

Analytics
Optimization Plan
For
Puttshack

Submitted to:
Dr. Marcus Alexander

Prepared by:
Michael J. Smith
Full Sail University

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1. Executive Summary

This plan identifies key website performance trends and provides actionable insights to optimize engagement, traffic, and conversion rates. Puttshack can leverage website optimization to enhance user experience, improve traffic quality, and increase revenue. By identifying trends within the analytics reports provided and setting SMART Goals and KPIs to guide action items, Puttshack will be positioned to create an optimized website that meets business objectives. The following summary highlights three critical trends, corresponding SMART goals, KPIs, and recommended action items to achieve an optimal website.

Key Trends Addressed:

1. Returning visitors have higher engagement than new visitors.
2. Referral traffic contributes minimally to overall site traffic.
3. Drop-offs in the checkout process hinder conversion rates.

Trends with SMART Goals and KPIs

Trend 1: Returning visitors engage more deeply than new visitors.

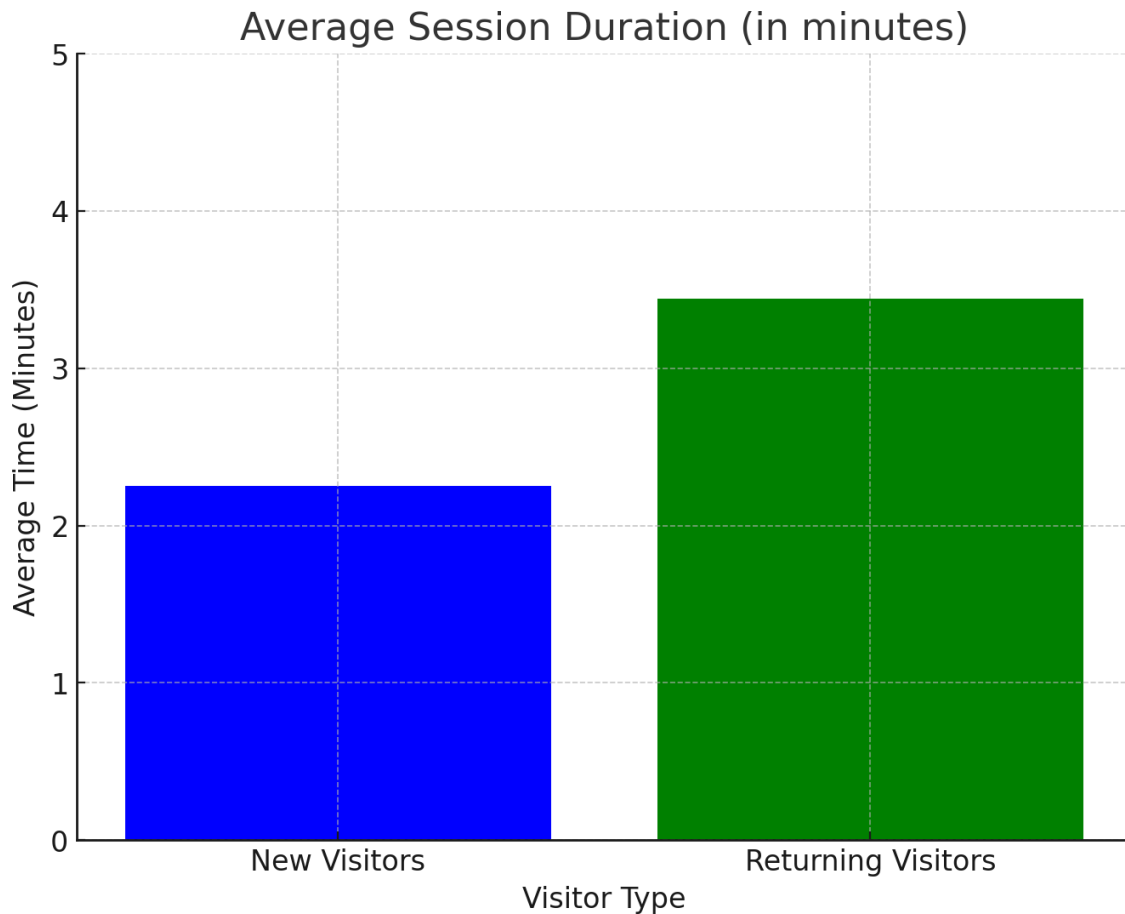


Figure 1: Average Session Duration by Visitor Type This bar chart compares session durations between new visitors and returning visitors. Returning visitors exhibit higher engagement, staying on the site longer than new visitors, which indicates the importance of strategies to retain and re-engage users.

Returning visitors spend more time on-site (3:44 per session) than new visitors (2:25 per session), with an average session duration of 2:43.

- **SMART Goal:** Increase average session duration for new visitors by 1 minute within 60 days (about 2 months).
- **KPI:** Average session duration for new visitors.
- **Action Items:**
 - Enhance website content by creating relevant and engaging material tailored for inexperienced users.

- *Implement an onboarding experience to guide first-time visitors through the website.*

Trend 2: Referral traffic is underperforming compared to other sources.

Traffic Sources Breakdown

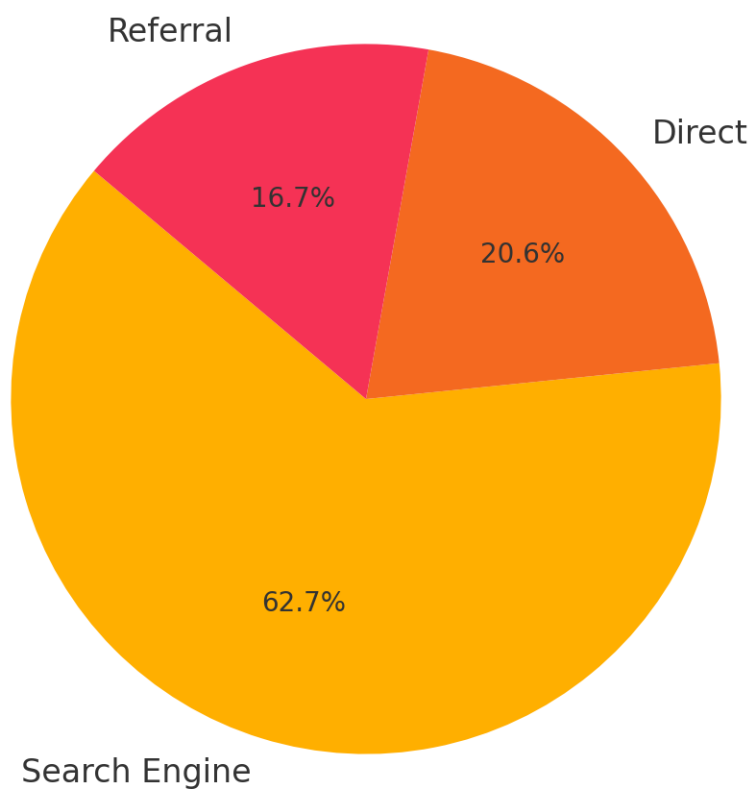


Figure 2: Traffic Sources Breakdown A pie chart showing the distribution of website traffic by source, highlighting referral traffic opportunities.

Referral traffic constitutes only 16.71% of overall traffic, with some sources performing significantly better than others. For example, obesityhelp.com has a bounce rate of 12.96%, while other sources like nutritionjobs.com show higher bounce rates (32.14%).

- **SMART Goal:** Increase referral traffic contribution to 25% of overall traffic within 90 days (about 3 months).
- **KPI:** Percentage of referral traffic in total sessions.
- **Action Items:**
 - *Strengthen partnerships with high-performing referral sources by collaborating on co-branded content.*
 - *Increase referral visibility through social media engagement and targeted outreach campaigns.*

Trend 3: High drop-off rates in the checkout process.

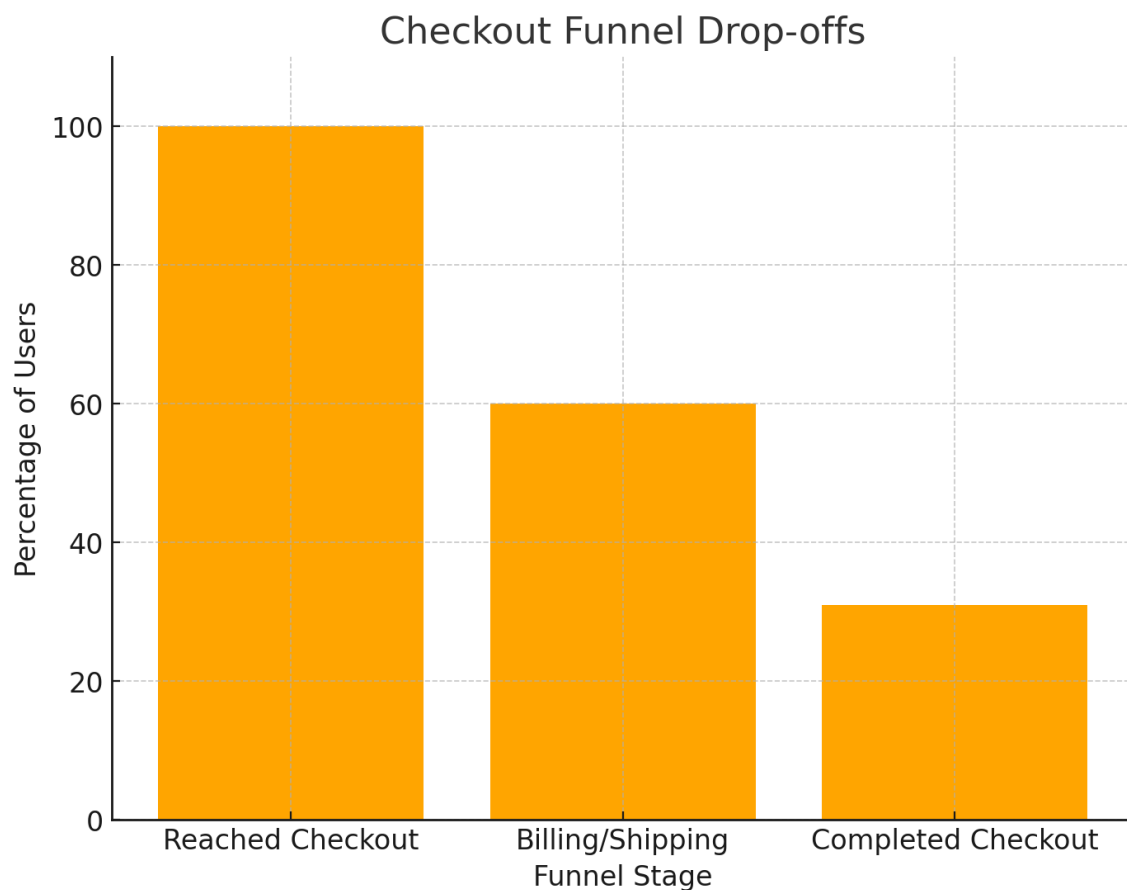


Figure 3: Checkout Funnel Drop-Off Rates This bar chart visualizes the percentage of users who drop off at each stage of the checkout process. The billing and shipping stage has the highest drop-off rate, pinpointing a critical bottleneck in the conversion funnel.

40% of users drop off at the billing and shipping stage, resulting in a final conversion rate of 10.61%.

- **SMART Goal:** Improve checkout conversion rates by 5% within 30 days (about 4 and a half weeks).
- **KPI:** Conversion rate for completed checkouts.
- **Action Items:**
 - *Simplify the checkout process by minimizing form fields and integrating autofill functionality.*
 - *Boost user trust by prominently displaying security badges and clear return policies.*

Summary of Impact

Identifying these trends has provided actionable insights to guide the creation of SMART goals and their respective KPIs. Implementing the recommended action items will ensure each SMART goal is met, paving the way for Puttshack to build a high-performing website. This optimization will not only enhance user experience but also drive increased traffic, higher conversion rates, and improved revenue, aligning with Puttshack's overarching business goals.

2. Introduction

Puttshack is a leader in tech-driven mini-golf experiences, combining innovative technology with an upscale entertainment venue. Serving a diverse customer base through its vibrant in-person locations, Puttshack aims to enhance its digital presence to drive user engagement, streamline online interactions, and increase revenue through optimized website performance.

Background

Puttshack operates in [industry/domain], offering [specific products or services] primarily through its online store. The company also caters to customers via [specific offline or other digital channels, if applicable] in [locations]. With a growing customer base, [Company Name] seeks to ensure its website delivers an optimized user experience that supports its business goals.

Issue

To remain competitive in a fast-paced digital environment, Puttshack requires a comprehensive web analytics optimization plan. This plan must identify key trends within its analytics data and propose actionable strategies to address performance gaps and unlock new opportunities for growth.

Purpose of Report

The purpose of this report is to provide Puttshack with insights into three critical trends derived from their analytics data. For each trend, the report will define one SMART goal and at least one KPI to measure success. In addition, actionable recommendations will be provided to achieve these goals and support Puttshack's overall digital strategy.

Definition of SMART Goals

SMART goals are Specific, Measurable, Attainable, Relevant, and Timely objectives that serve as a framework for measuring the success of strategic initiatives. By implementing SMART goals, [Company Name] can effectively track progress and align its website performance with overarching business objectives.

Definition of KPIs or Key Performance Indicators

SMART goals are Specific, Measurable, Attainable, Relevant, and Timely objectives that serve as a framework for measuring the success of strategic initiatives. By implementing SMART goals, Puttshack can effectively track progress and align its website performance with overarching business objectives.

3. Key Trends, SMART Goals, and KPIs

This section identifies three critical trends based on the analytics reports and outlines specific SMART goals and KPIs for each trend. These insights, combined with actionable recommendations, aim to address the challenges and opportunities associated with each trend, optimizing Puttshack's website performance.

Trend 1: Returning Visitors Engage More Deeply Than New Visitors

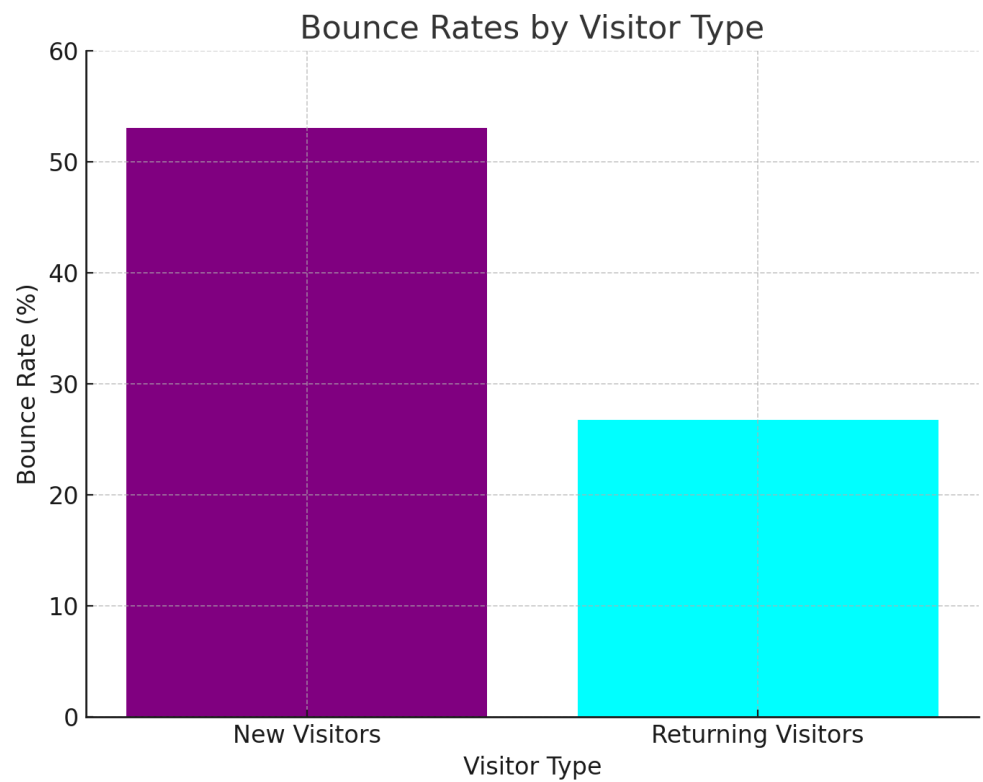


Figure 4: Bounce Rates by Visitor Type This bar chart compares bounce rates for new visitors versus returning visitors. It highlights that returning visitors are less likely to leave after viewing only one page, emphasizing the value of retaining and engaging repeat users.

Observation:

Returning visitors exhibit significantly higher engagement levels than new visitors, with an average session duration of 3:44 compared to 2:25 for new visitors. The overall average session duration is 2:43, indicating room for improvement in retaining new visitors and enhancing their experience.

- **SMART Goal:** Increase the average session duration for new visitors by 1 minute within 60 days (about 2 months).
- **KPI:** Average session duration for new visitors.

Action Items:

1. **Enhance Content Strategy:** Develop engaging, high-value content such as tutorials, blogs, or multimedia that addresses the needs of first-time visitors.
 - *Challenge:* Producing quality content may require additional time and resources.
 - *Solution:* Utilize content planning tools and prioritize user-driven topics.
2. **Create an Onboarding Experience:** Implement features like guided tours, pop-ups, or FAQs tailored to new visitors.
 - *Challenge:* Balancing user engagement with non-intrusiveness.
 - *Solution:* Test different onboarding styles and measure user feedback to refine the approach.

Trend 2: Referral Traffic is Underperforming Compared to Other Sources

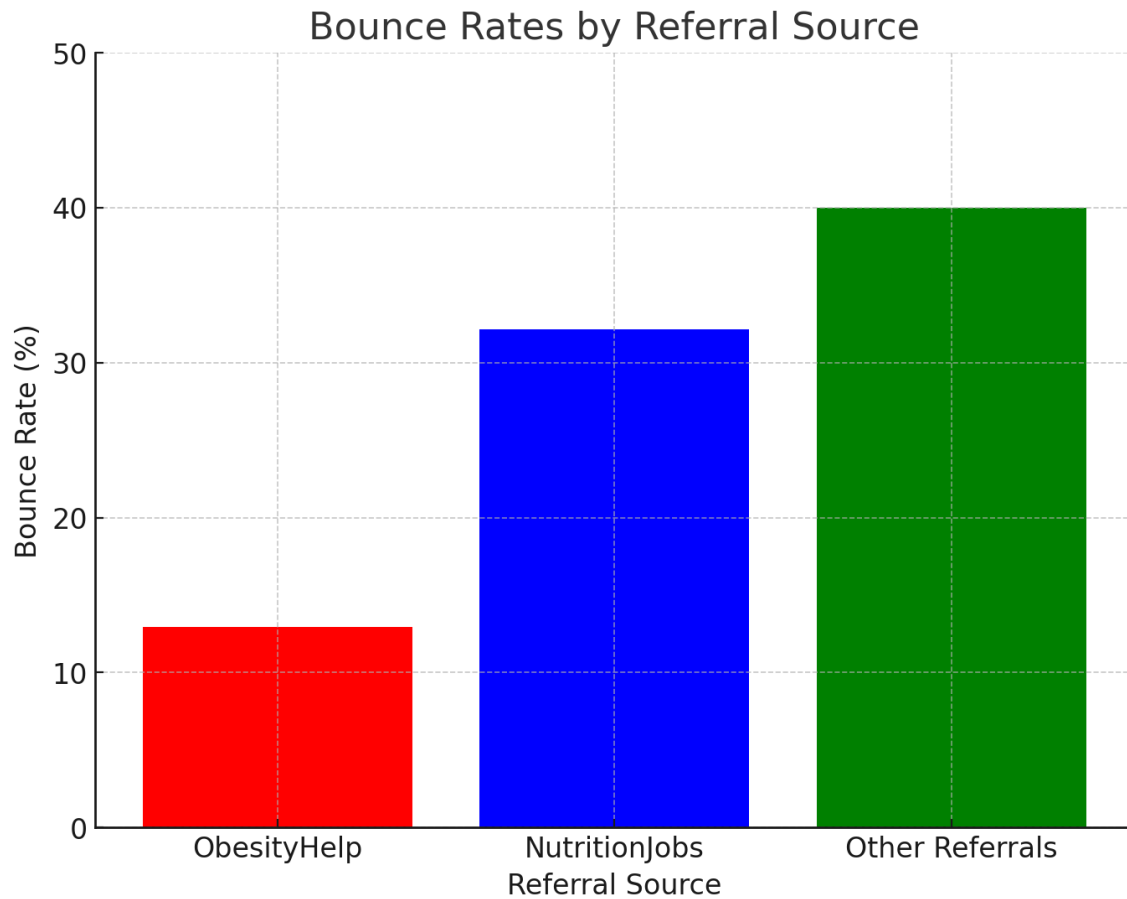


Figure 5: Bounce Rates by Referral Source This chart shows the bounce rates of top referral sources, highlighting the performance of specific partners like obesityhelp.com, which has a notably low bounce rate compared to other sources.

Observation:

Referral traffic makes up only 16.71% of overall traffic, indicating underutilized opportunities. Certain referral sources, such as obesityhelp.com, perform exceptionally well with a low bounce rate of 12.96%. However, other sources,

such as nutritionjobs.com, show high bounce rates (32.14%), reflecting uneven performance across referral channels.

- **SMART Goal:** Increase referral traffic contribution to 25% of total traffic within 90 days (about 3 months).
- **KPI:** Percentage of referral traffic in total sessions.

Action Items:

1. **Build Partnerships with High-Performing Referrals:** Collaborate with effective sources like obesityhelp.com through co-branded content and campaigns.
 - *Challenge:* Establishing mutually beneficial agreements.
 - *Solution:* Highlight value propositions and use performance data to negotiate partnerships.
2. **Expand Referral Channels:** Encourage content sharing via email marketing, guest blogging, and social media outreach.
 - *Challenge:* Ensuring that referral content aligns with the brand message.
 - *Solution:* Monitor referral quality using analytics to fine-tune strategies.

Trend 3: High Drop-off Rates in the Checkout Process

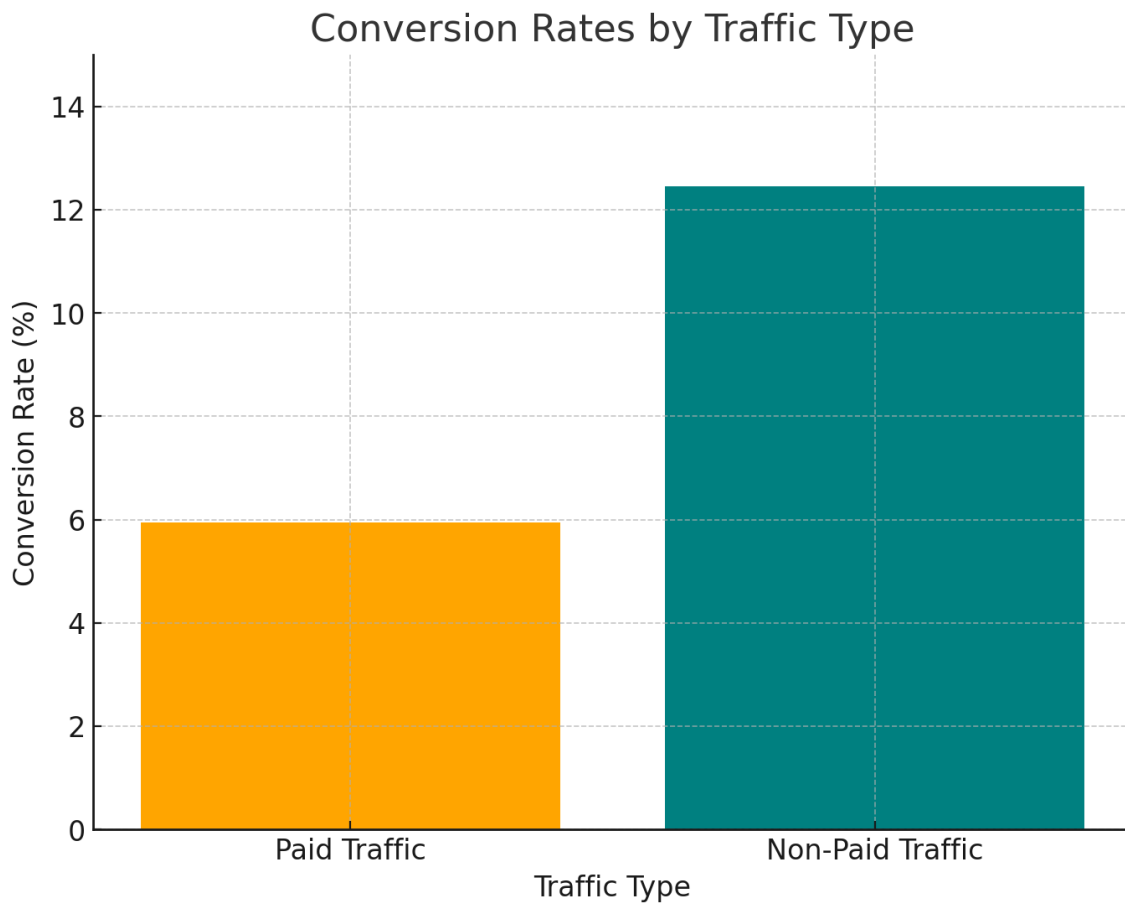


Figure 6: Conversion Rates by Traffic Type This bar chart compares conversion rates between paid and non-paid traffic. Non-paid traffic demonstrates higher efficiency, emphasizing the importance of optimizing organic and referral channels.

Observation:

The checkout process has a drop-off rate of 40% at the billing and shipping stage, with only 31% of users completing transactions. This represents a critical bottleneck in the customer journey, impacting the overall conversion rate (10.61%).

- **SMART Goal:** Improve checkout conversion rates by 5% within 30 days (about 4 and a half weeks).
- **KPI:** Conversion rate for completed checkouts.

Action Items:

1. **Simplify the Checkout Process:** Reduce the number of required form fields and add features like autofill and guest checkout options.
 - *Challenge:* Maintaining compliance with legal and payment regulations.
 - *Solution:* Work with legal and technical teams to streamline the process while ensuring compliance.
2. **Increase User Trust:** Display trust signals such as SSL certificates, secure payment icons, and money-back guarantees prominently during checkout.
 - *Challenge:* Avoiding visual clutter while highlighting trust indicators.
 - *Solution:* Place trust signals strategically, such as near call-to-action buttons or payment fields.

Summary of Section 3

These trends provide actionable insights to improve user engagement, optimize traffic sources, and enhance conversion rates. By addressing the specific challenges associated with each trend through SMART goals and targeted KPIs, Puttshack can create a more effective website and achieve its strategic objectives.

4. Conclusion

By addressing these trends, setting clear SMART goals, and implementing the proposed action items, Puttshack can enhance user experience, drive traffic, and

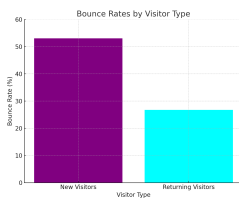
improve conversion rates. Continuous measurement and optimization will ensure sustained growth and adaptability in a competitive market.

5. References

1. Google Analytics Reports (2024)
2. Kaushik, A. (2010). *Web Analytics 101*.
3. Waisberg, D. (2022). *Web Analytics Process – Measurement & Optimization*.
4. *Google Analytics Individual Qualification Resources*
5. *Online Behavior: Web Analytics Optimization Best Practices*
6. *HubSpot Blog: Optimizing Your Website for Higher Conversions*

6. Appendices

Figure 1: Average Session Duration by Visitor Type



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Figure 2: Traffic Sources Breakdown

This chart illustrates the percentage contribution of website traffic sources, including search engines, direct traffic, and referrals. It highlights the dominance of search traffic and identifies referral traffic as an area with significant growth potential.

Figure 3: Checkout Funnel Drop-Off Rates

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