**Analysis of GIES Graduate Program Engagement Trends**

Key Insights:

1. **MSA (Accounting)** consistently leads in engagement, with high traffic to degree overview, admissions, and curriculum pages. This indicates strong interest and likely effectiveness of content structure and SEO for MSA.
2. **MSM (Management)** and **MSF (Finance)** show robust interest, especially around admissions and tuition-related pages. These programs are likely drawing in cost-conscious and career-driven applicants.
3. **MSBA (Business Analytics)** and **MSTM (Technology Management)** have lower overall engagement, but their traffic is highly concentrated on a few core pages (program overviews and admissions). This suggests an opportunity to expand and diversify relevant content.

Daily Engagement Trends by GIES Graduate Program (Excluding 'Other')
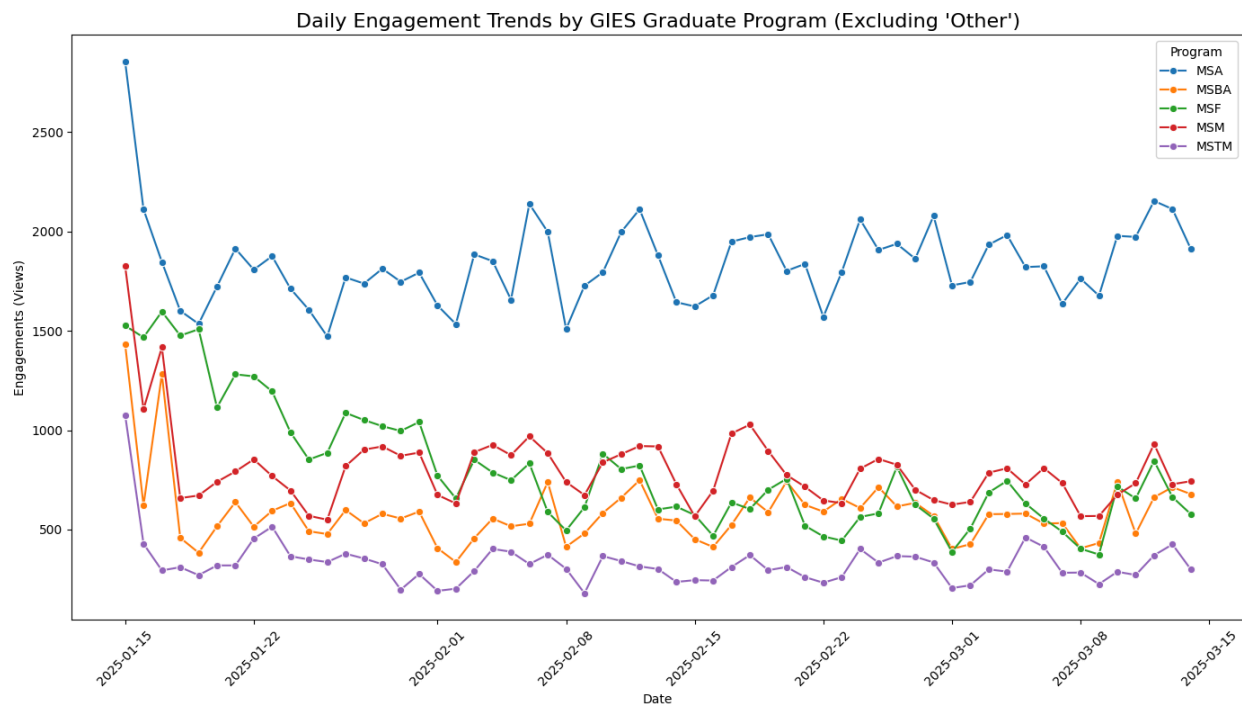
4. **High-Performing Pages Across All Programs:**
   ○ Pages with clear program titles (e.g., "Masters in Finance", "MSA Degree") perform significantly better than niche or announcement pages.
   ○ Admissions and tuition-related content are among the most viewed across all programs.
5. **Low-Performing Pages:**
   ○ Many low-engagement pages are non-English translations, older announcements, or deep-linked content (e.g., student stories, conference announcements).

- Several Bottom 5 pages in each program received zero views, indicating potential content cleanup opportunities.

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=== MSA ===
    Rank                                                        Page title  Views
   Top 5       Accountancy | Gies College of Business Degree in Accounting  33958
   Top 5                        MSA Degree | Master's Degree in Accounting  20415
   Top 5     Master of Accounting Science | Gies College of Business | MAS  16809
   Top 5              Graduate Accounting Programs | Gies College of Business  16658
   Top 5             MSA Admissions | Gies Master's Degree in Accountancy   5154
Bottom 5 Afgestudeerden Accounting Programma's | Gies College of Business      0
Bottom 5                            Gelar MSA | Gelar Magister Akuntansi      0
Bottom 5                            Grau MSA | Mestrado em Contabilidade      0
Bottom 5                         Grau de MSA | Mestrado em Contabilidade      0
Bottom 5                    Penerimaan MSA | Gelar Magister Akuntansi Gies      0
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6. **Content Optimization Opportunity:**
   - Consider consolidating or retiring underperforming multilingual or duplicate content.
   - Ensure top-performing pages are easy to find and well-linked across the GIES website.
   - Increase internal linking to curriculum, career outcomes, and student experience pages to balance visibility.

Program-Level Summary of Top 5 vs Bottom 5 Pages:

Program	Top Performing Content	Lowest Performing Content
MSA	Accounting degree overviews, admissions	0-view multilingual variants
MSBA	Admissions and career-related content	Obscure or foreign-language duplicates
MSF	Program basics, tuition details	Promotional blog posts
MSM	Clear program and curriculum content	Event announcements
MSTM	Homepage and admissions pages	"Student Stories" and "Common Questions"

Takeaways:

- MSA demonstrates best-in-class engagement performance.
- Users are primarily focused on practical info: program overviews, cost, admissions.
- Content quality and discoverability have a strong impact on page performance.

Next Steps: To better align GIES program content strategy with user behavior, the following actions are recommended:

1. **MSBA:**
    - Promote underutilized content like curriculum and career outcomes through cross-linking from the homepage.
    - Reevaluate or eliminate non-English pages that have 0 views to improve content hygiene.
    - Consider publishing MSBA student success stories or alumni career paths to add depth.
2. **MSF:**
    - Consolidate outdated news/blog pages and redirect them to high-performing core content.
    - Feature tuition and ROI (return on investment) content more prominently on the landing page.
    - Add testimonial and industry placement info to strengthen user intent to apply.
3. **MSM:**
    - Audit special event pages (e.g., conferences) and archive low-engagement ones.
    - Enhance the curriculum section with interactive elements (e.g., course previews, downloadable PDFs).
    - Use top-viewed MSM content as templates for MSBA or MSTM.
4. **MSTM:**
    - Streamline student story and FAQ sections by embedding summaries within admissions pages.
    - Reorganize bottom-performing pages into thematic sections (e.g., "Life at Gies") to improve findability.
    - Clarify program positioning and career outcomes with concrete examples.
5. **MSA:**
    - Reinforce top content with updated visuals and testimonial embeds.
    - Translate the best-performing English pages into Chinese and Spanish only if there's traffic interest.
    - Evaluate potential cannibalization between similar pages like "MAS Admissions" and "MSA Admissions."
6. **Global Action Items:**
    - Integrate GA4 or heatmaps to validate user scroll depth and engagement.
    - Schedule quarterly content audits based on updated engagement metrics.
    - Encourage academic departments to provide fresh content updates to maintain page relevance.