

## **Executive Brief: Website Structure Recommendation**

**To:** Leadership Team, The Recording Academy

**From:** Sean Mattfeld, Digital Strategy Analyst

**Date:** June 19, 2025

**Subject:** Recommendation to Maintain Separate Websites

### **Executive Summary**

Analysis of post-split website performance demonstrates that maintaining separate websites is producing stronger engagement, improved SEO performance, and clearer user journeys. Based on these findings, the recommendation is to continue with the current multi-site structure rather than consolidating back to a single platform.

### **Key Performance Findings**

- Pages per Session increased by up to **48%**, indicating more focused and intentional user exploration.
- Bounce Rate decreased by up to **11%**, suggesting improved content relevance and alignment with user intent.

### **Business Impact**

- Clearer brand positioning and differentiation across audience segments
- Improved accuracy in data collection and audience performance tracking
- Greater flexibility to optimize content and marketing strategies by site

### **Recommendation**

The data supports maintaining separate websites to preserve gains in engagement and user experience. This structure enables clearer brand storytelling, more precise optimization, and stronger overall digital performance. Additional supporting metrics and detailed analysis can be provided upon request.