



# GOOGLE ANALYTICS RESEARCH

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# HELLO!

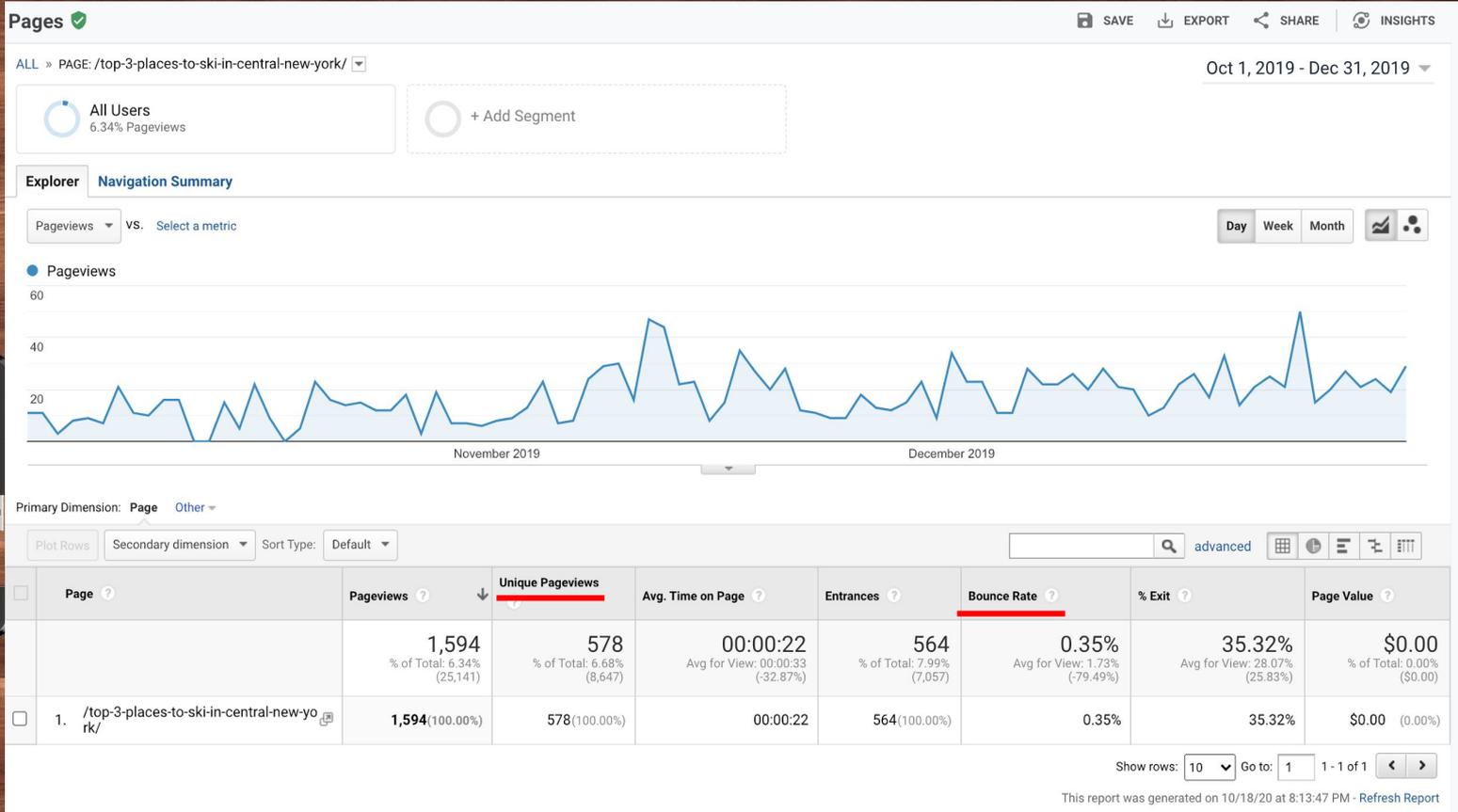
## In this presentation...

We are going to be presenting  
3 article recommendations for  
the fourth quarter in past 4 years that  
based on our Google Analytics research

# METRICS USED

- Unique Page Views, Page Depth, Sticky Rate

# TOP STORY IN 2019 FOR Q4



# TOP STORY IN 2019 FOR Q4

## Pages ✓

SAVE EXPORT SHARE INSIGHTS

ALL » PAGE: /top-3-places-to-ski-in-central-new-york/

Oct 1, 2019 - Dec 31, 2019

All Users  
6.34% Pageviews

+ Add Segment

### Explorer Navigation Summary

Pageviews vs. Select a metric

Day Week Month

#### Pageviews



Primary Dimension: Page Other

Plot Rows Secondary dimension: Page Depth Sort Type: Default

advanced

Page	Page Depth	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		<b>1,594</b> % of Total: 6.34% (25,141)	<b>578</b> % of Total: 6.68% (8,647)	<b>00:00:22</b> Avg for View: 00:00:33 (-32.87%)	<b>564</b> % of Total: 7.99% (7,057)	<b>0.35%</b> Avg for View: 1.73% (-79.49%)	<b>35.32%</b> Avg for View: 28.07% (25.83%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. /top-3-places-to-ski-in-central-new-york/	3	<b>840</b> (52.70%)	280 (48.44%)	00:00:02	280 (49.65%)	0.00%	33.33%	\$0.00 (0.00%)
2. /top-3-places-to-ski-in-central-new-york/	2	<b>448</b> (28.11%)	224 (38.75%)	<00:00:01	224 (39.72%)	0.00%	50.00%	\$0.00 (0.00%)
3. /top-3-places-to-ski-in-central-new-york/	5	<b>111</b> (6.96%)	24 (4.15%)	00:01:19	23 (4.08%)	0.00%	18.92%	\$0.00 (0.00%)
4. /top-3-places-to-ski-in-central-new-york/	4	<b>88</b> (5.52%)	26 (4.50%)	00:01:33	21 (3.72%)	0.00%	26.14%	\$0.00 (0.00%)
5. /top-3-places-to-ski-in-central-new-york/	9	<b>28</b> (1.76%)	4 (0.69%)	00:01:57	4 (0.71%)	0.00%	7.14%	\$0.00 (0.00%)

## FORMULAS USED

### STORY RANKING FORMULA

$$\text{Final Score} = (Pv/100) * Pd * (1-Br)$$

\*Pv = The Sum of Unique Pageviews

\*Pd = Weighted Average Page Depth

\*Br = Bounce Rate = The percentage of single-page sessions in which there was no interaction with the page

### PAGE DEPTH FORMULA

$$Pd = \text{Sum} (Pvn * Pdn) / \text{Sum} (Pvn)$$

\* Pvn = Pageview of each Page

\* Pdn = Page Depth of each Page

# BUT... IF THERE IS NO DATA...

	Top 5 Stories	Unique Views	Page Depth	1-(Br)
Q4 2019	<a href="#">/top-3-places-to-ski-in-central-new-york/</a>	578	3.23	99.65%
	<a href="#">/雪城老司机：二手车购买指南/</a>	382	4.25	98.40%
	<a href="#">/your-super-detailed-guide-for-party-alcohol-超详细派对用酒指南/</a>	287	4.02	93.48%
	<a href="#">/雪城最好的川式中餐馆-chinese-version-throwdown/</a>	291	4.03	99.29%
	<a href="#">/flip-cup-vs-狼人杀-international-guide-to-popular-drinking-games/</a>	180	13.97	96.62%
Q4 2018	<a href="#">/top-3-places-to-ski-in-central-new-york/</a>	839	3.73	99.03%
	<a href="#">/cny-scholarship-pageant/</a>	296	3.77	98.49%
	<a href="#">/guide-best-falafel-experience-syracuse/</a>	603	4.09	98.90%
	<a href="#">/keto-diet-restaurant-syracuse-new-york/</a>	586	4.95	99.45%
	<a href="#">/what-syracuse-university-students-think-about-diverse-beauty/</a>	232	25.22	98.17%
Q4 2017	<a href="#">/top-3-places-to-ski-in-central-new-york/</a>	1292	No Data	99.29%
	<a href="#">/buy-a-used-car/</a>	888	No Data	99.31%
	<a href="#">/6-best-places-to-go-on-a-first-date-in-syracuse/</a>	502	No Data	99.79%
	<a href="#">/everything-need-know-syracuse-winter/</a>	441	No Data	98.93%
	<a href="#">/雪城最好的川式中餐馆-chinese-version-throwdown/</a>	381	No Data	99.74%
Q4 2016	<a href="#">/international-students-getting-drivers-license-cny/</a>	5016	No Data	19.35%
	<a href="#">/authentic-szechuan-food-great-white-north/</a>	2027	No Data	17.97%
	<a href="#">/6-best-places-to-go-on-a-first-date-in-syracuse/</a>	1936	No Data	14.56%
	<a href="#">/throwdown-best-chinese-food-in-syracuse/</a>	1008	No Data	15.54%
	<a href="#">/syracuse-pets-find/</a>	1177	No Data	19.13%





	Top 5 Stories	Page Depth	Unique Views*(1-Br)
Q4 2019	/top-3-places-to-ski-in-central-new-york/	3.23	5.760
	/雪城老司机：二手车购买指南/	4.25	3.759
	/your-super-detailed-guide-for-party-alcohol-超详细派对用酒指南/	4.02	2.683
	/雪城最好的川式中餐馆-chinese-version-throwdown/	4.03	2.889
	/flip-cup-vs-狼人杀-international-guide-to-popular-drinking-games/	13.97	1.739

Remove the irregular one,  
because they have too large of a page depth

	Top 5 Stories	Page Depth	Unique Views*(1-Br)
Q4 2018	/top-3-places-to-ski-in-central-new-york/	3.73	8.309
	/cny-scholarship-pageant/	3.77	2.915
	/guide-best-falafel-experience-syracuse/	4.09	5.964
	/keto-diet-restaurant-syracuse-new-york/	4.95	5.828
	/what-syracuse-university-students-think-about-diverse-beauty/	25.22	2.270

	Top 5 Stories	Page Depth	Unique Views*(1-Br)
Q4 2017	/top-3-places-to-ski-in-central-new-york/	3.88	12.828
	/buy-a-used-car/	3.88	8.819
	/6-best-places-to-go-on-a-first-date-in-syracuse/	4.09	5.009
	/everything-need-know-syracuse-winter/	3.74	4.363
	/雪城最好的川式中餐馆-chinese-version-throwdown/	3.895	3.800

	Top 5 Stories	Page Depth	Unique Views*(1-Br)
Q4 2016	/international-students-getting-drivers-license-cny/	3.88	9.706
	/authentic-szechuan-food-great-white-north/	4.01	3.643
	/6-best-places-to-go-on-a-first-date-in-syracuse/	3.9	2.819
	/throwdown-best-chinese-food-in-syracuse/	4.025	1.566
	/syracuse-pets-find/	4.025	2.252

## PAGE DEPTH FOR 2016/2017

We calculate **Unique Views\*(1-Br)**

Then find two closer data points to

calculate **the mean of the Pd**

**For example:**

For the "buy a used car", 8.309 and 5.964 are closer to its Unique Views\*(1-Br): 8.819

So "buy a used car"'s Pd

= mean of (3.73+4.09)=3.88



# DATA RESULTS FOR Q4 2016-2019

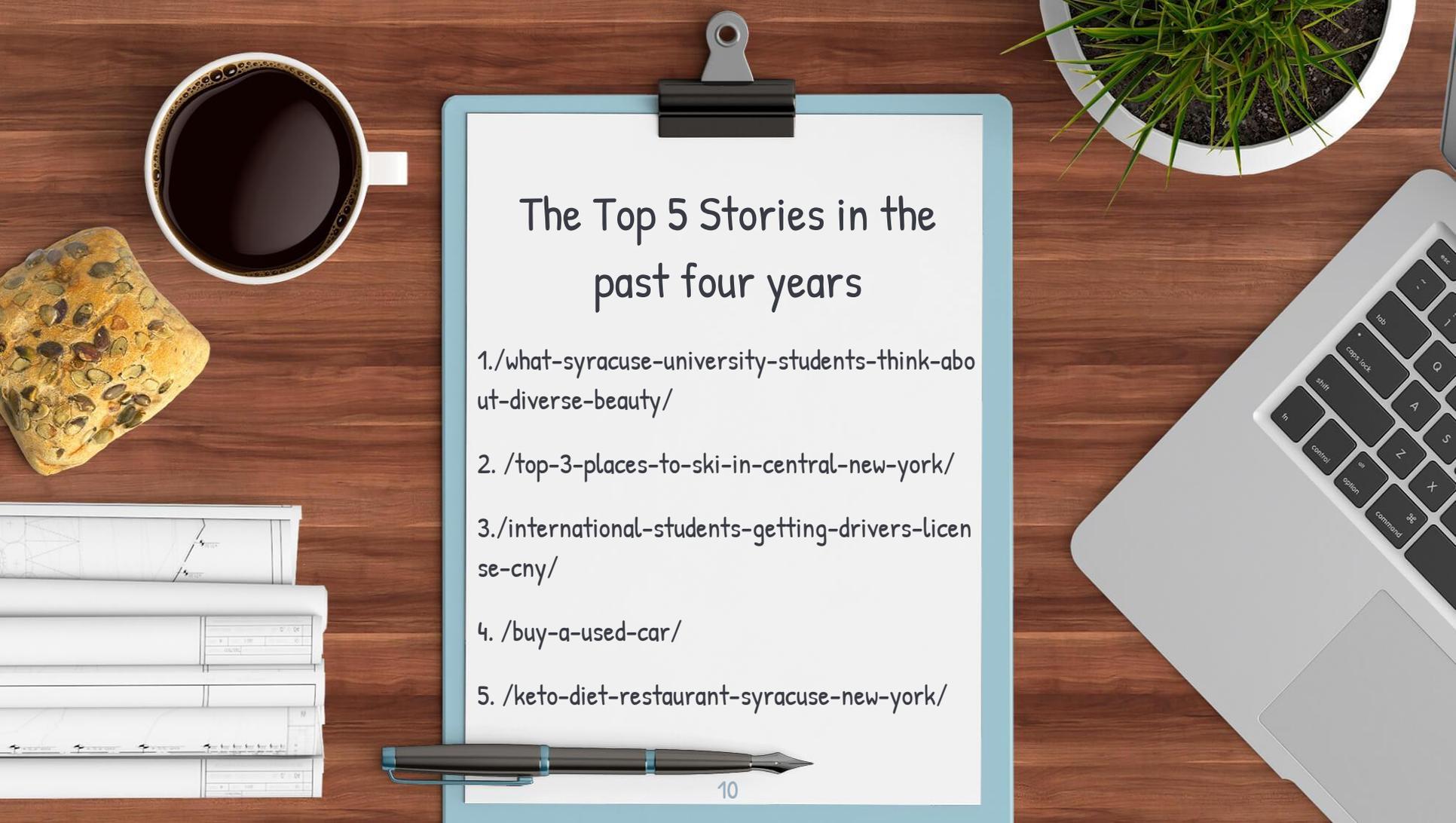
	Top 5 Stories	Unique Views	Page Depth	1-(Br)	FINAL SCORE	
Q4 2019	/top-3-places-to-ski-in-central-new-york/	578	3.23	99.65%	18.6040571	↓
	/雪城老司机：二手车购买指南/	382	4.25	98.40%	15.97524	
	/your-super-detailed-guide-for-party-alcohol-超详细派对用酒指南/	287	4.02	93.48%	10.78516152	
	/雪城最好的川式中餐馆-chinese-version-throwdown/	291	4.03	99.29%	11.64403617	
	/flip-cup-vs-狼人杀-international-guide-to-popular-drinking-games/	180	13.97	96.62%	24.2960652	

## → The Top 5 Stories in the past four years

	Top 5 Stories	Unique Views	Page Depth	1-(Br)	FINAL SCORE	
Q4 2018	/top-3-places-to-ski-in-central-new-york/	839	3.73	99.03%	30.82215003	↓
	/cny-scholarship-pageant/	296	3.77	98.49%	11.0364488	
	/guide-best-falafel-experience-syracuse/	603	4.09	98.90%	24.3914103	
	→ /keto-diet-restaurant-syracuse-new-york/	586	4.95	99.45%	28.8474615	Top 5
	→ /what-syracuse-university-students-think-about-diverse-beauty/	232	25.22	98.17%	57.43965968	Top 1

	Top 5 Stories	Unique Views	Page Depth	1-(Br)	FINAL SCORE	
Q4 2017	→ /top-3-places-to-ski-in-central-new-york/	1292	3.88	99.29%	49.77367984	Top 2
	→ /buy-a-used-car/	888	3.88	99.31%	34.21666464	Top 4
	/6-best-places-to-go-on-a-first-date-in-syracuse/	502	4.09	99.79%	20.48868322	
	/everything-need-know-syracuse-winter/	441	3.74	98.93%	16.31692062	
	/雪城最好的川式中餐馆-chinese-version-throwdown/	381	3.895	99.74%	14.80136613	

	Top 5 Stories	Unique Views	Page Depth	1-(Br)	FINAL SCORE	
Q4 2016	→ /international-students-getting-drivers-license-cny/	5016	3.88	19.35%	37.6591248	Top 3
	/authentic-szechuan-food-great-white-north/	2027	4.01	17.97%	14.60650119	
	/6-best-places-to-go-on-a-first-date-in-syracuse/	1936	3.9	14.56%	10.9933824	
	/throwdown-best-chinese-food-in-syracuse/	1008	4.025	15.54%	6.3048888	
	/syracuse-pets-find/	1177	4.025	19.13%	9.062694025	



## The Top 5 Stories in the past four years

1. /what-syracuse-university-students-think-about-diverse-beauty/
2. /top-3-places-to-ski-in-central-new-york/
3. /international-students-getting-drivers-licenses-cny/
4. /buy-a-used-car/
5. /keto-diet-restaurant-syracuse-new-york/

# #1 TOP STORY

	Top 5 Stories	Unique Views	Page Depth	1-(Br)	FINAL SCORE	
Q4 2018	<a href="#">/top-3-places-to-ski-in-central-new-york/</a>	839	3.73	99.03%	30.82215003	↓
	<a href="#">/cny-scholarship-pageant/</a>	296	3.77	98.49%	11.0364488	
	<a href="#">/guide-best-falafel-experience-syracuse/</a>	603	4.09	98.90%	24.3914103	
	<a href="#">/keto-diet-restaurant-syracuse-new-york/</a>	586	4.95	99.45%	28.8474615	Top 5
	<a href="#">/what-syracuse-university-students-think-about-diverse-beauty/</a>	232	25.22	98.17%	57.43965968	Top 1

- For the first story about diverse beauty, it has only 232 unique page views, but has the highest weighted average page depth (25.22), so it means that the content is important for a successful story.

The audience's reward is often content-related !

# TOP STORY #2

	Top 5 Stories	Unique Views	Page Depth	1-(Br)	FINAL SCORE	
Q4 2019	<a href="#">/top-3-places-to-ski-in-central-new-york/</a>	578	3.23	99.65%	18.6040571	↓
Q4 2018	<a href="#">/top-3-places-to-ski-in-central-new-york/</a>	839	3.73	99.03%	30.82215003	↓
Q4 2017	<a href="#">/top-3-places-to-ski-in-central-new-york/</a>	1292	3.88	99.29%	49.77367984	Top 2

- For the second story about the top 3 places to ski, although it **remained 1st for the past three years** and had the most traffic, we can see that the final ranking of this story was dramatically dropping in Q4 2019, and it has the lowest weighted average page depth and least interaction in Q4 2019. Thus, The traffic and content are important to create an attractive story.

**Good content can bring more traffic !**  
**Vice versa !**

# #3,4 TOP STORY

3./international-students-getting-drivers-license-cny/

4. /buy-a-used-car/

- We will not recommend both of the stories, because it is not safe opportunity for people to learn how to drive during Covid-19 !

If fewer people get their license, fewer ones will buy a used car.

# TOP STORY #5

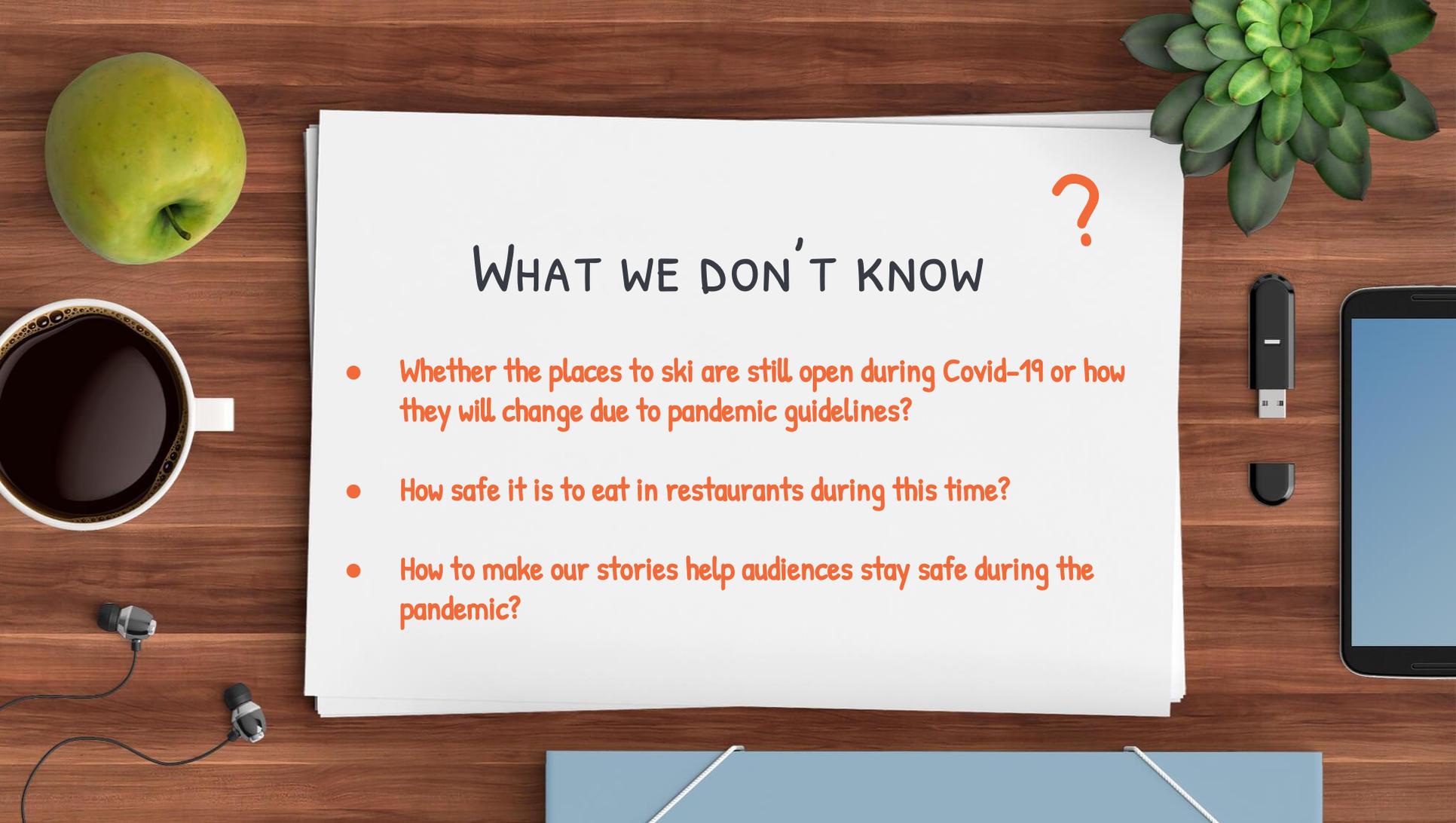
	Top 5 Stories	Unique Views	Page Depth	1-(Br)	FINAL SCORE	
Q4 2019	/top-3-places-to-ski-in-central-new-york/	578	3.23	99.65%	18.6040571	↓
	/雪城老司机：二手车购买指南/	382	4.25	98.40%	15.97524	
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	→ /雪城最好的川式中餐馆-chinese-veersion-throwdown/ ←	291	4.03	99.29%	11.64403617	
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	/guide-best-falafel-experience-syracuse/	603	4.09	98.90%	24.3914103	
	top 5 story /keto-diet-restaurant-syracuse-new-york/	586	4.95	99.45%	28.8474615	Top 5
	→ Related Stories to top 5 story-restaurant & food ←	232	25.22	98.17%	57.43965968	Top 1
	Top 5 Stories	Unique Views	Page Depth	1-(Br)	FINAL SCORE	
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	/6-best-places-to-go-on-a-first-date-in-syracuse/	1936	3.9	14.56%	10.9933824	
	→ /throwdown-best-chinese-food-in-syracuse/ ←	1008	4.025	15.54%	6.3048888	
	/syracuse-pets-find/	1177	4.025	19.13%	9.062694025	

- 
- > For the fifth story about diet restaurants, we notice related stories: best Chinese food in Q4 2016, best spicy Chinese restaurants both in Q4 2017 and Q4 2019.
  - > Thus, our data presents to us that people in CNY are interested in finding the best restaurant for Chinese food or for their diet plan.

# MORE ANALYSIS...

	Top 5 Stories	Unique Views	Page Depth	1-(Br)	FINAL SCORE	
Q4 2016	<a href="#">/international-students-getting-drivers-license-cny/</a>	5016	3.88	19.35%	37.6591248	Top 3
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- We found that in Q4 2016, all five stories received less interaction. We suggest that before 2016, people interacted less because of some lack of interaction techniques. But now, there are developed techniques that can be utilized to make people interact more and become more immersed in the story.



# WHAT WE DON'T KNOW

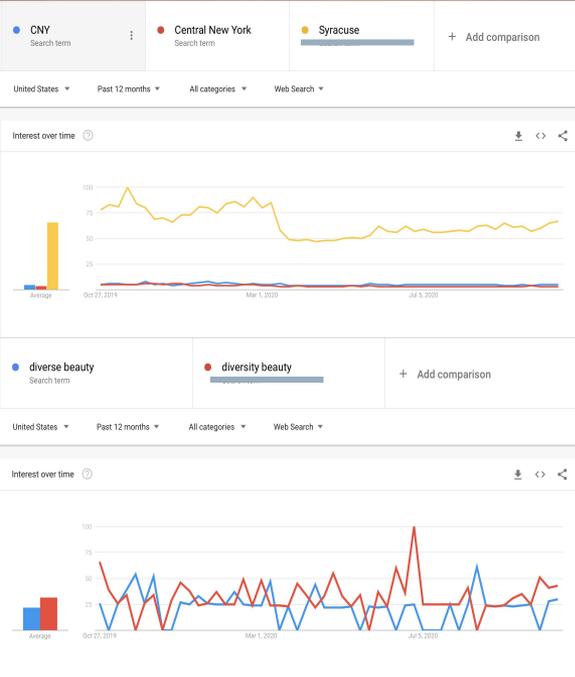
- Whether the places to ski are still open during Covid-19 or how they will change due to pandemic guidelines?
- How safe it is to eat in restaurants during this time?
- How to make our stories help audiences stay safe during the pandemic?



# RECOMMENDATIONS

Based on these findings and questions, we make our **three** story recommendations:

**1. Headline:** What do you think about diversity in beauty?  
Syracuse University students will then be able to share their thoughts!

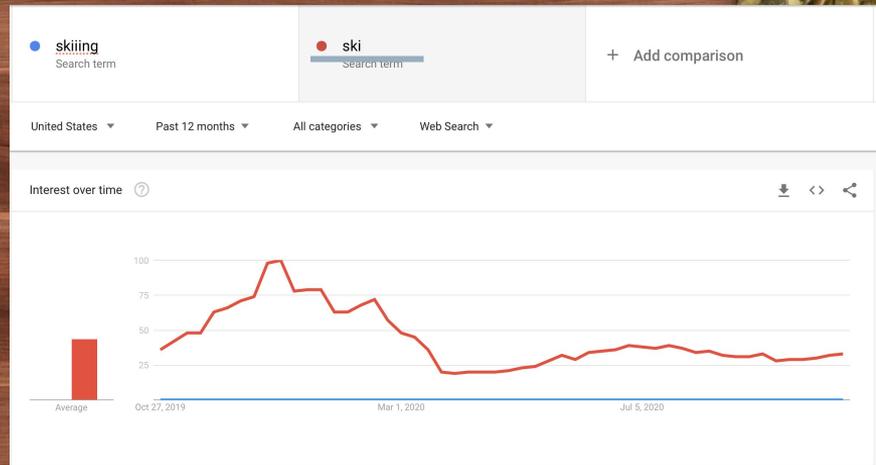
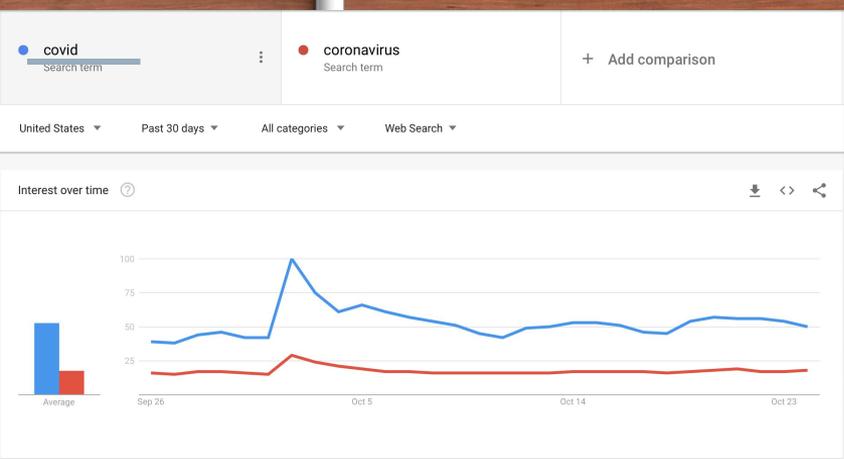


- > In this story, we will share Syracuse University students opinions about diverse beauty
- > Discuss the meaning and range of diverse beauty
- > Include beautiful images that display diverse beauty
  - including people of different ethnicities & body types to represent the meaning of diverse beauty



# RECOMMENDATIONS

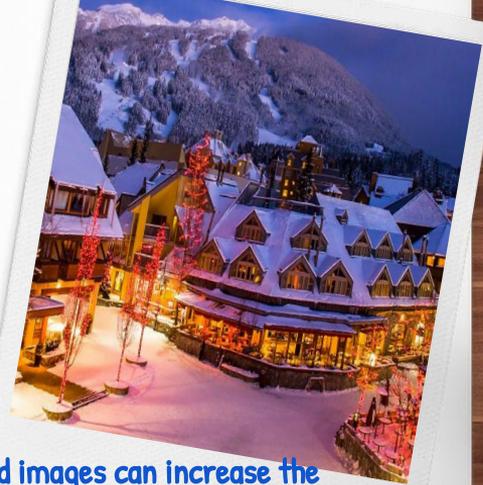
**2. Headline:** Is it safe to go skiing during Covid-19? Everything you need to know about ski this winter!



## Coronavirus in NY: Ski resorts can open next month with limitations, Cuomo says

Updated Oct 19, 2020; Posted Oct 18, 2020

- > In this story, we will make a recommendation of places to ski open this winter and a guide to keep safety when skiing
- > include a map with the ski locations, so that audiences can determine the distance between the ski resort and their home
- > include many beautiful images of the locations for the audience, and a list of pros and cons for each place



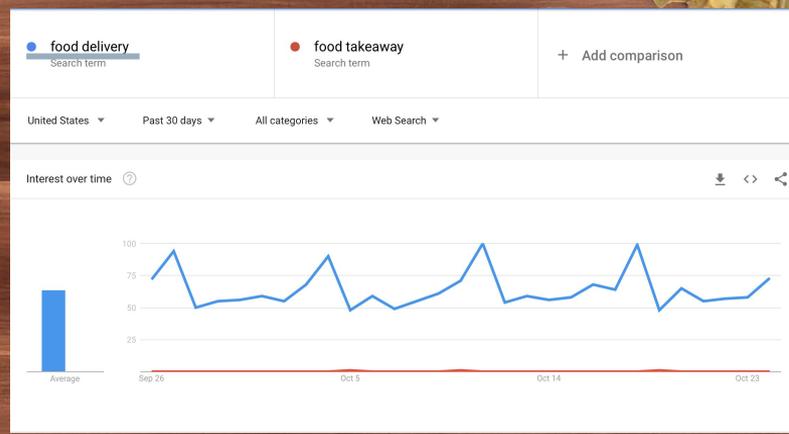
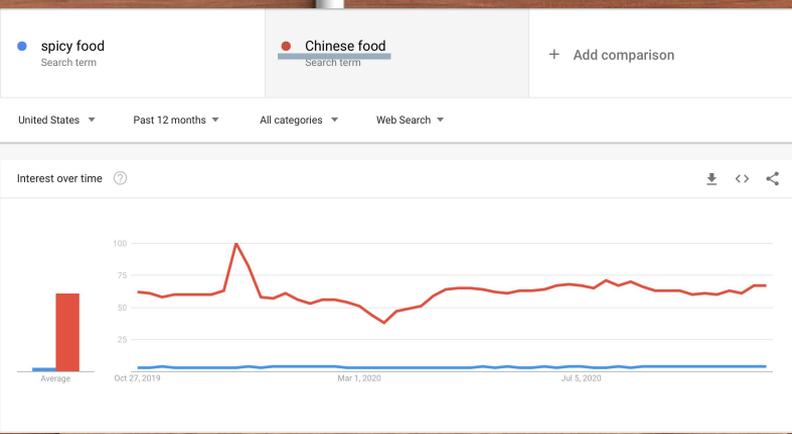
The map and images can increase the interaction, and the grade content can attract people to stay on the site longer to read more which gives us a better page depth!



# RECOMMENDATIONS

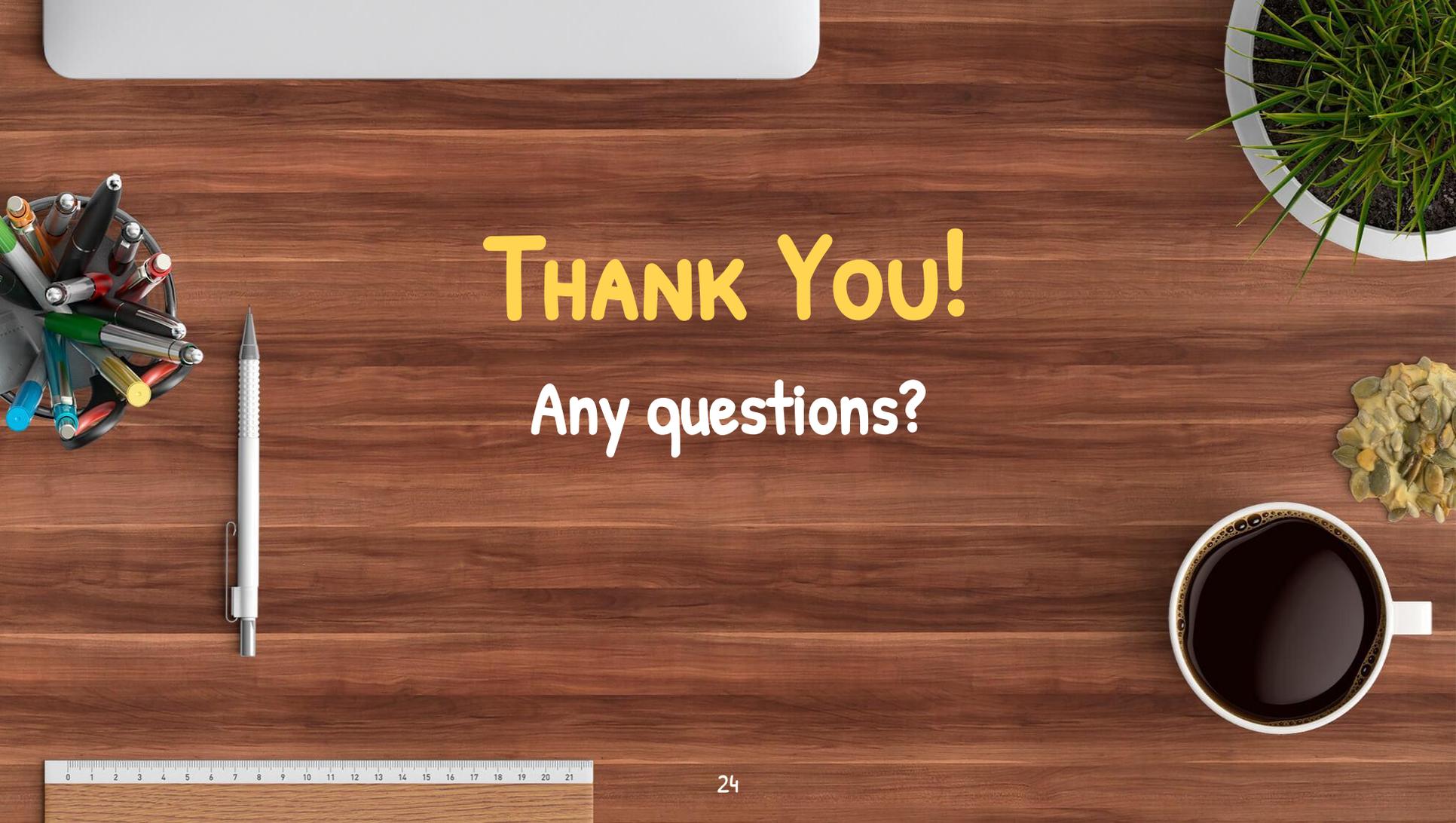


**3. Headline:** The best restaurants you need to know in CNY. Keto diet, spicy food, Chinese cuisine? Now you can get them by delivery!



- > In this story, we will list different best restaurants, such as best keto diet restaurants, best spicy food restaurants, best Chinese food and so on
- > The content will attract people to read and interact more on the page; we will show the restaurants on the map, list the apps of delivery, provide photos of the location and their food dishes
- > It will be a useful and ample guide for people to find their favorite restaurant and get their food safely!





THANK YOU!

Any questions?