Content Strategy for OffMetro

Team #3: Pink Ladies

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RECOMMENDATION #1

Increasing Strategic Use of Social Media

Increasing Strategic Use of Social Media: Overview

Essentially, OffMetro is a travel agency offering visitors free information regarding travel and events. Only posting links to new content articles will not successfully attract new visitors or encourage user engagement.

Social media is one of the key drivers to OffMetro's website and plays a significant role, outside of organic traffic, in attracting an engaging audience.

Therefore, to retain traffic while building up a new audience segment to increase leads and visitors, OffMetro needs to deliver a strong but strategically thought out social media plan.

Traffic from Social Media - Analytics

Source / Medium	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	219,285 % of Total: 100.00% (219,285)	**218,114** % of Total: 100.06% (217,977)	**262,001** % of Total: 100.00% (262,001)	74.84% Avg for View: 74.84% (0.00%)	1.40 Avg for View: 1.40 (0.00%)	00:01:07 Avg for View: 00:01:07 (0.00%)
1. google / organic	**137,465** (61.80%)	135,640 (62.19%)	156,622 (59.78%)	75.56%	1.33	00:01:08
2. (direct) / (none)	**36,898** (16.59%)	36,080 (16.54%)	44,729 (17.07%)	73.31%	1.51	00:00:58
3. m.facebook.com / referral	**10,893** (4.90%)	10,787 (4.95%)	11,939 (4.56%)	85.51%	1.22	00:00:28
4. offMetro Newsletter / email	**10,171** (4.57%)	9,466 (4.34%)	16,096 (6.14%)	71.69%	1.52	00:01:15
5. pinterest.com / referral	**7,766** (3.49%)	7,773 (3.56%)	8,744 (3.34%)	80.32%	1.25	00:00:54
6. bing / organic	**3,802** (1.71%)	3,766 (1.73%)	4,175 (1.59%)	71.74%	1.36	00:01:07
7. yahoo / organic	**2,799** (1.26%)	2,764 (1.27%)	3,235 (1.23%)	68.90%	1.45	00:01:31
8. facebook.com / referral	**2,327** (1.05%)	2,240 (1.03%)	3,728 (1.42%)	67.65%	1.90	00:02:21
9. web.mta.info / referral	**1,993** (0.90%)	1,958 (0.90%)	2,292 (0.87%)	63.13%	1.57	00:01:55
10. t.co / referral	**1,039** (0.47%)	983 (0.45%)	1,689 (0.64%)	65.25%	2.16	00:01:59

Out of all referral sites, Facebook and Twitter referrals have led to the best user traffic

- Bounce rate < 68%
- Average of 2 pages viewed per session
- Session duration averaging around 2 mins

Traffic from Social Media - Analytics

Benefit of referral traffic in returning visitor traffic:

- Low bounce rate
- High pages per session
- Long avg. session duration

User Type	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Referral Traffic	30,193 % of Total: 13.77% (219,285)	29,628 % of Total: 13.58% (218,114)	36,282 % of Total: 13.85% (262,001)	75.83% Avg for View: 74.84% (1.33%)	1.50 Avg for View: 1.40 (7.43%)	00:01:08 Avg for View: 00:01:07 (1.64%)
Organic Traffic	144,386 % of Total: 65.84% (219,285)	142,795 % of Total: 65.47% (218,114)	164,734 % of Total: 62.88% (262,001)	75.33% Avg for View: 74.84% (0.66%)	1.33 Avg for View: 1.40 (-4.61%)	00:01:08 Avg for View: 00:01:07 (2.12%)
Direct Traffic	36,898 % of Total: 16.83% (219,285)	36,080 % of Total: 16.54% (218,114)	44,729 % of Total: 17.07% (262,001)	73.31% Avg for View: 74.84% (-2.05%)	1.51 Avg for View: 1.40 (7.73%)	00:00:58 Avg for View: 00:01:07 (-13.65%)
1. New Visitor						
Referral Traffic	29,312 (91.44%)	29,628 (100.00%)	29,628 (81.66%)	80.38%	1.28	00:00:43
Organic Traffic	143,143 (90.89%)	142,795 (100.00%)	142,795 (86.68%)	75.33%	1.31	00:01:05
Direct Traffic	36,014 (88.64%)	36,080 (100.00%)	36,080 (80.66%)	73.57%	1.49	00:00:49
2. Returning Visitor						
Referral Traffic	2,745 (8.56%)	0 (0.00%)	6,654 (18.34%)	55.61%	2.47	00:02:59
Organic Traffic	14,343 (9.11%)	0 (0.00%)	21,939 (13.32%)	75.38%	1.49	00:01:31
Direct Traffic	4,616 (11.36%)	0 (0.00%)	8,649 (19.34%)	72.20%	1.59	00:01:35

Choosing Social Media Channel

Too many platforms actually hurts your strategy because you are focusing on pushing your messaging out through too many avenues without adapting the content for each appropriate platform.

Utilize Facebook & Twitter:
- Focus mainly on Facebook to build audience
- Leverage Twitter to help push out blog content
  - Twitter RSS feed can automatically push out new content articles

Reduce focus on Pinterest:
- Only 2,900 followers, which is the highest underneath Twitter
- Pinterest is more targeted for home decor, recipes, and DIY
- Audience will most likely be met (once identified) on Twitter and Facebook.

Remove Youtube:
- Great for video engagement
- offMetro videos haven't been created and distributed regularly
- Follower count of 8 users
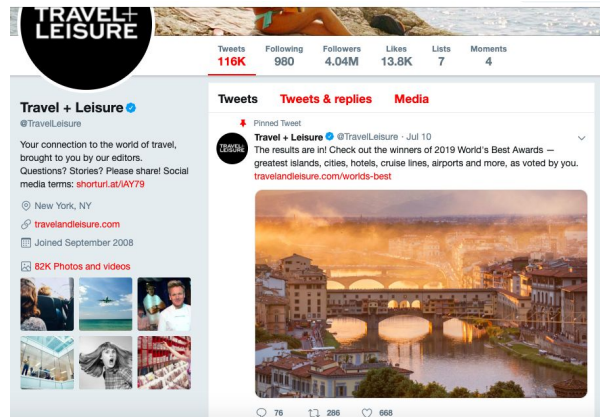
Defining your Audience: Facebook

As we learned during Deliverable 2, the majority of your audience to OffMetro is Women between the ages of 25 - 34. Since this seems to be the main audience, let's focus on the platforms that appeal to this segment.

Facebook is great to interact and engage with those who follow your page. To be effective on social, OffMetro should:

- Post beautiful images of destinations
- Share advice and trips about destinations and areas
- 'Copy with pride'

Facebook allows content to be easily shared and distributed between existing and new users

Defining your Audience: Twitter

OffMetro's audience is the largest on its Twitter account, but engagement is low. In the last few posts, there has been an average of 1 like from the 4,400 + audience. Twitter should be more than just a 'pushing' tool, and more of a 'conversational' tool.

With that in mind, OffMetro should:

- Share links to other blogs, sites, and accounts to market yourself as the expert and drive users to your website. Cross-collaboration with other accounts will also help increase your audience.
- Include proper hashtags on each tweet to make it 33% more likely to be retweeted and attach a relevant photo to the post to receive up to 313% more engagement.*

Simply using the hashtag #travel will help deliver you →

Reach

1873271

Total Reach

Impression

809961

Total Impression

Once the Social Momentum is built...

Consider utilizing Instagram to express content articles through beautiful photography.

- Statistically shown that 48% of Instagram users rely on Instagram to find a new travel destination*

To use Instagram effectively, OffMetro can:

- Expand reach of posts by using relevant hashtags (9-10 is industry standard and optimal)
- Share personal images of staff's own travel and avoid using stock images
- Share and repost travel experiences to build a loyal following - helps to build free influencer marketing
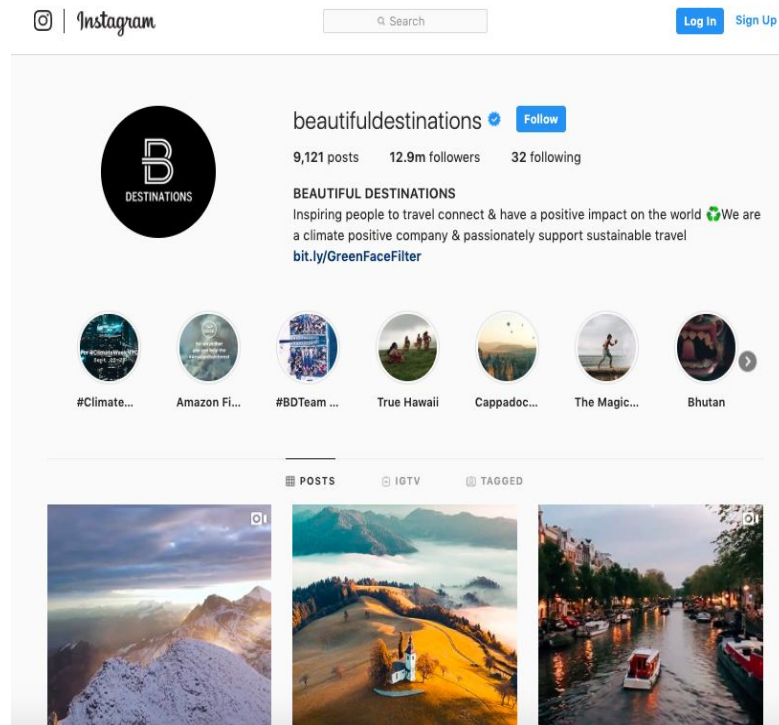
Further Recommendations

Note: If OffMetro can also improve their mobile capabilities they will also find that this improves views as well.

There is a large amount of users visiting offMetro from social media through mobile devices, however have poor statistics due to the lack of quality of the offMetro mobile site

1. m.facebook.com	**10,893** (35.67%)	10,787 (36.41%)	11,939 (32.91%)	85.51%	1.22	00:00:28

RECOMMENDATION #2

Enhance the Mobile Experience

Enhance the Mobile Experience

Overall Concept: Enhance mobile experience by limiting page loading time and enhancing ease of use

Reason: Identified large number of users utilizing mobile applications to view offMetro, but had scary statistics of high bounce rate and low sessions and session duration today

Recommendation for a Better Mobile Experience

Device Category	Users ?		Sessions ?		Pages / Session ?	Avg. Session Duration ?	% New Sessions ?	Bounce Rate ?
	219,285 % of Total: 100.00% (219,285)		262,001 % of Total: 100.00% (262,001)		1.40 Avg for View: 1.40 (0.00%)	00:01:07 Avg for View: 00:01:07 (0.00%)	83.25% Avg for View: 83.20% (0.06%)	74.84% Avg for View: 74.84% (0.00%)
1. mobile	117,408	(53.48%)	142,491	(54.39%)	1.31	00:00:57	81.43%	78.07%
2. desktop	89,537	(40.78%)	104,234	(39.78%)	1.52	00:01:18	86.01%	70.54%
3. tablet	12,605	(5.74%)	15,276	(5.83%)	1.41	00:01:19	81.43%	74.06%

Greatest amount of viewers on a mobile device however they are the least retained users of the site
- Lowest pages per session
- Average session duration
- Highest bounce rate

OffMetro Original Findings

Latest Performance Report for:

https://offmetro.com/

Report generated: Tue, Oct 1, 2019 5:29 PM -0700
Test Server Region: 🇨🇦 Vancouver, Canada
Using: 🌐 Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, YSlow 3.1.8

Looks like you're running WordPress
Have a look at our WP optimization tips »

Looks like you might not be using a CDN
Why should I use a CDN? »

Performance Scores

PageSpeed Score	YSlow Score
F (24%)	**E** (50%)

Page Details

Fully Loaded Time	Total Page Size	Requests
12.2s	4.20MB	424

Domain	Total Backlinks	Referring Domains	Referring IPs	Authority Score
🔵 offmetro.com	49.3K	1.9K	1.5K	49
🟠 mommypoppins.com	250K	6.5K	7.2K	56
🟢 thrillist.com	🏆 4.4M	🏆 56.6K	🏆 59.8K	🏆 73
🟤 thepointsguy.com	2.9M	18K	22.8K	69
🟣 thelonelyplanet.com	11	9	9	7

Total Backlinks

Domain	Visits		Unique Visitors		Pages / Visit		Avg. Visit Duration		Bounce Rate			
🟣 offmetro.com	18.6K	-45.52%	17.2K	-43.71%	1.24	-9.49%	01:40	-15.97%	95.23%	+32.92%		
🔴 mommypoppins.com	920.7K	-24.32%	730.6K	-24.13%	1.82	+2.45%	03:04	-28.68%	76.89%	-0.13%		
🟡 thrillist.com	8.3M	-2.99%	6.5M	-2.72%	1.59	-3.19%	02:48	-23.98%	75.76%	-4.35%		
🟢 thepointsguy.com	5.9M	-9.48%	2.9M	-8.88%	2.16	-2.86%	05:03	-7.90%	72.34%	+1.80%		
🔵 thelonelyplanet.com	n/a		n/a		n/a		n/a		n/a			

Current Mobile Speed

Mobile Speed Overview

Site speed is the speed of all the pages on your site. Your site speed in United States on 4G networks is:

2.4 seconds

RATING

Average

Fast sites start to load in under 1 second. Average sites start to load in 1 to 2.5 seconds. Slow sites start to load in over 2.5 seconds.

TREND

No Change

Your site speed has not changed since last month. It's important to monitor site speed regularly to prevent your site from becoming slower over time.

🌐 https://www.offmetro.com
🕐 2019-10-23 00:14:32.697317

2

The tested page performed very poorly in mobile readiness tests, scoring only 1.79 out of 5. Some serious test failures were detected and should be addressed. The tested page weight, in terms of bytes downloaded, is very high and user experience will suffer as a result.

Implementation: Limit Image Loading

In order to increase page visitors from mobile, OffMetro needs to increase their overall page speeds. There are several options to help increase pagespeed for mobile that are completely free. The first is to encode images in a JPEG 2000 format to consume less cellular data.
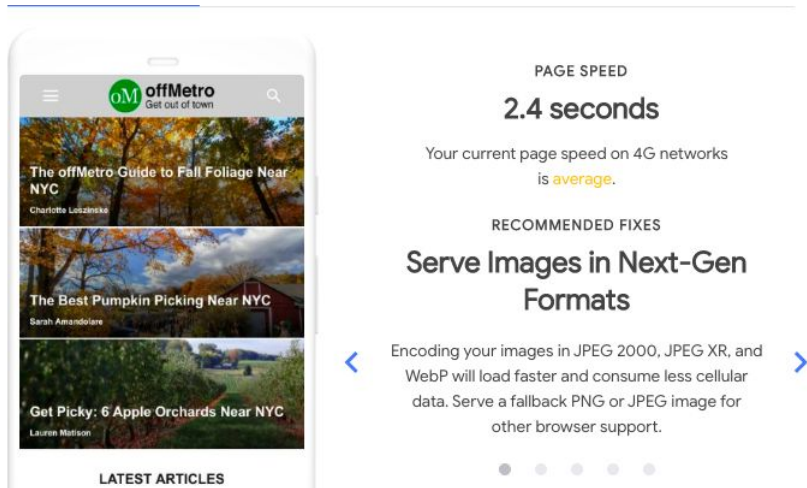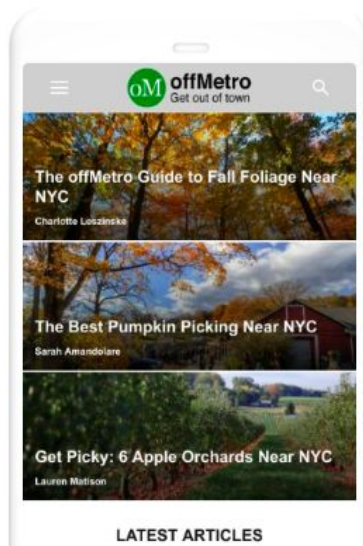
Implementation: Reduce Javascript

The second is to reduce the javascript on the website. Free developer tools like Lighthouse can help to report the time spent executing, evaluating, and parsing each JavaScript file for each individual page. Use this data to adjust the code, or get rid of unused code.
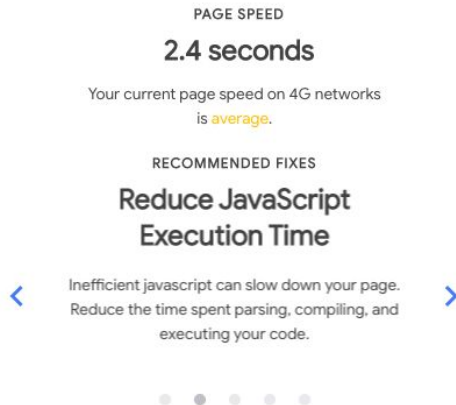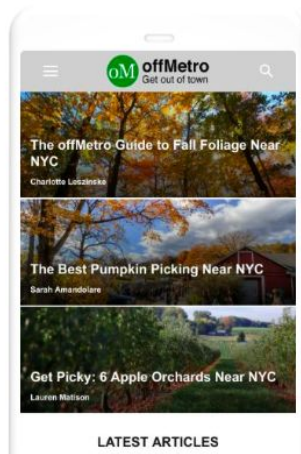
Implementation: Limiting Redirects

It is necessary to limit the amount of redirects on the website. To increase pagespeed, consider adding preconnect (<link rel="preconnect">) to help inform the browser that your page intends to establish a connection to another origin, and to process this connection as soon as possible.

Implementation: Text Visibility

Another thing to keep in mind is to ensure that the text remains visible during webfront load. Some font files may take longer to load than others, but it is imperative that the text appears while the remaining background image is still loading to prevent drop-offs.

The Benefits of Increasing Speed

A slow mobile site can impact customer satisfaction and overall revenue

Free tools available like Test My Site
- Assess mobile performance
- Custom fixes to help improve the speed of mobile pages across your site.

Must improve the speed of individual pages, in order to make overall site faster
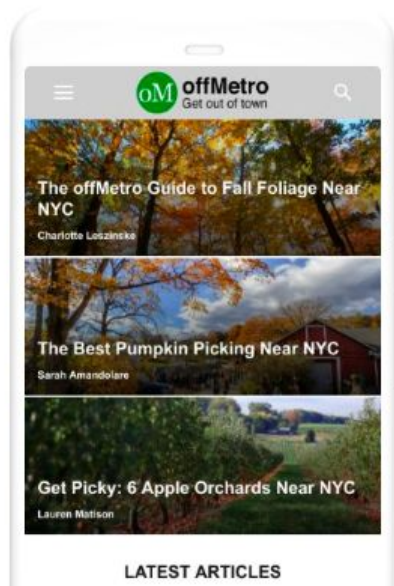
PAGE URL	PAGE SPEED	RATING
http://offmetro.com/	2.4 seconds	Average

RECOMMENDED FIXES

|	
☐ Eliminate render-blocking resources	☐ Properly size images
☐ Serve static assets with an efficient cache policy	☐ Defer unused CSS
☐ Ensure text remains visible during webfont load	☐ Serve images in next-gen formats
☐ Reduce JavaScript execution time	☐ Avoid multiple page redirects

Next Steps for Faster Mobile Browsing

1) Run a report with Test My Site through Google and share report with your web developer or IT expert.

2) Create an optimization plan to incorporate the recommended fixes into your product roadmap for future web development.

3) Monitor your site speed monthly to see if the recommendations have helped to increase speed. If you notice a decrease in site speed, pinpoint what caused it. Large image files? Java? Record and address.

Other Mobile Improvements

Small improvements that can make a large impact on the customer experience is increasing the site capabilities for mobile. The second navigation is hidden at the top and hard to see, so increasing this on the screen or making it pop more will help guide users. One thing to consider is incorporating a filter for search functionality. If you type in Long Island Winery, you'll receive all of the articles that have been posted to date, but no way to filter or sort them based on your searching needs.

Things like this are free and should be evaluated and added to the website development roadmap. Small changes can go a long way.

Other OffMetro Recommendations
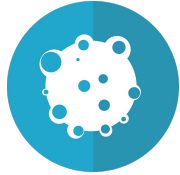
Brand Awareness:

- "About Me" nonexistent - why should customers choose you over competitors
- Collaborate and partner with hotels, restaurants, attractions to effectively build your reputation
- Establish a referral program for customers and partners

Customer Acquisition:

- Restructure Site Navigation - Streamline by State or Activity
- Call-out text should be "above the fold" and optimized for all sizes
- CTA's should be placed strategically across site
- Email marketing strategy tailored to specific regions and activities
- Social media strategy to acquire new leads by cross-collaborating with partners

Maximize Exposure:

- Offer "Filter" for search results
- RSS feed button shouldn't pull up plain text files
- Keyword research to see what people are searching for and adapt for your website content and blogs, similar to what we have done from Google Analytics

How can offMetro continue to understand and track successful content?

Metrics:

Measure to understand & track successful content

- Increase in traffic over time from the different sources
- SERP ranking
- Acquisition overview
- Engagement rates
- Social media followers' growth per channel
- Bounce rate
- Conversions
- Interactions per visit
- Exit pages

Free Tools to Utilize for OffMetro

- **Google Analytics**
- **GTMetrix**
- **Google PageSpeed Insights**
- **Google Search Console**
- **Moz**
- **Ahrefs**
- **Hashtagify**
- **SEMRush**
- **Canva**
- **Adobe Spark**

Utilizing Google Analytics

Site Performance Dashboard

The first place to look at is the Site Speed Overview dashboard. It is located under "Behavior"-> "Site Speed".

The dashboard shows you site speed statistics of your entire website. Site speed is particularly important metric because it is directly correlated to customer experience.

Here are some interesting stats to look at:

- **Average Page Load Time**
- **Average Server Response Time**
- **Average Page Download Time**

Compare to a previous period on a weekly or monthly basis

Social Media Dashboard

In order to see how social media impacts your business:

#1: Verify Social media as a Traffic Driver:

- To see this report in Google Analytics, **go to Acquisition > All Traffic > Channels.**
- With this view, you can see your traffic sources at a high level: **Search** (people clicking through from Google or Bing), **Social** (Twitter, Facebook, etc.), **Direct** (people typing your site in their browser or bookmarks), **Referral** (people clicking links from other sites to get to you), **Email**, **Paid search**, **Other**.

#2: Attribute Revenue to Specific Social Media Posts:

- First, you'll need to set up UTM parameters on all of your social media links and then assign a dollar figure on a conversion goal in Google Analytics.
- You can go to **Acquisition > Campaigns > All Campaigns** in order to see the revenue from any individual UTM tag, like a specific tweet.

#3: See How Social Media Impacts the Conversion Path: Through Conversion funnel reports you'll see the paths people take prior to converting and how influential social media is in driving those conversions

- **Use the Goals section** and **connect any type of conversion event**.
- You can then **access the funnel report by going to Conversions > Multi-Channel Funnels > Top Conversion Paths**.

SEO Dashboard

To find your SEO dashboard, go to "Customization" -> "Dashboards" -> "SEO Report".

Key metrics to pay attention to:

- Organic engagement
- Organic M v. D report (Mobile v. Desktop)
- Organic traffic chart
- Average Organic Position
- Referral & Link Analysis

Thank You