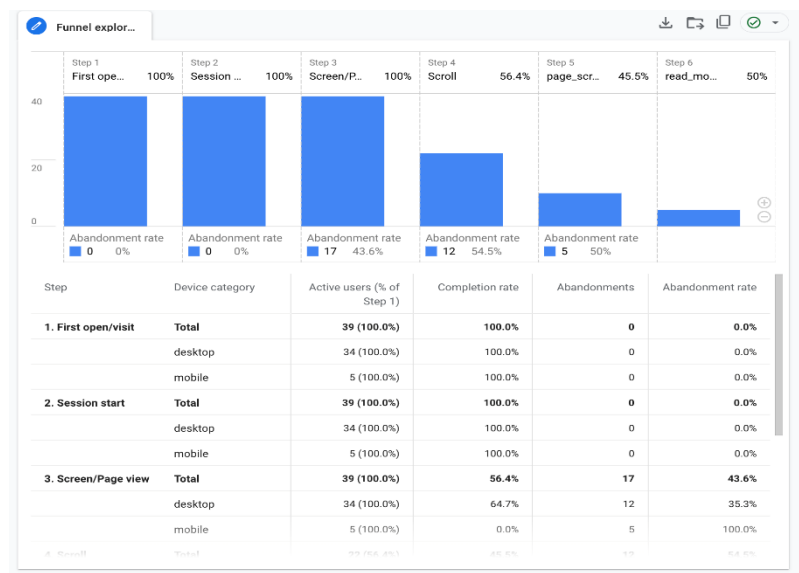
The site's design strategy shares similarities with these industry leaders:

- Like Conde Nast Traveler: Uses a visually engaging, minimalist layout with an emphasis on images and readability.
- Like TravelAwaits: Features well-organized content categories and structured navigation.

## Site Metrics Strategy

### a. *Explore Template(s) from GA4 'Explore / Analysis'*

Our team leverages the **Funnel Exploration** template in GA4 to analyze user behavior across key website interactions, tracking their journey from visiting the homepage to engaging with content. The funnel examines user progression through actions such as clicking on a blog post, scrolling and clicking “Read More,”.

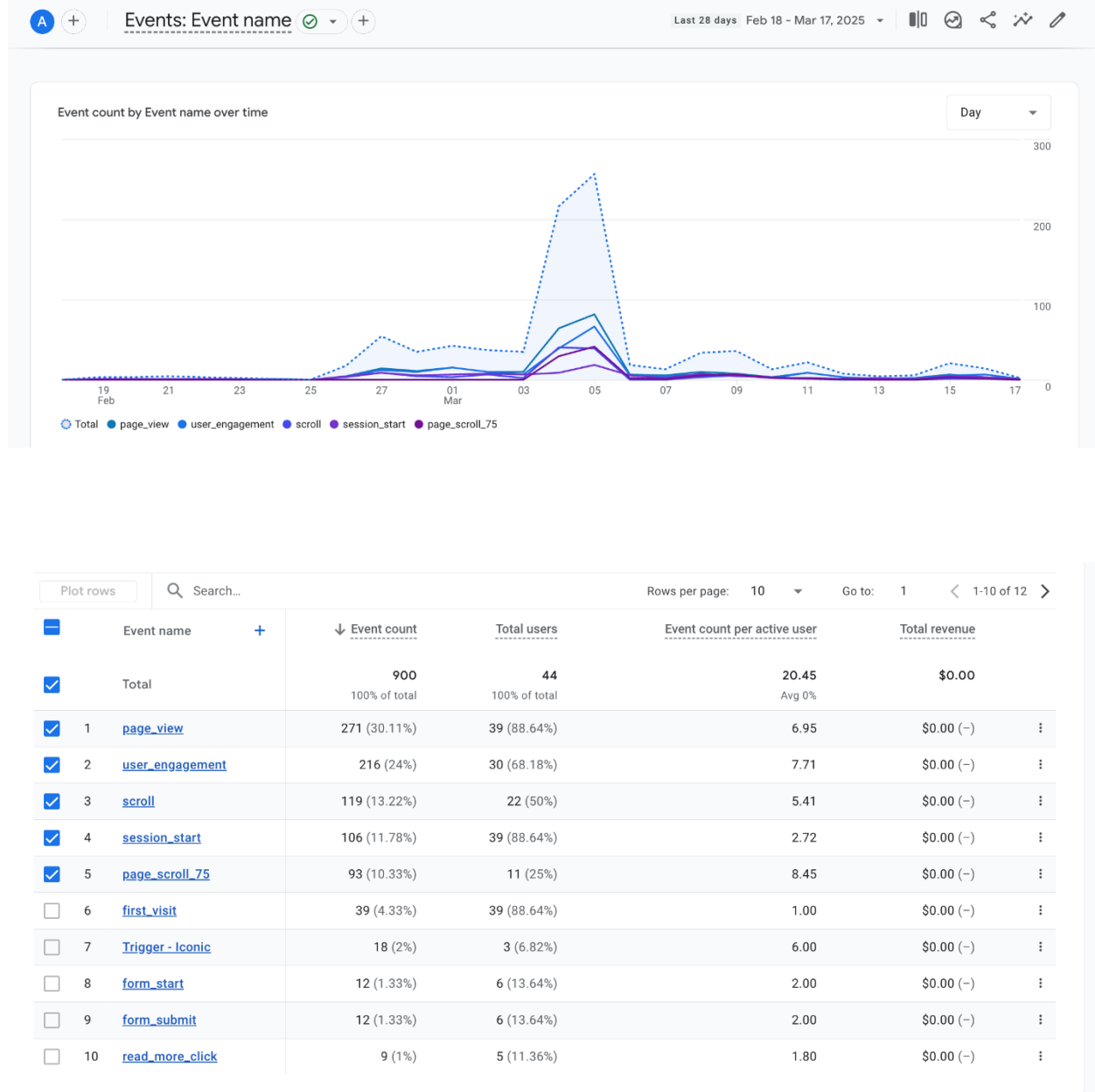


Our analysis highlights significant drop-off points, notably at the scrolling stage, where user count drops from 22 to 10, and in deeper engagement, as only three users click “Read More.” To address these issues, we are thinking of enhancing scroll engagement by incorporating compelling headlines, visuals, and interactive elements, as well as A/B testing different page layouts.

Additionally, improving “Read More” click-through rates can be achieved by making the button more prominent through size, color, or positioning and experimenting with stronger CTA wording like “Explore More” or “Start Now.” These optimizations aim to refine our content strategy, improve user retention, and enhance overall engagement.

b. ***Team's 'Events' in GA4***

The GA4 Events report showcases key interactions that users have with our website, including page views, user engagement, scrolling behavior, and session starts. Over the last 28 days, the total event count reached 900 across 44 users, indicating that users are actively engaging with the site. Notably, “page\_view” and “user\_engagement” are the most frequent events, suggesting that visitors are spending time exploring multiple pages and interacting with content. The steady increase in event activity toward the end of the reporting period reflects growing user interest.



Event count by Event name over time

Day

Plot rows

Search...

Rows per page: 10

Go to: 1

< 1-10 of 12 >

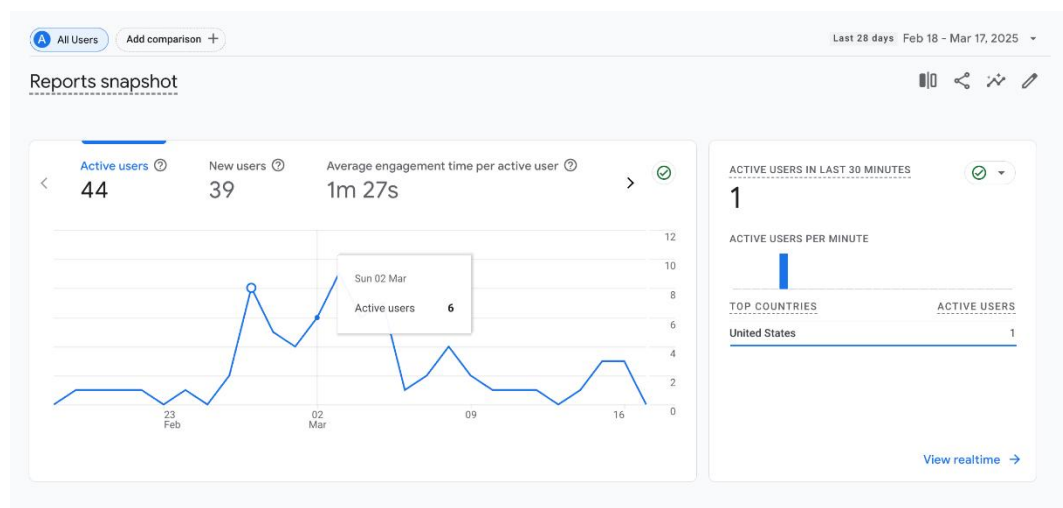
Specific event interactions, such as “scroll” and “first\_visit,” help us measure audience behavior beyond just page views. The presence of “form\_submit” events indicates that users are engaging with interactive elements such as commenting on our posts. The “read\_more\_click” event further highlights user interest in diving deeper into content. Understanding these events helps us identify which features drive engagement and which areas might need improvement. Additionally, page\_scroll\_75 captures when users scroll 75% down a page, providing insights into how much content is being consumed.

By analyzing these event trends, we can refine our user experience strategy to encourage more meaningful interactions. For example, if high scroll depth and engagement time correlate with certain types of content, we can focus on producing more of that content. These event-driven analytics help us understand how users interact with the website, allowing us to optimize content layout, engagement strategies, and overall user experience.

## ***Preliminary Analysis:***

### ***a. Observe/examine metrics***

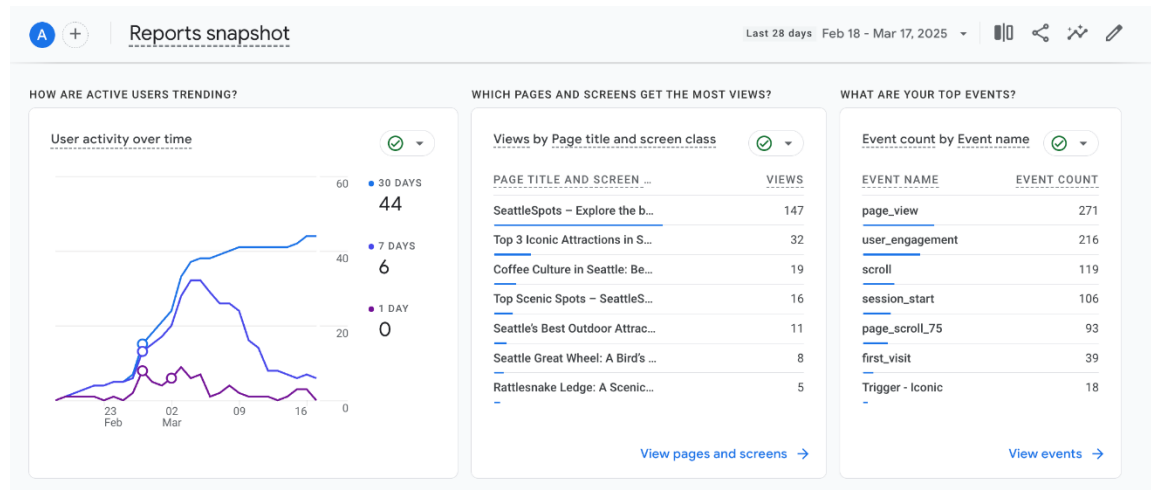
Our team has analyzed the Google Analytics reports for our WordPress website, and the data shows promising growth in user engagement. Over the past 3 weeks, we had 44 active users, with a significant spike in the past week (39 users) and 10 users around Mar 5. This consistent trend suggests increased interest in our content, likely due to improved visibility. However, to sustain this momentum, we should explore strategies to keep our audience engaged and encourage repeat visits.



When looking at our top-performing pages, “SeattleSpots – Explore the beautiful...” leads with 142 views, followed by “Top 3 Iconic Attractions in Seattle” (32 views).



Other pages, like “Top Scenic Spots – SeattleSpots” (16 views) and “Seattle’s Best Outdoor Attractions” (11 views), have considerably lower traffic. This highlights the need to optimize or promote less-visited pages through better internal linking or keyword adjustments. Additionally, our event tracking shows strong engagement with 271 page views, 216 engagement events, and 119 scroll events, indicating that visitors are interacting with our content rather than bouncing off immediately.



To capitalize on this momentum, we can implement a few key strategies:

- **Enhance internal linking** to guide users from high-traffic pages to those with lower engagement.
- **Improve CTA placements** on popular pages to drive deeper interactions.

#### b. **Site Content Strategy with analytical insights**

Based on data trends, our team can refine the content strategy by addressing key areas of improvement. If certain pages exhibit a high bounce rate, we must identify whether the issue stems from unengaging content, slow page load times, or irrelevant information. Pages with high exit rates require closer examination to determine if users are leaving due to a lack of compelling content or navigational difficulties.

To address these issues, we can enhance content clarity, introduce interactive elements, and refine the page structure to improve readability and engagement. Additionally, analyzing user engagement metrics, such as the most viewed and interacted-with blog posts, can help us tailor our content strategy. If specific topics, such as "Best Travel Destinations in 2025," generate significant traffic and shares, we can prioritize creating similar content to align with audience interests.

Incorporating multimedia elements such as images, infographics, and videos can further boost engagement by making the content more visually appealing and informative. Through these adjustments, we can ensure that our content remains relevant, engaging, and aligned with user preferences.

c. ***Site Design Strategy with analytical insights***

Analyzing user behavior and engagement metrics allows the team to refine the website's design strategy to enhance user experience and retention. If data indicates a high drop-off rate on specific pages, we must assess whether poor navigation, cluttered layouts, or unresponsive design elements are contributing factors.

To address these challenges, optimizing site navigation, and ensuring a clean, intuitive layout can significantly enhance usability. Additionally, if users are not interacting with key elements, such as call-to-action buttons or interactive features, adjustments in visual hierarchy, button placement, and contrast can drive better engagement.

Heatmaps and session recordings can further provide insights into user behavior, helping us identify design bottlenecks and areas for improvement. By continuously iterating based on analytical findings, we can create a visually appealing, user-friendly design that aligns with audience expectations and enhances overall site performance.

# KPI - Key Performance Indicators

## a. Summary of KPI for team site

The KPI table outlines key performance indicators (KPIs) that help track and improve the effectiveness of the Seattle Travel Spots website. It focuses on six primary goals: enhancing user engagement, increasing content interaction, attracting new visitors, measuring CTA effectiveness, tracking lead generation, and analyzing overall site activity. Each goal is linked to specific KPIs, such as average page views per user, scroll depth percentage, new vs. returning visitors, and form submission rates. Metrics like event counts and click-through rates provide quantitative insights into how users interact with the website, helping to optimize content strategy and improve engagement.

## b. KPI table

GOAL	KPIS	METRICS
Improve User Engagement	Avg. page views per user	Average Page View per User
Increase Content Interaction	Scroll depth percentage	Event Count
Grow New Visitors	New vs. Returning Visitors	Event Count
Measure CTA Effectiveness	Click-through rate on 'Read More'	Event Count
Track Lead Generation	Form submission rate	Event Count
Overall Site Activity	Total event count & active users	Event Count

## c. Summary of Report in Google Looker Studio

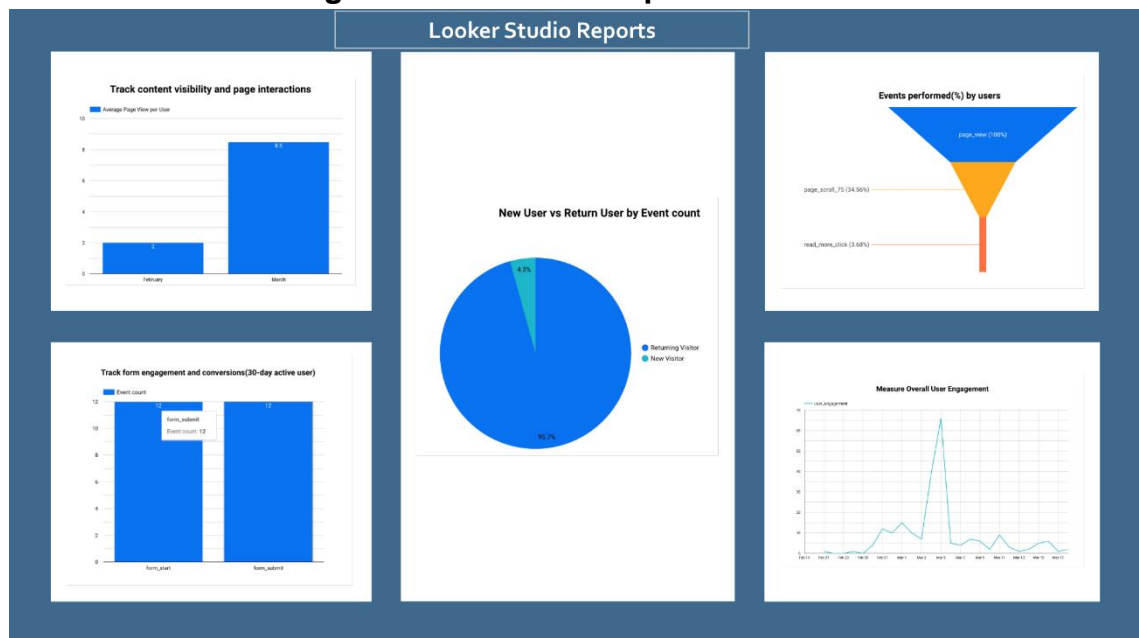
The Looker Studio report provides a comprehensive visualization of key website performance metrics, offering actionable insights into user engagement, content interaction, and overall site activity. It tracks essential KPIs such as page views,

user engagement, scroll depth, CTA effectiveness, and form submissions. The report utilizes diverse chart types—including time series for trend analysis, bar charts for event comparisons, and funnel charts for conversion tracking—to present data in an intuitive and engaging manner. By leveraging these visualizations, the report enables stakeholders to identify areas for improvement, optimize content strategies, and enhance user experience effectively.

**d. Shared link of Google Looker Studio Report**

<https://lookerstudio.google.com/u/0/reporting/d9c78289-9305-4f01-bc7f-538de217f0de/page/WfTDF>

**e. A screenshot of Google Looker Studio Report**

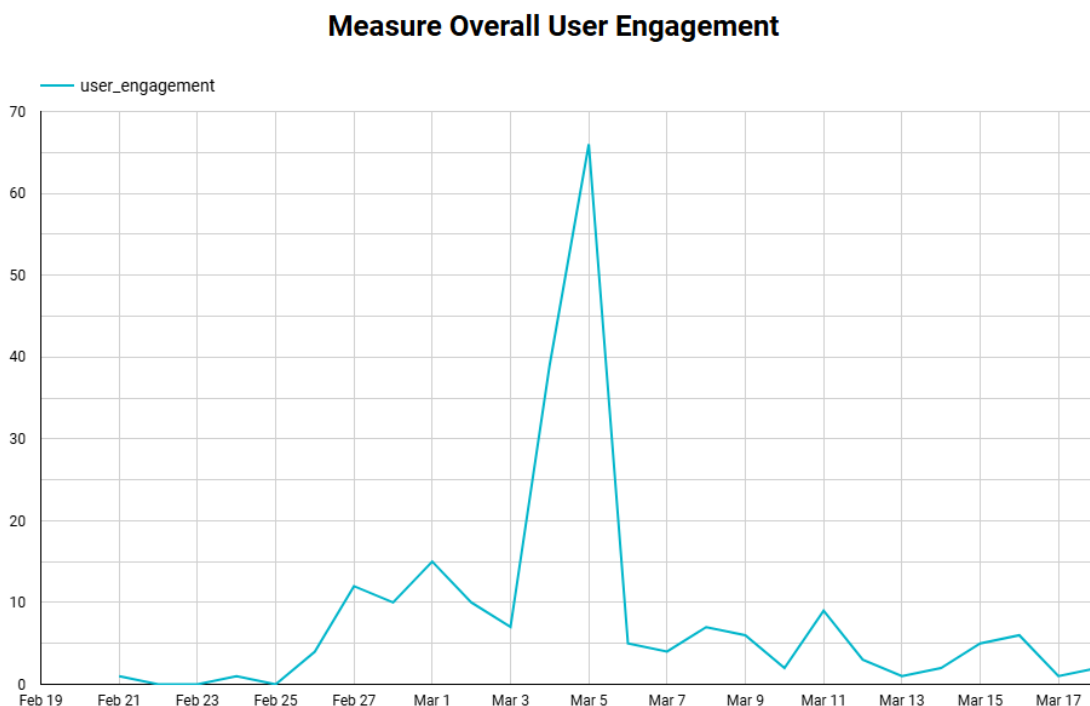


# Everyday Dashboard

## Overview

The website **SeattleSpots** is focused on providing information about scenic locations, landmarks, outdoor activities, and museums in Seattle. Based on the Google Looker Studio report, we analyzed key performance metrics and user behavior patterns to offer tailored insights.

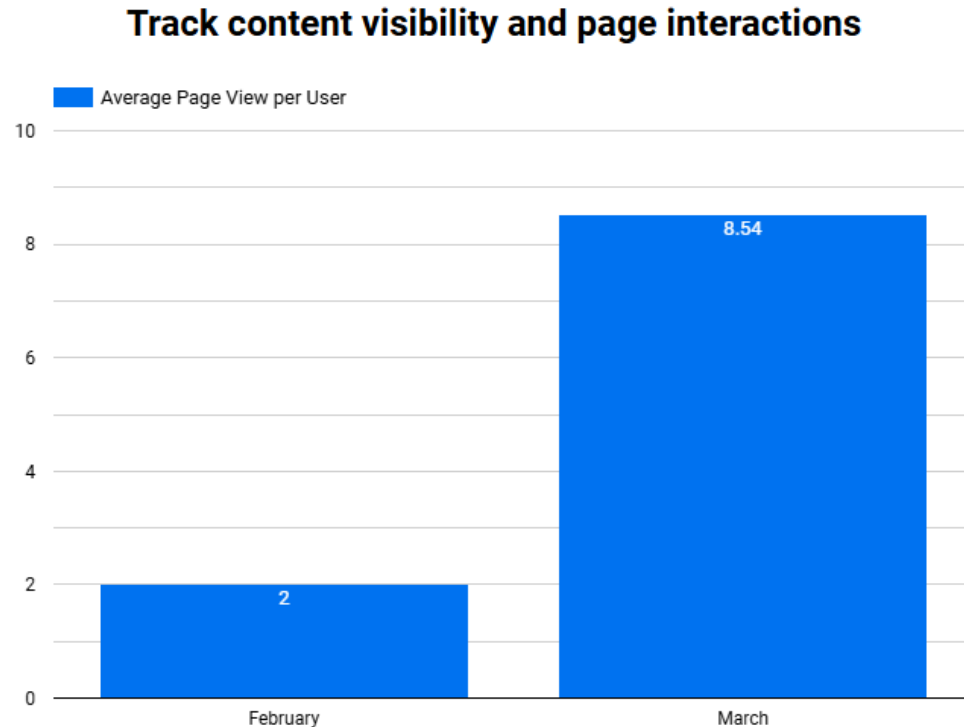
## 1. Measure Overall User Engagement



- **(a) Meaning:**
  - Tracks how often and how long users engage with our site.
  - A spike in engagement (e.g., March 5-6) suggests a popular content piece.
- **(b) Guidelines:**
  - If engagement increases → Identify successful content and replicate strategies.

- If engagement drops → Optimize high-traffic pages, refresh content, and enhance navigation.

## 2. Track Content Visibility and Page Interactions

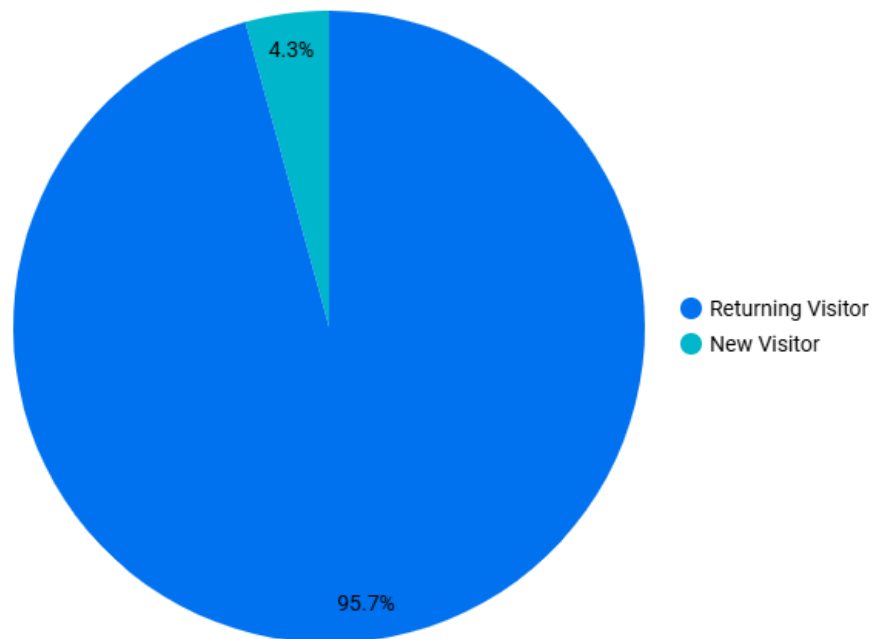


- **(a) Meaning:**
  - Measures how many pages a user visits per session.
  - Increased from **2 pages per user (Feb)** to **8.54 pages (March)** → strong growth.
- **(b) Guidelines:**
  - High page views → Maintain quality content and internal linking.
  - Low page views → Improve **SEO, social media promotion, and user experience**.



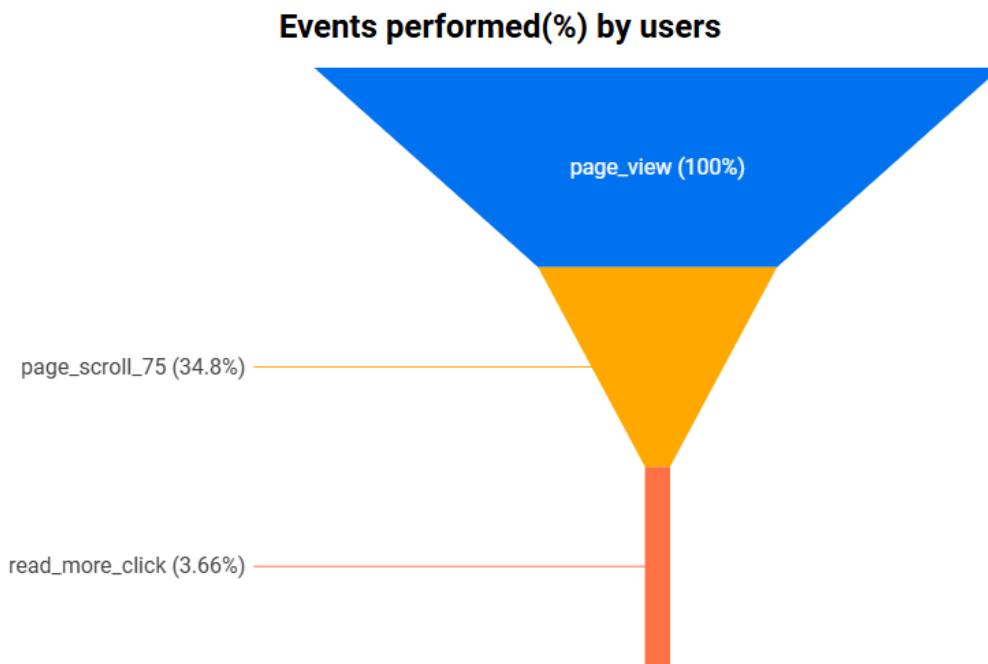
### 3. New vs Returning Users

**New User vs Return User by Event count**



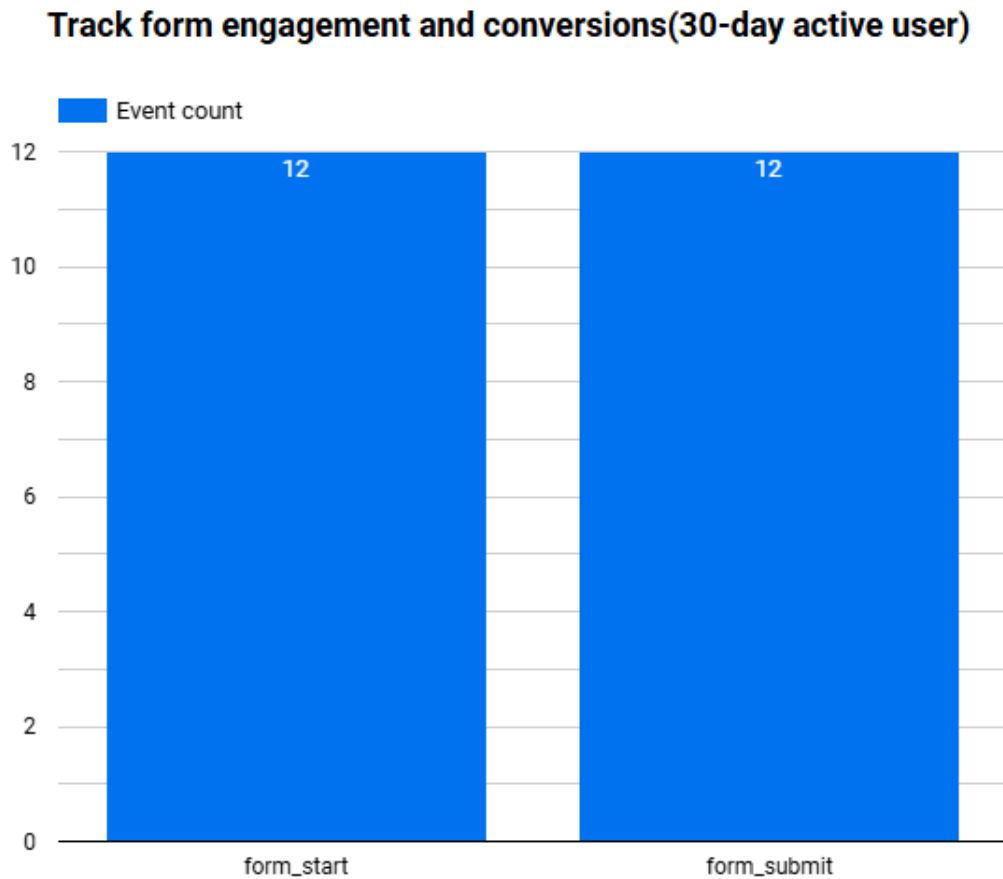
- **(a) Meaning:**
  - **95.7% of visitors are returning users, only 4.3% are new.**
- **(b) Guidelines:**
  - High returning rate → Strong brand loyalty.
  - Low new users → Improve acquisition via **SEO, ads, and collaborations.**

## 4. User Actions – Funnel Performance



- **(a) Meaning:**
  - **100% of visitors view pages**, but only **34.8% scroll 75% of the page**, and **3.66% click to read more**.
- **(b) Guidelines:**
  - Low interaction rates → Use better calls-to-action (CTAs), optimize readability, and improve layout.

## 5. Track Form Engagement and Conversions



- **(a) Meaning:**
  - Users started and submitted forms **12 times each** – **100% conversion rate**.
- **(b) Guidelines:**
  - Good completion rate → Make forms more visible.
  - Low total form starts → Improve CTA placement and incentive messaging.

## References:

- HubSpot. (n.d.). Interactive content examples to boost engagement. Retrieved February 19, 2025, from <https://blog.hubspot.com/marketing/interactive-content-examples>
- Moz. (n.d.). SEO for travel websites: Strategies for boosting visibility. Retrieved February 19, 2025, from <https://moz.com/blog/seo-travel>
- State of Washington Tourism. (n.d.). Explore Washington. Retrieved February 19, 2025, from <https://stateofwatourism.com/>
- Visit Seattle. (n.d.). Official Seattle travel and tourism guide. Retrieved February 19, 2025, from <https://visitseattle.org/>