UX and the Metrics Behind it
with Heather Tullos

There are a LOT of metrics available for your site performance. So we're here to help you zero in on what's important in measuring USER EXPERIENCE, which is the foundation of your site, your business, and your brand. To continue to grow, you need strong data measuring key metrics and reader behavior.

KEY TERMS for measuring user experience:

Pageviews – an important, popular metric that shouldn't be your only focus. Pageviews indicate how many total pages have been viewed on your site but NOT the number of users. 1 user can equal 1 pageview or 50, depending on how much they click around.

Session – everything a user does when they visit your website within a given time period and an accurate, top-down view of how many times users are visiting your site, rather than how many pages they're viewing on your site Ex: 1 user clicks on one of your posts from a Google search, then clicks on 3 other posts. This is 4 pageviews and 1 session.

Session duration – time a user spends on your website. Longer sessions indicate higher engagement.

Pages per session – average number of pages viewed during a session on your website. Show you the frequency that users are sticking to your site after that first click and navigating to other areas.

New vs returning users – Returning users should be about 25% of your user base.

*A quick note about **bounce rate**: If your website doesn't rely on your users visiting multiple pages per session, then don't worry about your bounce rate metric!

Step 1: Use Google Analytics to set a baseline for your performance.
Set the date range for 30 days and note the following:
Sessions:
Pages per sessions:
Average session duration:
New users:

Page level data (mark high numbers and low numbers):

Top 10 Posts	% Sessions from new users	Pages per session	Average session duration

- Look into the high numbers, determine what is making those posts perform that way and create more content that's similar.
- Do you see any patterns above?

Exit pages: these are your top 10 opportunities to increase pages per session,
session duration and grow your returning visitors.

Top 10 exit pages	Exits	Pageviews	% Exit (how often a user exits from this page)

Figure out your good examples and break down what's great about them. Now that you
have the baseline determined, you are ready to set metric-driven goals (Class 6).

Additional Resources

What is Mediavine?
Mediavine Requirements
Mediavine Blog
Content Upgrade Challenge

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