

Phase 3- The Enlightenment

1. Team # : Team 4

2. Team Member Names:

- a. Siva Sushmitha Meduri
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- e. Aarushi Kotwani

3. Site Name: Discover Washington – Explore, Experience and Enjoy

4. Site URL: <http://18.118.179.231/>

5. Site Mission Statement:

"Discover Washington – Explore, Experience, and Enjoy" aims to be the ultimate digital guide, providing insightful and engaging content to help visitors and locals explore the best of Washington's cities, nature, food, and culture.

6. Site Content Strategy:

Discover Washington – Explore, Experience, and Enjoy is a helpful resource for anyone who wants to explore Washington. Our site offers clear and engaging content about the state, including its lively city life and beautiful natural scenery. Each post gives detailed guides, travel tips, and highlights must-visit places, making it easy for visitors to plan their trips. Our focus is on clarity and accessibility, so our content is useful for both locals looking for new adventures and tourists ready to find Washington's hidden gems.

Our "Discover Washington" site is structured around key Washington experiences through our main navigation: Home, Tourism Places in Seattle, Nature & Adventure, Hiking & Trekking, Food & Drink, Events & Festivals, and Innovation & Universities. Each section contains dedicated pages and posts that provide in-depth information.

In **Phase 1** of our website development, we focused on creating 3 posts under Tourism Places in Seattle, which established our content style and information architecture.

In **Phase 2**, we expanded systematically, developing a complete menu system that covered key categories like Nature & Adventure, Hiking & Trekking, Food & Drink,

Events & Festivals, and Innovation & Universities. This phase prioritized breadth, introducing main category pages and subcategory pages such as Parks and Beaches to help users navigate effectively. This involved creating detailed individual posts for attractions and experiences throughout Washington State, adhering to our established template with engaging imagery and structured information. This phased approach ensured consistent quality while building a comprehensive resource for exploring Washington.

The site is built around a carefully planned navigation system with the **Home page** serving as the gateway to our content. The Home page functions as a welcoming introduction to Washington State, featuring our mission statement "Explore, Experience, and Enjoy!" along with highlights of what visitors can discover throughout the state. This landing page strategically previews key content categories while establishing our brand voice and setting visitor expectations.

Content Enhancements and Interactive Elements

For content enhancement, we've implemented custom Google My Maps on various pages, allowing users to visualize attractions geographically and plan efficient routes based on proximity. This interactive element significantly improves the user planning

experience by connecting content to real-world locations. This lets users see where attractions, hiking trails, and points of interest are located, making it easier to plan your routes and itineraries based on what users are interested in and how close locations are to each other.

Your Adventure Starts Here

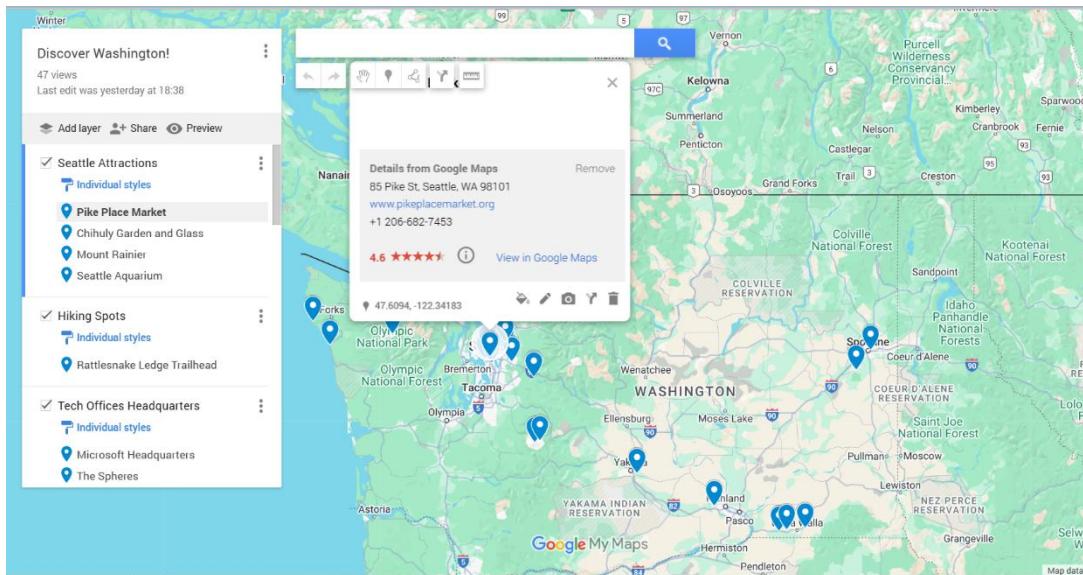
Escape into the untouched beauty of Mount Rainier. Whether you're seeking **thrilling outdoor experiences** or a peaceful nature retreat, this is your gateway to adventure. *customised*

📍 Ready to Explore? Plan your visit today!

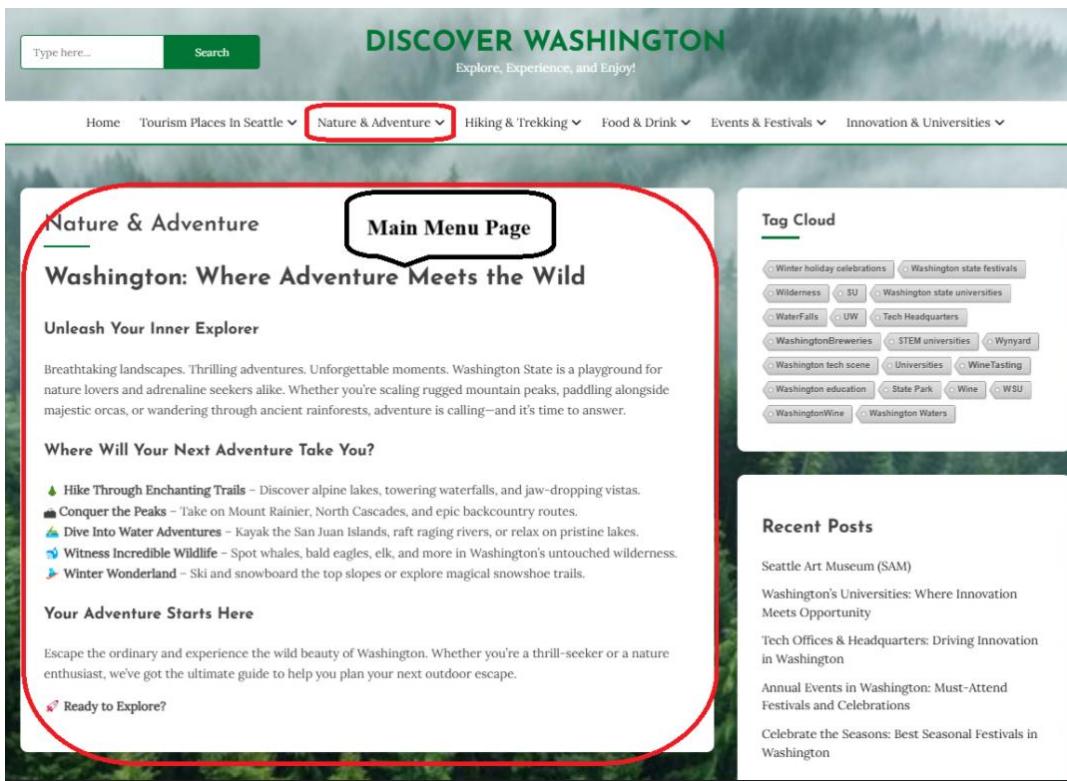
📍 Find your way here and start your adventure: [Discover Washington! – Google My Maps](#)



Custom Google My Maps Website:



Each content category follows a consistent structure: a **main menu page** that introduces the theme (like our Nature & Adventure page) followed by subcategory pages and individual posts about specific attractions. For example, under Nature & Adventure, we've created subcategories for Parks and Beaches, with individual posts highlighting specific destinations like Mount Rainier National Park and Olympic National Park.



The picture above displays the **main menu page**, providing a brief introduction to what users can explore along with essential information.

In our Discover Washington site structure, we've implemented a robust multi-level navigation system that enhances user experience and content discoverability. The image below shows our "Parks" **subcategory page** under the "Nature & Adventure" main category, demonstrating our hierarchical content organization.

The dropdown menu (highlighted in red) shows how we've organized national parks content, with individual pages for major attractions like Mount Rainier National Park, Olympic National Park, and North Cascades National Park. This tiered approach allows users to drill down into specific interests while maintaining a clean, organized navigation.

On the Parks subcategory page itself, we've created an engaging overview of Washington's parks system with sections that highlight each major park. For each park, we've included:

- Distinctive icons matching the park's features (🌲 for forests, 🏔 for mountains)
- Brief descriptive headings that capture the essence of each location
- Bullet points with key attractions and activities, using checkmarks (✓) for easy scanning
- Seasonal information to help with trip planning

The screenshot shows a website for "Parks & Outdoor Wonders of Washington". At the top, there's a navigation bar with links like Home, Tourism Places in Seattle, Nature & Adventure, Hiking & Trekking, Food & Drink, Events & Festivals, and Innovation & Universities. Below the navigation, a breadcrumb path is displayed: Parks > Mount Rainier National Park > Beaches. A red box highlights the "Parks" link in the breadcrumb. To the right of the breadcrumb, there's a sidebar with a "Tag Cloud" containing terms like Washington state universities, SU, Winery, Washington Wine, WineTasting, Washington Waters, Waterfalls, Wilderness, Washington education, Washington Breweries, Washington state festivals, Winter holiday celebrations, Tech Headquarters, State Park, Washington tech scene, Universities, UW, Wine, WSU, and STEM universities. Another red circle highlights the sidebar area. The main content area features sections for "Explore Washington's Breathtaking Natural Beauty", "Discover Washington's Iconic Parks" (with sub-sections for Mount Rainier National Park, Olympic National Park, and North Cascades National Park), and "Things to Do in Washington's Parks" (with sub-sections for Hiking & Backpacking, Camping Under the Stars, and Wildlife Watching). A speech bubble icon with the text "Sub Menu Page" points to the sidebar.

This approach allows users to quickly compare parks and find the experiences that match their interests. The sidebar maintains contextual relevance with the tag cloud and recent posts, providing alternative navigation paths and highlighting fresh content. This subcategory structure is replicated across our site, creating a consistent experience as users explore different aspects of Washington State.

Post Structure & Strategy

Each post on our Discover Washington site follows a carefully designed structure to maximize both visual appeal and informational value. As shown in the Mount Rainier National Park example, we begin each post with a stunning hero image that captures the location's essence - in this case, a breathtaking sunset view of Mount Rainier with vibrant pink clouds against the snow-capped peak. This visual introduction immediately engages visitors and sets the tone for the content.

Mount Rainier National Park

February 27, 2025 Team-4



Where Adventure Meets Breathtaking Beauty

Towering at **14,410 feet**, Mount Rainier is an icon of the Pacific Northwest—a land of **glaciers, alpine meadows, and untamed wilderness**. Whether you're hiking scenic trails, camping under the stars, or chasing waterfalls, this national park is an adventurer's dream.

Experience the Best of Mount Rainier

📍 Epic Hiking Trails

- ✓ **Skyline Trail** – Stunning panoramic views, waterfalls, and wildflower meadows.
- ✓ **Tolmie Peak Lookout** – A picturesque alpine lake and historic fire lookout.
- ✓ **Naches Peak Loop** – A family-friendly trail with jaw-dropping vistas.

❄️ Winter Wonderland

- ✓ **Snowshoeing & Cross-Country Skiing** – Explore the snow-covered paradise.
- ✓ **Sledding & Snow Play** – Perfect for families at the Paradise snow play area.
- ✓ **Skilding & Snowboarding** – Hit the slopes with Rainier as your backdrop.

🏕️ Stay & Camp in the Wild

- ✓ **Campgrounds & Backcountry Camping** – Sleep under the stars in nature's embrace.
- ✓ **Paradise Inn & National Park Inn** – Historic lodges with cozy accommodations.

🦌 Wildlife & Natural Wonders

- ✓ **Wildflower Blooms** – Paradise meadows burst into color each summer.
- ✓ **Waterfalls & Glaciers** – Witness the power of nature at its finest.
- ✓ **Wildlife Encounters** – Spot elk, marmots, and even black bears in their natural habitat.

Your Adventure Starts Here

Escape into the **untouched beauty** of Mount Rainier. Whether you're seeking **thrilling outdoor experiences** or a **peaceful nature retreat**, this is your gateway to adventure.

👉 Ready to Explore? Plan your visit today!

• Find your way here and start your adventure: [Discover Washington! – Google My Maps](#)

References:

1. U.S. National Park Service. 2021. Mount Rainier National Park. Photograph. Recreation.gov. Accessed February 27, 2025. https://cdn.recreation.gov/public/2021/01/15/19/07/2835_2598979-2c7e-43e6-bee8-03160da40d2e_1440.jpg
2. Wikipedia contributors. 2025. Mount Rainier. Wikipedia, The Free Encyclopedia. Last modified February 27, 2025. Accessed February 27, 2025. https://en.wikipedia.org/wiki/Mount_Rainier.
3. Crystal Mountain Resort. 2025. Mt. Rainier Gondola – Activities. Accessed February 27, 2025. <https://www.crystalmountainresort.com/things-to-do/activities/mt-rainier-gondola>.

The posts are organized with clear headings and subheadings that guide readers through different aspects of the location. For Mount Rainier, we've divided content into activity categories like "Epic Hiking Trails," "Winter Wonderland," "Stay & Camp in the Wild," and "Wildlife & Natural Wonders." Each section contains specific attractions with checkmarks for easy scanning, providing detailed information without overwhelming readers. We've also included practical details that help with trip planning, such as trail difficulty and family-friendliness.

Navigation is enhanced with internal and external links. Each post features a "Your Adventure Starts Here" section with a call-to-action ("Ready to Explore?") and links to our custom Google My Maps for route planning. Professional credibility is established through references from authoritative sources like the National Park Service, Wikipedia, and official resort websites. This blend of visuals, structured information, and helpful navigation tools makes each post both inspirational and practical for trip planning.

Additionally, we plan to expand our multimedia section with high-resolution slider images to enhance engagement. Future updates will explore virtual tours and user-generated content, enabling travelers to share their experiences and recommendations. Through this strategy, Discover Washington aims to be a comprehensive digital guide, making trip-planning effortless and fostering a vibrant travel community.

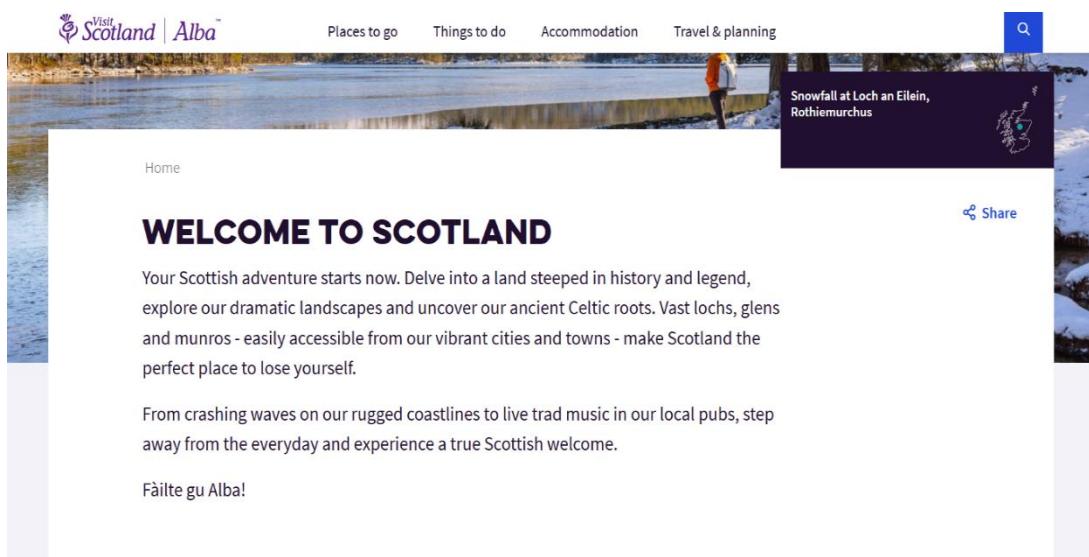
“Content Strategy Ideas”

Inspired by successful tourism websites like [Incredible India](#) and [VisitScotland](#), Our platform emphasizes high-quality visuals, organized navigation, and a user-friendly experience.

[Incredible India](#)

The screenshot shows a web browser window for the Incredible India Digital Portal. The URL is incredibleindia.gov.in/en/delhi/delhi. The page has a black header bar with the text "Welcome to the new Incredible India Digital Portal! While we are continuously updating and improving the site, we would love to hear your suggestions for features or content you'd like to see. Please share your feedback at info.met@gov.in." Below the header, there's a main title "A city of beautiful contrasts" and a paragraph about Delhi's history and diverse character. To the right, there's a map of North India with a red dot on New Delhi, labeled "UTTAR PRADESH". Below the map, there's a weather forecast for February: "Today | Monthly", "February", "6.8 - 29.4 °C". A red button on the right says "Book Your Travel". At the bottom, there are sections for "Major Airports" (Indira Gandhi International Airport (DEL), Delhi) and "Nearest Railway Station" (New Delhi Railway Station (NDLS)).

VisitScotland



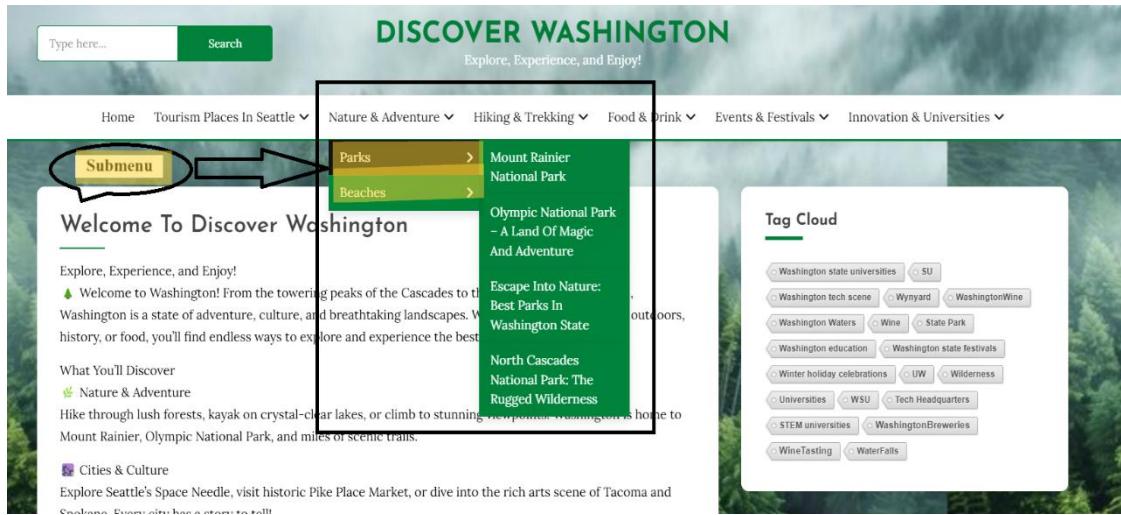
7. Site Design Strategy:

The Discover Washington website is designed to offer a clean, modern, and visually engaging experience, making it easy for users to explore the state's attractions. The navigation is intuitive and well-structured, with clearly defined categories such as Tourism Places in Seattle, Nature & Adventure, Hiking & Trekking, Food & Drink, Events & Festivals, and Innovation & Universities, ensuring users can effortlessly access relevant content. The color scheme reflects Washington's natural beauty, using shades of green and earth tones to create a fresh and inviting feel.

We have designed a well-organized **menu system** that categorizes content into key sections: Tourism Places in Seattle, Nature & Adventure, Hiking & Trekking, Food & Drink, Events & Festivals, and Innovation & Universities.



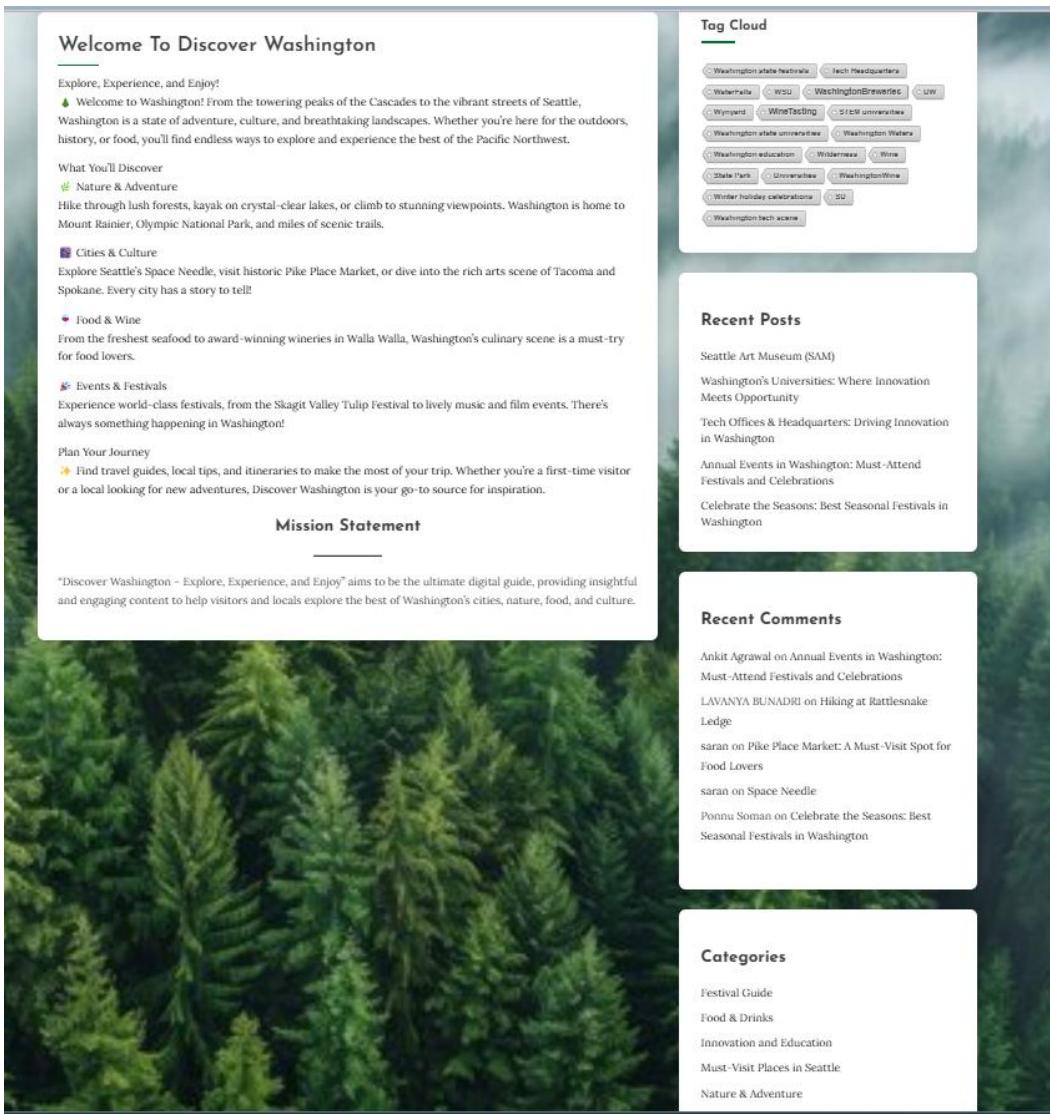
Each menu button includes carefully curated **sub-menus**, such as Parks and Beaches under Nature & Adventure and Wineries & Breweries under Food & Drink, allowing users to quickly find content that interests them.



We have built the website using the **Palawan theme**, a lightweight and visually appealing WordPress theme known for its fast performance, mobile responsiveness, and easy customization. To enhance functionality, we have integrated several WordPress plugins:

- Smart Slider 3 – Enables the homepage slider for a dynamic, visually engaging experience.
- TaxoPress – Manages tags, taxonomies, and categories, improving content organization.
- WPCode Lite – Adds and manages custom PHP snippets for better customization.
- YYDevelopment - Tag Manager – Integrates analytics and tracking codes, enhancing data collection for site improvements.
- Cool Tag Cloud – Improves navigation by displaying a visually appealing tag system.

The sidebar elements of our Discover Washington website serve as essential navigational aids that complement our main menu structure. Featuring a visually appealing Tag Cloud (powered by the Cool Tag Cloud plugin), Recent Posts, Recent Comments, and Categories sections, these widgets create multiple pathways for content discovery. The Tag Cloud visually represents our content taxonomy, with larger tags indicating more popular topics, mirroring the same categories found in our interactive Google My Maps layers. Each sidebar component is strategically designed to enhance user engagement—highlighting popular topics, showcasing fresh content, displaying recent comments from users, and providing alternative category-based navigation. This approach draws inspiration from successful travel sites that effectively balance information accessibility with clean design, ensuring visitors can easily find relevant content while enjoying an uncluttered browsing experience.



Welcome To Discover Washington

Explore, Experience, and Enjoy!

Welcome to Washington! From the towering peaks of the Cascades to the vibrant streets of Seattle, Washington is a state of adventure, culture, and breathtaking landscapes. Whether you're here for the outdoors, history, or food, you'll find endless ways to explore and experience the best of the Pacific Northwest.

What You'll Discover

- Nature & Adventure**
Hike through lush forests, kayak on crystal-clear lakes, or climb to stunning viewpoints. Washington is home to Mount Rainier, Olympic National Park, and miles of scenic trails.
- Cities & Culture**
Explore Seattle's Space Needle, visit historic Pike Place Market, or dive into the rich arts scene of Tacoma and Spokane. Every city has a story to tell!
- Food & Wine**
From the freshest seafood to award-winning wineries in Walla Walla, Washington's culinary scene is a must-try for food lovers.
- Events & Festivals**
Experience world-class festivals, from the Skagit Valley Tulip Festival to lively music and film events. There's always something happening in Washington!

Plan Your Journey

- Find travel guides, local tips, and itineraries to make the most of your trip. Whether you're a first-time visitor or a local looking for new adventures, Discover Washington is your go-to source for inspiration.

Mission Statement

"Discover Washington - Explore, Experience, and Enjoy" aims to be the ultimate digital guide, providing insightful and engaging content to help visitors and locals explore the best of Washington's cities, nature, food, and culture.

Tag Cloud

Washington State Festivals, Tech Headquarters, Waterfalls, West, Washington Breweries, UW, Wynyard, Wine Tasting, STEM universities, Washington State Universities, Washington Waters, Washington Education, Wilderness, Wine, State Parks, Universities, Washington Wine, Winter Holiday Celebrations, SU, Washington Tech Scene.

Recent Posts

Seattle Art Museum (SAM), Washington's Universities: Where Innovation Meets Opportunity, Tech Offices & Headquarters: Driving Innovation in Washington, Annual Events in Washington: Must-Attend Festivals and Celebrations, Celebrate the Seasons: Best Seasonal Festivals in Washington.

Recent Comments

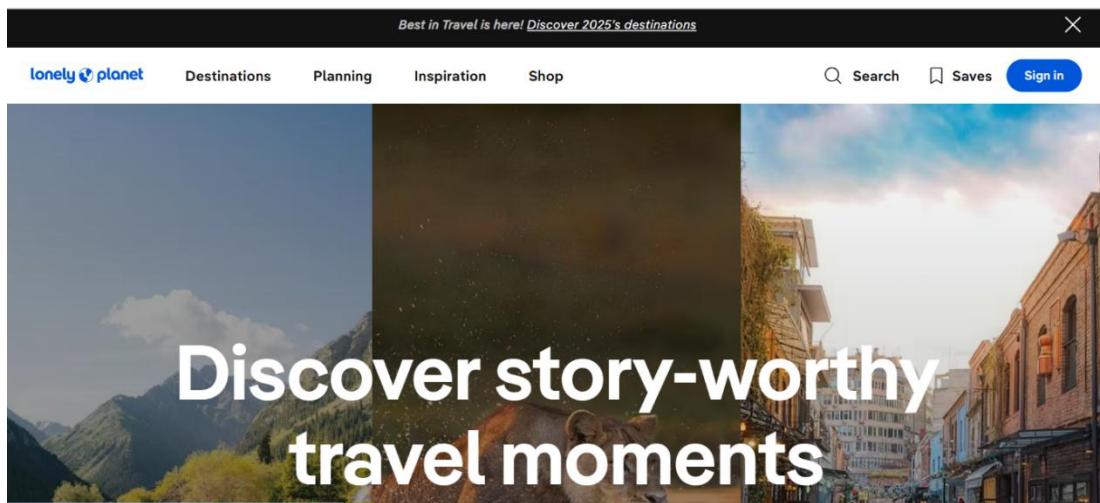
Ankit Agrawal on Annual Events in Washington: Must-Attend Festivals and Celebrations, LAVANYA BUNADRI on Hiking at Rattlesnake Ledge, saran on Pike Place Market: A Must-Visit Spot for Food Lovers, saran on Space Needle, Ponnu Soman on Celebrate the Seasons: Best Seasonal Festivals in Washington.

Categories

Festival Guide, Food & Drinks, Innovation and Education, Must-Visit Places in Seattle, Nature & Adventure.

"Website Design Inspiration"

Our design is inspired by industry-leading travel websites like [Incredible India](#), [National Geographic Travel](#) and [Lonely Planet](#), which emphasize high-quality imagery, engaging content, and seamless navigation. Similarly, Discover Washington incorporates high-resolution photos, interactive maps, and structured travel guides to provide an immersive user experience.



Reference: *Lonely Planet*. n.d. *Lonely Planet*. Accessed February 19, 2025. <https://www.lonelyplanet.com/>.

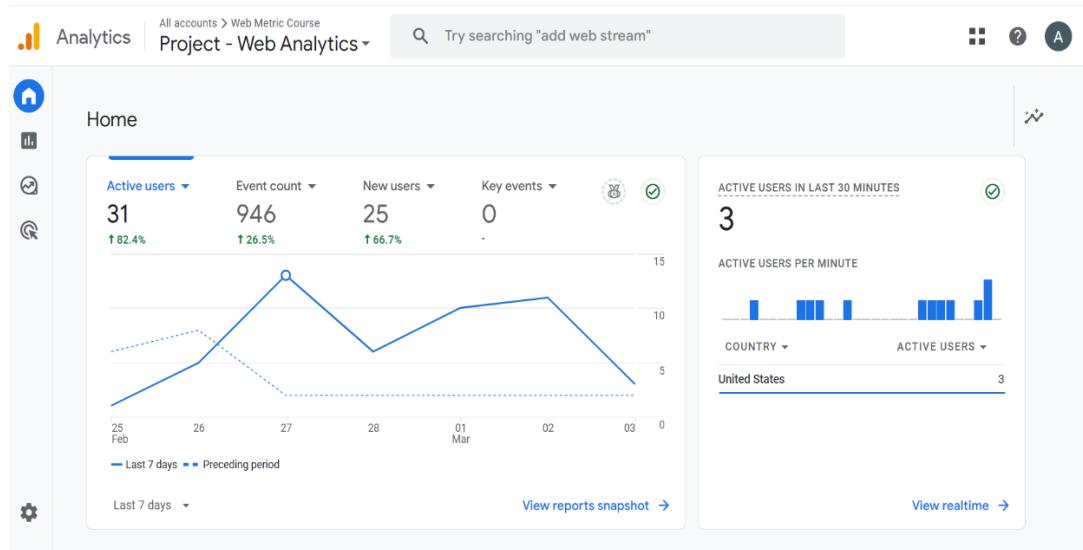


Reference: *Ministry of Tourism, Government of India*. n.d. *Incredible India*. Accessed February 19, 2025. <https://www.incredibleindia.gov.in/en>.

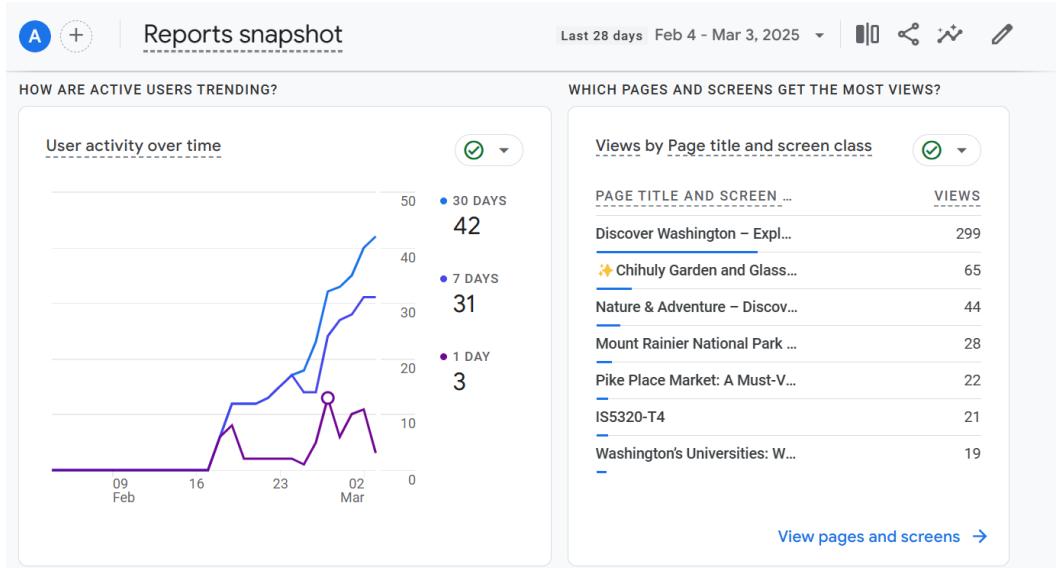
Additionally, the website is optimized for speed and mobile friendliness, ensuring smooth browsing across all devices. With a focus on usability, aesthetics, and performance, Discover Washington aims to be the ultimate digital travel companion for both locals and visitors.

8. Site Metrics Strategy:

The Google Analytics 4 (GA4) reports provide a comprehensive overview of the blog's performance (18.118.179.231), highlighting key metrics related to user engagement, event tracking, and page views. The site metrics strategy aims to analyze these performance indicators to enhance user experience and optimize engagement.



According to the graph above, the number of active users has increased by 82.4%, reaching 31 users, while the event count has risen by 26.5%, with 946 recorded events. Additionally, the number of new users has grown by 66.7%, indicating a positive trend in attracting new visitors. The real-time analytics further reveal that three active users have been recorded in the last 30 minutes, all originating from the United States. These insights can help refine content strategies and marketing efforts to sustain this growth trajectory.



The Reports Snapshot from GA4 provides an in-depth analysis of user activity over time. The user activity trend indicates an increase in engagement, with 42 active users in the last 30 days, 31 in the last 7 days, and 3 in the last 24 hours. This consistent growth suggests a rising interest in the blog's content.

Furthermore, the page view analysis reveals that the most visited page is “Discover Washington – Explore, Experience, and Enjoy!”, which has accumulated 299 views. Other popular pages include “Chihuly Garden and Glass” (65 views) and “Nature &

Adventure – Discover Washington” (44 views). This data is instrumental in shaping the content strategy, enabling the team to focus on topics that resonate most with the audience. Utilizing the GA4 Explore tool, the team can further segment users, analyze their behavior, and optimize web pages based on visitor preferences.

Page title		↓ Active users	Average engagement time per session	Views	Event count
Totals		42	1m 17s	717	1,694
1	Discover Washington – Explore, Experience, and Enjoy!	39	36s	299	774
2	Nature & Adventure – Discover Washington	8	16s	44	90
3	Pike Place Market: A Must-Visit Spot for Food Lovers – Discover Washington	7	10s	22	50
4	Hiking at Rattlesnake Ledge – Discover Washington	6	30s	15	37
5	Mission Statement – Discover Washington	6	10s	18	40
6	Mount Rainier National Park – Discover Washington	6	29s	28	60
7	💡 Chihuly Garden and Glass: A Dazzling Art Experience💡 – Discover Washington	6	18s	65	123
8	Celebrate the Seasons: Best Seasonal Festivals in Washington – Discover Washington	5	29s	6	19
9	Chihuly Garden and Glass: A Dazzling Art Experience – Discover Washington	5	7s	13	27
10	IS5320-T4	5	1m 52s	21	52

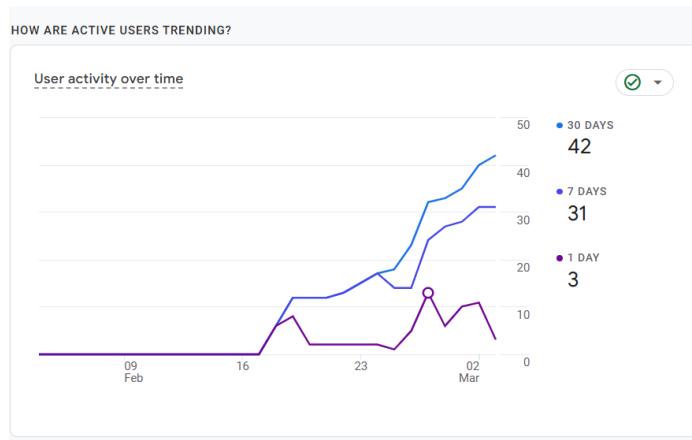
The third report provides insights into user engagement through event tracking. The total number of active users is 42, with a cumulative event count of 1,694 across all pages. The page with the highest level of engagement is “Discover Washington – Explore, Experience, and Enjoy!”, registering 774 recorded events, followed by “Chihuly Garden and Glass” with 123 events. Other pages also display consistent user interaction.

The average engagement time per session offers valuable insights into user retention on different pages. While the overall average engagement time is 1 minute and 17 seconds, individual pages exhibit varying levels of engagement. For instance, the "Discover Washington" page records an engagement time of 36 seconds, whereas the "IS5320-T4" page has a significantly higher engagement time of 1 minute and 52 seconds. This variation suggests that certain pages may require content optimization to enhance user engagement.

9. Preliminary Analysis:

- a. **Observe/examine your metrics. Describe what is happening.**
- b. **Discuss how the team responds-aligns site Content Strategy with analytical insights**
- c. **Discuss how the team responds-aligns site Design Strategy with analytical insights**

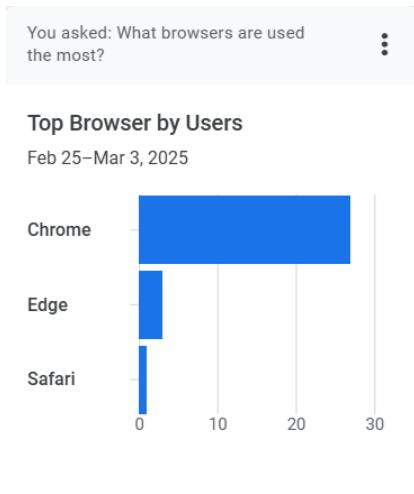
Our analytics data reveals several key insights about user engagement with the Discover Washington website since its launch. The **active user trend graph** below shows a significant growth pattern from mid-February through early March 2025, with 42 active users over the last 30 days and 31 active users in the past week. The trend line shows particularly strong growth beginning around February 23rd, suggesting increasing awareness and interest in our site.



The **page view data** provides critical information about content consumption patterns. Our homepage ("Discover Washington") leads with 134 views, followed by the "Nature & Adventure" category page with 44 views. Individual attraction pages like "Mount Rainier National Park" (28 views) and "Olympic National Park" (13 views) also show strong performance. Notably, the "Chihuly Garden" page is performing well with 11 views despite being a relatively specific attraction.

Top Page title and screen class by Views	
Feb 25–Mar 3, 2025	
PAGE TITLE AND ...	VIEWS
Discover Washingt...	134
Nature & Adventure...	44
Mount Rainier Nati...	28
Washington's Unive...	19
Food & Drink – Disc...	14
Wineries & Breweri...	14
Olympic National P...	13
⭐ Chihuly Garden ...	11
Mount Rainier Nati...	10
Best Beaches in Wa...	8

Browser usage data indicates Chrome dominates our user base with approximately 25-30 users, while Edge and Safari have minimal usage. This suggests our audience primarily accesses our site through Chrome, which should inform our testing priorities.



The **day-of-week analysis** reveals user activity peaks on Thursday (13 users), followed closely by weekend days (Sunday: 11, Saturday: 10). Weekday traffic is significantly lower, particularly on Tuesday, with just 1 user.



Aligning Content Strategy with Analytical Insights

Based on these analytics, our team is implementing several content strategy adjustments:

- Expanding Nature & Adventure Content:** "Nature & Adventure" is our most popular content category, with 44 views. Posts about Mount Rainier and Olympic National Park are also doing well. We focused on creating more content about nature by adding submenus and related posts. This includes posts about Washington's natural attractions, hiking trails, and outdoor activities.
- Strategic Content Publishing Schedule:** The day-of-week data indicates we published new content primarily on Wednesdays and Thursdays to maximize visibility before weekend traffic peaks. This timing allows content to be indexed and gain initial traction before the weekend surge in visitors planning their activities.
- Content Depth in High-Performing Areas:** We will improve our popular page by adding detailed trail guides, seasonal information, and visitor tips. This will help engage visitors more deeply.

Aligning Design Strategy with Analytical Insights

Our design strategy adjustments based on the analytics include:

1. Since most of our users use Chrome, we focused on testing and optimizing our site for this browser. Our goal was to provide the best experience for most of our audience while still making sure it works well on other browsers.
2. Visually appealing places like Chihuly Garden and Mount Rainier National Park show that people enjoy visual content with higher engagement times. Therefore, we added more high-quality images and are considering including videos to boost engagement.
3. We updated our navigation to make it easier for users to access popular categories like Nature & Adventure. We added submenus that highlight specific topics, such as parks and beaches, so users can quickly find the content they want.
4. Since the homepage gets the most views, we focused on showcasing our most popular content categories and new content in the sidebars. This makes it easier for visitors to find their way to other parts of the site.

These strategic adjustments to both content and design will allow us to better serve our growing user base while capitalizing on the clear interest in Washington's natural attractions and outdoor experiences.

10. KPI – Key Performance Indicators:

a. Summary of KPI for team site

The "Discover Washington" student website for the web analytics course is designed to enhance student engagement and resource effectiveness. To track performance, the team has identified five key goals and associated KPIs:

Maximize Student Participation – This goal measures the number of active students interacting with the website daily, using Daily Active Students as a key performance indicator and Active Users as the metric.

Improve Resource Engagement – To assess how effectively students engage with content, the Views per Session KPI is used, tracking how many pages students view per visit.

Track Content Effectiveness – The website aims to retain visitors and encourage deeper exploration. The Average Session Duration KPI helps measure the length of time students spend on the site.

Ensure Consistent Access – Returning students indicate sustained interest. The Returning Visitor Rate KPI, measured as % Returning Users, ensures that students come back to use the platform.

Validate Navigation Clarity – A high bounce rate suggests that users may not find the site intuitive. The Bounce Rate KPI tracks how many visitors leave after viewing only one page, providing insight into potential usability improvements.

By continuously monitoring these KPIs, the team can refine strategies to optimize student engagement, improve resource accessibility, and enhance overall user experience.

b. KPI table

Goal	KPI	Metrics
1. Goal-1: Maximize Student Participation	Daily Active Students	Active Users
2. Goal-2: Improve Resource Engagement	Views per Session	Views per Session
3. Goal-3: Track Content Effectiveness	Average Session Duration	Average Session Duration
4. Goal-4: Ensure Consistent Access	Returning Visitor Rate	% Returning Users
5. Goal-5: Validate Navigation Clarity	Bounce Rate	Bounce Rate

1 - 5 / 5 < >

c. Summary of Report in Google Looker Studio

The Top Viewed Guides report highlights the most popular pages on the *Discover Washington* website, showcasing user engagement with key content. The "Discover Washington – Explore, Experience, and Enjoy!" guide leads with 384 views, indicating strong interest in general exploration content. The Chihuly Garden and Glass feature follows with 74 views, reflecting enthusiasm for art experiences, while Nature & Adventure trails behind at 52 views, suggesting a niche but dedicated audience. With a grand total of 958 views, this data underscores user interest in diverse Washington experiences, guiding content strategy for future engagement.

The User Engagement report visualizes trends in website interaction by tracking average session duration and views per session over time. Initially, engagement was high, with session durations peaking at nearly 30 minutes and views per session reaching 5 or more on certain days. However, as time progressed, both metrics exhibited a decline, suggesting reduced user retention and interaction. Notably, March 10, 2025, saw a temporary spike in engagement, with an average of 8.32 views per session, indicating a potential content success or promotional activity. To sustain engagement, strategies such as improved content, navigation enhancements, and targeted promotions may be needed.

The User Engagement Overview provides insights into visitor behavior on the *Discover Washington* website. The average time spent on the site is 8 minutes and 59 seconds, indicating a strong level of engagement. The bounce rate is 38%, suggesting that a majority of users are interacting with multiple pages rather than leaving after a single visit. The New vs. Returning Users breakdown shows an equal distribution, with 33.3% of users being new, returning, or unspecified. This balance indicates a mix of fresh visitors and repeat users, highlighting steady interest in the site while also

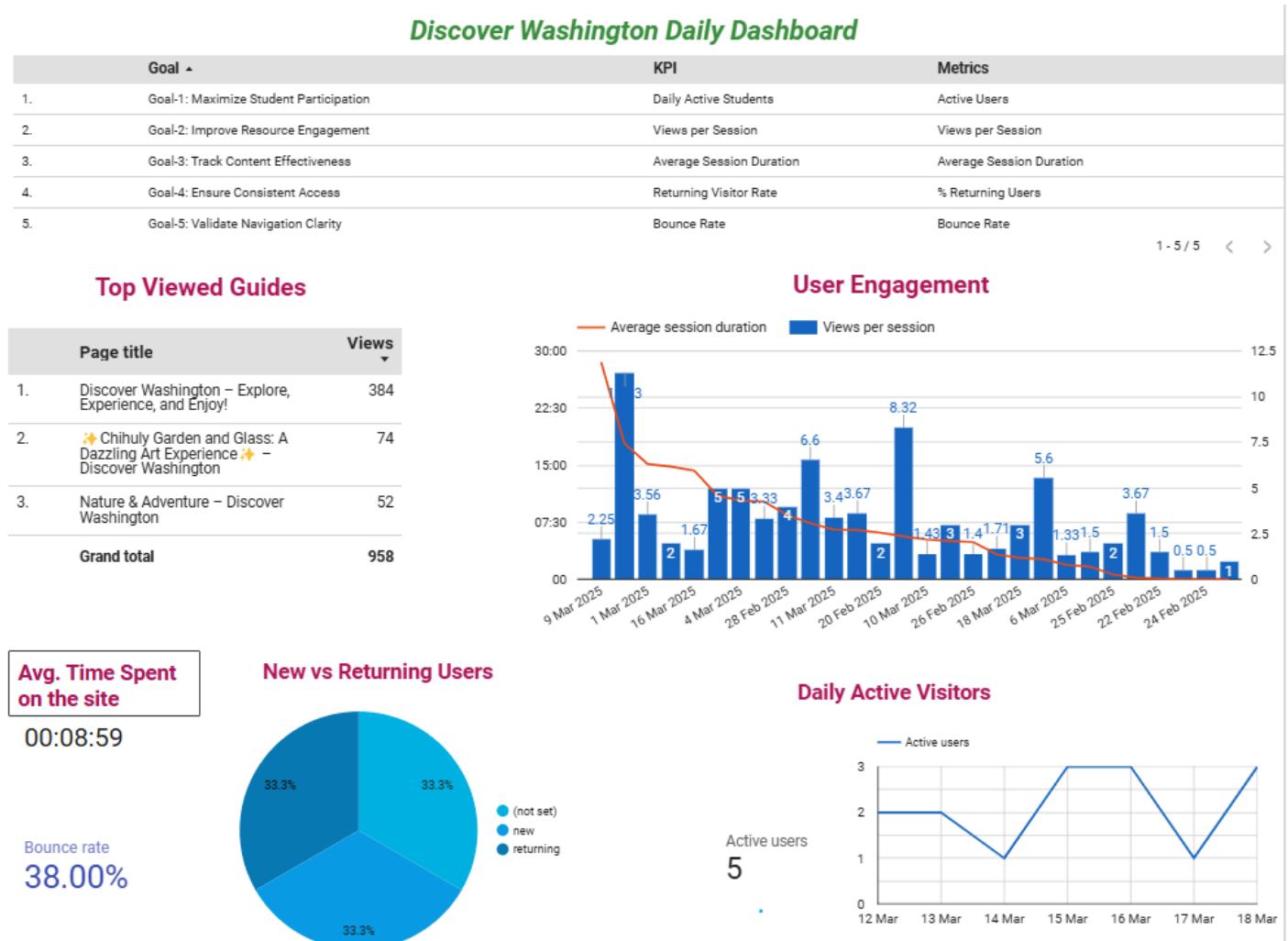
attracting new audiences. To improve retention, strategies like personalized content or engagement incentives could be considered.

The Daily Active Visitors report tracks the number of active users engaging with the *Discover Washington* website over time. The data shows fluctuating engagement levels, with active users varying between 1 and 3 per day. Notably, March 14 saw a dip to 1 user, while March 15 and 16 recorded a peak of 3 users. This indicates inconsistency in daily traffic, suggesting the need for strategies to increase and stabilize visitor activity. Potential improvements could include content updates, social media promotions, or targeted outreach to drive more consistent engagement.

d. Shared link of Google Looker Studio Report

<https://lookerstudio.google.com/reporting/556684e0-b6d0-4bc2-986f-278b538b88c6/page/WfmDF>

e. A screenshot of Google Looker Studio Report



11. Everyday Dashboard Exercise: provide one page summary of everyday activity for your client - how to read and react from the daily Google Looker Studio Report

The Google Looker Studio Report provides a daily snapshot of the website's performance, helping us track user activity, engagement, and retention. Understanding these metrics allows us to take proactive steps to optimize the site. Below is a guide explaining the key data points in the dashboard and how to respond when trends shift.

1. Daily Active Visitors – Tracking Website Traffic (Goal 1)

The Daily Active Visitors metric shows the number of people visiting the website each day. A higher number means more interest and visibility, while a low number suggests reduced engagement or discoverability. If the number of daily visitors drops, consider promoting the site through social media, improving search engine optimization (SEO), or adding fresh content to attract more users. If visitors increase significantly, analyze which content or marketing efforts contributed to the growth and focus on maintaining the momentum.

2. User Engagement – Understanding Session Duration (Goal 2) & Views per Session (Goal 3)

Engagement metrics reflect how much time users spend on the site and how many pages they visit per session. Longer session durations and higher page views indicate that users find the content engaging and relevant. If users spend less time on the site and visit fewer pages, assess whether the content is meeting their expectations. Improving readability, adding multimedia, or simplifying navigation can help retain visitors. If engagement is consistently high, maintain content quality and analyze which pages perform best to replicate their success across the site.

3. New vs. Returning Users – Measuring Audience Retention (Goal 4)

This metric helps us understand the balance between new visitors discovering the website and returning users who come back regularly. A healthy mix of both is ideal, as it indicates continued growth and sustained interest. If most users are new, focus on strategies to keep them engaged, such as offering personalized recommendations or encouraging email sign-ups for future visits. If returning users dominate, expand outreach efforts through marketing campaigns or collaborations to attract a fresh audience.

4. Bounce Rate – Monitoring User Drop-Offs (Goal 5)

Bounce rate measures how many users leave after viewing just one page without further interaction. A lower bounce rate is preferable because it means visitors are exploring multiple pages, while a higher bounce rate suggests that users might not be finding what they need. If the bounce rate increases, improve website navigation, optimize loading speed, and ensure that content aligns with what visitors expect based on search results

or ads. If the bounce rate remains low, continue analyzing which elements are keeping users engaged and apply similar strategies across the site.

- 12.** Each Member Name / Role(s) assigned / how many hours you have worked in this Phase / one paragraph summary for each member what he/she has contributed in this Phase

Aarushi Kotwani

- Role(s): Information Architect (IA), Web Developer, QA
- Hours Worked: 4-5 hours
 - As the Information Architect (IA) and Web Developer, my primary responsibility in this phase was to ensure that the blog's content structure, navigation, and overall user experience were optimized for seamless interaction. I worked on improving the site's architecture, ensuring that categories such as "Nature & Adventure" and "Food and Drinks" were well-organized, making it easier for users to find relevant content.
 - In addition to organizing the website, I focused on making it load faster and work smoothly across all devices. I used GA4 analytics to track user behavior and identify the most engaging pages and features. The team ensured that the content aligned with the site's goals, and I incorporated their feedback to enhance the website's functionality.
 - As a QA, I reviewed each page of the website, assessing both content and design.

Sai Dinesh Kondragunta

- Role(s): UX/UI Designer, Content Specialist
- Hours Worked: 5 hours
 - As a UX/UI Designer, I contributed to refining the site's visual structure and user navigation, ensuring a seamless and engaging browsing experience. I helped improve the menu and sub-menu categorization, making it easier for users to explore different sections such as Nature & Adventure, Hiking & Trekking, Food & Drink, and Events & Festivals. I also assisted in enhancing the site's design using the Palawan theme, aligning color schemes and layouts to maintain a cohesive and visually appealing look.
 - As a Content Specialist, I worked on expanding the Site Content Strategy, incorporating details about how our menu structure enhances accessibility and user engagement. I also reviewed and refined the Site Design Strategy, integrating key elements like the hero image slider, structured navigation, and

the use of plugins (TaxoPress, WPCode Lite, etc.) to optimize site functionality and performance. Additionally, I created and published new posts under the Food & Drink and Tourism Places in Seattle categories, ensuring they provide valuable insights and recommendations for users exploring Washington. My contributions focused on ensuring the site remains informative, visually appealing, and easy to navigate for users.

Satwik Kunaparaju

- **Role(s) Assigned:** Content Creator, Website Developer
 - **Hours Worked:** 4 hours
- During the final phase, I worked on making a presentation for the client. It starts by introducing what the website is about and what is the use case of it. Additionally, it covers key metrics and KPIs.
 - Apart from the presentation part, I have ensured the content of the website are engaging for the viewers. Additionally, we discussed the future scope of the website to make it sustainable.

Siva Sushmitha Meduri

- **Role(s) Assigned:** Content Creator, Project Manager, Server Administrator, QA
 - **Hours Worked:** 5 hours
- During Phase 3, as Server Administrator, I ensured our EC2 instance (set up in Phase 1) continued running properly and remained accessible. One of my significant contributions was creating custom Google Maps for the new content that pinpointed all locations mentioned in our posts, making it easier for visitors to plan their trips.
 - I also worked on creating a custom KPI Everyday Dashboard report.
 - As Project Manager and QA, I took care of dividing tasks among team members and tracking their completion to ensure all deadlines were met. I also took responsibility to review the project report and revising it to ensure comprehensive documentation of both content and design strategies. I made regular website visits to verify that all planned features and content were properly implemented.

Janani Krishnamurthy

- **Role(s) Assigned:** Server Administrator, Project Manager, Content Creator, QA
 - **Hours Worked:** 5 hours
- As a Server Administrator, I ensured the EC2 instance remained fully operational with no downtime, maintaining accessibility and performance throughout Phase 3.
 - In my role as a Project Manager, I initiated and led regular calls to coordinate with the team, split tasks efficiently, and tracked progress to ensure deadlines were met. I also reviewed Google Analytics metrics to assess website

performance and confirm that our goals were being achieved. Additionally, I created the initial draft of the project documentation and reviewed contributions from other team members to ensure clarity and completeness. I ensured that all tasks aligned with the project's objectives and that our website met the required Canvas metrics.

- As a Content Creator, I individually authored few posts, contributing valuable content to the website. I also provided feedback on my team members' posts to improve their quality. A key focus of my work was designing the menu and improving website navigation to enhance user experience.
- In my QA role, I reviewed each page of the website, assessing both content and design daily. I provided detailed feedback to refine the layout, fix inconsistencies, and enhance the overall presentation, ensuring a polished final product.