Website Analysis:

[Website Name], [Time Span]

## Website Type(s)[[1]](#footnote-1):

## Website Goal(s):

*Your website Goal(s) help you give context to the numbers collected and determine if / how elements of the website should be tweaked.*

## **Highlights**Overall Website Successes:

*What worked out well for the website during the period in question? Were there any surprises? Anything you’d like to repeat?*

* First success
* Second success
* Third success

## What did you try differently that worked out in your favour? What did not?

* First point
* Second point
* Third point

# Overall Website Health

*Includes: Pages / Session; Average Session Duration; and Bounce Rate*

## Are the areas of your website’s health falling above or below the YorkU average for the same period?

## What improvements could / should be made?

# Traffic

*Includes: Pageviews and Top Pages Visited*

## Are your most popular pages the same as those that you want your visitors to see?

## What pages would you like to have more people visit?

## How will you encourage those visits?

## Are there any pages worth culling / consolidating to improve performance?

# Referrals:

*Includes: Top Acquisition Channels; Visitors from Social Networks; Top Keywords; and Top Search Terms*

## Are your acquisition channels performing as expected?

## Can / should you refocus your energies on any of your channels?

## Are you driving enough of your traffic from social to your website? What can be done to improve?

## Do your Keywords / Search Terms match your expectations? Should any of your content be rewritten?

# Visitors

*Includes: Top Visitor Locations and Sessions by Device Category*

## Is your visitor location appropriate for your content?

## Is your website content optimized for mobile devices?

# Growing Edges:

*A ‘Growing Edge’ is something that doesn’t necessarily work out as expected. You learn from it and try to improve going forward. What are these areas? Were there any surprises? What did you try differently that didn’t have the results you expected?*

* First growing edge
* Second growing edge
* Third growing edge

### Plans for moving forward:

*What are you going to try differently going forward? What do you hope this will change or improve?*

* Plan 1
* Plan 2
* Plan 3
1. Expectations of website performance varies with the type of website (and your website may fall into more than one category):

	* **Hub page**, (eg. Current Students page): Moderate - High Pages / Session; Low Session Duration; Low Bounce Rate
	* **Educational / Marketing**, (eg. Promotional websites): High Pages / Session; Moderate - High Session Duration; Low Bounce Rate
	* **Profile**, (eg. Faculty-member profile website): Moderate Pages / Session; Moderate Session Duration; Low - Moderate Bounce Rate
	* **User support**, (eg. Documentation websites): Moderate Pages / Session; High Session Duration; Moderate – High Bounce Rate [↑](#footnote-ref-1)