

STARKEY, INC.

Analytics Report



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Executive Summary

This report takes an in-depth look at the Starkey, Inc. website using the three-month timeline of October 23, 2017-January 23, 2018. Previous to these dates the site was not in use or under construction and earlier data is not available.

The Google Analytics used during this time showed a 76.24% increase in new sessions to the site, however, the same data also showed a bounce rate of 61.59%. This means that although new users are visiting the site, they are not staying on the site to explore multiple pages and engage with the content.

The Starkey site does have some strong and engaging content, but overall it appears that the site is relatively poor in content. More shareable content is advised; images and videos that convey Starkey's mission that can be easily consumed and shared on social media or other web based platforms is strongly encouraged.

The lack of key terms on the site that relate to disabilities, employment or independent living was surprising. For users to best find the site, the keywords used on the site must match with those being used during a user's search and this is an area that Starkey should focus on at this time.

The acquisition data examined indicated that the website is exactly where it should be in terms of direct search, but needs work in other channel areas, including organic search, referrals and social.

Although the site data is limited at this time, it gives a good indication of the direction the organization can take for improvement. As Starkey has seemingly started off well with this new site, with a bit of streamlining and tweaking the website can continue its success as its audience grows.

Introduction

Starkey, Inc. is a not for profit organization serving adults with disabilities in Wichita, Kansas. As described on their website, <https://starkey.org/>, Starkey is a community based-vocational case management agency. Per the site, the agency's mission is focused towards independence and mobility, with a wide variety of programs and service offerings for their participants. Additionally, the agency works with local businesses, providing staffing solutions and business services.

The website details the group's history from its beginnings as a small home-based school for children with disabilities funded through grassroots community efforts, into its transformation into a CARF-certified, expansive, multi-functional social service agency. Currently, Starkey appears to be funded through its namesake foundation, as well as partnerships with both government and non-government agencies.

While the organization has been in existence for more than 80 years, from looking at the Google Analytics it appears as though Starkey's website was not in use or under construction in the recent past. Because of this the dates looked at for this report will not include an entire calendar year, but will instead be focused on the three-month timeframe of October 23, 2017-January 23, 2018.

Starkey's website is extensive and detailed, with external social media links, including Twitter, Facebook, YouTube and LinkedIn. The organization's activities on Twitter and Facebook are frequent, with original content that is relevant to their core issues. The YouTube page has been dormant for more than a year, but since the launch of the new site one new video has been uploaded. We can take a more in-depth look at ins and outs of the Starkey website using Dr. Pete's website usability checklist.

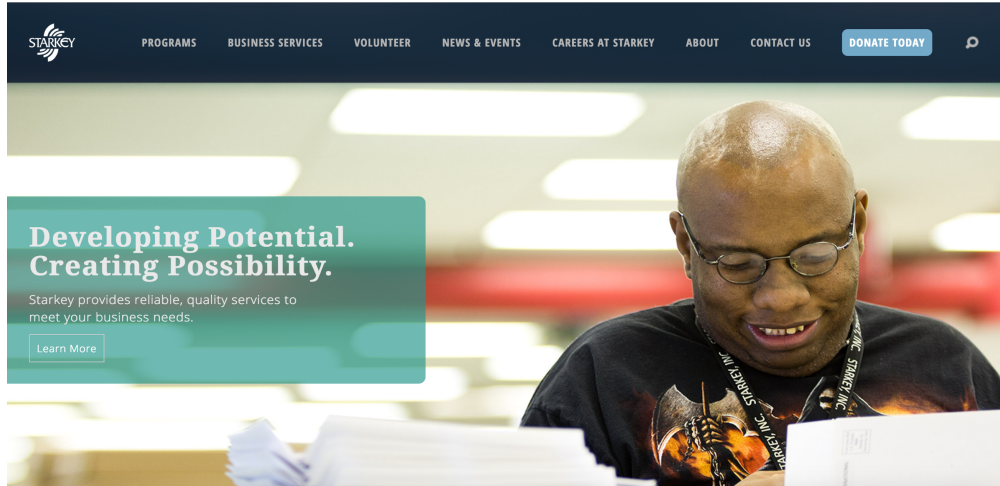


Figure 1: Starkey Home Page

Computer scientist and trained cognitive psychologist, Dr. Peter J. Meyers, has created a 25-point checklist for assessing a website's overall usability. The checklist is broken down into four sections: Accessibility, Identity, Navigation and Content.

As you can see from the completed checklist on **Appendix 1**, Starkey's website is in pretty good shape, with a well laid out theme with a variety of content. That being said, there's always room for improvement, so let's dive in and go through each section individually and see what works and what needs improvement.

- 1. Accessibility** – The first section on the checklist looks at how easy it is for an audience to fully access a website. Starkey's site did well in this section. The site loads relatively quickly, the background colors contrast well, the font is large and easy to read and flash and add-ons are used sparingly. The site has a good not-found/404 page, however I was unable to find the appropriate ALT codes. This seems to be an important feature to utilize, especially concerning the focus of the organization's work. Beyond the missing ALT codes, I have very few concerns regarding the accessibility of the site.



- 2. Identity** –This section looks to answer the question of ‘Who are you and what do you do?’. A user should be able to quickly know the ‘who’ behind the website and Starkey has done a good job with this. The company logo is clearly placed in the upper left-hand corner and the mission statement efficiently and effectively explains the organization’s focus. There is a clear indication of where to look for both the company and contact information. While the homepage is digestible in 5 seconds, I would say there is still room to tighten up those 5 seconds. The content on the bottom of the home page, regarding the electronic recycling program and becoming a volunteer, could be moved to a different, more logical page for a sleeker look.
- 3. Navigation** –This section examines how easily a user can move around the website from page to page. The main navigation on Starkey’s site is easily identifiable and the navigation labels are clear and concise. The company’s logo is displayed prominently in the upper left corner and links back to the homepage. The search bar is easily found in the upper right corner and the links are consistent and easy to identify. The number of buttons and links is high, with 8 navigation labels. This seems too many labels to have and I think it would be beneficial to see if any of the information could be consolidated. Overall the site is easy to navigate and the ‘Careers’ and ‘Donate’ links are smartly reinforced on each page, excluding the home page.

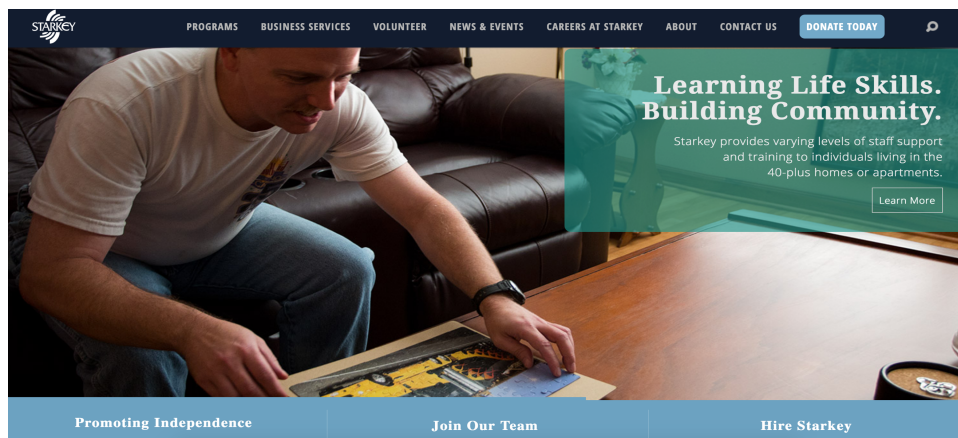


Figure 2: Starkey Call to Action Buttons

- 4. Content** –The last section focuses on what the website contains, all of the text, images and additional content that users engage with. The Starkey website scored well here overall, with only a few minor issues that could be easily cleaned up. On the site, all major headlines are clear and descriptive, with emphasis used sparingly and ads and popups are unobtrusive. The URLs are user friendly and the HTML page titles are explanatory. The content above the fold is visually appealing, however, I do not believe it would be considered ‘critical’ and should be further examined. There is a slight degree of inconsistency as the bottom of the home page lays at an angle and this does not follow in line with any of the other page, it is unclear if this was done in error or rather an aesthetic choice. The content regarding the history of the organization and the board members is formatted in a scroll fashion, making the process of consuming all the information a little cumbersome. I believe it would be beneficial to lay these items out in a grid for easier access to the users.

Top Level Analytics

The data gathered from Google Analytics will tell us about the traffic the website is experiencing, looking at the number of users, sessions and bounce rate we can determine how successful the site is with engaging an audience.

To break things down simply, a session is counted each time a user visits a site. This means that only counting the number of users will not give us an accurate reading of traffic to the site. If we look at the data in *Figure 3* we can see that within our designated timeframe Starkey’s website had 5, 996 visitors and 7,865 sessions, this means that there were users who visited the site on multiple occasions.

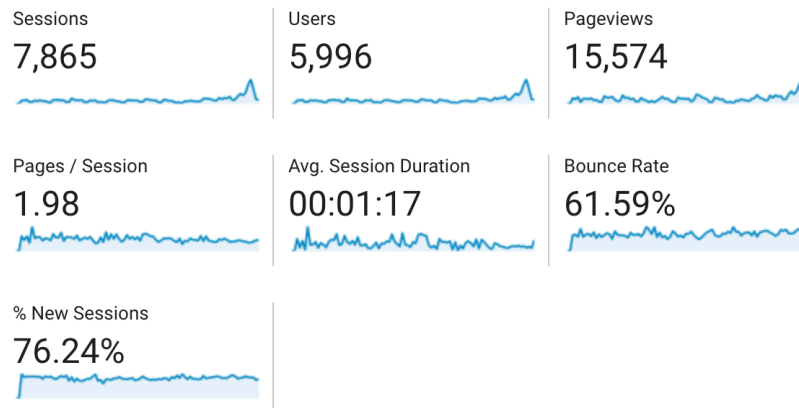


Figure 3: Audience Overview

It cannot be fully determined if the ‘newness’ of the site is responsible for the percentage of new sessions, or if in fact there has been an increase of organic traffic to the website, however it’s more than likely that this is the reason for this high number.

Another high number we see is the Bounce Rate. This tells us how many users came to the site but left without clicking on anything, meaning the user has essentially ‘bounced’ away from the site. To have a high bounce rate is considered a failure; it’s not enough to simply get the users to your site, you need to engage them to stay. Anything above a 45% bounce rate is considered bad, and we can see from *Figure 3* that currently Starkey has a bounce rate of 61.59%, far exceeding the 45% cutoff. This is something we will want to look to figure out why these users are not engaging and what can be done to entice them to explore the Starkey site.

Now that we’ve seen some details about the audience who’s visiting the site, let’s look at Acquisition to find out the different traffic sources of those users.

Acquisition

The acquisition data taken from Google Analytics tells us where the traffic on the website is coming from. Because of the unique circumstances of Starkey, the relatively new ‘start’ date of their site, the markets or ‘channels’ that are driving the traffic are few in number. This is not necessarily a problem, as the data displayed in *Figure 4* can still provide us with adequate information.

Default Channel Grouping	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	7,865 % of Total: 100.00% (7,865)	76.26% Avg for View: 76.24% (0.03%)	5,998 % of Total: 100.03% (5,996)	61.59% Avg for View: 61.59% (0.00%)	1.98 Avg for View: 1.98 (0.00%)	00:01:17 Avg for View: 00:01:17 (0.00%)
1. Organic Search	5,507 (70.02%)	80.70%	4,444 (74.09%)	60.32%	2.00	00:01:12
2. Direct	1,843 (23.43%)	67.55%	1,245 (20.76%)	67.34%	1.80	00:01:19
3. Referral	315 (4.01%)	50.16%	158 (2.63%)	48.25%	2.47	00:02:18
4. Social	200 (2.54%)	75.50%	151 (2.52%)	64.50%	2.32	00:01:40

Figure 4: Acquisition Channels

Looking at the acquisition data from the same 3-month timeframe, we can see that the majority of traffic to the site, 70.02%, comes from organic search, while the other large percentage, 23.43%, comes from direct traffic. The remaining traffic comes from referrals, 4.01%, with only 2.54% coming from social media.

Taking a page from marketing entrepreneur Avinash Kaushik’s guide to website analysis, <https://www.kaushik.net/avinash/beginners-guide-web-data-analysis-ten-steps-tips-best-practices/>, we can see that a 23% direct rate is good, it’s more or less what we’re looking for. However, the extremely high search rate poses a problem. Typically, a 40%-50% search rate is what we’re looking for, with the remaining numbers coming from referrals, social media and additional channels.



To spread those numbers out, we need to take a look at what can be done to engage those markets that are underrepresented, such as a boost in social media activity or more online campaigns that could potentially improve the site's visibility and reach.

As digital platforms become the norm for communicating with, engaging and expanding audiences, it's very important that Starkey make sure that they are doing what they can to make their site and services easily searchable. Starkey has spent the past eight decades serving the Wichita, Kansas community, and the best and most effective way to continue to do this is through capturing visitors to the website through quality search performance.

To understand the site visitors and their searches better, we must see where visitors are coming from. While all traffic is of course welcome, the direct traffic coming to your site should be seen as welcome visitors. This direct traffic is motivated; they came looking for you and they found you, making all sides happy.

Referral traffic is also highly coveted and are also motivated in nature. These users were sent to the site from another source for a specific purpose. Starkey is doing well in regard to direct search, however from the analytics we can see that the organic search and referral rates are not where we would like them to be.

The guiding force of the organic searcher is key words. Organic searchers have a general idea of what they're looking for and will sometimes use broad search terms, casting a wide net to scoop up all the return searches, and then filter through them to find what it is they're looking for. Though in reality, the returned searches that show up on the top of the page are the ones users will more often interact with. This is the position where we want the Starkey website to be in those searches.

In order to better understand why Starkey is underperforming in regard to search rates, let's take a closer look at the key words used by those searchers.

Search Keywords

Using the same time frame as before, *Figure 5* show a snapshot of the list Google Analytics has put together displaying the most searched words that successfully led the searcher to the Starkey site.

Keyword ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	5,507 % of Total: 70.02% (7,865)	80.70% Avg for View: 76.24% (5,85%)	4,444 % of Total: 74.12% (5,996)	60.32% Avg for View: 61.59% (-2.06%)	2.00 Avg for View: 1.98 (1.01%)	00:01:12 Avg for View: 00:01:17 (-6.30%)
1. (not provided)	5,435 (98.69%)	80.75%	4,389 (98.76%)	60.26%	2.00	00:01:13
2. starkey	11 (0.20%)	72.73%	8 (0.18%)	72.73%	2.36	00:00:33
3. starkey omputer recycle	5 (0.09%)	20.00%	1 (0.02%)	80.00%	1.40	00:00:24
4. starkey wichita ks	5 (0.09%)	100.00%	5 (0.11%)	60.00%	2.80	00:00:30
5. starkey foundation	4 (0.07%)	50.00%	2 (0.05%)	100.00%	1.00	00:00:00
6. starkey inc wichita ks	3 (0.05%)	100.00%	3 (0.07%)	33.33%	1.67	00:00:13
7. cars for charities	2 (0.04%)	100.00%	2 (0.05%)	100.00%	1.00	00:00:00
8. keystone houseing starkey wichita kansas	2 (0.04%)	0.00%	0 (0.00%)	0.00%	2.00	00:12:28
9. starbird devlin	2 (0.04%)	50.00%	1 (0.02%)	100.00%	1.00	00:00:00
10. starkey group homes	2 (0.04%)	50.00%	1 (0.02%)	100.00%	1.00	00:00:00

Figure 5: Organic Search Keywords

You'll see that the number one keyword is not provided, which may seem a bit odd. This is done because when a visitor to the site is using a secured network or if their browser is set to private, google analytics is not able to capture the data accurately.

Including the number one keyword not displayed, Starkey only had 46 keywords come up through the analytics search. This is incredibly low. The newness of the relaunch of the site must contribute somewhat to this shorter list, we can see that most of these keywords were searched only by few people. But, newness should not necessarily be a huge detriment for keywords not popping up in searches. It's possible that more simply the vocabulary used on the site is limited and the keywords we see listed accurately reflect that.

If we separate out the list of keywords into categories, we can see that the three big clusters of key words are related to Starkey's brand itself, the cars for charities events and the services and programming of the organization.

Keyword	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session
starkey	11	72.73%	8	72.73%	2.36	33.45
starkey wichita ks	5	100.00%	5	60.00%	2.80	30.00
starkey foundation	4	50.00%	2	100.00%	1.00	0.00
starkey inc wichita ks	3	100.00%	3	33.33%	1.67	12.67
starkey group homes	2	50.00%	1	100.00%	1.00	0.00
starkey inc	2	100.00%	2	50.00%	1.50	40.50
starkey jos	1	100.00%	1	0.00%	2.00	40.00
volunteer opportunities with starkey	1	100.00%	1	0.00%	2.00	13.00
starkey healthcare in wichita	1	100.00%	1	100.00%	1.00	0.00
starkey foundation careers	1	100.00%	1	100.00%	1.00	0.00

Figure 6: Brand Keywords

As we can see in *Figure 6*, the terms 'Starkey' and 'Wichita' pop up in multiple searches. This is good and shows us that the key words for the brand itself, as well as the location of the organization are being used effectively in search results.

Keyword	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session
cars for charities	2	100.00%	2	100.00%	1.00	0.00
starbird devlin	2	50.00%	1	100.00%	1.00	0.00
car show wichita 2018	1	100.00%	1	100.00%	1.00	0.00
cars for charity car show	1	100.00%	1	100.00%	1.00	0.00
devlin car show	1	100.00%	1	0.00%	2.00	21.00
devlin car show 2018	1	100.00%	1	100.00%	1.00	0.00
devlin starbird car show	1	100.00%	1	100.00%	1.00	0.00
starbird devlin car show 2018	1	100.00%	1	100.00%	1.00	0.00

Figure 7: Cars for Charities Keywords

For the results show in *Figures 7*, we see that different variations of the words 'car show' and 'Devlin' being searched, but with no mention of the word Starkey and there is nothing in these terms that relate the search back to brand.

Keyword	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session
starkey computer recycle	5	20.00%	1	80.00%	1.40	24.40
starkey group homes	2	50.00%	1	100.00%	1.00	0.00
keystone houseing starkey wichita kansas	2	0.00%	0	0.00%	2.00	747.50
electronics recycling at starkey in wichita ks	1	100.00%	1	100.00%	1.00	0.00
keystone place apartments	1	100.00%	1	100.00%	1.00	0.00
keystone place apartments, wichita. ks	1	0.00%	0	100.00%	1.00	0.00
recycle printers	1	100.00%	1	100.00%	1.00	0.00
starky 3rd shift wichita ks	1	100.00%	1	0.00%	5.00	102.00

Figure 8: Programming & Services Keywords



The final category shown in *Figure 8*, displays Starkey's programming and services related terms that are being searched. The word 'Starkey' is seen a few times, as well as variations on 'home', 'recycling' and keystone.

The name and location of the organization perform well as keywords, we can see that repeatedly through the search results. We see that the word 'Kansas' is only used once and is otherwise abbreviated to 'ks'.

Terms connected to services, programming and events, like 'recycling', 'housing' and 'car show', are seen in the search results, but they do not appear often.

Keywords 'careers' and 'volunteer opportunities' were listed, however like so many other keywords, these terms were only connected to one single session/user.

Most of the keywords identified were relevant to the site, however the list of keywords was very short and by no means all-encompassing to the mission and goals of the organization. I was quite surprised to not see terms like 'disability', 'jobs' and 'independent living' amongst the keywords. Later on, we'll look at this and see what we can do to expand and grow these keywords, so that search performance results can be more successful.

Now we're going to look at these same keywords that we saw in *Figures 6-8*, but we're going to look at them in a new way so that we might get a better and clearer view of what the data is telling us.



Through this we can see that with the limited keyword list provided, the words themselves just repeat multiple times. The list of 46 keywords is made up of a dozen or so of the same terms that are stated in different variations. These words give us evidence of the name and location of the organization, but the remaining keywords do not give us enough information about what it is the organization actually does.

By looking at *Figure 9*, we see the words ‘Starkey’ and ‘Wichita’ in bold, with the next set of bolded words contains ‘car’ and ‘devlin’. These are successful keywords, meaning when these 4 words are plugged into the search engine Starkey, Inc is among the top results. But the number of successful keywords we should be seeing should be larger and more comprehensive. For this to happen let’s use a keyword tool to tell us what some of the more effective keywords could be.

Keyword Tool

Keyword tools are used to generate the best relevant and related keywords that will help drive search inquiries to a website. For Starkey’s website to become a viable option on the search results page, we need to make sure that the language we’re using on the site is aligning with the user’s search.

A brief search of the organization, using simple terms might look something like this: “Organizations in Wichita, Kansas providing job and independent living services to individuals with disabilities”. However, based on the data provided to us by Google Analytics the only successful search keywords in this last sentence are ‘Starkey’ and ‘Wichita’. In a google search of ‘Wichita disability services’, Starkey’s site does not appear in the search results. This was the same with searches for ‘Wichita disability jobs’, ‘Wichita independent living’.

Using the keyword tool at <https://moz.com/explorer/keyword/suggestions?locale=en-US&q=>, and inputting some of the words used above, we can look to *Figure 11* for the results.

1	Keyword	Relevancy
2	starkey wichita ks	5
3	wichita independent living	5
4	disability jobs wichita kansas	5
5	independent living program wichita ks	5
6	independent living resource wichita, ks	5
7	starkey wichita jobs	5
8	disability services wichita ks	5
9	rescare disability services wichita ks	5
10	wichita disability employment	5
11	community developmental disabilities organization starkey	5

Figure 10: Keyword Tool Results

Comparing *Figure 10* with *Figure 5*, we can see that once again the overlapping words are ‘Starkey’ and ‘Wichita’. The other words suggested by the tool do not appear in our organic search from the google analytics of *Figure 4*.

To help increase Starkey’s impact and reach more people, it is necessary to be easily searchable using the same keywords as your target user. In order to do this, the incorporation of the keywords identified as being beneficial to a high search performance is strongly recommended.

Site Search Behavior

The internal search site is not turned on the Starkey website and it is strongly recommended that it be enabled in the near future. This is something that be must be done on the back end, by the client themselves.

SEO Check

Search engines are the platforms through which people conduct online searches. The act of an SEO check, or a search emphasis optimization check, is simply making sure that you are getting the most use out of these search engines as possible and make sure your site is working with the search engine, not against it.

For this we're going to take a look at both the Home page, as seen in *Figure 1*, as well as the interior Mission & Vision page, as shown in *Figure 11*.

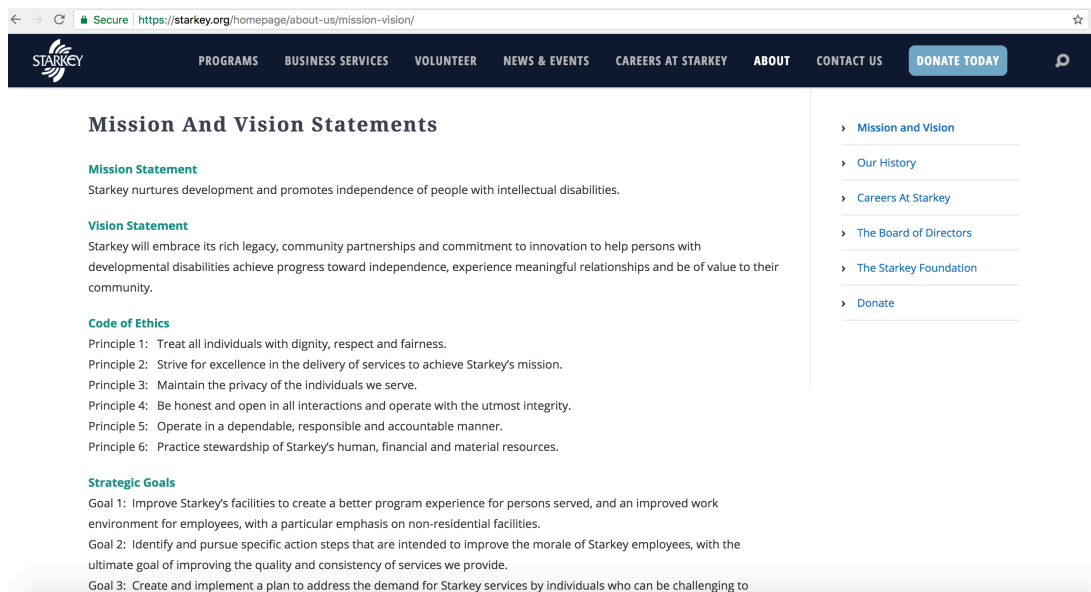


Figure 11: Interior Page

First, we'll look at the page titles inside the page to see how they're written. To look inside the page, we'll be using the site's page source. The home page title is simply 'Welcome to Starkey', this is not bad, but it does not say what Starkey does. By adding keywords like, 'Disability Services in Wichita' to the page title, you increase the possibility of the site coming up in the search results when any combination of these words are searched. The interior's page title of, 'starkey.org/homepage/about-us/mission-vision' is straightforward and well done.

Both pages are text dominant, meaning that what there is real text on the page, not just graphics or images. The focused keywords of a page should give the audience the information they're looking for on that particular page. The words on the home page are 'Starkey', disabilities, 'independence' and 'employment', while those on the interior page are 'Starkey', 'vision' and 'mission'. These terms accurately tell the reader what these pages are about. These focused keywords appear in the first graph, or first part of the interior mission & vision page, but they do not appear in this location on the home page.

The anchor text on the interior page is meaningful, it gives a detailed and transparent account of the organization's ethics and goals. We can see above that the header links are bolded and in blue, distinguishing them from the rest of the text. The home page seemingly employs anchor text as well, but not as successfully as the interior page. The text we see in *Figure 1* doesn't link to any relevant pages, rather it simply prompts the next image to appear. More keywords and links are suggested for the home page.

The H1/H2/H3 structure, which is simply a hierarchy of the way page titles are laid out, does exist on the page source for both of these pages. The interior page's structure begins with H1, however the home page's structure starts with H2. This does not change anything about the page titles themselves, and is only seen on the source code and should not affect the site in any way.

There are no Alt tags present on the entire site, and it is recommended that be looked into. These Alt tag provide useful information that is attached to images on the site that can positively benefit accommodations needed for those with vision impairments.

One of the more important parts of the SEO check is a peek into how the meta description of the page is written. This meta description is in essence the condensed grouping of words about your site that will both attract the human searchers and the bot powered search engines. This little descriptor of the page should have the same keywords that your searchers are using.



The meta description of the home page is well done, “Starkey offers programs designed to enrich the lives and promote independence for individuals with intellectual disabilities in Wichita/Sedgwick County.” There is more room to work with, as these descriptions can have 120-150 words and simply adding the word ‘employment’ or ‘jobs’ might be beneficial.

The interior page’s description of, “Learn about Starkey’s mission to nurture development and promote independence of people with intellectual disabilities in Wichita/Sedgwick County” is also well done. Again, the simple addition of the word ‘vision’ might be of some benefit, but the foundation already laid is good.

By performing an SEO check on multiple pages on the site we are given a better all-around look at the search features that are helping or hindering a successful search performance. Both Starkey’s home and mission & vision pages scored well on some of the sections looked at, such as the meta description and H1/H2/H3 structure, other areas need improvement, such as the lack of Alt tags and vague page title.

Now that we’ve seen where the site stacks up in regard to the Starkey site’s SEO status, let’s delve into the users who will be accessing these pages and look at where the website’s traffic is coming from.

Referral Traffic

While the old adage “all news is good news” can be applied to the user traffic of your site with the idea that ‘all traffic is good traffic’, but much like news, not all traffic is created equal. Some referral traffic is weighted heavier than others and being linked with a heavy hitter will only do good things for your site.

Referral traffic is the term used to describe the traffic that comes to your site via a direct link from another source, rather than through a search engine. This traffic can come through different kinds of referral sources: email campaigns, social media and blogging sites, or from partnering organizations, and respected & trusted outside agencies and institutions.

Google looks favorably on this traffic and this can be used in your benefit in regard to page rankings in the search results. The more traffic being directed to your site from other reputable sites, the better your site preforms during future user searches.

We’ll be sticking to the previous 3-month timeframe of October 23, 2017-January 23, 2018, as the data prior to this start date is not readily available at this time.

Default Channel Grouping	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	7,865 % of Total: 100.00% (7,865)	76.26% Avg for View: 76.24% (0.03%)	5,998 % of Total: 100.03% (5,996)	61.59% Avg for View: 61.59% (0.00%)	1.98 Avg for View: 1.98 (0.00%)	00:01:17 Avg for View: 00:01:17 (0.00%)
1. Organic Search	5,507 (70.02%)	80.70%	4,444 (74.09%)	60.32%	2.00	00:01:12
2. Direct	1,843 (23.43%)	67.55%	1,245 (20.76%)	67.34%	1.80	00:01:19
3. Referral	315 (4.01%)	50.16%	158 (2.63%)	48.25%	2.47	00:02:18
4. Social	200 (2.54%)	75.50%	151 (2.52%)	64.50%	2.32	00:01:40

Figure 12: Acquisition Results

According to our friend, the digital marketing guru Avinash Kaushik, <https://www.kaushik.net/avinash/beginners-guide-web-data-analysis-ten-steps-tips-best-practices/>, a healthy rate of referral traffic makes up about 20-30% of a site's traffic, but as we can see from *Figure 12* Starkey's referral traffic is considerably lower than that, accounting for only 4% of the site's users. These are 'targeted referrals', visitors who have come to the site directly from a link referral from another source of a partnering organization or any relevant group.

Although the referral numbers are low, the data above shows us that these few targeted referral visitors produced the lowest bounce rate amongst all other traffic at 48.25%, as well as the highest number and longest duration of sessions. This illustrates the strength of targeted referral traffic and helps us understand why we should look to make those strong connections with other sites.

Another low number we see in *Figure 13* is the rate of social traffic at only 2.54%. As social media becomes more and more important in the way we interact and do business in the digital world, it's important to use social media as an effective source of referral traffic. Let's take a closer look and see what we can do to strengthen and successfully utilize Starkey's social media presence to increase referral traffic.

Social Referrals

Social referrals are those users who are coming to your site based off a link from some social media platform. Pulling up the Google Analytics data for the top 100 social referral sites, *Figure 13* shows that there were only 5 social media referral results that appeared, and of those only Facebook had any significant session rates.

	Social Network	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
2	Facebook	190	77.37%	147	65.79%	2.34	102.39
3	LinkedIn	4	0.00%	0	50.00%	1.75	16.00
4	Twitter	3	100.00%	3	33.33%	2.33	84.33
5	Yelp	2	0.00%	0	50.00%	2.00	33.50
6	Blogger	1	100.00%	1	0.00%	2.00	170.00
7		200	75.50%	151	64.50%	2.32	100.05

Figure 13: Social Media



This means that either Starkey only uses the 5 social platforms listed above, or none of Starkey's other social media accounts are being used to post links. Either way, it would be good to grow this social referral list and make it longer, as well as bolster and develop those social sites currently being used by Starkey.

When posting on social media it's important to remember to tag the URL of the link before sharing. Tagging a URL allows the poster to have more control on how Google analytics is interrupting where visitors are coming from. By using specific keywords and symbols in the post it ensures that the social media links that are taking people to your site are correctly documenting that user interaction on Google Analytics and using it to your benefit.

Since Facebook is where we're seeing the most significant amount of social referral traffic, let's start there and take a look a more in-depth look at Starkey's Facebook page.

Looking at Starkey's Facebook page in *Figure 14*, we see the organization is rated well with 4.6 stars and has, give or take about 100 people, more or less the same number of 2,000+ followers and likes. The page is quite active, with at least one posting a day and each post receiving a decent number of likes. The majority of posts are photos of participants of Starkey programs, like we see in *Figure 15*.

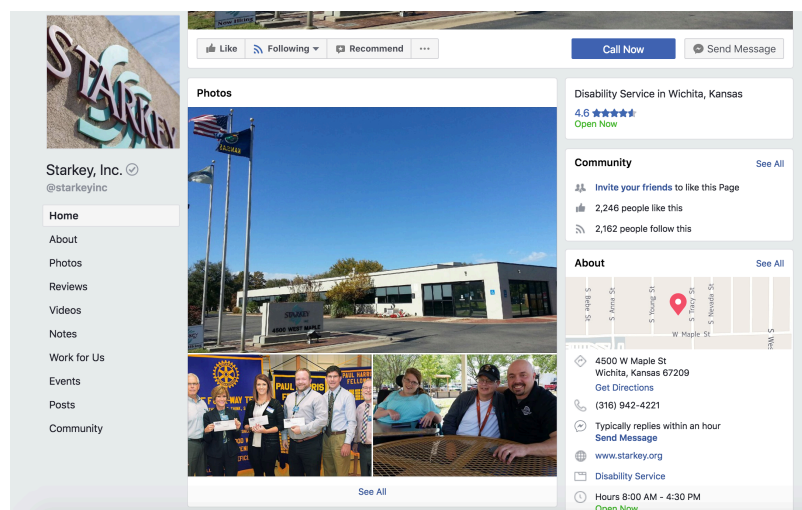


Figure 14: Facebook Home Page

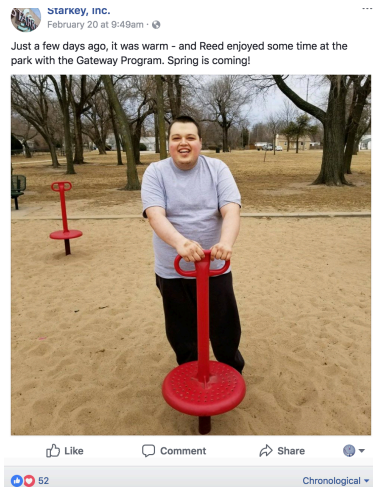


Figure 15: Facebook Post Photo



Figure 16: Facebook Post Link

While Figure 16, a Facebook post that contains a link to the Starkey YouTube page, is seemingly the exception and not the rule in regard to Starkey Facebook postings, this is an excellent example of how you can use social media to drive referral traffic to your site.

Although YouTube is not included in the list of Starkey's top social referrals, after Google, YouTube is the second biggest online search site, so to have a presence there is very beneficial and I wanted to take a minute to talk about that. People like videos and having videos on your site will generally make people stay there longer. Thankfully Starkey does have a YouTube page, and although there are only about a dozen videos on Starkey's page, the organization appears to have been more active in the past few months in regard to posting.

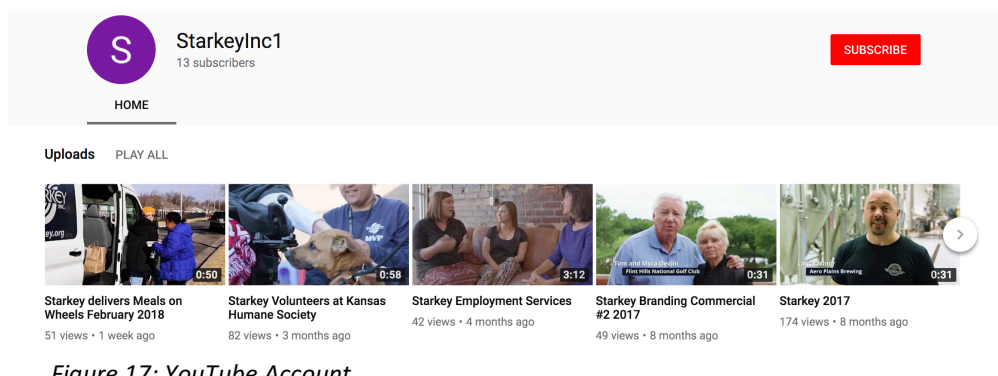


Figure 17: YouTube Account



With only 13 subscribers that we see from *Figure 17*, it would behoove Starkey to build up their subscriber base here and connect the followers they already. The more subscribers your page has and the more views your videos receive help bolster the weight and ranking of the site.

On the list of Starkey's social referrals Twitter appears third, however, the few users that we see coming from that source have a low bounce back rate and a high session duration, things you want in a site visitor.

Looking above we see Starkey's Twitter handle has 351 followers, while the organization follows double that number. There are numerous posts, but these posts receive little interaction from the Twitter followers. The posts on Twitter are the same as those posted on Facebook, and since the follower count on Facebook is much higher, the posts there receive much more attention.



Figure 18: Twitter

Twitter is a great place to put a link that will take visitors to your website or YouTube page. Currently the only posting on Twitter have been picture based, and it would be beneficial to start posting more links here. Looking for similar agencies and organizations to follow on Twitter is also a great way to build up you own followers. Unlike Facebook which may seem a bit more personal in regard to who follows who,

Twitter is a place where ‘follow for follow’ is a standard. If you actively search out and follow these accounts that are relevant to your cause and mission, you will more than likely begin to see those same account following you back as well as the appearance of new followers.

Starkey does not currently have an email campaign, nor does it have a joinable email list on the website. It’s recommended that these options are looked into, as the email is another potentially useful source for referral traffic.

Now we’re going to move away from social media and look at the oft coveted targeted referrals and see where that traffic is coming from, and what can be done to continue to strengthen that channel.

Targeted Referrals

As previously mentioned, targeted referrals are those visitors who are coming to your site from a direct link they were provided by another source. These are high quality visitors and their presence on your site can have a strong impact on strengthening the weight and rank Google applies to your site.

1	Source	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
2	starkey.applicantpro.com	149	15.44%	23	41.61%	2.81	173.78
3	sedgwickcounty.org	8	100.00%	8	25.00%	2.38	86.75
4	workforce-ks.com	5	80.00%	4	80.00%	2.20	365.40
5	bowercomm.teamwork.com	4	25.00%	1	50.00%	2.00	187.50
6	cb.my.salesforce.com	4	75.00%	3	50.00%	1.75	30.00
7							
8	recyclingcentral.com	2	100.00%	2	0.00%	2.00	17.50
9	iwanttoberecycled.org	2	100.00%	2	100.00%	1.00	0.00
10	kansasrecycles.org	1	100.00%	1	0.00%	5.00	142.00
11							
12	wichitalinks.com	2	100.00%	2	0.00%	2.50	30.00
13	wichitawingnuts.com	2	100.00%	2	100.00%	1.00	0.00
14	kansas.com	1	100.00%	1	100.00%	1.00	0.00
15	visitwichita.com	1	100.00%	1	0.00%	4.00	1650.00
16							
17	carf.org	2	100.00%	2	50.00%	3.50	34.00

Figure 19: Targeted Referrals

After grouping Starkey’s targeted referrals into categories, we can get an idea of where this traffic is coming from. *Figure 19* displays 3 sorts of these targeted referral sources: job related, recycling adjacent and location specific. This means that each of these sites



had a link to Starkey on their site or in an email blast and those users clicked on the link to take them to Starkey. All of these groupings seem logical; it makes sense that these employment related sites would have a connection to Starkey. As it also makes sense that websites and organizations that specialize in recycling and are located within Wichita would also have an established connection to Starkey.

These are all good targeted referral sources, but now that the connection has been established the next step is to see the number of session, users and page views grow larger. Starkey does not provide links to any other groupings listed above, it's currently a one-way relationship with Starkey on the receiving end. Reaching out to these organizations, putting their links on your site and really solidifying those relationships can do nothing but help all parties involved reach their ultimate goal of having a strong and easily accessible online presence.

The last item on the list in *Figure 19* is a stand-alone, but I wanted to include it because of its importance. Starkey is a CARF certified organization, and it would make sense that they would have connections to other organization in the same realm. Chances are these sites are considered trustworthy and reputable, and the more interaction you have with those sites, the more trustworthiness and reputability of your site is reinforced. But unfortunately, there is only one result on this list that falls under this category. This is where reaching out and making connections with those other organizations and agencies would prove beneficial.

Staying within that same world, it's important to look at what other related services are provided in your area and how you can work with them. Other agencies in the Wichita area that work with individuals with disabilities would be a great resource of targeted referrals. Like we see in *Figures 20 & 21*, Envision, Inc., a non-profit that works with the visually impaired or the Kansas Elk Training Center, a rehabilitation agency for those with disabilities. Both of these organizations would be natural referral sources for Starkey and vice versa.

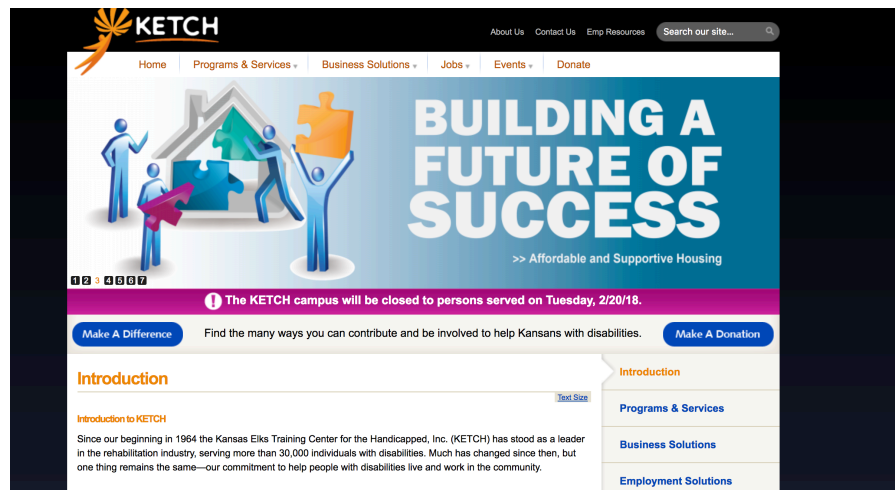


Figure 20: ketch.org

Looking at agencies that have interests that are perhaps not exactly the same as yours, but are adjacent to your cause is also a smart connection to make. As Starkey is heavily involved in recycling programs, it would make sense to link up with some of the industry in the area that produces recyclable waste. Spirit AeroSystems in Wichita is probably in need of a place to recycle their old technology apparatuses and Starkey could provide this service. Having a visible connection link on both the Starkey site and Spirit site helps drive targeted referral traffic to both organizations, driving up the number of user of both sites.

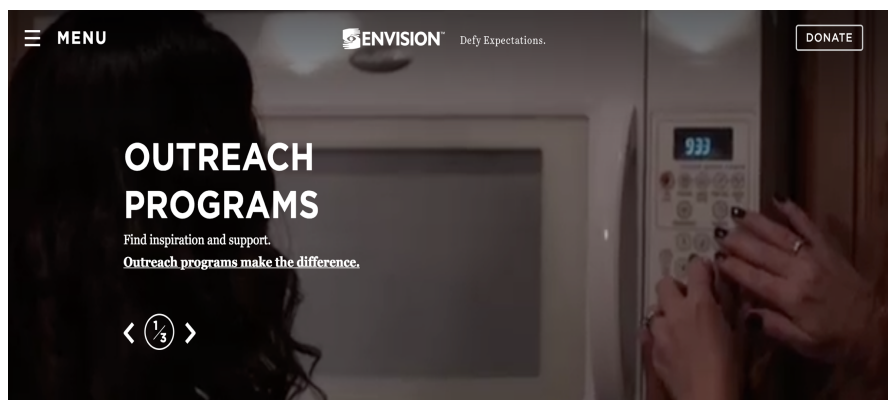


Figure 21: envisionus.com

Top content report

It was true more than 20 years ago when Bill Gates made the declaration, and it's perhaps even more true today: content is king. In the virtual kingdom of the online world, getting users to your site is only half the battle, now that you've got them, those visitors need to be enticed to stay and explore the site. One of the most effective ways to do this is by offering a rich and diverse array of content. Compelling text, images and videos are some of the most efficient ways to make your website and online presence work with you, so that you may successfully interact and engage with your online audience base.

The content on your site needs to effectively relay your message and core values to potential customers in a current and continually evolving manner. As your organization continues to grow and progress, so must your online content. Let's begin our assessment of Starkey's current web content by taking a look at which pages users are initially engaging with on the site and then following their next steps. This will allow us to discover what's working, what's not working and what changes need to be implemented to ensure that Starkey's site content is once again crowned king.

Page		Pageviews	Bounce Rate (compared to site average)
		15,574 % of Total: 100.00% (15,574)	61.59% Avg for View: 61.59% (0.00%)
1.	/	3,889	-26.82%
2.	/starbird-devlin-car-show/	1,936	28.95%
3.	/homepage/about-us/careers-at-starkey/job-openings/	1,917	13.04%
4.	/event/cars-for-charities-car-show-2/	830	22.19%
5.	/homepage/programs/employment/	812	-36.04%
6.	/homepage/contact-us/helpful-numbers/	539	-13.79%
7.	/homepage/business-services/electronic-recycling/	520	32.41%
8.	/event/cars-for-charities-car-show/	456	0.18%
9.	/event/cars-for-charities-car-show-3/	362	24.84%
10.	/homepage/programs/community-living/	291	-0.08%

Figure 22: Top Content Report Bounce Rate

To get a better understanding of where a user's site experience begins we'll look at the top content report from Google analytics. This allows us to compare the most popular landing pages with the bounce rate data to see where there may be leaks on the site.

To get a better understanding of where a user's site experience begins we'll look at the top content report from Google analytics. This allows us to compare the most popular landing pages with the bounce rate data to see where there may be leaks on the site.

The landing page for a user experience is whichever page from your site they first connect with. A bounce rate, as discussed before, is when a user exits the site from that same landing page they arrived on, without ever leaving that page.

When looking at the top content report it's better to see more green than red, and when regarding the graph in *Figure 22* we can see that there is significantly more red than green. These red marks indicate that of the top ten landing pages on the Starkey site, half of them are seeing high bounces rates.

Taking another page from the regarded works of Avinash Kaushik, we can assume there are one of two reasons that these bounce rates are so high:

<http://www.kaushik.net/avinash/beginners-guide-web-data-analysis-ten-steps-tips-best-practices/>

1. The users
2. The page

Basically, the problem here is either that the users who are coming to those landing pages are not the core audience you want and are thus not motivated to explore further, or the quality of the construction, content and information on the landing pages themselves is poor, making visitors unmotivated to see more.

We can see from *Figure 23* that the second most popular landing page, the page that contains information about the Starbird-Devlin Car Show, also has one of the highest bounce rates at 28.95%. This trend repeats itself on the 4th, 8th and 9th row, where we can see all other car show related landing pages as also having high bounce rates.

1	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
2	/starbird-devlin-car-show/	1936	1551	107.51	1477	79.42%	77.48%
3	/event/cars-for-charities-car-show-2/	830	692	75.11	582	75.26%	68.19%
4	/event/cars-for-charities-car-show/	456	380	60.18	329	61.70%	58.77%
5	/event/cars-for-charities-car-show-3/	362	301	80.90	225	76.89%	68.78%
6	/homepage/news-events/amber-waves/	126	91	89.61	41	51.22%	34.92%
7	/homepage/news-events/starkey-golf-classic/	72	61	67.93	16	68.75%	36.11%
8	/homepage/news-events/amber-waves/beer-walk-tasting-tour/register-for-amb	20	16	12.23	2	100.00%	35.00%
9	/homepage/news-events/amber-waves/amberfest/register-for-amber-waves-fie	19	14	12.50	3	100.00%	15.79%

Figure 23: Segmented Behavior Report, Events

As Starkey is a not for profit human service organization, and is not directly involved in selling products through ecommerce, I thought it important to take a look at this grouping of pageviews vs bounce rates amongst the popular landing pages that are related to any kind of charitable event in which Starkey participates.

These events bring a substantial amount of attention and resources to Starkey, Inc. and Starkey Foundation and it seems that there is considerable interest in these events as we can see from *Figure 23*, the number of pageviews for these event related landing pages are high. However, each of these popular landing pages also have high bounce rates, with all but one having a rate of 50% or higher.

With such a strong, highly motivated traffic stream coming to the site, it seems a shame to have them leave without more engagement. Even if Starkey is not actively trying to sell users a tangible product, you are still trying to sell your cause, mission and services. The built-in audience these charity events provide can potentially help expand Starkey's reach to assist more individuals.

Looking at the data we can see that these visitors to the car show landing pages are not the problem, this then means that the problem must be the landing pages themselves. Once the users have gotten the information they were looking for, the remaining content on the page is not interesting or strong enough to entice these users to see what else the site has to offer

1	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	f
2	/	3889	3217	75.56	3133	45.07%	44.84%	
3	/homepage/about-us/careers-at-starkey/job-openings/	1917	1493	108.94	655	69.62%	66.93%	
4	/homepage/programs/employment/	812	494	40.49	66	39.39%	14.04%	
5	/homepage/contact-us/helpful-numbers/	539	413	114.87	113	53.10%	47.68%	
6	/homepage/contact-us/	282	249	56.63	52	53.85%	39.01%	
7	/board-members/	271	224	127.14	70	54.29%	35.06%	
8	/homepage/about-us/mission-vision/	254	217	91.31	30	83.33%	37.40%	
9	/homepage/news-events/recent-news/	175	137	45.26	12	66.67%	19.43%	
10	/homepage/volunteer-donations/become-a-volunteer-2/	113	95	50.88	48	64.58%	42.48%	
11	/homepage/volunteer-donations/become-a-volunteer-2/volunteer-application/	112	88	96.51	19	68.42%	35.71%	
12	/homepage/volunteer-donations/make-a-donation/	100	82	53.19	15	53.33%	33.00%	

Figure 24: Segmented Behavior Report, Employment

We see this same thing repeated with the home page, represented by the / symbol in Figure 24, volunteer and employment pages. These landing pages see significant, highly motivated traffic, and yet they also see high bounce rates. These visitors are clearly interested in engaging with the organization in some way, yet they are not taking the time to visit other site pages. This is another indication of poor page content not properly stimulating the visitor.

A user who is interested in volunteering their time might also be someone who uses their social media to promote and raise awareness about the causes in which they are involved. Giving these would-be volunteer visitors something of interest to engage with on the site that they can then digitally share with all 1,500 of their closest social media friends, could give Starkey a significant amount of potentially beneficial exposure.

Looking at the top content report we can see that there is a trend in regard to the most popular landing pages and those with high bounce rates. Although many of the bounce rates are above 50%, that still means that the rest of that 50% of visitors remained on the site. Let's take a deeper look at those visitors who are not bouncing and see what the behavior flow analysis chart can tell us about where they went after arriving on a landing page.

Behavior flow analysis

The behavior flow analysis chart helps give a visual guide to the journey that a user is taking as they explore the site. This can help in seeing how the structure of the site helps or hinders the user in their experience, and where there may be any significant drop off of activity within the site pages.



Figure 25: Behavior Flow Analysis

From the above chart, we can clearly see that the most popular landing page, by a significant margin, is the home page. This is also the only page which led visitors to explore other site pages. Most of the other top landing pages had complete drop off of activity after initial engagement. The only landing page beyond the home page that led a visitor to another page was the car show page, but even then, the user didn't stray far and stayed within the car show realm.

Looking only at the flow of the home page, we see that these users are more often than not going to the job openings and employment pages. Not seen on this chart are any interactions with pages that concern the services and programs provided by Starkey.

This is the information you want reaching your site visitors, but if they are dropping off the site before they've gotten to that material, then their user experience and in so, their engagement with the organization as a whole, is not fully maximized.

To get another angle on this information let's look at a page heat map of the site to see the specific percentages of user page interactions. This can show us how navigation plays a role in the user experience, and if the ease at which visitors can find the site content is having an impact on the way they interact with the site.

Page heat map

Looking at the link structure on the site and seeing which ones are successfully getting clicks, we can better understand the user's motivation behind their movement on the site.

The utility navigation bar at the top of the page is where all of the page links are located, and it is here that we will get more useful data to give us hints as to where there may be issues. The percentages seen in *Figure 26* give indication as to which links on the site are being used more than others. Not surprisingly, the highest numbers we see are those for the home page and the careers page. This matches with the data seen earlier in *Figure 23*, these are some of the most popular landing pages, so it would make sense they would be popular links as well.

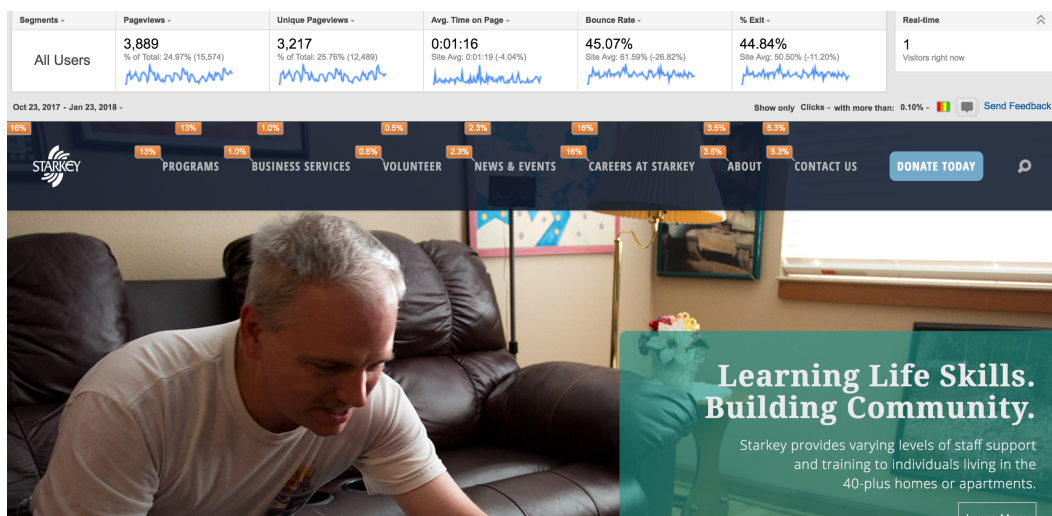


Figure 26: Page Heat Map, Home Page

Another high number seen is that for the programs link, at 16%. This is good, as the programs offered by Starkey are in essence the ‘products’ provided by the organization. This is a solid number to start with, but it would be beneficial to see that number increase.

If we click on the programs link and look at the heat map within the page, as seen in *Figure 27*, we can see which other links those 16% of visitors are next engaging with. Within the drop-down links within the programs page, the most popular is once again careers at Starkey, with a 33% click rate. Interestingly, the next highest rate is 28% for employment opportunities for those individuals who are working with Starkey. None of the other click rates for the other nine links within the programs page reach a percentage of more than 6%.

The news & events link, where the information for the car shows and other charitable events shows a low 2.3% engagement. This is interesting, as the car show page is such a popular landing page, but it appears that it is almost exclusively being accessed directly and rarely through links on other site pages.

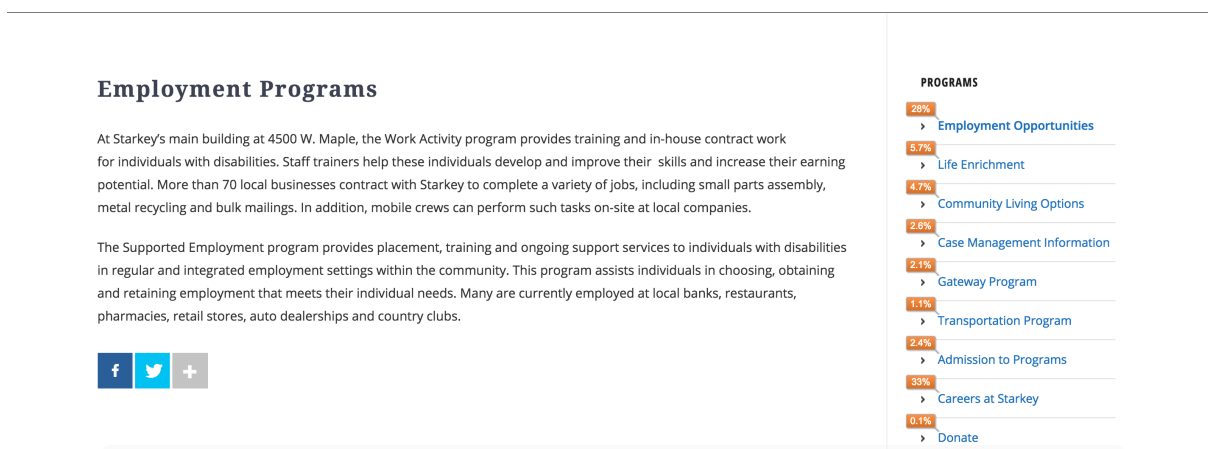


Figure 27: Page Heat Map, Programs

The two most troublesome links we see on the utility navigation bar are those for business services and volunteers. With a respective 1% and 0.5% user engagement for these links, it’s clear that the information and content contained in those pages are not

reaching the audience they were intended for. The reason for this is not completely clear, as to whether it has to do with the design of the links structure or another reason.

These links for business services and volunteers are important and should be seeing much higher rates of traffic than they currently are. To achieve this goal, it might be beneficial to restructure the layout of the page links on the site. There are currently seven links on the utility navigation, and I think that it's fair to say that is too many links. Additionally, some of those seven links have incredibly long drop-down menus, making the layout appear somewhat cluttered and cumbersome.

By streamlining and condensing some of these links it would allow for both a more visually pleasing layout, as well as a more straightforward user experience. If users are not engaging with the links and actively clicking on them, then it does not matter how good or informative the content on your site. By making an easy and pleasurable flow for visitors to work within, the strength of your content will be able to effectively relay the organization's values and mission.

Site Responsiveness

With more ways of getting online than ever before it's important to understand which devices users are operating to access your website. Desktop computers are no longer the only way people connect to the internet; tablets and mobile phones now make up half of user experiences, with most people in the west considered now to be 'multi-platform' users, meaning they access online services through multiple devices.

To keep up with the ever-evolving array of digital products, it's important to make sure that your site is current and responsive. Site responsiveness simply means that the website will change its dimensions and layout based on which kind of device is being used.

With this fundamental layout change, the basic information and content on the site should not change. Regardless of how people are accessing your site, their experience across all devices should be streamlined and easily understood. Let's take a look at the mobile friendliness and responsiveness of the Starkey site across the three major digital device platforms, desktop, tablet and mobile.

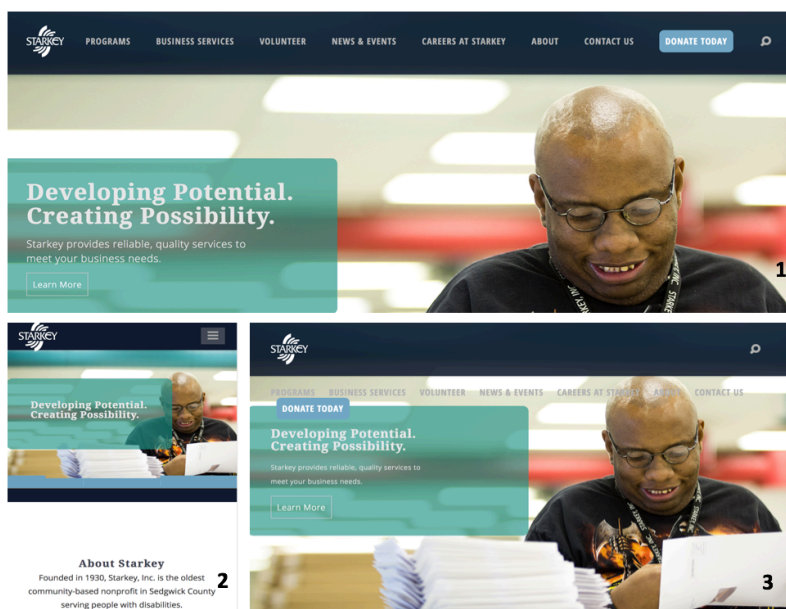


Figure 28: 1. Home Page Desktop, 2. Home Page Mobile, 3. Home Page Tablet

Looking at the images in *Figure 28*, we can see what the site looks like on a desktop view, and how that compares with the mobile and tablets views. It appears that Starkey is doing well here and the site is responsive and streamlined on both of the smaller handheld devices.

After viewing the site responsiveness, we can now venture into the analytics of device usage and look at the data of which devices are being used and where those products are coming from.

Device Analytics

Using Google analytics, we can see in *Figure 29* that the mobile views and desktop views are more or less split evenly between the user sessions.

Device Category ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	7,865 % of Total: 100.00% (7,865)	76.26% Avg for View: 76.24% (0.03%)	5,998 % of Total: 100.03% (5,996)	61.59% Avg for View: 61.59% (0.00%)	1.98 Avg for View: 1.98 (0.00%)	00:01:17 Avg for View: 00:01:17 (0.00%)
1. mobile	3,933 (50.01%)	77.37%	3,043 (50.73%)	68.90%	1.71	00:00:54
2. desktop	3,442 (43.76%)	74.78%	2,574 (42.91%)	52.96%	2.31	00:01:45
3. tablet	490 (6.23%)	77.76%	381 (6.35%)	63.47%	1.86	00:01:10

Figure 29: Mobile Report

Mobile views currently make up 50.01% of user sessions, and have a higher bounce rate and shorter session duration than both desktop and tablet views. This is not a bad thing, as mobile users tend to be quite motivated in their searches, and as discussed before, motivated users are high quality users that can be beneficial to your site.

The numbers for tablet views is significantly lower than the other categories, at only 6.23% of user sessions. This does not appear to be due to any issue on the site end, as *Figure 28* displays the high quality of the site responsiveness. Rather, the low number

of tablet users is more likely due to the fact that tablets are the least widely used of the three devices, making it a natural distant third place.

Device Audiences

The two handheld categories of devices, tablet and mobile, can be broken down further into specific brands and models to see exactly which products are being used to access your site.

1	Mobile Device Info	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session
2	Apple iPhone	1813	77.88%	1412	69.28%	1.65	55.23
3	Apple iPad	311	76.85%	239	61.09%	1.87	88.27
4	Apple iPhone 7 Plus	14	100.00%	14	64.29%	1.86	22.93
5							
6	Samsung SM-G930V Galaxy S7	100	82.00%	82	74.00%	1.50	20.01
7	Samsung SM-G950F Galaxy S8	86	80.23%	69	65.12%	2.00	53.05
8	Samsung SM-G930P Galaxy S7	81	48.15%	39	74.07%	1.63	72.49
9	Samsung SM-G955U Galaxy S8+	72	63.89%	46	75.00%	1.39	29.61
10							
11	Motorola XT1585 Droid Turbo 2	52	75.00%	39	76.92%	1.40	15.63
12	Motorola XT1650 Moto Z Droid	33	87.88%	29	66.67%	1.64	36.39
13	Motorola XT1254 Droid Turbo	22	90.91%	20	63.64%	1.41	12.23

Figure 30: Device Overview

A rundown of the specific kind of devices, as seen in *Figure 30*, shows us that by far the most popular product being used to view the Starkey site is the Apple iPhone. The next highest number is the Apple iPad, with the Samsung Galaxy S7 rounding out the top three.

Summary

The newness of the Starkey website gives us less data to work with, however the data that we were able to see has given us a good indication of the direction the organization can take for improvement. Overall, the Starkey, Inc. website is well laid out. From a preliminary viewing of the site you can see who Starkey is and what they do. The accessibility and identity of the site are solid, though some attention does need to be paid to the navigation and content. Streamlining the content and consolidating pages would help with this effort.

The acquisition data we examined tells us that the website is exactly where it should be in terms of direct search, with those searchers being the most valuable. The same data shows us that significant work needs to be done for visitors brought to the site through referral or organic search.

The analytics data illustrates the significant gap between the current keywords connected with the site, and those keywords that would prove to be more beneficial and focused. The lack of key terms related to disabilities, employment and independent living was surprising. By using the keyword tool with the hypothetical inquiry of, “organization in Wichita, Kansas providing job and independent living services for individuals with disabilities”, we saw that the actual keywords listed does not match with these more relevant and seemingly effective words. These preferred words should be incorporated into the site for better search performance.

Social referrals are the way of the now and the way of the future. Social media has become an increasingly important part of how we market and communicate in the digital space, and this is great referral source to tap into. Starkey currently has a few social media platforms that are driving referrals, but for the most part they aren’t producing too



much traffic. Actively posting links on these sites and making sure that you've tagged the URL can make a world of difference in regard to who is coming to your site and how Google analytics is interpreting that information.

The existing social media Starkey has should be strengthened and it wouldn't be a bad thing to add to that list. Instagram is a very popular photo sharing app and as Starkey already regularly posts photos on their other sites, having an account on Instagram would make sense. Creating a blog for the agency and then finding bloggers who write about issues related to your mission is another great way to grow referrals. People read blogs, people trust bloggers and if your link appears on a post, the followers of that blogger will be inclined to click it, where they will then be taken directly to the Starkey website.

The targeted referrals coming to Starkey are not great in number and could be made much stronger. To have those referrals means to have a relationship with those outside agencies. Reaching out and connecting with the organizations that you work with, want to work with, or wish you could work with is key to having quality referral sources come to your website.

The Starkey site does have some strong and engaging content, but overall it appears that the site is relatively poor in content. As we saw from the top content report, half of the most popular landing pages have high bounce rates. These landing pages are quite specific, meaning that the users going to these pages are indeed the core audience Starkey wants to engage. This indicates that the issue then lies with the quality of the page content.

The behavioral flow analysis illustrates that essentially the only channel that visitors are using to navigate the site is the home page, and even then, these visitors are not fully exploring the site's content.

The utility navigation bar contains too many links and from the page heat map we were able to see that most of those links are not being clicked. Restructuring these links and



condensing those that can be condensed, will allow a more streamline user experience and hopefully propel those users to explore and engage with the rest of the site.

Because of Starkey's unique position as a non-profit, the 'products' that are being sold are the missions, values and impact the organization has on the individuals it works with. These 'products' need to be reinforced through strong, shareable site content. With a built-in audience of donors and attendees of charitable events and potential volunteers, there should be content on the site that these users can interact with and promote.

With all of the many ways in which there are to view a website, it's important to make sure your audience has an easy and enjoyable user experience regardless of which device they're on.

Currently, Starkey's site is responsive and mobile friendly across multiple devices, including smartphones and tablets. The user sessions are split pretty evenly between desktop and mobile views, with tablets not seeing any real significant traffic.

Apple iPhones and iPads make up the bulk of the devices used, and while mobile users had a higher bounce rate than desktops users, this should not necessarily be looked at as a bad thing as these mobile views likely come from motivated users. Overall Starkey's mobile report looks good and no additional action is needed at this time.

Starkey, Inc. has proved itself to be an important part of the Wichita community for the past 8 decades, allowing those with disabilities opportunities for independent living and self-growth. By making sure the website is running as efficiently as possible, we would like to ensure that all those searching for Starkey's services online are able to connect with the organization as quickly and easily as possible and receive the information they're looking for, so that Starkey may continue doing great work for the Wichita community they serve.

Appendix 1



25-point Website Usability Checklist

Accessibility	Rating	Comments
1. Site load-time is reasonable	✓ ✓ ✗	
2. Adequate text-to-background contrast	✓ ✓ ✗	
3. Font size/spacing is easy to read	✓ ✓ ✗	
4. Flash & add-ons are used sparingly	✓ ✓ ✗	
5. Images have appropriate ALT tags	✓ ✓ ✗	Couldn't find ALT tags
6. Site has custom not-found/404 page	✓ ✓ ✗	
Identity		
7. Company logo is prominently placed	✓ ✓ ✗	
8. Tagline makes company's purpose clear	✓ ✓ ✗	
9. Home-page is digestible in 5 seconds	✓ ✓ ✗	Home page is concise, however it could be tightened
10. Clear path to company information	✓ ✓ ✗	
11. Clear path to contact information	✓ ✓ ✗	
Navigation		
12. Main navigation is easily identifiable	✓ ✓ ✗	
13. Navigation labels are clear & concise	✓ ✓ ✗	
14. Number of buttons/links is reasonable	✓ ✓ ✗	Number of navigation labels could be consolidated
15. Company logo is linked to home-page	✓ ✓ ✗	
16. Links are consistent & easy to identify	✓ ✓ ✗	
17. Site search is easy to access	✓ ✓ ✗	
Content		
18. Major headings are clear & descriptive	✓ ✓ ✗	
19. Critical content is above the "fold"	✓ ✓ ✗	Content above the fold is nice, but not enough
20. Styles & colors are consistent	✓ ✓ ✗	Bottom of home page is angled differently than others
21. Emphasis (bold, etc.) is used sparingly	✓ ✓ ✗	
22. Ads & pop-ups are unobtrusive	✓ ✓ ✗	
23. Main copy is concise & explanatory	✓ ✓ ✗	Some content can be streamlined
24. URLs are meaningful & user-friendly	✓ ✓ ✗	
25. HTML page titles are explanatory	✓ ✓ ✗	