USER BEHAVIOUR ANALYSIS

Average time spent, Referral sources, Demographic data and devices used (Dektop, Mobile, Tablet)

FEEDBACK LOOP

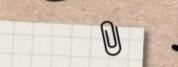
Gathering user feedback via comments, regular review Analytics and adjust content strategy accordingly



User experience improvements, optimize high traffic rates, SEO strategy and creating interactive content



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LONG TERM GOALS

Increase target audience, expanding content categories by collaborating with experts and revenue goals

PRAINSTORMING MAP

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TECHNOLOGY TOOLS

Blogger, Google Analytics enhancements, SEO tools and content management system



Incorporate Google Analytics to track website traffic and user behaviour to make data driven decision and optimize the user experience



ACTION PLAN

Website creation using blogger, followed by analysis of website traffic and user behaviour using Google Analytics