

# Group 4: SNSRN



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# Strategies

- Focusing on a Niche audience
- Expanding on Seasonal Topics
- Relating to what is trending



# Current Data:

Age ?	Acquisition			Behavior			Conversions		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	<b>2,146</b> % of Total: 35.82% (5,991)	<b>2,011</b> % of Total: 35.45% (5,672)	<b>2,364</b> % of Total: 34.21% (6,911)	<b>82.02%</b> Avg for View: 83.16% (-1.37%)	<b>1.39</b> Avg for View: 1.38 (0.35%)	<b>00:00:59</b> Avg for View: 00:01:04 (-6.40%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.0</b> % of Tot 0.00% (\$0.0)
1. 25-34	<b>761</b> (35.44%)	703 (34.96%)	840 (35.53%)	79.17%	1.54	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. 35-44	<b>434</b> (20.21%)	418 (20.79%)	483 (20.43%)	84.06%	1.23	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. 45-54	<b>279</b> (12.99%)	261 (12.98%)	305 (12.90%)	84.26%	1.42	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. 55-64	<b>268</b> (12.48%)	250 (12.43%)	296 (12.52%)	85.14%	1.25	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. 65+	<b>208</b> (9.69%)	195 (9.70%)	222 (9.39%)	78.83%	1.42	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. 18-24	<b>197</b> (9.18%)	184 (9.15%)	218 (9.22%)	84.40%	1.23	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)

- Millennials are most likely to be attracted/retained by the website.
- A majority of the traffic comes through from organic search.
- Most views on the site by gender are Women.
- By understanding the demographics we can see that there is room for potential growth.

# Niche Audience Strategy

- Builds brand loyalty through increased visibility
  - Current partnership with MetroNorth is advantageous
  - Convenience for reader
- Redefinition of business strategy
  - Greater number of content of reader interest
    - Keyword insights will help build
    - More options for interactive content or videos
    - Following trends and building campaigns for topics of interest

# Recommendation: A few things to incorporate

## Top Pages

1. Page Views - Apple Orchard
2. Longest Time Sessions - Emerson Resorts

### Top Page by Pageviews

Oct 7–13, 2019

Page	Pageviews
<a href="#">/ny/7087/apple-orchards-near-nyc/</a>	1,842



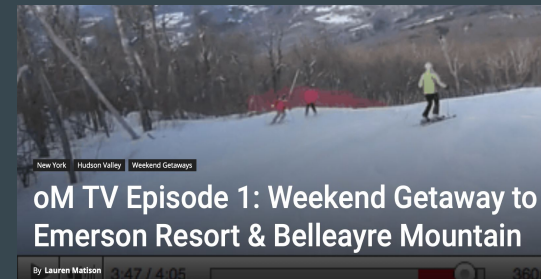
## What to incorporate?

1. Videos
2. Countdowns - “Top Five”

### Top Page by Avg. Time on Page

Oct 7–13, 2019

Page	Avg. Time on Page
<a href="#">/ny/10134/emerson-resort-and-belleayre-video/</a>	29 min, 8 sec



# Topics of Interest

HOME

BY TYPE ▾

BY DESTINATION ▾

BY ACTIVITY ▾

BY TRANSIT ▾

CALIFORNIA EDITION

WAY OFF



Home > Food & Drink

## FOOD & DRINK



**Historic Haunts: Tip Toeing Over  
Tarrytown and Sleepy Hollow**



**Weekend Getaway to  
Montpelier, Vermont**



**The Artistic and  
Historic Charms of  
the Village of  
Catskill, NY**

# Seasonal Keywords

When I reference “**seasonal keywords**” this means keywords that generate most of their search traffic during a specific time of the year. This is obvious for holiday terms like Valentine’s Day, President’s Day, or Super Bowl Sunday where most of those associated keyword terms will have most — if not all — of its traffic in a single month. But the traditional sense of keyword research focuses on seeing search volume on a calculated monthly average. This creates the tendency to overlook some seasonal trends when auditing through a bulk list of keywords.

Keyword <sup>?</sup>	Acquisition		
	Users <sup>?</sup> ↓	New Users <sup>?</sup>	Ses
	3,151 % of Total: 60.42% (5,215)	3,009 % of Total: 61.15% (4,921)	59.1
1. (not provided)	3,095 (98.19%)	2,958 (98.31%)	3,44
2. (not set)	15 (0.48%)	14 (0.47%)	1
3. upstate new york getaways	5 (0.16%)	5 (0.17%)	
4. site:offmetro.com	3 (0.10%)	3 (0.10%)	
5. cross country skiing near nyc	2 (0.06%)	2 (0.07%)	
6. adirondack lake	1 (0.03%)	1 (0.03%)	
7. amazon	1 (0.03%)	1 (0.03%)	
8. americas longest zipline	1 (0.03%)	1 (0.03%)	
9. apple picking from nyc no car	1 (0.03%)	1 (0.03%)	
10. apple picking near nyc no car	1 (0.03%)	1 (0.03%)	

# Google Trends



Google Trends



Explore topics

United States



## Latest Stories and Insights

Explore how Google data can be used to tell stories.

### NFL Season 2019

The regular season began September 5th

- Dallas Cowboys
- New England Patriots
- Green Bay Packers
- Philadelphia Eagles
- Pittsburgh Steelers



Most searched teams by state, past month

### Halloween

This year, Halloween will fall on Thursday, October 31st.

- Haunted house
- Corn maze
- Pumpkin patch



Search interest in Halloween activities, past week



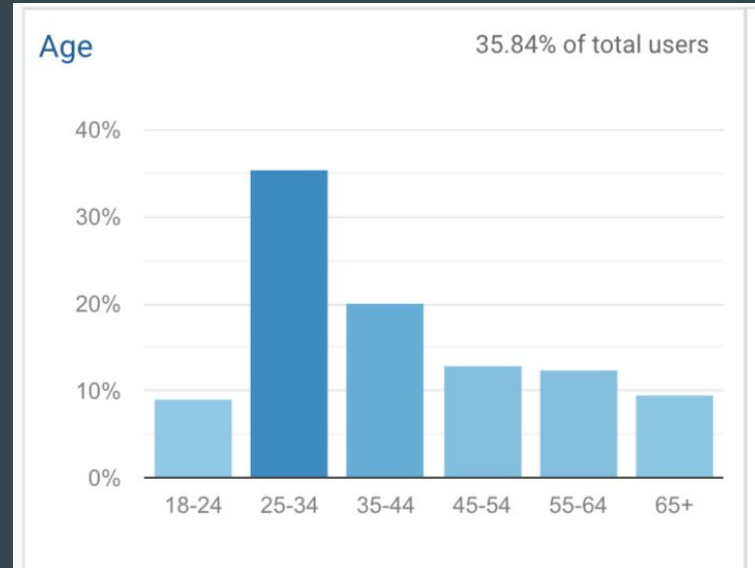
# Recommendation: Popular Trends/Topics

## Largest Group of Users

- Millennials
- Age 25-34

## Recommendations

- Seasonal Topics
- What is on trend?



**QUESTIONS?**