**Increasing Web Engagement Project**

**Dr. Clark**

This semester-long project asks you to develop your personal website and try to increase traffic to the site as well as measure a limited number of conversion goals. While I am not expecting that you will achieve a large increase in traffic to or engagement with your site, I want you to experiment with some of the techniques you will learn in the course.

Your final report for this project is due on (insert date). It should be a professional, well-formatted, proofread report. The final report should be no more than 10,000 words of narrative with supporting documents included in appendices if needed (like images of social media posts, email content, before and after content optimized for SEO, etc.).

You will be graded on (1) whether you convince me that you understand and applied the strategies covered in the class and (2) whether the argument presented in your report is coherent and professional. Think of the goal as convincing me (the “teacher/client”) that you have done a good job improving your website this semester.

The report should include these sections (you can choose your own headings and order – but content divided into these sections should be included:

1. Objectives, Key Results, and KPI
2. SEO
3. Email (design a campaign that you will employ when you have a list to send to. If you have an ethically – obtained list, feel free to send out some emails and report/analyze GA results data)
4. Social Media (compare at least 3 posts, report and analyze GA results data)
5. Analysis of OKR
6. Summary of what you learned and how you will (or have) redesigned your site or your marketing efforts.

You should justify the decisions you have made by citing course material and other sources. So you should include:

1. Reference list