

# Some good examples to consider:

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explain who Dr. Pete is,  
why we look at checklist

## Website Overview

To assess the functionality, design, and overall aesthetics of the Center for Digital Ethics and Policy website, we will use tools from digital marketing strategist professionals. The data results are from Google Analytics, an intelligent case-sensitive data processor. Another successful web strategy consultant, Dr. Peter J. Meyers or Dr. Pete, created a comprehensive list to examine data-driven content and user experience. To start, we will compare the website to Dr. Pete's 25-point checklist. Then we will compare the site's performance to the marketing fundamentals defined by Kaushik.

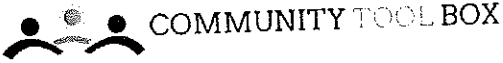
Utilizing Dr. Pete's 25-point Website Usability Checklist, I rated the accessibility, identity, navigation, and content with a Green Check = Good/Pass, (2) Red Check = Needs work, but no disaster, (3) Red X = Bad/Fail.

explain complex terms,  
such as bounce rate:

*Bounce Rate:* For the year of 2017 the overall bounce rate for the site was 59.42%. This means that 59.42% of all visitors only visited the homepage and did not click on any other page. Even after factoring out visitors that may have had all of their needs met or were just looking up the dates; it still means that well over half of all visitors did not do any other action, such as purchasing a ticket or checking a schedule of events. It is important that visitors to the website and become more engaged with Fiesta so that the site visitors can eventually become Fiesta visitors.

Breaking down the bounce rate further to individual channels we see that search has a 58.6% bounce rate, which is a little bit better than the overall site average. The bounce rate for the referrals is 56.03% which is again slightly below the overall bounce rate. Overall these two sources are your current best visitors and actions should be taken to be sure that their visit is improved and that they will engage with the website. Overall search users should be better visitors because they had intention to visit the site and didn't just stumble upon it.

# Guide the reader:



In the next section, we will discuss the Community Tool Box's acquisition report that compares the site's performance with norms as described by renowned web analytics guru, Avinash Kaushik. We'll use Kaushik's article "Beginner's Guide To Web Data Analysis: Ten Steps To Love & Success" as a guide for the next section.

# More guiding:

meaningful and user-friendly. While the Tool Box's tagline is above the fold, it may be beneficial to reorganize the home-page and bring the sections under the "Welcome to Our Community" title above the page fold. That way visitors know the exact purpose of the site without needing to scroll.



Now that we've given a brief overview of the site, the next section examines the top-level analytics.



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