



Always Analyzing

Serving the Needs and Wants of your Online Audience

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Needs and Wants

- **Identify audience**
- **Get at the community or audience
Jobs to be Done, not what the
newspaper wants done**
- **Actively engage in conversation**
 - Focus groups
 - Community outreach
 - Advertisers
 - Internal resources -- keen staff

Focus groups

- **What sites do they go to**
- **Attend session, see dynamic**
- **What one piece of information on a site would make their life easier?**
- **Your site**
 - Have they heard of it
 - General perception/reaction
 - How often might they visit
 - Likes/dislikes
 - What would improve it

Community Outreach

- **Volunteers**
- **Non-profit groups**
- **People always intrigued by 'how it gets done'**
- **Keep experience positive, little gift, or draw**
- **Information is free but sometimes hard to get**

Staff

- **Often a very inexpensive way to get youthful feedback on browsing habits, etc.**
- **Exhibit internet behaviours**
- **Use as testing group**
- **Share secrets of site -- pages they might not know are there?**
- **Always analyze how they're navigating, searching**

Effect of Conversations

- **Learnings**
 - **User habits, staff engagement, unknown community allies**
- **Challenge 'push' mentality**
- **Common questions -- FAQ?**
- **Missing/shallow content sets**
- **Importance of key analytics**
- **Qualitative feedback + quantitative feedback = big picture**

Favourite Analytic Reports

- **Referrers or Referring Sites**
 - Coming through search engines?
 - Campaign promotion?
 - Popular story?
- **Top Stories (share, comment)**
- **Search Keywords or Phrases**
- **Entry, exit**
- **Users per content section**
- **Heavy traffic times -- what are people reading when**

In concert with conversation...

- **Other content delivery channels**
 - Social network delivery
 - Community blog references/links
 - Press releases (incoming links, build a Press Centre)
 - Encourage sharing
 - User interaction or contribution
 - Email small groups (advertisers, contests) for behaviour and statistical measurement

Actively encourage SEO

- **Best practices with fresh content**
- **Site Map (orientation, harvesting)**
- **Title Tags**
- **Do labels and domain actually represent content?**
- **Plant Descriptive Text**
- **More penetration, more learnings (keywords match site, etc.)**

Avoid Legacy Traps

- **We'll just put an ad in the paper**
 - We do have the power to promote for nothing, or very cheaply, BUT...
 - Over time, people want to bookmark/save time, etc.
- **Build print campaigns, not fillers**
 - Use classified, specific sections, taglines on stories
- **Home Page = Page 1 or Page 3 in print**
 - Many different ways in to site
 - Popular sections, through search engine, etc.

Questions

- **Thank you**