

## USER BEHAVIOUR ANALYSIS

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

## FEEDBACK LOOP

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

## CONTENT STRATEGY

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

## LONG TERM GOALS

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

## BRAINSTORMING MAP

## TECHNOLOGY TOOLS

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

## OBJECTIVES

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