




# Getting the most out of your analytics

By Jeff Weisbein, Founder & CEO, KYA

# Background

- Currently: Founder & CEO, KYA
  - An analytics company focused on helping digital media/content creators spend less time staring at numbers and more time creating great, engaging content.
- Before: Founder & CEO, BestTechie
  - BestTechie is a digital technology publication which I started in 2003 at the age of 13 and is in large part the reason why I decided to build KYA.
- I also spent time at NYC social media analytics/listening firm.



We have a  
problem

A recent survey of digital media professionals found that 54 percent do not have a common definition of audience engagement at their organization.

# What we're learning

- Why page views are obsolete.
- What you should focus on instead of page views.
- How to pick the best metrics to achieve your goals.
- How to act on key metrics to inform content strategy.



# Death to the page view

- In the '90s we had “hits” now we have page views.
- The page view should never have become the “universal metric.”
- The page view is a vanity metric, not a clarity metric.
- It has uses cases but not when it comes to understanding your audience.

## Vanity vs Clarity

**Vanity metrics** are surface-level metrics. They're often large measures, like number of page views, with the intention of impressing others. Use them to initiate partnerships and gain a following.

**Clarity metrics** are operational metrics, like the number of engaged readers for each piece of content or whether short form or long form content is more appealing to your audience. These are the hidden gears that drive growth. Use them to solidify your competitive advantage.



Where to start?

## ENGAGEMENT

Time spent

Page scroll depth

CTR (Click through rate)

# Time

- Time spent is a good place to start when measuring engagement.
- How long was someone on a page?



# Scroll

- Page scroll depth is another good measurement for engagement.
- How far down the page did someone get?

# CTR

- CTR is another good measurement of engagement.
- Did someone click through to another page on your site?

Time + Scroll +  
CTR =  
Engagement

- There is no one “universal” metric anymore. At least, not in the traditional sense.
- Engagement as a metric needs to be calculated using other metrics.
  - The specific metrics that make up engagement may vary site to site depending on goals.
- I think that Time, Scroll, and CTR are a great place to start calculating engagement because they encompass key audience interactions with your content.



# Choosing the right metrics

- Remember: clarity, not vanity.
- Always have your goals in mind.
  - Do you want to increase the number of engaged readers?
  - Do you want to figure out whether short form or long form content works best?
  - Do you want to increase the number of visitors who don't bounce?
- Identify what metrics would allow you to determine if you reached your goal.
  - For example, increased amount of engaged readers would mean higher time on page and CTR (aka lower bounce rate).





# Goal: increase engaged readers

- You can approach this a few ways:
  - Look at what categories of content have the most engagement.
  - You can sort your content by engagement score or number of engaged readers.
  - Determine which metrics (time on page, bounce rate, etc) are most important to you and filter your content accordingly.
  - Look at the most engaging content on your site and identify trends.

Include

Avg. Time on Page

Greater than

60

and

Include

Bounce Rate

Less than

89

and

Include

Pageviews

Greater than

25

and

+ Add a dimension or metric

Applycancel

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		9,704 % of Total: 27.04% (35,893)	7,974 % of Total: 24.83% (32,117)	00:03:16 Avg for View: 00:02:47 (17.20%)	7,471 % of Total: 25.54% (29,248)	83.20% Avg for View: 89.69% (-7.23%)	75.41% Avg for View: 81.49% (-7.45%)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. /peach-app/	56 (0.58%)	52 (0.65%)	00:10:07	52 (0.70%)	88.46%	89.29%	\$0.00 (0.00%)
<input type="checkbox"/>	2. /how-to-screenshot-kindle-fire-hd/	287 (2.96%)	248 (3.11%)	00:07:13	248 (3.32%)	85.48%	86.06%	\$0.00 (0.00%)
<input type="checkbox"/>	3. /how-star-wars-inspired-technology-innovations/	29 (0.30%)	25 (0.31%)	00:06:07	25 (0.33%)	80.00%	82.76%	\$0.00 (0.00%)
<input type="checkbox"/>	4. /meet-lima-ultra/	66 (0.68%)	64 (0.80%)	00:05:59	53 (0.71%)	88.68%	90.91%	\$0.00 (0.00%)
<input type="checkbox"/>	5. /best-vpn-providers/	301 (3.10%)	274 (3.44%)	00:05:58	262 (3.51%)	88.93%	84.72%	\$0.00 (0.00%)
<input type="checkbox"/>	6. /100-alexa-skills-all-amazon-echo-owners-need-to-know/amp/	301 (3.10%)	258 (3.24%)	00:05:27	258 (3.45%)	87.98%	85.71%	\$0.00 (0.00%)
<input type="checkbox"/>	7. /broadcasting-tips-how-to-be-a-better-broadcaster/	91 (0.94%)	78 (0.98%)	00:05:13	78 (1.04%)	87.18%	84.62%	\$0.00 (0.00%)
<input type="checkbox"/>	8. /9-step-digital-marketing-strategy/	73 (0.75%)	67 (0.84%)	00:04:54	57 (0.76%)	87.72%	76.71%	\$0.00 (0.00%)
<input type="checkbox"/>	9. /how-3d-printers-can-save-lives/	28 (0.29%)	24 (0.30%)	00:04:49	23 (0.31%)	82.61%	78.57%	\$0.00 (0.00%)
<input type="checkbox"/>	10. /best-custom-roms-android/	62 (0.64%)	53 (0.66%)	00:04:30	53 (0.71%)	84.91%	79.03%	\$0.00 (0.00%)
<input type="checkbox"/>	11. /apple-makes-ethics-improvements-to-its-supply-chain/	58 (0.60%)	51 (0.64%)	00:04:14	51 (0.68%)	88.24%	87.93%	\$0.00 (0.00%)
<input type="checkbox"/>	12. /how-to-make-your-website-look-like-a-linux-terminal/	664 (6.84%)	575 (7.21%)	00:04:04	574 (7.68%)	85.02%	84.04%	\$0.00 (0.00%)
<input type="checkbox"/>	13. /post-intelligence-brings-artificial-intelligence-to-the-social-media-sphere/	94 (0.97%)	86 (1.08%)	00:03:59	79 (1.06%)	87.34%	81.91%	\$0.00 (0.00%)
<input type="checkbox"/>	14. /apple-phishing-scams/amp/	46 (0.47%)	41 (0.51%)	00:03:38	41 (0.55%)	87.80%	89.13%	\$0.00 (0.00%)
<input type="checkbox"/>	15. /review-500gb-g-drive-slim-ssd-usb-c-portable-drive	147 (1.51%)	136 (1.71%)	00:03:37	136 (1.82%)	84.56%	84.35%	\$0.00 (0.00%)
<input type="checkbox"/>	16. /27-of-the-best-tech-subreddits-on-reddit/amp/	362 (3.73%)	277 (3.47%)	00:03:32	276 (3.69%)	84.78%	76.52%	\$0.00 (0.00%)
<input type="checkbox"/>	17. /rugby-sports-tech/	49 (0.50%)	43 (0.54%)	00:03:32	39 (0.52%)	79.49%	71.43%	\$0.00 (0.00%)
<input type="checkbox"/>	18. /how-to-auto-tag-mp3s-using-foobar2000-freedb/	207 (2.13%)	187 (2.35%)	00:03:23	187 (2.50%)	88.24%	87.92%	\$0.00 (0.00%)
<input type="checkbox"/>	19. /	2,048 (21.10%)	1,295 (16.24%)	00:03:11	1,121 (15.00%)	61.28%	48.05%	\$0.00 (0.00%)
<input type="checkbox"/>	20. /master-dynamic-me03-review/	27 (0.28%)	26 (0.33%)	00:03:02	26 (0.35%)	88.46%	88.89%	\$0.00 (0.00%)
<input type="checkbox"/>	21. /downloads/malwarebytes/	3,187 (32.84%)	2,767 (34.70%)	00:02:57	2,755 (36.88%)	88.68%	85.72%	\$0.00 (0.00%)
<input type="checkbox"/>	22. /heres-whats-new-in-the-latest-minecraft-pe-update/	234 (2.41%)	198 (2.48%)	00:02:55	197 (2.64%)	83.25%	81.20%	\$0.00 (0.00%)
<input type="checkbox"/>	23. /author/jeff/	65 (0.67%)	57 (0.71%)	00:02:36	17 (0.23%)	52.94%	44.62%	\$0.00 (0.00%)
<input type="checkbox"/>	24. /smartphones-giving-sports-bettors-an-edge/	58 (0.60%)	53 (0.66%)	00:02:30	47 (0.63%)	85.11%	74.14%	\$0.00 (0.00%)
<input type="checkbox"/>	25. /best-web-development-design-blogs-2017/	95 (0.98%)	88 (1.10%)	00:02:27	86 (1.15%)	87.21%	86.32%	\$0.00 (0.00%)

Primary Dimension: 

Page

Page Title

Other

Plot Rows

Secondary dimension: Operating System

Sort Type: Default

Advanced Filter ON

×

edit

	Page	Operating System	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
			8,268 % of Total: 23.04% (35,893)	6,750 % of Total: 21.02% (32,117)	00:03:38 Avg for View: 00:02:47 (30.74%)	6,370 % of Total: 21.78% (29,248)	83.00% Avg for View: 89.69% (-7.46%)	75.37% Avg for View: 81.49% (-7.50%)	\$0.00 % of Total: 0.00% (\$0.00)
	1. <a href="#">/best-vpn-providers/</a>	iOS	140 (1.69%)	127 (1.88%)	00:10:24	125 (1.96%)	88.00%	85.71%	\$0.00 (0.00%)
	2. <a href="#">/4-tips-to-super-charge-your-social-media-marketing-strategy/</a>	Android	46 (0.56%)	41 (0.61%)	00:09:35	39 (0.61%)	87.18%	84.78%	\$0.00 (0.00%)
	3. <a href="#">/best-monitor-12-inch-macbook/</a>	iOS	31 (0.37%)	27 (0.40%)	00:09:28	27 (0.42%)	85.19%	87.10%	\$0.00 (0.00%)
	4. <a href="#">/meet-lima-ultra/</a>	Windows	42 (0.51%)	40 (0.59%)	00:08:45	34 (0.53%)	88.24%	90.48%	\$0.00 (0.00%)
	5. <a href="#">/intro-cloud-computing/</a>	Macintosh	27 (0.33%)	26 (0.39%)	00:08:24	24 (0.38%)	87.50%	85.19%	\$0.00 (0.00%)
	6. <a href="#">/9-step-digital-marketing-strategy/</a>	Windows	34 (0.41%)	28 (0.41%)	00:07:55	24 (0.38%)	79.17%	70.59%	\$0.00 (0.00%)
	7. <a href="#">/how-to-screenshot-kindle-fire-hd/</a>	Android	264 (3.19%)	228 (3.38%)	00:06:55	228 (3.58%)	85.53%	85.98%	\$0.00 (0.00%)
	8. <a href="#">/rugby-sports-tech/</a>	Windows	28 (0.34%)	25 (0.37%)	00:06:38	23 (0.36%)	86.96%	78.57%	\$0.00 (0.00%)
	9. <a href="#">/100-alexa-skills-all-amazon-echo-owners-need-to-know/amp/</a>	iOS	191 (2.31%)	161 (2.39%)	00:06:19	161 (2.53%)	86.34%	84.29%	\$0.00 (0.00%)
	10. <a href="#">/dotz-nanomaterials/</a>	Macintosh	30 (0.36%)	25 (0.37%)	00:06:08	22 (0.35%)	77.27%	70.00%	\$0.00 (0.00%)
	11. <a href="#">/innovative-medical-wearables/</a>	Macintosh	30 (0.36%)	28 (0.41%)	00:05:13	24 (0.38%)	87.50%	83.33%	\$0.00 (0.00%)
	12. <a href="#">/5-consequences-information-security-breach/</a>	Android	54 (0.65%)	42 (0.62%)	00:05:09	42 (0.66%)	73.81%	77.78%	\$0.00 (0.00%)
	13. <a href="#">/jaybird-x3-review/</a>	Windows	108 (1.31%)	94 (1.39%)	00:05:06	90 (1.41%)	85.56%	82.41%	\$0.00 (0.00%)
	14. <a href="#">/5-reasons-to-watch-fintech/</a>	Macintosh	53 (0.64%)	47 (0.70%)	00:05:00	42 (0.66%)	88.10%	77.36%	\$0.00 (0.00%)
	15. <a href="#">/who-followed-you-first-use-this-twitter-tool-to-find-out/amp/</a>	Android	36 (0.44%)	27 (0.40%)	00:04:59	27 (0.42%)	66.67%	75.00%	\$0.00 (0.00%)
	16. <a href="#">/author/jeff/</a>	Windows	32 (0.39%)	27 (0.40%)	00:04:41	9 (0.14%)	55.56%	43.75%	\$0.00 (0.00%)
	17. <a href="#">/how-to-make-your-website-look-like-a-linux-terminal/</a>	Windows	321 (3.88%)	283 (4.19%)	00:04:28	283 (4.44%)	85.51%	85.05%	\$0.00 (0.00%)
	18. <a href="#">/apple-phishing-scams/amp/</a>	iOS	40 (0.48%)	36 (0.53%)	00:04:24	36 (0.57%)	88.89%	90.00%	\$0.00 (0.00%)
	19. <a href="#">/</a>	Macintosh	967 (11.70%)	380 (5.63%)	00:04:21	303 (4.76%)	41.58%	30.30%	\$0.00 (0.00%)
	20. <a href="#">/how-to-make-your-website-look-like-a-linux-terminal/</a>	Linux	135 (1.63%)	116 (1.72%)	00:04:10	115 (1.81%)	86.09%	84.44%	\$0.00 (0.00%)
	21. <a href="#">/review-autonomous-smartdesk-2/</a>	Macintosh	65 (0.79%)	58 (0.86%)	00:03:47	49 (0.77%)	85.71%	69.23%	\$0.00 (0.00%)
	22. <a href="#">/downloads/malwarebytes/</a>	Windows	2,987 (36.13%)	2,634 (39.02%)	00:03:24	2,628 (41.26%)	88.70%	87.21%	\$0.00 (0.00%)
	23. <a href="#">/how-to-auto-tag-mp3s-using-foobar2000-freedb/</a>	Windows	204 (2.47%)	184 (2.73%)	00:03:23	184 (2.89%)	88.04%	87.75%	\$0.00 (0.00%)
	24. <a href="#">/27-of-the-best-tech-subreddits-on-reddit/amp/</a>	Android	250 (3.02%)	173 (2.56%)	00:03:22	172 (2.70%)	79.07%	69.20%	\$0.00 (0.00%)
	25. <a href="#">/how-to-make-your-website-look-like-a-linux-terminal/</a>	Macintosh	152 (1.84%)	130 (1.93%)	00:03:19	130 (2.04%)	85.38%	82.89%	\$0.00 (0.00%)

Show rows:

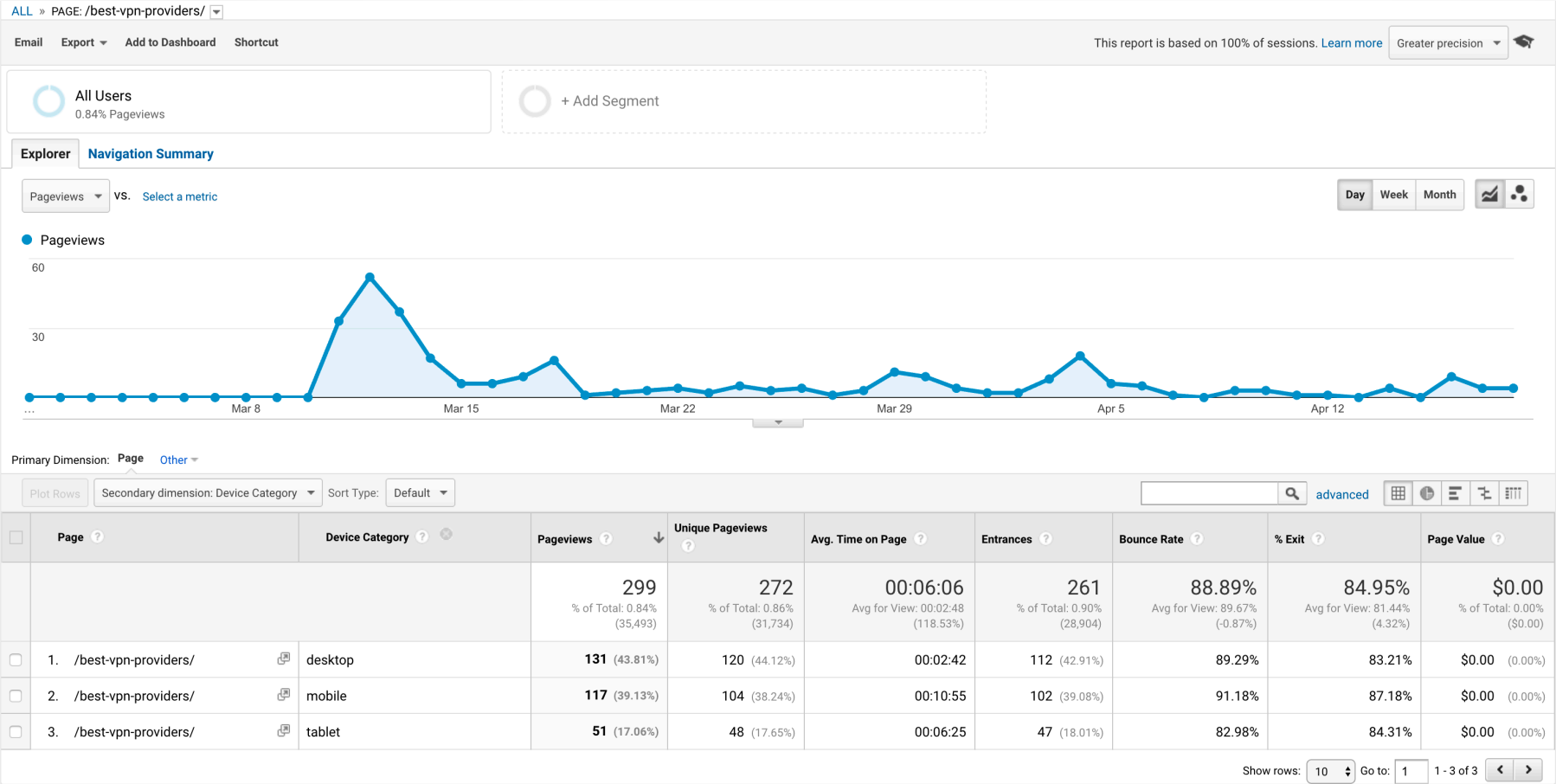
25

Go to:

1

1 - 25 of 48

◀ ▶



## Content Stats

Sort by:

Date

Engagement

Engaged Readers

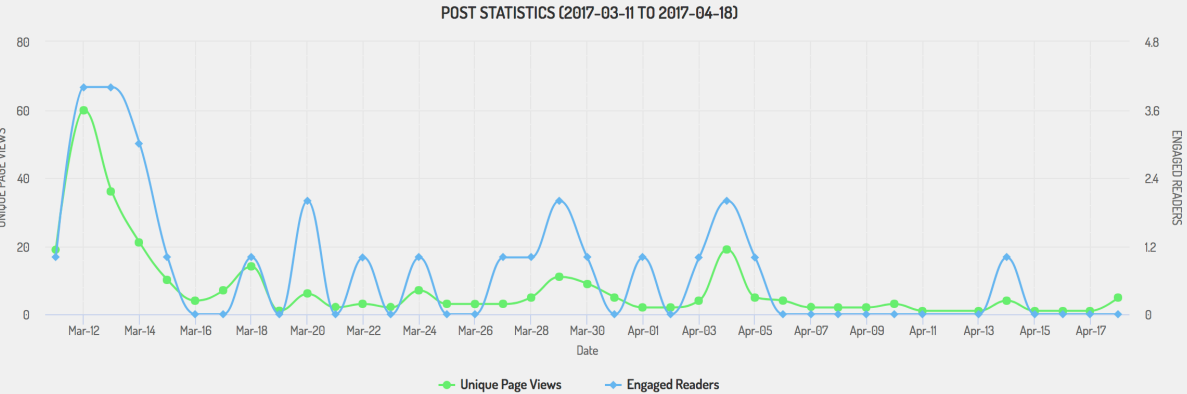
Views

Recommended Views

Published	Title	Engagement	Engaged Readers	Views	Recommended Views
	Sitewide	9.8%	8,769	287,576	789
2009-05-29	Malwarebytes Anti-Malware 2.0	11.8%	1,544	31,874	0
2009-05-29	Malwarebytes 3.0	25.1%	892	7,097	0
2011-11-02	5 Consequences of an Information Security Breach	22.2%	331	5,709	0
2014-07-31	Review: M4VGear Kills DRM on iTunes Videos	14.3%	210	4,059	0
2015-03-28	The Phone Insurance Claim System for Major Wireless Carriers is Laughably Easy to Defraud	17.2%	205	3,748	0
2011-08-02	How To: Make Your Website Look Like A Linux Terminal	10.1%	185	8,152	0
2016-06-08	The top 4 most popular WordPress theme frameworks	15.9%	149	1,683	6
2015-10-21	The Best Custom ROMs for Android	7.6%	125	2,835	0
2010-05-01	How To: Auto-Tag MP3s Using foobar2000 & freedb	12.9%	110	3,510	0
2016-03-22	Microsoft Office, iWork, LibreOffice, Oh My. Which Office Suite is Best?	8.9%	106	3,427	3
2009-02-10	Why People Use Google	12.7%	85	2,239	0
2015-04-17	27 of the Best Tech Subreddits on Reddit	9.8%	83	10,827	0
2013-11-15	Review: Kanto YU2 Speakers	10.5%	81	3,455	0
2016-02-23	10 Ways to Get the Most Out of Your iPad Pro	13.4%	79	1,935	2
2016-08-12	What's the best monitor for the 12-inch MacBook?	24.9%	66	888	8
2017-01-28	Review: Lima Ultra delivers much needed speed and performance improvements	27.4%	64	645	4
2016-12-11	Review: G-Technology 500GB G-DRIVE slim SSD USB-C Portable Drive	22.3%	63	626	1
2016-02-19	The Best Smartwatches Available In 2016	6.6%	63	1,608	4
2016-11-14	Meet Lima Ultra a faster, more privacy-centric cloud storage solution	21.9%	61	1,362	3
2016-06-12	Dear VSCO, you need to give up on your obsession with minimal design	17.1%	60	916	2
2017-03-22	100 Alexa skills all Amazon Echo owners need to know	23.6%	60	795	1
2015-12-13	How To Set Up AMP for WordPress	4.1%	59	2,344	0
2016-05-05	CMS vs Website Builder for Small Business Websites	7.9%	58	1,137	4
2010-11-22	How Amazon Could Improve and Expand Their Business	16.4%	51	1,230	0
2016-05-07	Software Development Trends Your Company Should Be Following In 2016	3.3%	49	5,114	4

Next

What's a VPN and who are the best VPN providers? [🔗](#)



Content Statistics (2017-03-11 to 2017-04-18)

Metric	Combined	Mobile	Desktop
Engagement	18.9%	15.6%	21.6%
Engaged Readers	29	6	23
Page Views	312	136	176
Unique Page Views	290	130	160
Recommended Views	0	0	0
Average Time	1m 35s	1m 38s	1m 33s
Average Page Scroll	53.6%	42.5%	62.3%
CTR	3.73%	1.88%	5.21%
New Visitor	290	130	160
Returning Visitor	22	6	16
📄 Shares	72		
Last Updated	April 24th, 2017 10:34		

Compare

Content Details

Featured Image:



Published: March 11th, 2017 18:48

Author: [Jeff Weisbein](#)

Word Count: 814

Categories: Internet, Security

Top Referral Sources

- [google.com](#) (129)
- [besttechie.com](#) (19)
- [news360.com](#) (10)
- [facebook.com](#) (8)
- [apple.news](#) (8)
- [t.co](#) (5)
- [duckduckgo.com](#) (3)
- [feedly.com](#) (2)
- [analytics.getkya.com](#) (1)
- [vpnreviews.com](#) (1)
- [pinrrs.com](#) (1)
- [instapaper.com](#) (1)
- [org.telegram.messenger](#) (1)

Top Clicked To URLs

- [https://www.besttechie.com/](#) (9)
- [https://www.besttechie.com/about/](#) (2)
- [https://www.besttechie.com/business/](#) (1)
- [https://www.besttechie.com/future-new-...](#) (1)
- [https://www.besttechie.com/wearables/](#) (1)
- [https://www.besttechie.com/reviews/](#) (1)
- [https://www.besttechie.com/4-tips-to-...](#) (1)
- [https://www.besttechie.com/contact-us/](#) (1)
- [https://www.besttechie.com/can-video-...](#) (1)
- [https://www.besttechie.com/author/jeff/](#) (1)

## Most Engaging Content

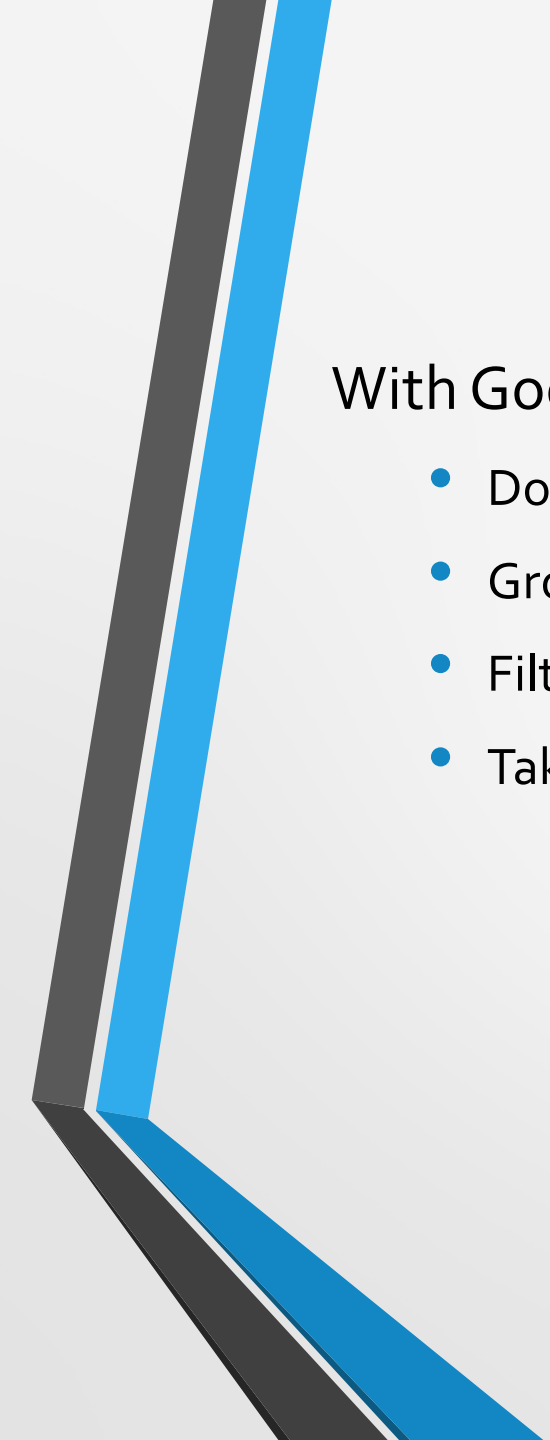
Published	Title	Engagement
2017-01-28	<a href="#">Review: Lima Ultra delivers much needed speed and performance improvements</a>	28.75%
2014-07-31	<a href="#">Review: M4VGear Kills DRM on iTunes Videos</a>	25.80%
2017-03-22	<a href="#">Review: Autonomous SmartDesk 2</a>	25.44%
2009-05-29	<a href="#">Malwarebytes 3.0</a>	25.43%
2016-02-23	<a href="#">10 Ways to Get the Most Out of Your iPad Pro</a>	24.32%
2011-11-02	<a href="#">5 Consequences of an Information Security Breach</a>	24.32%
2017-03-22	<a href="#">100 Alexa skills all Amazon Echo owners need to know</a>	23.80%
2010-05-01	<a href="#">How To: Auto-Tag MP3s Using foobar2000 &amp; freedb</a>	23.51%
2015-03-28	<a href="#">The Phone Insurance Claim System for Major Wireless Carriers is Laughably Easy to Defraud</a>	23.29%
2017-03-16	<a href="#">Dotz wants to use nanomaterials to make our lives a little bit brighter</a>	21.22%



## Goal: what's better: short or long form content?

- With KYA, its really easy to figure out with Smart Insights.
- With Google Analytics, it's doable but requires a few extra steps.





With Google Analytics, here's what you need to do:

- Document each post's word count, using a spreadsheet is probably best.
- Group each post into a category: 0-200 words, 200-400 words, 400-600 words, etc.
- Filter Google Analytics by page views (or any other metric, time on page, for example).
- Take the top 25, 50, 100 posts and see where they fall into your spreadsheet.

With KYA, here's what you need to do:



**Smart Insight:** Did you know that over the last 12 months your Page Views are highest (49,743) when word count is between 200 and 400 words





# Automated insights

We need more automated insights.

- Make utilizing and acting on analytics more accessible.
- Make it easier to move and respond faster.
- Both KYA and Google Analytics have started offering automated insights.

# Smart Insights answer other big picture questions



**Smart Insight:** Did you know that over this month your Page Views are highest (398) when the category is Gadgets



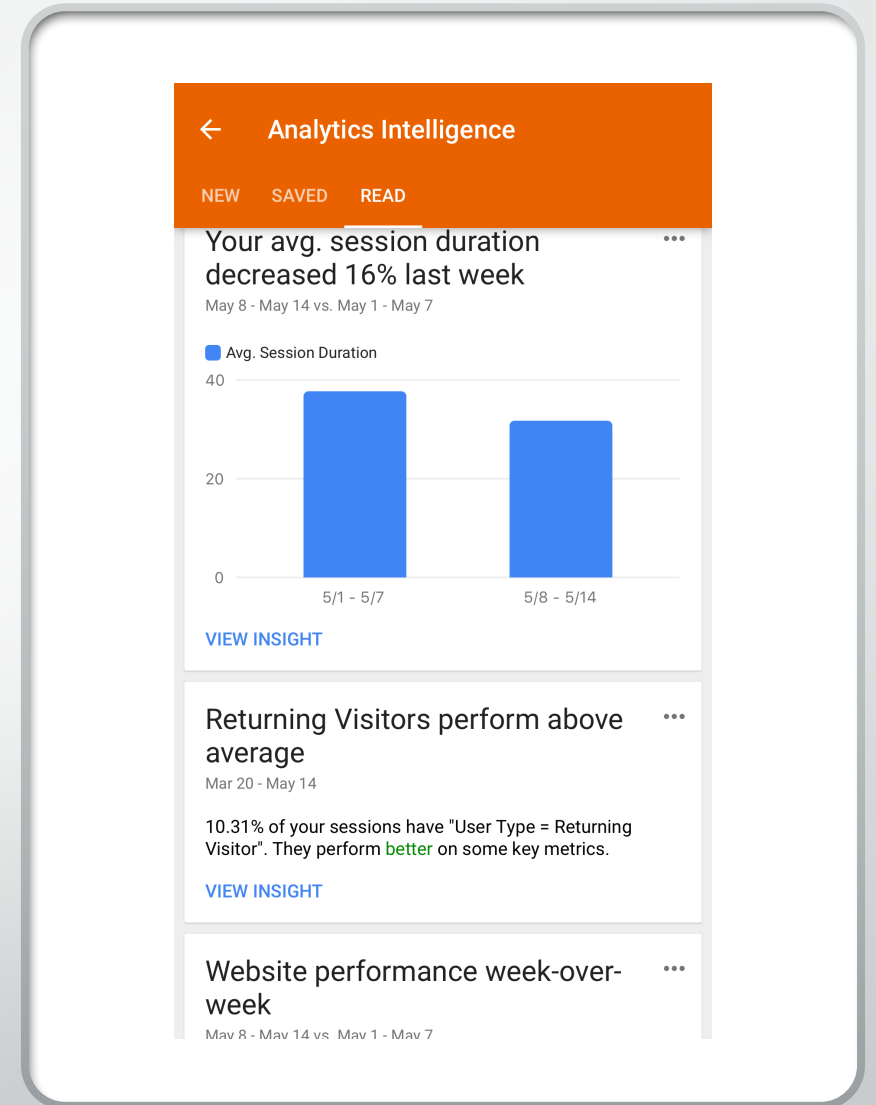
**Smart Insight:** Did you know that over this month your Click Through Rate is highest (6.6%) when you posted 5 times per day



**Smart Insight:** Did you know that over the last 30 days your Engaged Readers are highest (55) when the tag is Apps



# Google Analytics Intelligence



# Interesting data points

- Page Views are highest (3,233,861) between 2:00 PM and 4:00 PM
- Time on Page is highest (1m 32s) between 6:00 PM and 8:00 PM
- Engaged Readers are highest (156,178) between 2:00 PM and 4:00 PM
- Page Views are highest (4,639,246) on Tuesday
- Engaged Readers are highest (221,374) on Tuesday
- Page Views are highest (13,519,487) from referrer domain facebook.com
- Engaged Readers are highest (413,279) from referrer domain google.com



# Creating and using custom reports

- Don't be afraid to create custom reports.
- Custom reports can be extremely useful (and powerful) when it comes identifying data trends/insights.

# Edit Custom Report

## General Information

Title

## Report Content

**Page views** × Time on Page [+ add report tab](#)

Name

Type **Explorer** Flat Table Map Overlay

Metric Groups

⋮

Pageviews

▼

×

+ add metric

+ Add metric group

Dimension Drilldowns

⋮

Day of Week Name

▼

×

⋮

Hour

▼

×

+ add dimension

## Filters - optional

+ add filter

## Views - optional

☐ All views associated with this account  
☒ 1 view selected 

▼

Save

[Cancel](#)



# Edit Custom Report

## General Information

Title

## Report Content

Page views **Time on Page** [+ add report tab](#)

Name

Type **Explorer** Flat Table Map Overlay

Metric Groups

Avg. Time on Page

+ add metric

+ Add metric group

Dimension Drilldowns

Day of Week Name

Hour

+ add dimension

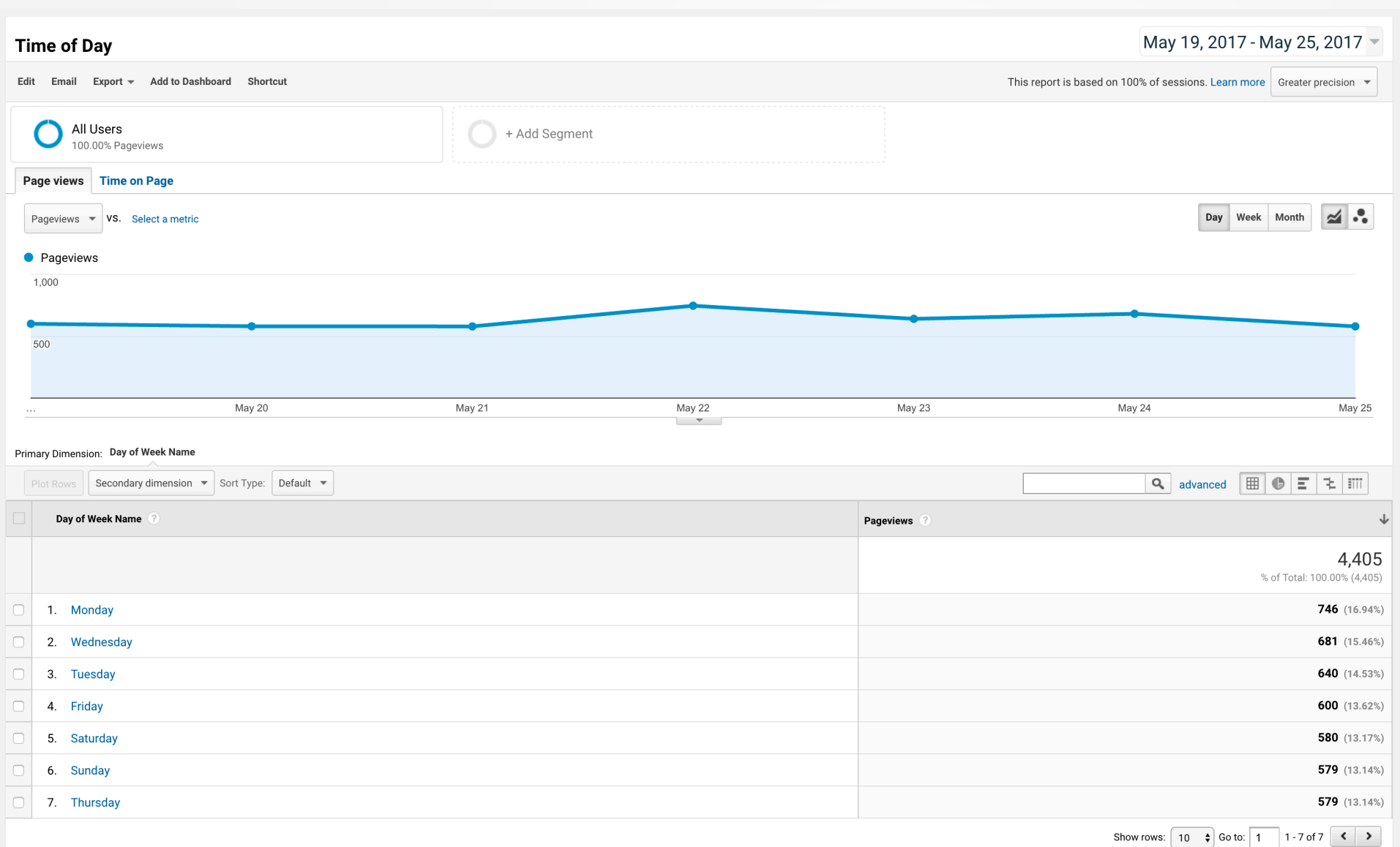
## Filters - optional

+ add filter

## Views - optional

- ☐ All views associated with this account
- ☒ 1 view selected

Save Cancel



Time of Day

May 19, 2017 - May 25, 2017

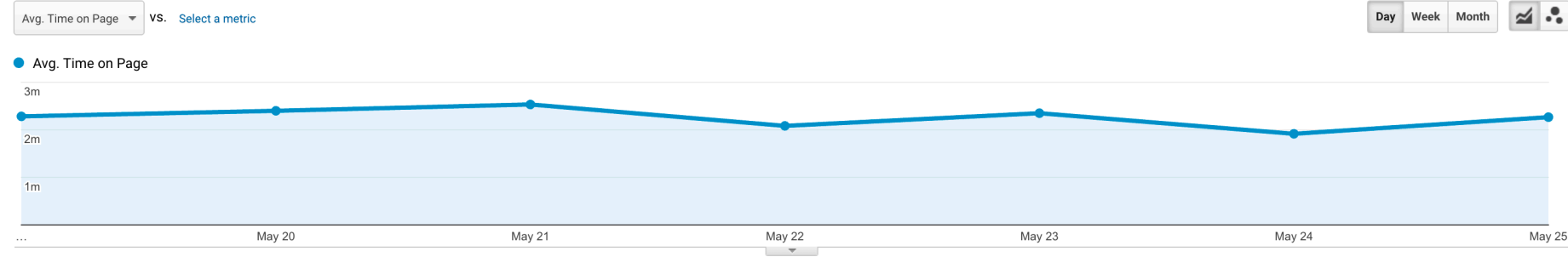
Edit Email Export Add to Dashboard Shortcut

This report is based on 100% of sessions. [Learn more](#) Greater precision

All Users  
100.00% Pageviews

+ Add Segment

Page views Time on Page



Primary Dimension: Day of Week Name

Day of Week Name	Avg. Time on Page
	00:02:14 Avg for View: 00:02:14 (0.00%)
1. Sunday	00:02:32
2. Saturday	00:02:24
3. Tuesday	00:02:21
4. Friday	00:02:17
5. Thursday	00:02:16
6. Monday	00:02:05
7. Wednesday	00:01:55



# Using gathered insights effectively

- Data is not the devil.
- Develop a content strategy around key insights.
- Continue to experiment and use your gut.



# Acting on insights

What we know:

- Reviews, How To's, and informative content are the biggest drivers of engaged readers.
- Focus more on content about gadgets and apps.
- In order to optimize for CTR we should publish 5 pieces of content per day.
- Our returning visitors spend significantly more time with our content.
- Shorter form content drives more page views (200 to 400 words).

# Acting on insights

## Taking action:

- Increase efforts to create content relating to reviews, how to's, and other informative pieces with an emphasis put on gadgets and apps.
- Revisit older content that performed well and see if it can be updated.
- Publish 5 pieces of content per day to increase retention (if you can't, devise a plan to get you there).
- Continue to focus on increasing retention: start newsletters to drive return visits.
- Remember your content sweet spot: 200 to 400 words. But also experiment.



# CONTEXT

*Remember:*  
A single statistic  
doesn't tell the  
whole story.