



Data-Based Decisions with Cristina Reyes

There’s many different avenues to take when growing your traffic, but in this module, we’re taking a closer look at the **WHY**.

Making deliberate, data based choices is a key step to growing your traffic. Using data to guide your choices is important whenever you’re working on your website, so you can accomplish the goals you hold for your brand and your business.

Goal 1:	Why is this important:
Goal 2:	Why is this important:
Goal 3:	Why is this important:

Keeping your goals in mind - Are you currently collecting data that will help you measure success with your new goals? If not, what metrics can you add in order to establish a baseline?

Creating an action plan - Does your action plan have a specific timeline?



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Measuring your success

Are you comparing your current data with data you've collected in the past for your own site (your baseline)?

Are you writing down all your changes and results in a changelog?

- Best practice is to only change one thing on your site at a time for the most accurate cause-and-effect data points.
- Wait at least 30 days in between changes; for most things (like SEO or opt-ins), it takes at least this long to see real results. Plus, making too many changes too quickly makes it difficult to determine which change is actually working.
- Always note when you make changes in your changelog and remember: Seasonality has an impact. Numbers in Q4 are naturally higher in most niches.

Verify your findings with trusted peers and colleagues

Have you found your people? Finding like-minded people who understand our industry and your goals is essential to the longevity of your business (and your mental health!)

Are you sharing your specific goals with your people? They'll help keep you accountable and cheer you on.

Are you comparing your data with people who understand it?



Additional Resources

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[Mediavine Requirements](#)
[Mediavine Blog](#)
[Content Upgrade Challenge](#)

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