

Why are people visiting?

# NG Topics

Follow your curiosity



**5 Million** sessions per month

**70%** from search engines

Metrics from these sections: Animals Science Environment Oceans Maps

# Why they visit

Satisfy curiosity

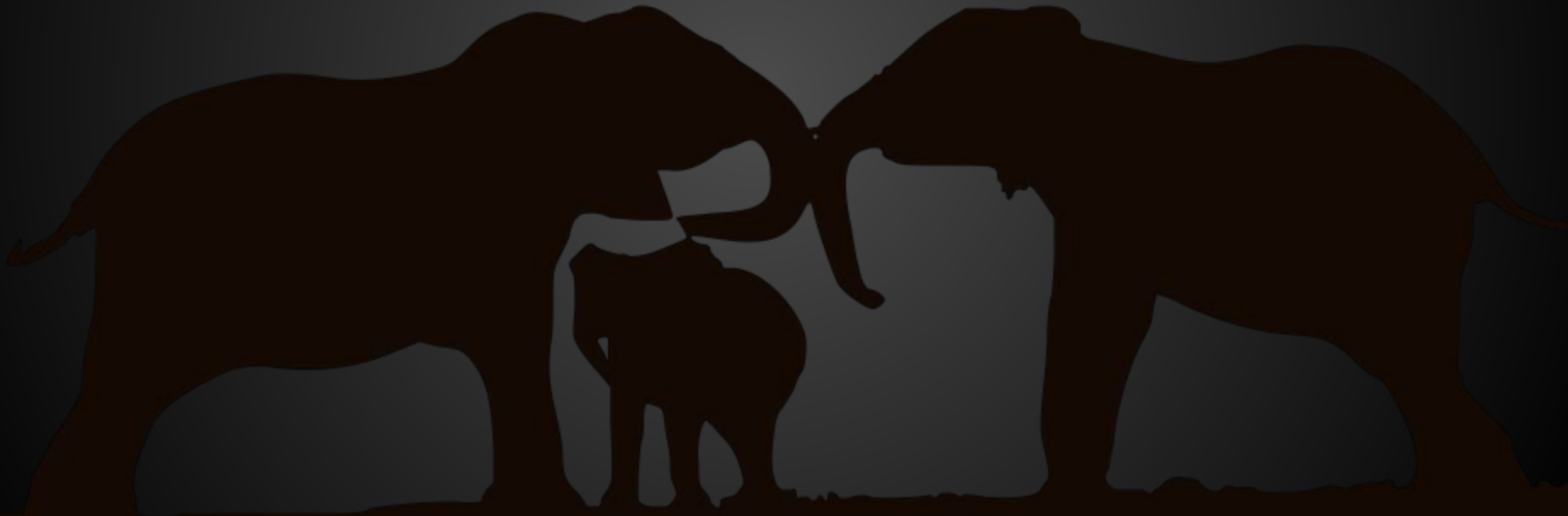
Research for school or work

See great photography

Passion for subject



Let's look at **Elephants**





elephants



**Web**

Images

Videos

News

Maps

More ▾

Search tools

About 13,100,000 results (0.28 seconds)

### **Elephant** - Wikipedia, the free encyclopedia

[en.wikipedia.org/wiki/Elephant](https://en.wikipedia.org/wiki/Elephant) ▾ Wikipedia ▾

**Elephants** are large mammals of the family Elephantidae and the order Proboscidea.

Traditionally, two species are recognised, the African **elephant** (*Loxodonta* ...

[African elephant](#) - [Asian elephant](#) - [Elephantidae](#) - [Proboscidea](#)

### **Elephant** | Basic Facts About **Elephants** | Defenders of Wild...

[www.defenders.org/elephant/basic-facts](https://www.defenders.org/elephant/basic-facts) ▾ Defenders of Wildlife ▾

Habitat loss is one of the key threats facing **elephants**. Many climate change projections indicate that key portions of **elephants'** habitat will become significantly ...

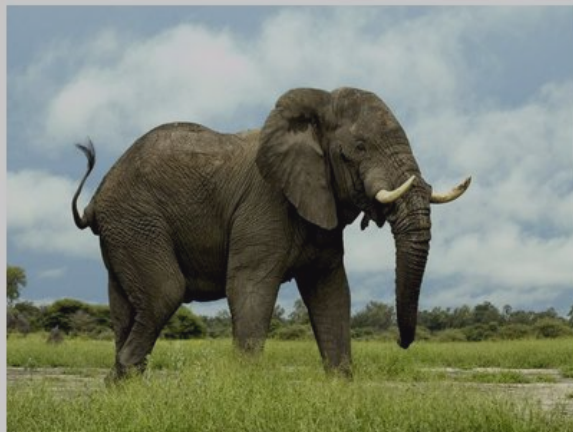
## **African Elephants, African Elephant Pictures, African ...**

[animals.nationalgeographic.com/.../african-elephant/](https://animals.nationalgeographic.com/.../african-elephant/) ▾ National Geographic ▾

**Learn** all you wanted to know about African **elephants** with **pictures**, **videos**, **photos**, **facts**, and **news** from National Geographic.

# African Elephant *Loxodonta africana*

[Amphibians](#) [Birds](#) [Bugs](#) [Fish](#) [Invertebrates](#) [Mammals](#) [Prehistoric Animals](#) [Reptiles](#)



African elephants are the largest of Earth's land mammals. Their enormous ears help them to keep cool in the hot African climate.

*Photograph by Beverly Joubert*

## Share

[f Like](#) 24

[t Tweet](#) 122

[+1](#) 91

[Email](#)

[More »](#)

## Mammal Videos



World's Deadliest:  
Lions vs. Zebras

African elephants are the largest land animals on Earth. They are slightly larger than their Asian cousins and can be identified by their larger ears that look somewhat like the continent of Africa. (Asian elephants have smaller, rounded ears.)

Elephant ears radiate heat to help keep these large animals cool, but sometimes the African heat is too much. Elephants are fond of water and enjoy showering by sucking water into their trunks and spraying it all over themselves. Afterwards, they often spray their skin with a

## Map



African Elephant Range

## Audio

African Elephant

## Fast Facts

Type: Mammal  
Diet: Herbivore

## Animals



Aardvark



Adélie Penguin



African Elephant

QUICK FIND

## ADVERTISEMENT



## The Innovators Project



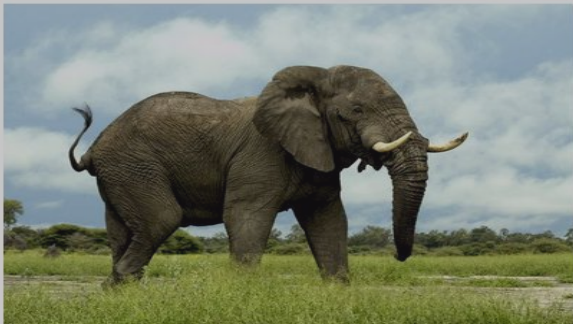
Lori Marino: Leader of a Revolution in How We Perceive Animals

Find out what led to Marino's transformation from hard-core researcher to animal rights champion, and if others can follow.

[See more innovators »](#)

# African Elephant *Loxodonta africana*

Amphibians Birds Bugs Fish Invertebrates Mammals Prehistoric Animals Reptiles



African elephants are the largest of Earth's land mammals. Their enormous ears help them to keep cool in the hot African climate.

Photograph by Beverly Joubert

## Share

f Like 24

Tweet 122

Stumble 91

Email

More »

## Mammal Videos



World's Deadliest: Lions vs. Zebra



Crittercam POV: House Cat



World's Deadliest: Grizzly Hunts With Nose



African elephants are the largest land animals on Earth. They are slightly larger than their Asian cousins and can be identified by their larger ears that look somewhat like the continent of Africa. (Asian elephants have smaller, rounded ears.)

Elephant ears radiate heat to help keep these large animals cool, but sometimes the African heat is too much. Elephants are fond of water and enjoy showering by sucking water into their trunks and spraying it all over themselves. Afterwards, they often spray their skin with a protective coating of dust.

An elephant's trunk is actually a long nose used for smelling, breathing, trumpeting, drinking, and also for grabbing things—especially a potential meal. The trunk alone contains about 100,000 different muscles. African elephants have two fingerlike features on the end of their trunk that they can use to grab small items. (Asian elephants have one.)

Both male and female African elephants have tusks they

## Map



African Elephant Range

## Audio

« African Elephant

## Fast Facts

Type: Mammal

Diet: Herbivore

Average life span in the wild: Up to 70 years

Size: Height at the shoulder, 8.2 to 13 ft (2.5 to 4 m)

Weight: 5,000 to 14,000 lbs (2,268 to 6,350 kg)

Group name: Herd

Protection status: Threatened

Size relative to a 6-ft (2-m) man:



## Animals



Aardvark



Adelie Penguin



African Elephant

QUICK FIND

## ADVERTISEMENT



## The Innovators Project



Lori Marino: Leader of a Revolution in How We Perceive Animals

Find out what led to Marino's transformation from hard-core researcher to animal rights champion, and if others can follow.

See more innovators »

## SPECIAL AD SECTION



VIDEO: Eyes: Windows to Your Health

A doctor can find warning signs of high blood pressure and diabetes just by examining your eyes.




WHERE NEXT?

Ready, set, let's Go RV'ing! Plan a National Parks RV vacation this summer. Get Started now.



- 1 Elephant Photo
- 1 Encyclopedic entry
- 1 Baseball card
- 6 Elephant teases
- 7 Advertisements
- 26 Editorial promotions





According to Google, we have **24,600 pages** related to **Elephants**, including:

**Articles**

- News
- Magazines

**Educational materials**

**Interactives**

**Maps**

**Photos**

- Your Shot photos
- Photo of the day

**Products**


- Store
- Prints
- Trips

**Video**

- Short form
- Channels




People leave after **2 pageviews.**



We can do better.  
We can **spark curiosity** and **fuel love**  
for our planet.



We can get **more traffic** from search engines  
and advance **our mission and financial goals...**  
if we work together.



If we increase audience by **15%** and engagement to **4 page views**, we could bring in an additional **\$500,000** advertising revenue annually.

# Launch goals

Higher **customer satisfaction** (from feedback form)

75% increase in **advertising inventory** (pages per visit, video plays)

15% increase in **registrations**

10% increase in **subscriptions**

More **donations**

Product **sales revenue**

15% Increase in **SEO sessions** (Not testable at this time)

# To succeed, we must

Accept that visitors will be coming with a wide variety of needs and wants.

Put the customer first and trust that by meeting their needs we will further our mission and financial goals.

Create an ecosystem where our products work together to attract and engage visitors.

Iterate quickly and continuously.

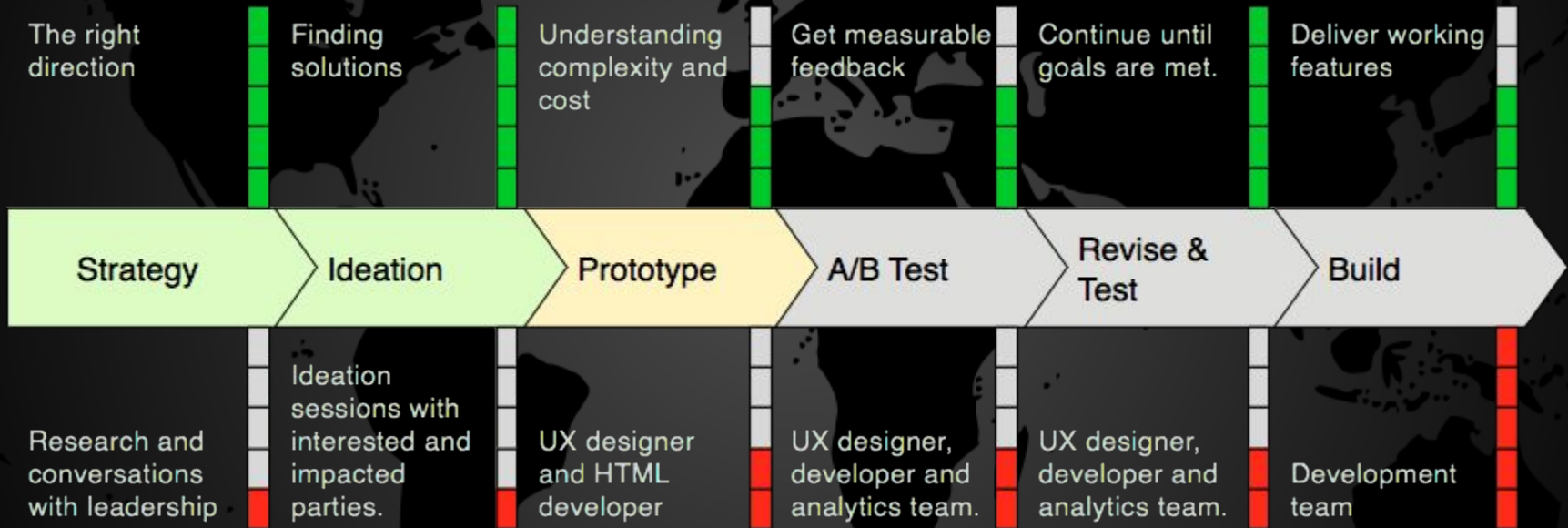


# Prototype

[visit](#)



# Where we are in the process



# Success

## NGS Goals

Attract new visitors

Increase engagement

Increase ad revenue

Increase product sales

Teach

Fund research

## Visitor Goals

Satisfy curiosity

Research a subject for school or work

See great photography

Passion for subject

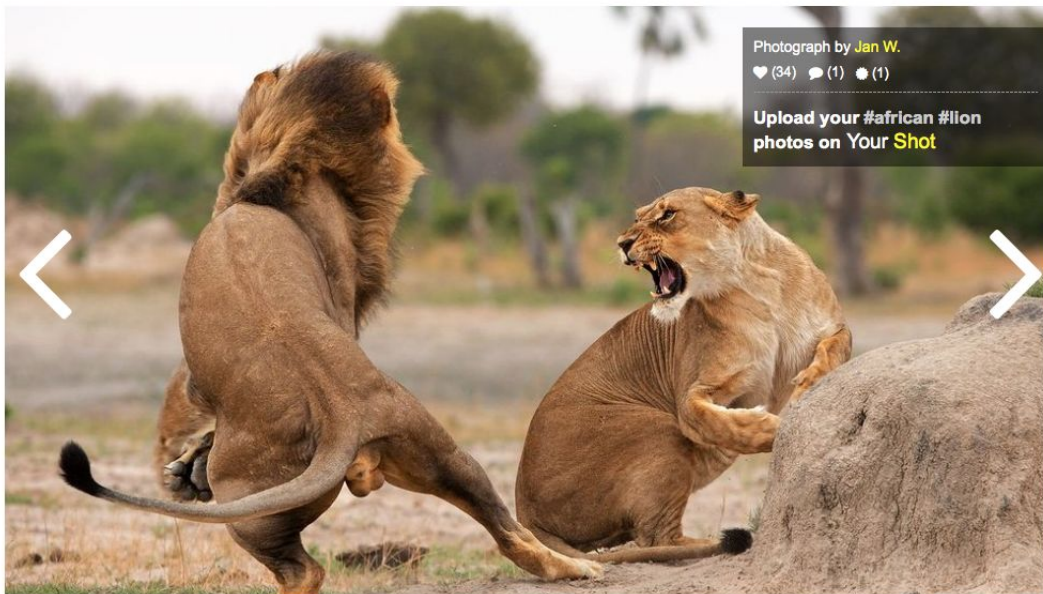
## African Lion

Follow



*Panthera leo*

Animals by name / family / place



Photograph by Jan W.

♥ (34) 💬 (1) 📌 (1)

Upload your #african #lion  
photos on Your Shot

### NGS Goals

Increase engagement

Increase subscriptions

### Visitor Goals

See great photography

Passion for subject

Video / Magazine / **Understanding the Lives of Lions**



Living with Lions in Namibia

Male Lions vs. Female Lions

Lion Gangsters

Lions hunting

## NGS Goals

Attract new visitors

Increase engagement

Increase ad revenue

## Visitor Goals

Satisfy curiosity

Research a subject for school or work

See great photography

Passion for subject

FILTER BY **all** channels magazine kids store education

**SIMILAR TOPICS**

Asian Lion Mountain Lion Leopard

**RELATED CONTENT**

Big Cats Features

Meet Big Cats Explorers

Big Cats Initiative

[#lions](#) [#big cats](#) [#mammals](#) [#lioness](#)  
[#wildlife](#) [#carnivore](#)

**ACTIVITY**

**Opinion: Why Are We Still Hunting Lions?**  
How can we save lions when Americans are killing them for sport?

+234 Lion Articles on [News](#)

**WEIRD BUT TRUE**  
Did you know A female lion needs 5kg of meat a day. A male needs 7kg or more a day?

+234 Lion Articles on [Kids](#)

**Opinion: African Lions Should Not Be Listed as Endangered**

## NGS Goals

Attract new visitors

Increase engagement

Increase ad revenue

Increase product sales

## Visitor Goals

Satisfy curiosity

Research a subject for school or work

Passion for subject

## About the African Lion



Activities

**Lions** are the only cats that live in groups, which are called prides. Prides are family units that may include up to three males, a dozen or so females, and their young. All of a pride's lionesses are related, and female **cubs** typically stay with the group as they age. Young males eventually leave and establish their own prides by taking over a group headed by another male.

Only male lions boast manes, the impressive fringe of long hair that encircles their heads. Males defend the pride's territory, which may include some 100 square miles (259 square kilometers) of **grasslands**, scrub, or open **woodlands**. These intimidating animals mark the area with urine, roar menacingly to warn intruders, and chase off animals that encroach on their turf.

[Keep reading](#)**Panthera leo****Type:** Mammal**Diet:** Carnivore**Group name:** Pride**Protection status:** Vulnerable**Weight:** 265 to 420 lbs (120 to 191 kg)**Head & body:** 4.5 to 6.5 ft (1.4 to 2 m)**Tail:** 26.25 to 39.5 in (67 to 100 cm)**Size relative to a 6-ft (2-m) man:**

1 / 3

## NGS Goals

Increase engagement

Increase ad revenue

Teach


## Visitor Goals


Satisfy curiosity

Research a subject for school or work


Passion for subject









**BIG CATS INITIATIVE**  
Derek & Beberly Joubert  
National Geographic Explores



**INSIDE WILD**  
Meg Gleason  
National Geographic Channels



**THE MAGAZINE**  
David Quammen  
Editor



**KIDS**  
Angela M. Cowan  
Educational Specialist

OUR RECOMMENDATIONS ON THIS TOPIC

### The Short Happy Life of a Serengeti Lion

Death is always near, and teamwork is essential on the Serengeti—even for a magnificent, dark-maned male known as C-Boy.

Big Cats Initiative

### The State of Lions: Lions have disappeared from 80 percent of their historic land

NG Magazine

### Resolving Conflicts Between Humans and Threatened Big Cats in Tanzania's Ruaha Landscape

Big Cats Initiative

### Resolving Conflicts Between Humans and Threatened Big Cats in Tanzania's Ruaha Landscape

Big Cats Initiative

### Resolving Conflicts Between Humans and Threatened Big Cats in Tanzania's Ruaha Landscape

Big Cats Initiative

## NGS Goals

Increase engagement  
Increase ad revenue  
Fund research  
Teach

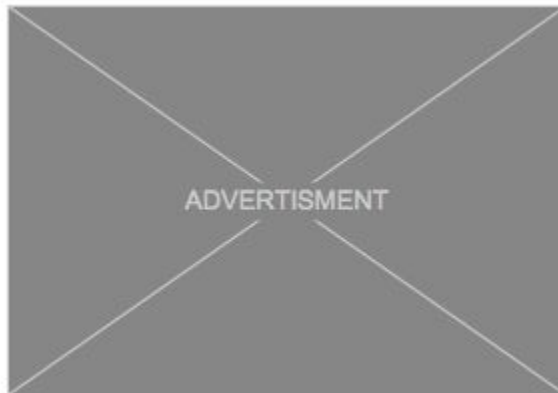
## Visitor Goals

Satisfy curiosity  
Research a subject for school or work  
Passion for subject

<

**"Although often called the King of the  
Jungle, African lions are not generally  
found in the rainforest."**

LION FACTS *sponsored by*



### NGS Goals

Increase engagement

Increase ad revenue

Teach

### Visitor Goals

Satisfy curiosity

Research a subject for school or work

Passion for subject



### Unusual pictures: Lion vs. Hippo

Two male lions attack a young hippopotamus in recently released pictures an encounter experts call "unusual." (10 photos)



### African Lion should not be listed as Endangered

Responsible hunters bring in money for conservation efforts



### Camera Worn by Lion May Aid African Conservation

This story is one of a series looking at National Geographic Crittercam research. Crittercam is a research instrument worn by wild animals and equipped with a video camera and other information-gathering equipment. Crittercam is used on animals both in the ocean and on land.

## NGS Goals

Increase engagement

Increase ad revenue

## Visitor Goals

Satisfy curiosity

Research a subject for school or work

See great photography

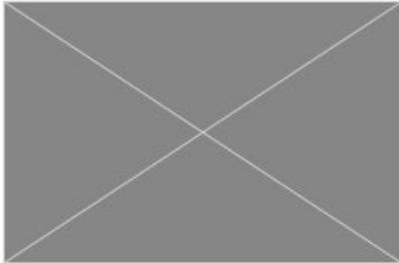
Passion for subject

### 3 QUESTIONS ABOUT AFRICAN LIONS

[+ SEE ALL](#)[ASK A QUESTION TO NATGEO](#)

Kelly Parker asked:

**How can I know if it is African or Asian?**



👍 245

💬 ANSWER THIS

NATGEO ANSWER

PEOPLE ANSWERS (3)



**Beverly Joubert**

Explorer in Residence  
co-Founder of Big Cats Initiative

Compared to the African, the Asiatic lion has a relatively short, sparse mane. As a result, the male Asiatic lion's ears tend to remain visible at all times. In addition to being less well-developed, the mane is generally darker. I'd say your picture is probably of an African lion. An Asian lion would look like this:



NGS Goals

Increase engagement

Visitor Goals

Satisfy curiosity

Research a subject for school or work

Passion for subject

# Next Steps

1. HTML Prototypes for Lions, Tornado and Brain.
2. Test variations of the prototypes using monetate and live surveys.
3. Axure prototypes for Mobile.
4. Refine roadmap based on test results.
5. Build incrementally and deploy to production often.

# Postcards from the future

A collaborative process for envisioning the future.

Dear Professor Smith

I hope your new students are enjoying your class on evolution as much as I did!

I was hiking the appalachian trail the other day and found this crazy insect that I thought you would like. I didn't know what it was so I *uploaded* it to National Geographic and members there *identified* it as part of the Phasmida order and said it is commonly called the "Walking Stick". They had tons of great photos and a few interesting articles about the insect.

It's a pretty cool example of evolution.

Place  
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John Doe

2 hrs • 美

Cool! I've been favoriting a bunch of boat photos on National Geographic's website.

Now when I visit the site, they let me know about new boat content.



### Your Shot Photo Community -- National Geographic

Welcome to Your Shot, National Geographic's photo community. Our mission: To tell stories collaboratively through your best photography and expert curation. Show us your best!

[YOURSHOT.NATIONALGEOGRAPHIC.COM](http://YOURSHOT.NATIONALGEOGRAPHIC.COM)

Like • Comment • Share



Sally Smith

2 hrs • 美

Wow! I love national geographic's photographs even more on my big screen tv!

I just spent hours exploring great photos and videos about marine life.

I feel like I've just gone on an scuba diving vacation with the coolest marine biologists.

Like • Comment • Share

Volunteers,

I'm excited to announce a new partnership with National Geographic. We now have permission to include to some of the best photography on the planet.

Start your photo research at wikimedia.  
nationalgeographic.com where you can build a  
gallery of photos for your page and publish them to  
wikipedia.org

- Jimmy Wales

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Woot woot! I finally made it to Machu Picchu!

My pics suck, but these Your Shot photos capture it perfectly.

I really enjoyed learning all about Machu Picchu on the Nat Geo App during the flight over. If you get a chance, take a look. The history is astonishing.



FINDING  
MACHU PICCHU

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Dear Grandpa,

Thanks for taking me to the zoo yesterday! It was really cool to see all the animals in real life. I'm glad we had the National Geographic app because it remembered which animals we saw and I was able to learn more about the Bengal Tiger when I got home. I watched a few videos but really loved the crazy facts.

Did you know that Tigers only roar to communicate with other tigers that are far away?

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Dear Dad,

I'm having a blast exploring Italy. I'm so glad we pinned those photos of things to see in Your Shot.

While sipping my morning coffee each day, I review the gallery and pick a few things to see. Yesterday I went to see Mt. Etna from that amazing vantage point we selected. It was stunning!

When I checked in on the National Geographic app, I learned a lot more about the history of Mt. Etna and other volcanos.

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## WWDC Attendees

We are happy to announce that Siri and Spotlight now have APIs. This means your apps can now extend these core features!

To illustrate the possibilities, we've partnered with National Geographic. In OS 9, you will be able to ask Siri questions like, "What is the range of the grey wolf?" and "What should I see in Yosemite National Park?" and get answers with maps, photographs and interesting articles.

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Papa Joe

2 hrs • 🌐

I'm chilling on the couch with my boy and his ipad doing research for his school project on space.

The Nat Geo site is loaded with 'stellar' photographs and out of this world facts.

I wish homework were this much fun when I was a kid.

Like • Comment • Share



Jay Heron

2 hrs • 🌐

I've been answering questions about birds on National Geographic for a while now. It feels good to help others appreciate our feathered friends.

I guess the Nat Geo staff appreciates my contributions since they just made me a "Sherpa".

Like • Comment • Share

I'm glad our pages self organize based on user interest. When we launched our Tanzania Photo Safari, we created a gallery of great lion photos and added them to the lion page. They started out pretty low on the page, but users really loved the pictures and now we are right below the video player!

But the best news is that this trip is selling out due to the popularity!

- The expeditions team

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Hey Boss!

Vacation is going really well. I thought you would like to know that I'm using our app to help me get the most out of this trip.

The depth and breadth of our content on even the most obscure topics is surprising and the quality is beyond compare.

Over the years, I've grumbled about having to add photos and facts to our "evergreen" content while rushing to meet a print deadline, but now I'm thrilled we did it!

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I've favorited a bunch of boat photos on nat geo's web site. Now when I visit the site, I see promos to new boat photos and content

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A dark, monochromatic illustration of a primate, possibly a chimpanzee, in a crouching or walking pose. The primate is rendered in a dark grey silhouette against a slightly lighter grey background. The background features faint, stylized outlines of trees and foliage, suggesting a jungle environment. The word "Evolution" is written in a clean, white, sans-serif font, centered horizontally and partially overlaid on the primate's body.

Evolution



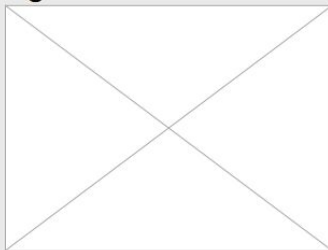


National Geographic



Narrow Results: ☐ On TV ☐ In Print ☐ Photos

## Tiger



Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

### Tiger Photos



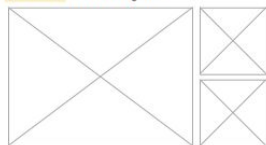
### NGM Feature: Making Room for Wild Tigers



Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.

[more tiger articles](#)

### Your Shot Photos of Tigers



### Fast Facts

Type: Mammal

Diet: Carnivore

Average life span in the wild: 8 to 10 years

Size: Head and body, 5 to 6 ft (1.5 to 1.8 m); tail, 2 to 3 ft (0.6 to 0.9 m)

Weight: 240 to 500 lbs (109 to 227 kg)

Protection status: Endangered

Did you know? A tiger's roar can be heard as far as 2 mi (3 km) away.

Size relative to a 6-ft (2-m) man:



### Map



☐ Bengal Tiger Range

### Channel: Big Cats Week - Tiger Dynasty



Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.

[more tiger shows](#)



## A Cry for the Tiger

We have the means to save the mightiest cat on Earth. But do we have the will?

Magazine (23)

Asia

Habitat



## Bengal Tiger

Learn all you wanted to know about Bengal tigers with pictures, videos, photos, facts, and news.

Animals (8)

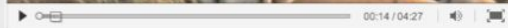
Bengal Tiger

India

Cats

## #Tiger

Your Shot (35,021)



## Tigers Hunted

Tigers are some of the most beautiful and charismatic mammals on Earth, but land development and poachers are depleting the tiger population. Charles Annenberg Weingarten, founder of explore.org, speaks with a leading tiger conservationist in India.

Video (28)

Animal Trade

Conservation

**Tigers grow to be about 3 times the weight of the average man.**

Facts (5)



## Big Cat Week Tiger Dynasty

A legendary Tiger Dynasty has ruled India's Ranthambore National Park for decades. Led by Machli, a fierce tigress, the family has beaten the odds and continues to thrive despite the constant threat of poachers. As Machli nears the end of her life, take a look at the reign of one of India's most beloved tigers. In a film nearly 15 years in the making, witness important milestones in her life - including first encounters with prey, battles with crocs and life-threatening fights with male tigers.

Nat Geo Wild (27)

## Donate

Donate to the Big Cats Initiative and raise money for field research.

Missions (22)





*Thank you for your willingness to provide feedback about your experience on National Geographic today. Please wait until completing your visit to take this survey.*

Was this your first visit to the National Geographic website?

- ☐ Yes
- ☐ No
- ☐ Not sure

>>

In your own words, tell us why you visited the National Geographic website today.

>>

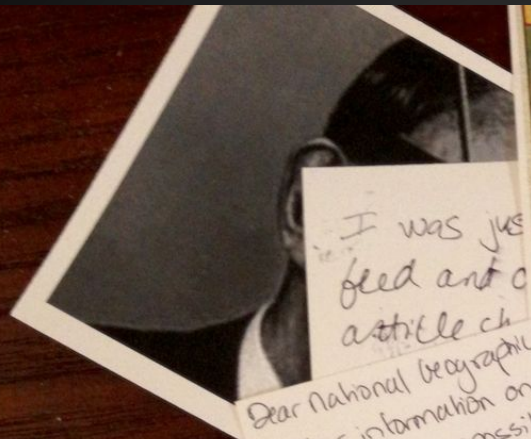
The next few questions are specifically about National Geographic's search capabilities.

Did you type a word in a search box on National Geographic and view results for that search?

- ☐ Yes
- ☐ Maybe
- ☐ I don't recall

>>





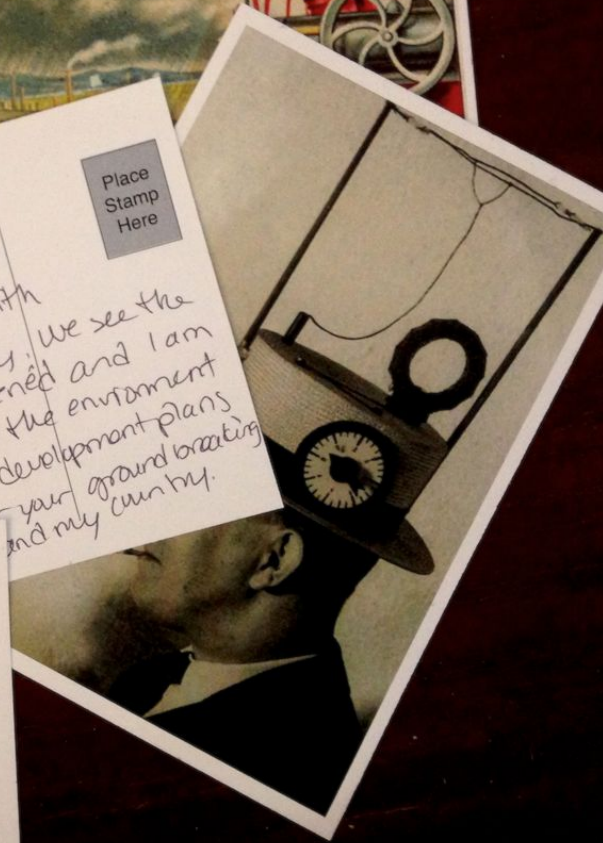
I was just  
feed and c  
astille ch

Dear National Geographic.

Your information on the peril of  
the rhino is impossible to deny.

My staff showed the map of last  
known rhino habitat correlated with  
farmland and population density. We see the  
areas which are most threatened and I am  
with my ministry of the environment  
plans for your grand breaking  
and my country.

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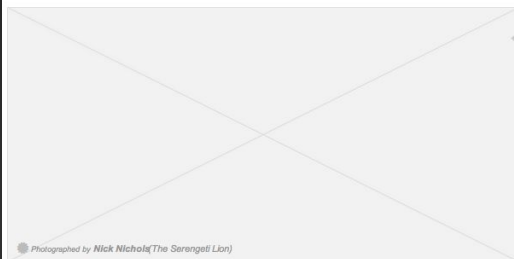


## African Lion

*Panthera leo*



Animal finder



Photographed by Nick Nichols (The Serengeti Lion)

### Panthera leo



Type: Mammal  
Diet: Carnivore  
Group name: Pride  
Protection status: Vulnerable  
Weight: 205 to 420 lbs (120 to 191 kg)  
Head & body: 4.6 to 6.6 ft (1.4 to 2 m)  
Tail: 20.25 to 39.6 in (67 to 100 cm)  
Size relative to a 6-ft (2-m) man:



More on [Animals Encyclopedia](#)

INFO

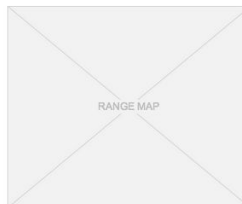
PHOTOS

VIDEOS

CONSERVATION

[NG Education](#)

Lions are the only cats that live in groups, which are called prides. Prides are family units that may include up to three males, a dozen or so females, and their young. All of a pride's lionesses are related, and female cubs typically stay with the group as they age. **Young males eventually leave and establish their own prides by taking over a group headed by another male.**



1 / 5

[Keep reading](#)

#lions #africa #big cats #mammals #lioness #carnivore  
#wildlife #cubs

### Do you have a question about Lions?

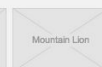
Explorers, scientists and editors from National Geographic Society are here to clear your doubts.



### SIMILAR ANIMALS



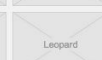
Asian Lion



Mountain Lion



Jaguar



Leopard

### BIG CATS

Big Cats Features

Meet Big Cats Explorers

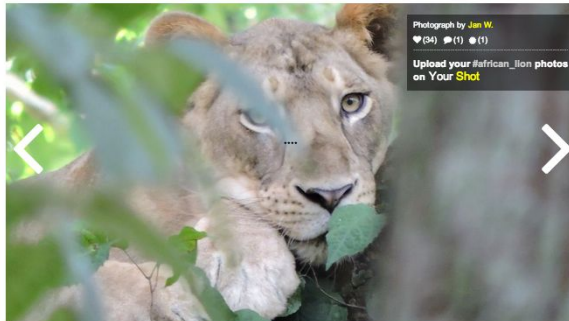
Big Cats Initiative

Trending Topics: [#animals](#) [#galaxy](#) [#global warming](#) [#adventure](#) [#asia](#)

## African Lion

*Panthera leo*

Animals by name / family / place



Photograph by [Jon W.](#)

♥ (34) 📷 (1) 🌟 (1)

Upload your [#african\\_lion](#) photos on Your Shot



"Although often called the King of the Jungle, African lions are not generally found in the rainforest."

[LION FACTS](#)

VIDEOS

NEWS

EDUCATION

CONSERVATION

Video / Magazine / Understanding the Lives of Lions



Living with Lions in Namibia

Male Lions vs. Female Lions

Lion Generators

Lions handling



by [Eugene's Noah's Ark](#)  
ANIMAL INTERVENTION  
PRODUCER  
National Geographic Channel

OUR RECOMMENDATIONS ON THIS TOPIC

World's Wildest  
Less Time and Less

Big Cat Week: Lions  
Lions

Parking Lot



# A holistic solution

A dark silhouette of a hummingbird is shown in profile, hovering and facing right. Its wings are spread, and its long beak is pointed towards a nest. The nest is constructed from a tangle of thin, dark sticks and twigs, located in the upper right portion of the frame. The background is a dark, textured grey.

This is what it could look like if we worked together.

- Books could contribute 'baseball cards' which promote relevant books.
- News could curate Your Shot galleries to include in and promote articles.
- Kids could contribute Weird But True facts which promote the kids site.
- Education could contribute encyclopedic text to promote educational materials.



# Let's not

Create an environment where every silo competes for SEO dominance.

Create a crowded highway with lots of billboards.

Present so many options that the user gets overwhelmed.

Forget the importance of curation.

# Guiding values

## **Continuous Improvement**

Ease of evolution is paramount and needs to be built in technically and editorially.

## **Simplicity**

Complex designs and technical solutions often confuse users, cost more to build and are harder to change.

## **Content Rules**

We must figure out the content first. Everything else must follow.

## **Quality trumps quantity**

Our visitors would rather see our best content than all of our content.

# Our Strategy

Under development.

# Where are they?

