Website Engagement Report for The Recording Academy

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Executive Summary

This report analyzes the impact of splitting Grammy.com and TheRecordingAcademy.com into two separate websites. Using data on user behavior, traffic patterns, and controlled A/B testing, we assess engagement trends across key metrics—bounce rate, average time on site, and pages per session. Results suggest that separating the sites improved targeted engagement, though mobile usability presents opportunities for improvement. The final recommendation supports maintaining the split with an added focus on mobile optimization and cross-site strategy.

1. Website Traffic Trends

1a. Daily Visitors to Grammy.com

To understand user interest over time, a line chart was created to show the number of daily visitors to Grammy.com.
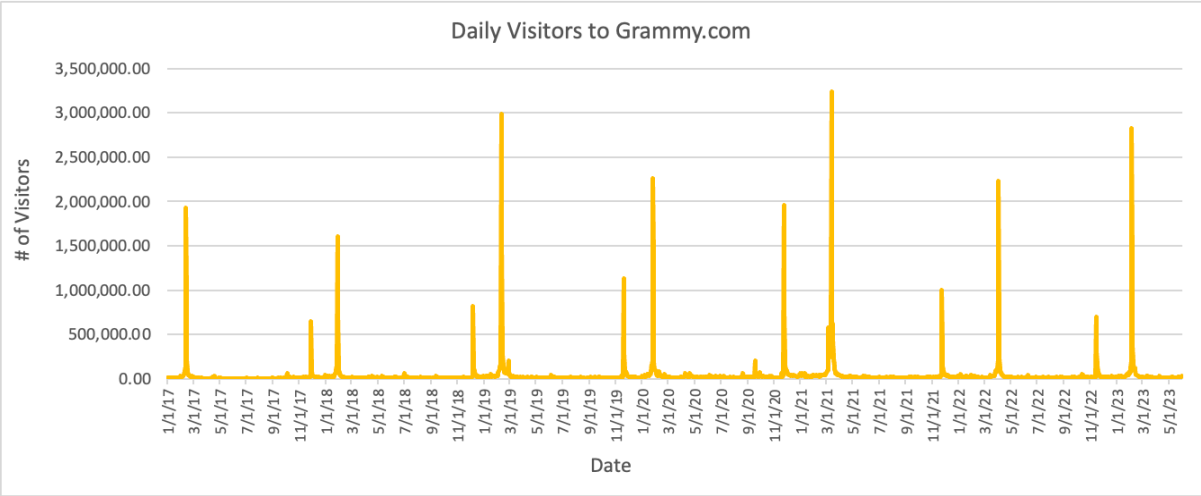
The chart reveals significant, recurring traffic spikes during the first quarter of each year, aligning with the Grammy Awards Show Night. These spikes reflect heightened interest surrounding the annual event.

1b. Interpreting Traffic Spikes

While Show Night drives the most traffic, smaller surges may relate to:

- Nomination announcements

- Viral performances

- Tribute shows or social media campaigns

To validate these patterns, we recommend cross-referencing with external data sources like **Billboard**, **Rolling Stone**, and the **Grammys' press center**.

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2. User Engagement Analysis

2a. Key Engagement Metrics by Site Version

Metric	Recording Academy	Grammys + TRA	Grammys
Pages per Session	1.95	1.86	**2.25**
Bounce Rate	**33.7%**	41.6%	40.2%
Avg. Time on Site (seconds)	**128.50**	102.85	82.99

2b. Interpretation

- **Pages per Session** increased post-split, suggesting more focused browsing behavior on the Grammys site.

- **Bounce Rate** was slightly better on the Recording Academy site, but not significantly.

- **Average Time on Site** decreased the most after the split, indicating users are finding relevant content faster.

Overall, the Grammys site shows higher engagement through deeper browsing, albeit in shorter sessions.

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3. Mobile Usage Impact

3a. Mobile Visits

Using XLOOKUP, we integrated mobile visitor data into the Grammy.com dataset. Results show:

- **73.7%** of site visitors accessed Grammy.com via **mobile devices**.

3b. Implications for Engagement

High mobile usage may negatively influence:

- **Bounce Rate**, due to navigation challenges or slower load speeds.

- **Time on Site**, as mobile users typically prefer quick interactions.

To counter this, a **mobile-optimized design** is critical for maintaining engagement and ensuring smooth performance across devices.

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4. A/B Testing: CTA Click Engagement

4a. Test Overview

- **Control Group**: Combined site

- **Test Group**: Split sites

Group	Total Visitors	CTA Clicks
Control	3,797	119
Test	4,099	158

4b. Result Interpretation

- The **test group outperformed** the control group with a **23% higher CTA click-through rate**.

- This result is **statistically significant at the 96% confidence level**, confirming that the website split positively influenced user engagement with featured content.

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5. Final Recommendation

Based on the data:

- The **Grammys site achieved the highest pages per session**, suggesting effective content targeting.

- Though average time on site declined, this likely reflects more efficient user journeys.

- A/B testing confirms a **significant increase in CTA engagement** post-split.

- However, **mobile users (73.7%)** form the majority and require a seamless browsing experience.

Recommendation:

Maintain a separate website structure to support focused engagement.
To enhance performance further:

- **Prioritize mobile optimization** to reduce bounce rate and extend time on site.

- Consider **cross-site content linking** for smoother navigation.

- Explore **personalized landing pages or dynamic content** during key events to drive sustained traffic outside of Show Night.

Appendices

- **Appendix A:** Daily Visitors Line Chart

- **Appendix B:** Engagement Metric Calculations

- **Appendix C:** A/B Test Summary Table