

Pensacola Ice Flyers Google Analytics Report

Author: Jared Capuson

Loyola University Chicago

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Executive Summary

This report uses Google Analytics to evaluate the contents and performance of the Pensacola Ice Flyers website, reinforcing current adequate practices while identifying opportunities for development. The four key findings from the report are as follows:

1. The website is in need of deep content, which means content that visitors can engage with to enhance the user experience and lead to conversions (ex. Visual content like videos and pictures rather than text).
2. The focus of target audience should be placed on the already existing fan base, rather than attempting to capture new consumers.
3. The Flyers should utilize email campaigning to reach their most loyal and engaged audience to drive sales of single game tickets, season tickets, and merchandise.
4. Lastly, social strategy should aim to “show” the story rather than “tell,” which supports the need for deep content not only on the website itself, but also on social platforms.

By prioritizing these key findings and adjusting the website with more detailed recommendations outlined in the report, the Ice Flyers will see significant improvement in overall website performance.

Website URL: <https://pensacolaiceflyers.com>



Pensacola Ice Flyers Google Analytics Report

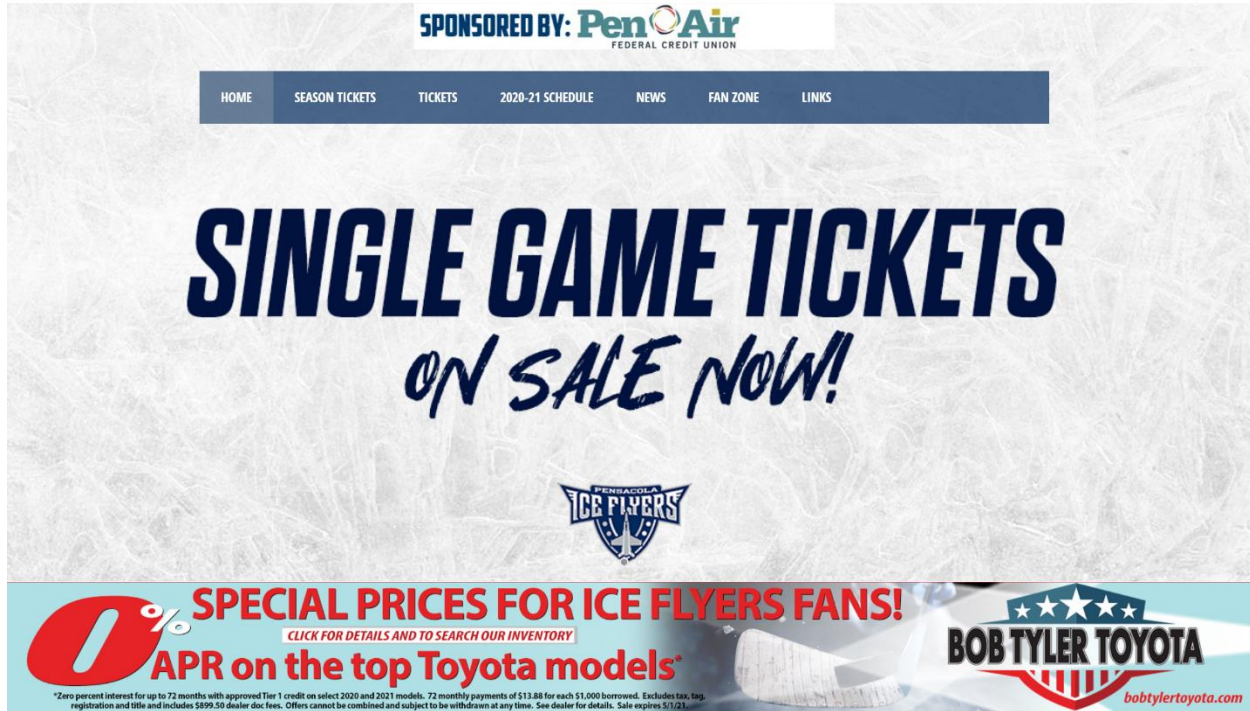


Figure 1

The Pensacola Ice Flyers are a professional ice hockey team that play in the Southern Professional Hockey League (SPHL). The team was formerly named the Pensacola Ice Pilots and played in the Emerald Coast Ice Hockey League (ECIHL) which aimed to, “provide a positive atmosphere targeting active-duty military, veterans as well as civilians in the area.” Although the team’s name and league have changed, the mission remains the same. The team hails from Pensacola, Florida, a town with rich heritage in naval aviation, hence why they chose the name “Ice Flyers.” Playing their first season in 2009-10, the Ice Flyers have since won three championships, attracting a widespread fan base over the past decade. The primary business model is based off both individual game and season-ticket sales. However, the team does much more than just play hockey. Each home game, played at the Pensacola Bay Center, has a themed night, such as “Military Appreciation Night” and “Small Dog Race.” The themes attract different communities, such as families or veterans, and put on entire events for fans, with the highlight being the hockey game. The Ice Flyers are active on three main social media platforms: Twitter, Instagram, and Facebook. The Twitter and Instagram accounts both have over 7,000 followers, and the Facebook page has over 24,000 likes.

I. Website Overview



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	✓ ✗ ✗	
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	✓ ✓ ✗	
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	✓ ✗ ✗	
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"	✓ ✓ ✗	
20. Styles & colors are consistent	✓ ✓ ✗	
21. Emphasis (bold, etc.) is used sparingly	✓ ✓ ✗	
22. Ads & pop-ups are unobtrusive	✓ ✗ ✗	
23. Main copy is concise & explanatory	✓ ✗ ✗	
24. URLs are meaningful & user-friendly	✓ ✓ ✗	
25. HTML page titles are explanatory	✓ ✓ ✗	

Figure 2

Website URL: <https://pensacolaiceflyers.com>

The above 25-point checklist provides an overview of key website attributes that effective sites should have. It is a great tool for auditing sites to identify areas of strong performance and discover areas of underdevelopment. The first section highlights accessibility, which covers anything that may obstruct a user from accessing information on a website. The second section focuses on identity, which deals with branding and website purpose. Thirdly, navigation explores the ease of the user journey from landing page to desired information, ensuring they do not get lost along the way and can go back the way they came. Finally, the content section analyzes the strength and consistency of the actual content posted on the site. To begin the report, I will use this checklist to audit the Pensacola Ice Flyer’s website.

1. Accessibility

The website accessibility is generally good, but there are a few details missing to make the site the best it can be. The load time is excellent, and pages have plenty of open space to not overwhelm the viewer with the amount of text. The font is easy to read, text spacing is clear, and the colors are consistent throughout. Although there are some display ads on the home page, there are no add-ons used. However, all images lack alt tags and there is no custom not found/404 page. If the site adds these details with accessibility, it will be thorough.

2. Identity

This is the weakest aspect of the website. The most prominent issue is that the logo is not in a permanent place on the site and can only be seen in separate images and banners. It needs to be visible on every page. Secondly, there is no clear about page or contact information. The news and tickets pages cover some of this information, but there should be a distinct contact/about page directly accessible from the home page. Lastly, the home page is crowded with two layers of display ads, making it an overwhelming landing page. A simple cut back on some of these display ads would provide a much more welcoming home page.

3. Navigation

Similar to accessibility, the site navigation only needs a few more details to be rock solid. The main menu and tabs are clear, concise, and offer a direct path to the most relevant information on the site. Every page can be reached within one click of the home page. However, there still needs to be a search bar, which is currently missing. As I mentioned in the Identity section, there also needs to be a logo in the header of each page that brings visitors back to the home page, even though there is a “Home” tab that has that function. Overall, navigation is efficient.

4. Content

The common theme for the Ice Flyer’s site is that it is a clean and clear site. Nothing is overcrowding, all text is easy to read, and the colors are visually appealing. Headings are straight to the point, critical content, like schedule and ticket tabs, are well placed, styles are consistent, and URLs/page titles let the user know where they are at all times. One suggestion with content

is to balance text with visuals. There is room to express the text content through visuals and provide a more engaging, entertaining site.

Top Level Analytics

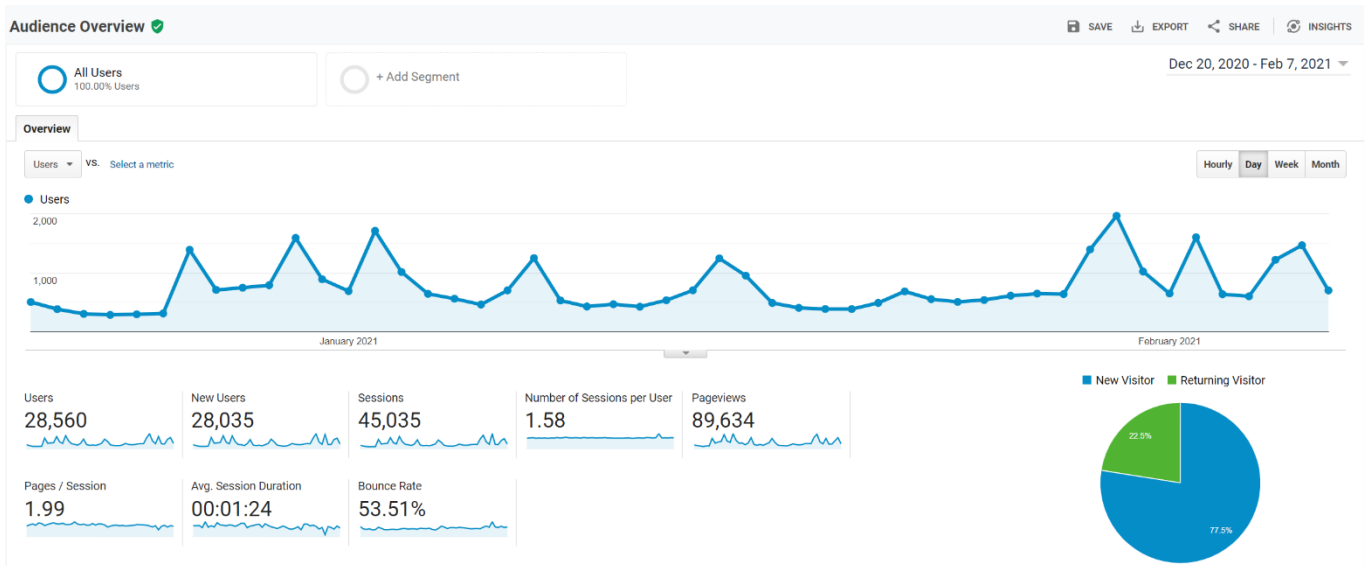


Figure 3

I set the time frame of the analytics report from December 20th to current. The Ice Flyer’s season started on December 26th, so I added one extra week before the first game to track activity leading up to the season opener. I will be measuring web performance during the regular season and playoffs (December-May) and will not be including data from the offseason (June-November).

The line graph above represents the number of site visitors each day. The data shows a steady baseline of users per day, sitting around 500, with a hand full of peaks that surpass 1,000 users. According to the dates on the Ice Flyer’s schedule, the peaks happen each time there is a home game, and the graph levels out when they play on the road. Home games draw the most site activity.

The website has a solid base of overall performance but is lacking engagement. Users on the site are averaging 1.99 pages per session and 1:24 minute long sessions, which means they are finding their desired information quickly and efficiently. However, sessions per user is at 1.58, which means the majority of users are new (77.5%) and not returning (22.5%). In the context of a sports team, this is concerning because teams have fan bases that should be engaging

regularly. Likewise, the bounce rate is at 53.51%, which according to Avinash, is “worrisome.” This high percentage is probably influenced by the posted schedule, because visitors likely land on the schedule page, observe the game dates, and leave. Still, the site could encourage more engagements and bring the bounce rate down to the 30%-40% range.

The number of users alone is a good indicator that the site is attractive enough to bring people in. 28,560 new users and 89,634 pageviews are impressive metrics for only seven weeks of measurement. Given that the top three pages of content are the Home, Schedule, and Single-Game Tickets pages, we can infer that users are mainly visiting the site during home games to check the schedule and purchase tickets. Therefore, the next steps in improvement are boosting engagement and keeping people on the site once they arrive. Next, I will analyze the acquisition report to identify how users are arriving to the site, and if those channels could be optimized to drive engagement.

Acquisition

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	28,793 <small>% of Total: 100.00% (28,793)</small>	28,387 <small>% of Total: 100.03% (28,379)</small>	45,630 <small>% of Total: 100.00% (45,630)</small>	53.55% <small>Avg for View: 53.55% (0.00%)</small>	1.99 <small>Avg for View: 1.99 (0.00%)</small>	00:01:24 <small>Avg for View: 00:01:24 (0.00%)</small>
1. Organic Search	18,499 (61.99%)	17,802 (62.71%)	29,910 (65.55%)	52.23%	2.04	00:01:33
2. Direct	5,872 (19.68%)	5,777 (20.35%)	8,420 (18.45%)	48.34%	2.05	00:01:21
3. Social	4,287 (14.37%)	3,924 (13.82%)	5,688 (12.47%)	65.82%	1.65	00:00:48
4. Referral	1,042 (3.49%)	780 (2.75%)	1,450 (3.18%)	60.34%	1.92	00:01:17
5. (Other)	142 (0.48%)	104 (0.37%)	162 (0.36%)	77.16%	1.58	00:00:51

Figure 4

Avinash Kaushik outlines benchmarks for acquisition channels and explains what it means when a website is above or below these percentages. I will compare the Ice Flyers current acquisition analytics with these benchmarks. First, 62% of all visitors are coming through Organic Search, which is well above Avinash’s benchmark of 50%. The Ice Flyers clearly have a strong search engine presence, and given that they are a sports team, this is not surprising.

The percentage of users coming from the Direct channel, 19.6%, is right on target with Avinash’s benchmark of 20%, showing that the team is retaining its existing fan base. Visitors

coming from this channel likely have multiple sessions in the selected timeframe, contributing to the 22.5% returning visitors and 1.58 sessions per user mentioned earlier.

Although Avinash does not list a benchmark for the Social channel, 14.4% is a healthy percentage. The Ice Flyers do a great job at generating traffic through their social media platforms: Twitter, Instagram, and Facebook.

The Organic, Direct, and Social channels are strong performers, directing a combined 96% of new and returning users to the site. However, a major weakness lies in the Referral channel. It is drastically low, sitting at 3.4%, compared to the target benchmark of 20%-30%. Pensacola needs to improve this area by generating earned media with inbound links to the website. Likewise, the Others channel is underperforming, almost contributing no traffic at all. The Others channel directs traffic through email campaigns, display ads, and social campaigns, which means they reach a distinct target audience and encourage a specific action to be taken. There is an opportunity here to capture a loyal, highly interested audience (season ticket holders for example) to stimulate traffic and site engagement. As pointed out in the previous section, user retention and engagement are the paramount weaknesses in the site's performance, so this channel could be valuable if used correctly. Email campaigning would present the most effective solution to this problem. If the Flyers do not yet have an email base, they should begin building one from customers who purchase single game and season tickets. The opportunities to retain this audience are virtually endless, for example: sending an email to notify customers of new merchandise, upcoming events, deals on ticket pricing, etc. Email will keep the most important audience in the loop and drive quality, conversion-ready users to the site.

Website Overview Summary

The Pensacola Ice Flyers analytics reveal a few key points about the organization's digital presence. The website itself is well designed and easily navigable, allowing visitors to immediately find and understand the most crucial information. On the other hand, the site is not engaging, lacking compelling content that bring visitors back to the site. The channels of acquisition reflect this notion, because the Organic Search and Social channels overperformance bring in high percentages of new users, making up for the lack of Referral traffic. The website

lacks engagement because it attracts general new users instead of highly interested, loyal users, and does not provide compelling content to keep visitors on the site. As of now, it is mostly serving informational and transactional purposes. A suggested area of improvement would be to improve the Referral and Others channel to target niche visitors and assist the Direct channel in balancing new and returning visitors. Conducting email campaigns is the immediate action the Flyers could take to see these channels grow. Likewise, produce more visual content to balance the excessive amount of text with images and videos. These changes would result in a site that attracts new users, brings existing users back, and gets visitors more engaged with the organization's content.

II. Search Report

A website's search performance is a measure of how well the site captures audiences through search engines. Search engine optimization is the process of making a site discoverable on search engine result pages, preferably appearing as the first result when relevant key words are searched by a user. The Ice Flyers could utilize search to help reach different goals, such as increasing season ticket holders or bringing in new customers for single events. This report will evaluate current search performance and recommend improvements. As mentioned in the acquisition report from the website overview section, search is the top performing acquisition channel, but not only because of the high percentage of traffic. Users coming from search are also the most quality visitors, recording the second lowest bounce rate (52.29%), highest pages per session (2.04), and longest session duration (1:32). By identifying the keywords that users are searching to land on the site, the Flyers can maintain the strength of this channel and develop underused keywords.

Keywords

Keywords are words used on a specific page that the Ice Flyers want that page to be ranked for. Naturally, a brand's name and location will be the most popular keywords across the website, but to optimize a site to capture new users from the Google results page, who search terms relevant to a brand's product/service offerings, brands must dig deeper. Keywords are essential to a site's SEO performance, and can be utilized in text posts, page titles, URLs, meta descriptions,

SEO Best Practices

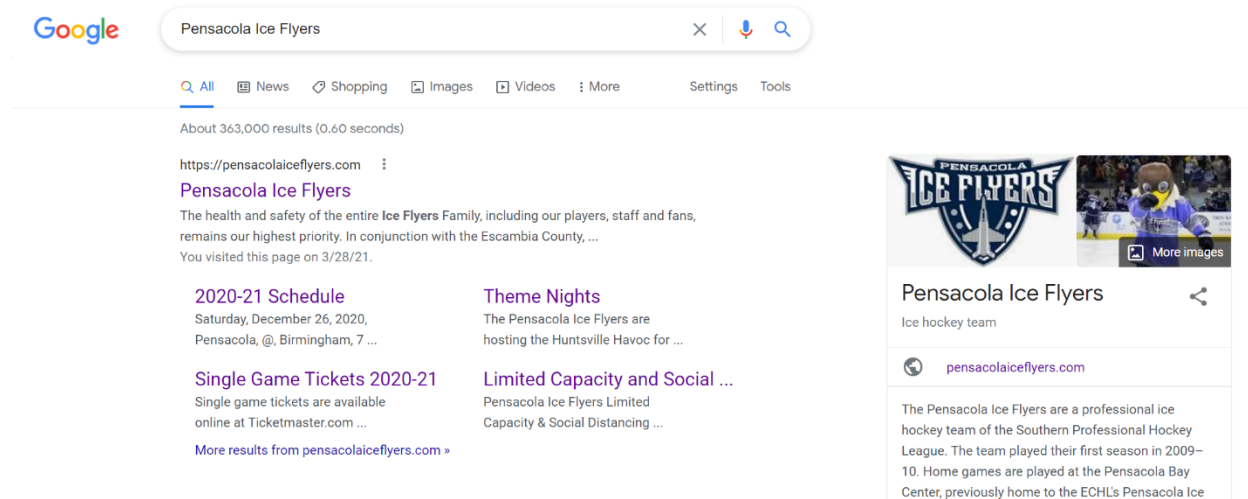


Figure 7

Now, I will evaluate the home page and schedule page for SEO best practices and presence on the google SERP. Starting with the home page, there are four major areas of improvement. There is currently no meta description, which could incorporate some of the identified target keywords for better performance. A suggested meta description for the home page is: “Home of the Pensacola Ice Flyers hockey team. View our 2020-2021 season schedule and team roster, purchase game tickets, and more.” This brief description utilizes all the major key words, explains the purpose of the website, and suggests actions that relate to the extensions seen on google. In addition to the meta description, no keywords are identified for the page. The most relevant keyword for this page is, “Pensacola Ice Flyers,” and should be listed as such. Digging a bit deeper, the two headers do not contain any keyword, and could be changed to do so. Finally, out of 16 images, only three have alt tags. Once again, the major keywords from the clouds can be incorporated in alt tags to strengthen SEO. Besides these main issues, elements such as URL and title are solid. The appearance on the google SERP is excellent, including extensions, relevant titles and URLs, and keywords.

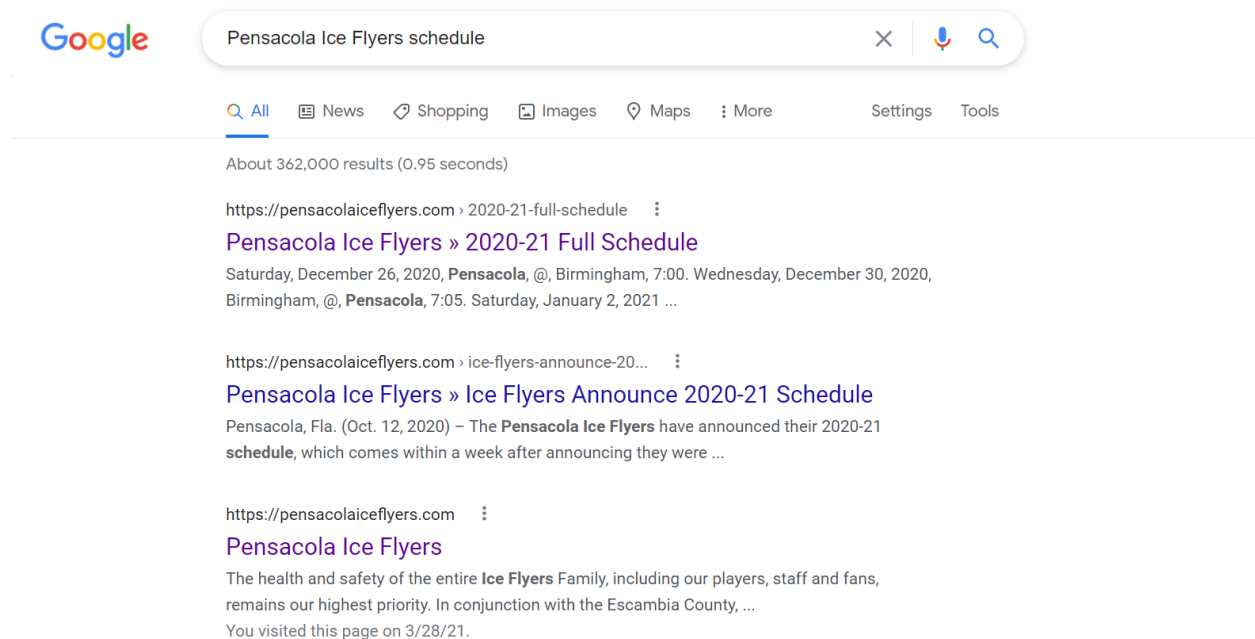


Figure 8

Next, I will analyze the schedule page SEO practices since the schedule is most searched for. This page is more developed in terms of SEO, but there is still room for improvement. Once again, there is no meta description. A suggested description is: “View the Pensacola Ice Flyers 2020-2021 full game schedule before purchasing tickets.” This description includes the keyword “schedule”, which is not currently listed as a keyword, but should be. Both the title and headers on the page include the keyword, which is a strength. However, images are still lacking alt tags, with only two of five images having one. The meta description, keyword listing, and alt tags are the areas of improvement for this page. The appearance on the google SERP could be improved with the addition of the meta description and extensions linking to the home and purchase tickets page.

Search Summary

Search is the most important channel for the Ice Flyers website and performs relatively well. It generates 62% of all traffic, attracts the most quality visitors, and has well developed SERP appearance with extensions and relevant page titles and URLs. However, the site does not utilize keywords outside of “Pensacola Ice Flyers” and can improve its performance if it does so. As seen in the keyword clouds, the terms “schedule,” “hockey,” “game,” “tickets,” and “roster” are

common searches. When “thinking like a searcher,” these are the target keywords to incorporate throughout SEO elements such as meta descriptions, headers, alt tags, etc. The search performance will only increase if this strategy is integrated, as well as populating the text on the site with more of these keywords.

III. Referral Report

In this report, I will focus on the referral channel of acquisition and identify the top social media and website sources directing traffic to the site. The Referral channel directs traffic through links and is important to evaluate for two main reasons: First, to get more visitors on the site, and second, to strengthen the website’s SEO. Relevant, authoritative, and popular links are the basis of a search engine. Therefore, a website that has links satisfying those three qualifications is the website that will appear first after a relevant Google search. By measuring a website’s referral channel analytics, we can identify where links are coming from, their authority/relevance/popularity, what pages they are linking to, and the quality of visitors coming through each respective link. We can also discern where links should be coming from and use the data to improve weak linkage and optimize strong linkage.

The two types of referrals I will cover are Social Referrals and Targeted Referrals. Social Referrals do not hold any weight with Google ranking, but are important for optimizing social strategy. On the other hand, Targeted Referrals hold immense weight in Google rankings; the more relevant, authoritative, and popular sites that are linking to a website, the better that website will perform on Google.

The timeline of this analytics report is still set for December 20th, 2020, to current, as it has been in the previous two reports. I will begin by analyzing social media referrals.

Social Referral

Social Network	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	5,032 <small>% of Total: 13.02% (38,644)</small>	4,625 <small>% of Total: 12.07% (38,311)</small>	6,808 <small>% of Total: 10.98% (61,982)</small>	66.14% <small>Avg for View: 53.91% (22.69%)</small>	1.65 <small>Avg for View: 1.97 (-16.61%)</small>	00:00:47 <small>Avg for View: 00:01:23 (-43.24%)</small>
1. Facebook	4,384 (86.79%)	4,053 (87.63%)	5,919 (86.94%)	66.48%	1.64	00:00:48
2. Twitter	504 (9.98%)	420 (9.08%)	680 (9.99%)	66.47%	1.64	00:00:39
3. Instagram Stories	89 (1.76%)	87 (1.88%)	98 (1.44%)	66.33%	1.51	00:00:48
4. Instagram	66 (1.31%)	57 (1.23%)	103 (1.51%)	42.72%	2.16	00:01:00
5. LinkedIn	4 (0.08%)	4 (0.09%)	4 (0.06%)	75.00%	1.25	00:00:14

Figure 9

The top five social platforms directing referral traffic to the Pensacola Ice Flyers website are Facebook, Twitter, Instagram Stories, Instagram, and LinkedIn. Facebook generates the most visitors (86.79%) and has an average performance; the bounce rate is at 66.48%, pages per session is at 1.64, and average session duration rests at 48 seconds. Twitter, although capturing a far smaller audience (9.98% of visitors), performs on par with Facebook, with a bounce rate of 66.47%, 1.64 pages per session, and 39 second average session duration. Instagram is the third social platform that is divided into two parts: Instagram stories and regular Instagram posts. Instagram stories generate 1.76% of all social referral traffic and perform almost the same as Facebook and Twitter. The bounce rate is 66.33%, pages per session is at 1.51, and average session duration is 48 seconds. Facebook, Twitter, and Instagram stories bring in the same quality of visitors. However, regular Instagram posts, although only directing 1.23% of traffic, seem to produce the highest quality visitors. The bounce rate is almost 25% lower than the previous three sources, sitting at only 42.72%. Likewise, pages per session are the highest at 2.16, and session duration is the longest at one minute. LinkedIn is the fifth social channel, but with only four total visitors it is irrelevant to this report. Now that I have displayed the analytics for each platform, I will analyze how each is used in terms of content and engagement.

Facebook

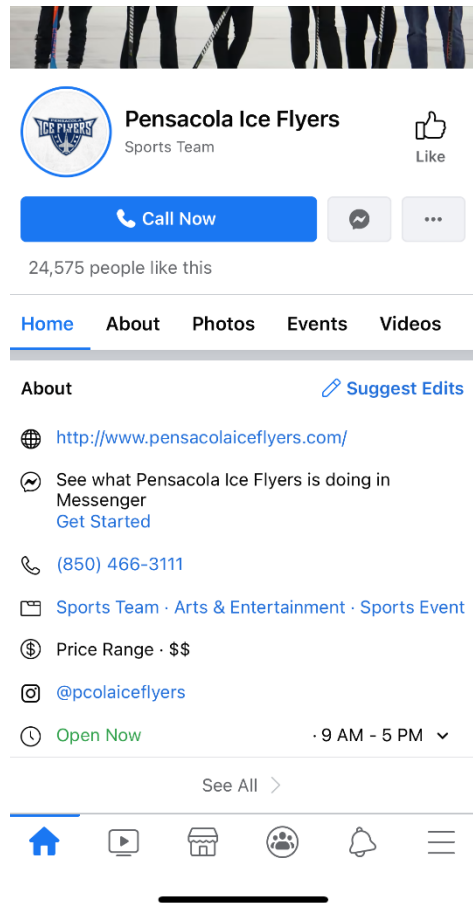


Figure 10

The Pensacola Ice Flyers Facebook page has 24,575 likes and posts multiple times per day on average. The Flyers put this platform to excellent use, as the first thing on the page is an about tab with the website link, phone number, and other valuable links and information. The Facebook posts include pre-event information, live game updates, articles that link to the website, and merchandise promotion. Overall, engagement is good, and the content is relevant. There is plenty of imagery in the posts, but only a few videos. This is an area of improvement, because the videos tend to capture more engagement and impressions than any other type of post. Likewise, there needs to be more direction to the website. As of now, the link in the about tab and the few articles posted are the only links to the website. Incorporating web links in other posts, such as merchandise promotion, could be a way to strengthen this channel and lead more quality visitors to the website.

Twitter



Figure 11

The Twitter page has 7,809 followers but has little to no engagement on every post. Primarily, this account is used for live game updates, live Tweeting when there is a goal, end to a period, and final result of a game. There is not much variation between visuals and text, and the content does not entice users to like, comment, or retweet. A fix to this situation would be to incorporate video. Instead of a text tweet informing the audience of a goal, post a video of the goal. Likewise, instead of text about the final game score, post a video of the game highlights. This method could be a way to improve engagement, ultimately leading more people to the website. There also is room here to link to articles and merchandise in individual tweets. Twitter is one of the most useful platforms for linkage, so the Flyers can capitalize on this strength

Instagram



Figure 12

After looking at the Ice Flyers' Instagram account, it is no surprise this platform generates the highest quality users. The account has 7,419 followers and often receives hundreds of likes on photos and over a thousand views on videos. They utilize the key elements of the app, such as still image posting, Instagram stories, reels, and tagged photos. The linktree is in the bio, which is the only place to link on Instagram, and they have plenty of visual content appealing to the audience. The only area of improvement I can suggest for the Instagram page is to broaden its reach. If this account can gain a larger following, comparable to that of Facebook, it has the potential to be the number one social referral source. The Flyers should be linking to the Instagram from Facebook and the website itself. They should even consider conducting a paid Instagram campaign to build upon its followership.

According to the analytics, the Ice Flyers do not currently use targeted email campaigns. It is possible that they do, but email is not properly measured. Email could be valuable for this organization, especially in terms of directing traffic to the website. The Ice Flyers have loyal fans willing to make conversions, such as buying tickets or merchandise, and can use email to target the most interested, conversion-ready audience to the site, which is the highest quality type of visitor.

Now, I will evaluate the targeted referral, identifying which websites are linking to the Ice Flyers, what pages they are linking to, and the authority/relevance/popularity of the links. After interpreting this data, I will suggest a plan to generate more valuable links.

Targeted Referral

Source ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	1,371 <small>% of Total: 3.52% (38,954)</small>	1,062 <small>% of Total: 2.75% (38,577)</small>	1,918 <small>% of Total: 3.07% (62,404)</small>	59.65% <small>Avg for View: 53.95% (10.57%)</small>	1.94 <small>Avg for View: 1.97 (-1.90%)</small>	00:01:15 <small>Avg for View: 00:01:23 (-8.64%)</small>
1. thespl.com	572 (41.42%)	405 (38.14%)	894 (46.61%)	72.37%	1.54	00:00:59
2. visitpensacola.com	284 (20.56%)	237 (22.32%)	342 (17.83%)	31.29%	2.76	00:02:02
3. pensacolabaycenter.com	213 (15.42%)	140 (13.18%)	319 (16.63%)	46.39%	2.34	00:01:48
4. servedby.ipromote.com	122 (8.83%)	122 (11.49%)	122 (6.36%)	96.72%	1.03	00:00:01
5. en.wikipedia.org	28 (2.03%)	25 (2.35%)	29 (1.51%)	27.59%	2.83	00:01:52
6. en.m.wikipedia.org	24 (1.74%)	20 (1.88%)	32 (1.67%)	50.00%	2.06	00:00:39
7. sphlforums.com	23 (1.67%)	13 (1.22%)	28 (1.46%)	57.14%	2.32	00:00:54
8. pointstreaksites.com	7 (0.51%)	2 (0.19%)	11 (0.57%)	18.18%	3.00	00:01:51
9. us.search.yahoo.com	6 (0.43%)	6 (0.56%)	6 (0.31%)	16.67%	2.17	00:00:39
10. mail.google.com	5 (0.36%)	4 (0.38%)	5 (0.26%)	60.00%	1.40	00:00:36

Figure 13

Targeted referral refers to other websites that link to the site being measured. For the Ice Flyers’ website, I will focus on the top ten websites that are linking, discussing the quality of the visitors and the quality of the links.

The top websites leading targeted referral traffic (excluding search engines and social platforms) are: thespl.com, visitpensacola.com, pensacolabaycenter.com, servedby.ipromote.com, en.wikipedia.org, en.m.wikipedia.org, sphlforums.com, pointstreaksites.com, and mail.google.com. The leading display shows that the Ice Flyers are being linked mostly by event-focused websites, and informational sites. High quality users come through the event-focused sites, like visitpensacola.com and pensacolabaycenter.com. These visitors have a bounce rate below 50%, visit over two pages per session, and have average session durations around two minutes. On the other hand, the informational sites vary. Thesphl.com brings in the highest volume but lowest quality users, with a bounce rate exceeding 70%, pages per session only a 1.5, and session duration under one minute. However, The

Wikipedia page is actually the top performing web referral, attracting users with a bounce rate of 27.59%, almost three pages per session, and session duration of 1:52. The Flyers should focus on creating links similar to the event pages and Wikipedia biography page.

My suggestion is for the flyers to land more links that are both biographical and event focused, and directly appeal to the audience in the Pensacola area. Local news sites could be a great target for the Flyers. They could reach out to news sites to write articles about the team, their progress through the season, and cover upcoming events. This would produce credible links to the Flyers’ website, generating more referral traffic and strengthening SEO.

MOZ Referrals

URL	Page Title	Total Links	Authority	Linking Domains to Page	HTTP Status Code	Outbound Domains from Page	Outbound Links from Page
pensacolaiceflyers.com/	Pensacola Ice Flyers	52652	75	342	200	19	19
www.pensacolaiceflyers.com/		702	75	82	301	0	0
pensacolaiceflyers.com/ice-flyers-add-veteran-speedster-milan-for-the-2017-18-season/		27	21	23	404	0	0
pensacolaiceflyers.com/schedule/	Pensacola Ice Flyers » 2019-20 Schedule	82	81	24	200	7	8
pensacolaiceflyers.com/wp-content/uploads/2018/07/October-1024x1024.png		22	20	18	404	0	0
pensacolaiceflyers.com/wp-content/uploads/2015/11/seasontickets-791x1024.png		28	20	12		0	0

pensacolaiceflyers.com/wp-content/uploads/2017/05/Promotional-Team-Volunteer-1024x1024.png		4	19	2	104	4	0	0
pensacolaiceflyers.com/militarytickets/	Pe nsacola Ice Flyers » Military Tickets	3	19	3	100	2	8	8
pensacolaiceflyers.com/singlegametickets/	Pe nsacola Ice Flyers » Single Game Tickets	2	19	2	100	2	8	8
pensacolaiceflyers.com/wp-content/uploads/2016/10/Ice-Flyers-page-page-001.jpg			98				0	0

Figure 14

After using an SEO software, MOZ, I was able to extract data that deciphers the top pages on the site that are being linked to. The chart shows that after the home page, which attracts the vast majority of links, comes the schedule page, season tickets page, and an article about a new player. The Flyers have opportunity here to direct links to engaging content, like the schedule, ticket pages, and articles. Email links to loyal members of the fanbase presents a major opportunity to increase referral traffic to the more niche content.

Referral Summary

The social and web referral analysis of the Ice Flyers websites reveals multiple areas for improvement. First, the general social strategy can shift towards visuals to “show” the story rather than “tell” the story. Instead of posting text about a goal scored, post a video of that goal being scored. Instead of writing an article on the game recap, post a highlight video of all the important game footage. This visual content will provide a more interactive experience with the audience, offer more room to create attractive links, and increase general interest in the Ice Flyers brand. One creative idea could be to tell the stories of the players on the team through videos and text. These team members are involved with the military and likely have interesting stories and personalities. The Flyers’ media team can interview team members, produce

individual player highlight tapes, and add to the narrative of this team. That is link worthy content.

Regarding web referrals, there are two main areas of opportunity. The first is targeting local news sites to publish content about the team, recap games, and promote upcoming events. This is a relatively easy way to generate long term linkage from credible sites that reach the target audience. Secondly, I believe the Ice Flyers can capitalize on email campaigns to improve referral performance and direct visitors to niche content pages rather than the home page.

IV. Content Report

This report will focus on the content of the Pensacola Ice Flyers website and how it effects visitors’ behavior. I will analyze the current content layout and use analytics to suggest improvements for better user experience. Content improvement can range from restructuring menus to creating new landing pages; the goal is to make the most important content the easiest for visitors to find.

Top Content

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
/	41198	30345	42.02	27896	25.17%	30.18%	0.00
/2020-21-full-schedule/	40018	36009	179.25	25496	75.29%	71.35%	0.00
/single-game-tickets-2020-21/	17841	13608	112.34	2093	53.69%	57.31%	0.00
/limited-capacity-and-social-distancing/	3807	3527	93.47	553	73.14%	37.93%	0.00
/theme-nights-2020-21/	3307	2922	113.39	805	82.53%	50.62%	0.00
/season-tickets/	2754	2385	90.65	861	43.90%	36.96%	0.00
/2020-21-opening-day-roster/	2333	2086	97.91	698	77.76%	55.12%	0.00
/recent-news/	2108	1707	44.49	252	43.25%	29.65%	0.00
/bot-traffic.xyz	2004	2000	0.50	2000	99.80%	99.80%	0.00
/schedule/	1888	1793	48.81	1501	39.37%	42.11%	0.00

Figure 15

The first step in this report is evaluating performance of the website's existing content. "Top Content" is a tab in Google Analytics that reveals the most popular pages on the site as well as each page's performance. The table above shows the data for the top ten pages on the site.

The most popular page is the homepage, represented by "/" in the chart. It is also the best performing page, with the most pageviews and entrances, and the lowest bounce rate and exit rate. Although the average time on page is lower (42 seconds), it is a good indicator that the homepage is a strong landing page. The high traffic, low time, and low bounce and exit rates show that the homepage is quickly directing visitors to the content they are looking for.

The second most popular page is the schedule, which is no surprise given "schedule" was a hot keyword discovered in the referral report. This page has similar pageviews and entrances as the home page, but drastically different bounce and exit rates. Compared to the homepage's 25.17% bounce rate and 30.18% exit rate, the schedule page has a bounce rate of 75.29% and an exit rate of 71.35%. The time on page is over two minutes longer than the home page. This data set reveals the schedule page to be a highly engaging information page for visitors, but also a last stop on the site. There is an opportunity to encourage these engaged visitors to make conversions from this page before they leave, which can be done through simple linking to the ticket sales pages. Next to each game on the schedule, there should be a link to purchase a ticket to that game. This would make the purchasing process much easier, keep visitors on the site, and increase conversion rates.

Following the schedule is the single game tickets page, which yields about half as many visitors as the schedule page. The performance of this page is middle of the road, with a bounce rate of 53.69%, exit rate of 57.31%, and average session duration at 1:52. The reasoning behind the high bounce and exit rates is that tickets are purchased through Ticketmaster.com, not directly through the Pensacola Ice Flyers website. For better user experience and amplified data collection, I recommend embedding a purchase option through the website directly. This will save users from having to take extra steps to make conversions and would make the ticket-buying process simple for returning visitors. It would also improve the ability to track conversions and user behavior in ticket sales.

I will skip over the fourth page because it is a COVID-19 announcement that is not relevant to site performance. Therefore, the next most popular page is the themed nights page, which is under the "Schedule" tab. This page generates a decent amount of traffic, with 3,307

pageviews, but performs poorly. The bounce rate is at 82.53%, and the exit rate is at 50.62%, which is concerning. Similar to the schedule page, the themed nights page should have a clear path to conversions. As of now, it serves as an informational page, indicated by the long session duration (1:53), which is why visitors are leaving at high rates. Although there is a link to purchase tickets, it takes multiple clicks to get there, and is not an easy option for visitors. There should be a direct purchase tickets option next to each event.

The next most popular page is the season tickets page, which generates low traffic but high-quality visitors. The average time duration is 1:31, the bounce rate is 43.90%, and the exit rate is 36.96%. This data is reassuring, showing that this page has high engagement and directs people to other areas of the site. However, this page could be the backbone of macro-conversions, and should serve as a last stop rather than a director to other content. Like the schedule and themed nights pages, there is no direct ticket purchase option on this page, only information about the tickets. At the moment, tickets can only be purchased on the “2020-2021 Season Ticket Contract” page, which is ranked 30th in page popularity. If the website combined this conversion page with the “Season Tickets” page, the user experience would be greatly improved, and season ticket conversions would likely increase. Referring to the previous Analytics reports, an email campaign with the new condensed season ticket page as the landing page could generate macro-conversions.

The seventh most popular page is the roster, which is not findable from the homepage. The traffic is relatively low, and bounce and exit rates are high, but since this is an informational page, this data is normal. However, there is opportunity to connect with fans and drive engagements on this page. Since fans are interested in the players, the Ice Flyers could launch a social campaign centered around the players, their stories, and highlight videos. Using the roster as a landing page for the campaign, the Flyers could increase traffic and even generate conversions on tickets and merchandise. Before doing this, however, a simple fix for this page is to put the link under a tab on the home page menu. It may fit best under the “News” or “Fan Zone” tabs.

The recent news and schedule pages are the last two pages contributing to the site’s top content, and both have similar performance. The average time per session for both is just shy of 50 seconds, and the bounce rate and exit rates are low. For the recent news page, the data shows the content is directing to other areas of the site, but the low session duration time could be

increased with engaging content. Rather than text and still picture content, videos could make an impact on this area, keeping visitors on the site.

Next, I will discuss the navigation and natural flow of site linkage, highlighting how visitors enter the site and reach the content they are looking for. After looking at these Analytics, I will suggest improvements in navigation so that the most important content is the easiest to find.

Information Architecture

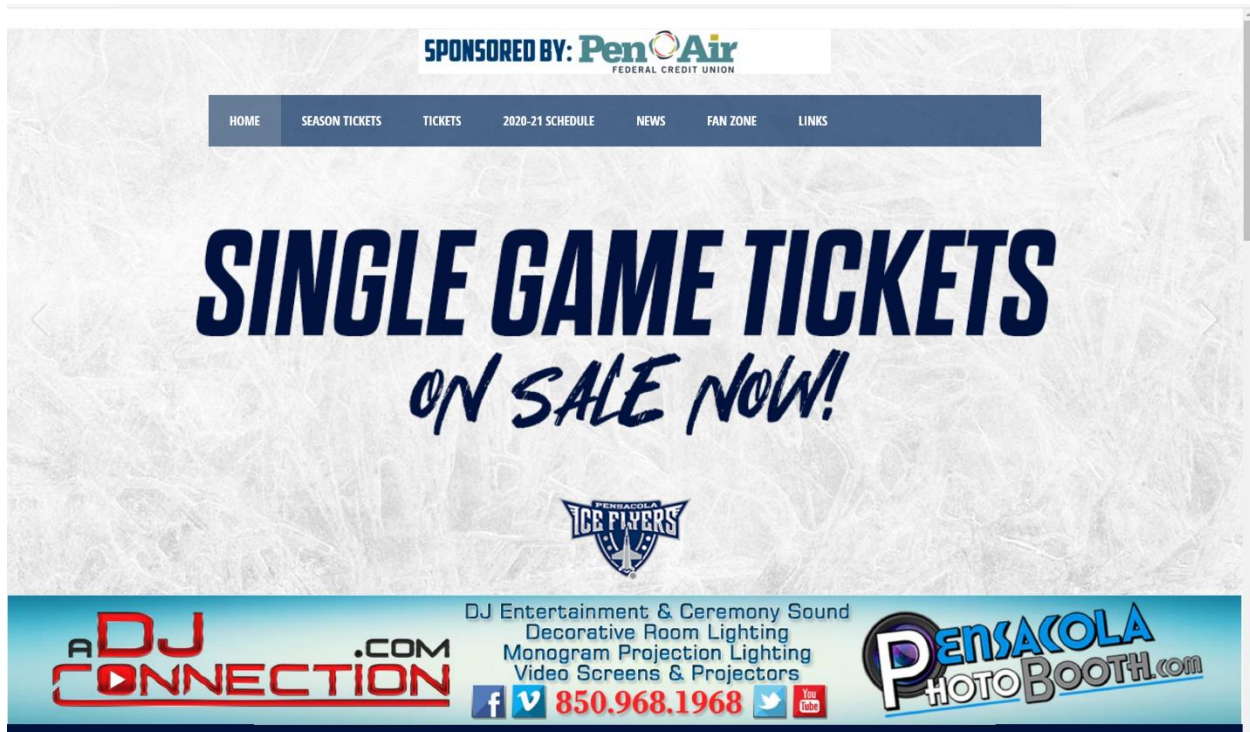


Figure 16

The homepage is the most popular landing page for the website and has strong performance, as seen in the data from the previous section. However, there is opportunity in rearranging the menu at the top of the page to make the top content more available for users. First, the menu layout alone can be changed to create a more linear visitor journey. From left to right, the current menu tabs read “Season Tickets,” “Tickets,” “2020-21 Schedule,” “News,” “Fan Zone,” and “Links.” The first three tabs can be reordered based on the top content data. The second most popular page on the site is the schedule page, so that should be the first tab on the menu, rather than season tickets. Likewise, the single game tickets page is the third most popular content, so it can stay where it is as the second menu tab. The themed nights page is next in order

of top content, and is already under the “2020-21 Schedule” tab. Therefore, “Season Tickets” should be the third option. The “News,” “Fan Zone,” and “Links” tabs can stay where they are. However, as previously stated, a link to the roster should be included in one of these tabs, because it is one of the most popular pages but is difficult to find. The new layout of the menu should read, from left to right, “2020-21 Schedule,” “Tickets,” “Season Tickets,” “News,” “Fan Zone,” and “Links.”

Another suggestion to establish smooth navigation is to combine the single game and season ticket pages under one tab, titled “Tickets.” Currently there are seven different pages between both ticket tabs, which makes purchasing difficult. If these informational pages were condensed into one or two pages per ticket type and grouped under one tab, the user experience would be much better. Reiterating the main points made in the top content section, another major flaw is the indirect method of purchasing tickets. There should be a way to purchase both single game and season tickets on the Flyer’s website, and there should be links to the purchasing page on all top content pages on the site. I suggest eliminating the season ticket tab, condensing ticket information into one or two pages per ticket type and creating an on-site purchasing option for each.

Behavior Flow

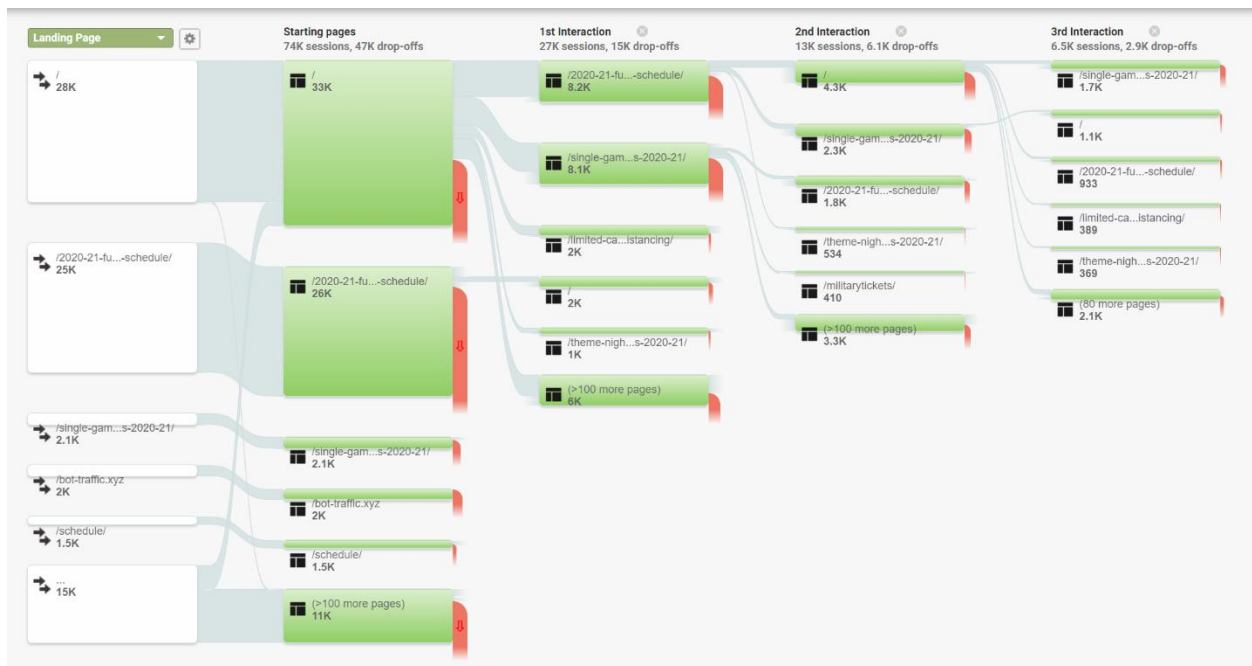


Figure 17

To support my suggestions for navigation improvement, I will refer to the flow chart above that tracks visitors’ journeys. The chart reveals that the home page directs most traffic to other content. However, after the first interaction, there seems to be confusion amongst the visitors. The schedule page leads most users back to the homepage and about half as many users to the single game ticket page. Of the 2,000 visitors that are led to the single game ticket page from the schedule page, half return back to the home page. Also, it must be noted that even the visitors that make it to the single game ticket page must make other clicks to be able to purchase, which means that conversions are happening far too late.

The second most clicked through link from the home page is the single game ticket page. After the first interaction, this page leads majority visitors to the full schedule page, after which they drop off. Again, this flow seems to be confusing for users, driving them away from making conversions.

The full schedule page is the second leading landing page that directs users to desired content. The majority of users drop off after landing on the page, but the most linked to page from the schedule landing page is the home page. This is concerning, because the schedule page holds immense opportunity to generate conversions, but instead it is making users leave or visit the home page.

Heat Map

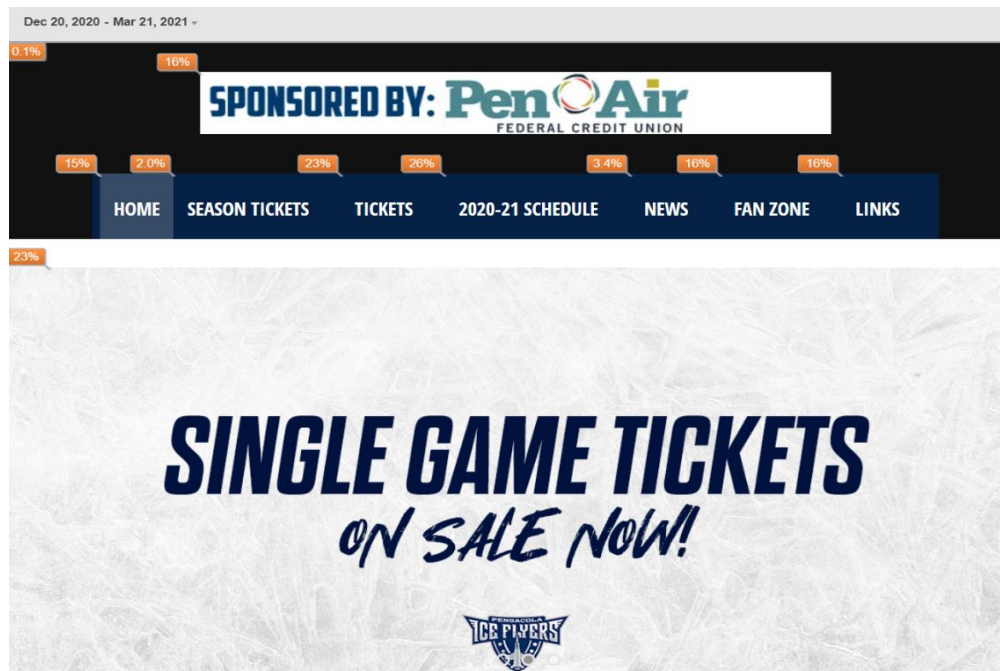


Figure 18

The heat map above highlights the percentage of clicks on each link from the home page. The map shows “2020-21 Schedule” records the highest percentage of clicks (26%), followed by “Tickets” (23%). “Season Tickets” and “News” are links for the most interested audiences, which is why they record the lowest clicks. Arranging the menu so these two low-click links are in the middle is an effective way to place the most desired content on each end of the menu. Also, combining the low performing “Season Tickets” tab with the second-highest performing “Tickets” tab could lead to more visitors exploring season ticket content.

The menu order I suggested in the “Information Architecture” would provide an adequate menu that puts the top content in front of the user for easy navigation.

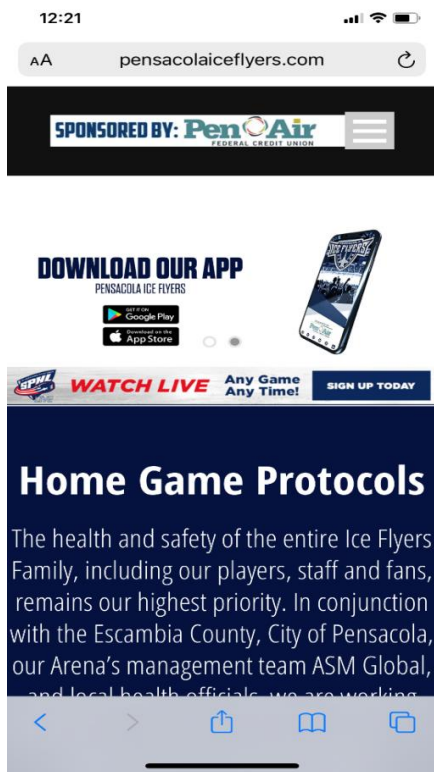
Improvement Plan

The Ice Flyers website is full of strong content but could be restructured so that this content is easily accessible to users. A common theme discovered throughout this analysis is the lack of direct ticket purchasing options. The Flyer’s business model relies on ticket sales, and this needs to be more available for users. If the Flyers reorganized the home page tabs in accordance with top content, condensed ticket information, implemented a direct ticket purchasing method, and linked ticket purchasing pages on all top content pages (next to each game on the schedule and themed night pages), the behavior flow chart would have a linear flow. These changes would reduce confusion, stop users from turning back to pages on the site, and influence conversions to take place by the second or third interaction. Likewise, minor changes like adding the roster link in the home page menu and incorporating videos on the news page could strengthen content, keep visitors on the site, and contribute to a higher rate of conversions. These changes all point to delivering the desired content to the audience within one to three interactions, with a clear path to all top content.

V. **Mobile Report**

The purpose of this report is to evaluate the Ice Flyers’ mobile performance and compare it to other devices being used to reach the site. Given that over half of all website traffic is from mobile devices, it is crucial to make a website mobile friendly. Establishing a more responsive site will lead to improved content, more traffic, and increased conversion rates. Statistics provided in a 2020 article about mobile marketing provide benchmarks for mobile performance, which I will refer to throughout this report. First, I will analyze the current mobile and desktop formats of the website, then gauge the performance of each and provide suggestions for mobile improvement without degrading desktop’s quality.

Mobile Experience



This website’s mobile responsiveness is satisfactory, and there is already an app developed for mobile users. Each page is well fit to the phone screen, loading time for images is instant, and mobile ads have no delays. Navigation was simple, with one menu leading to all pages of the site, as well as “back” buttons in each tab of the menu in case users want to get back to the main menu. The issue with the mobile experience is not in the responsiveness, but rather in the content itself. As I noted in the content report, the Ice Flyers could benefit from incorporating video on their website.

According to the article statistics, video accounts for 63% of mobile traffic, and is projected to increase to 76% by 2025. If the flyers were to embed videos on the site and reduce the overwhelming amount of text, especially in the “News”

Figure 19 category, the site may see increased traffic and engagement. Since the responsiveness is already up to par, video would serve as a powerful addition to the mobile experience. Also, the “Download Our App” slide on the homepage does not link to the app store, which it should.

Desktop Experience

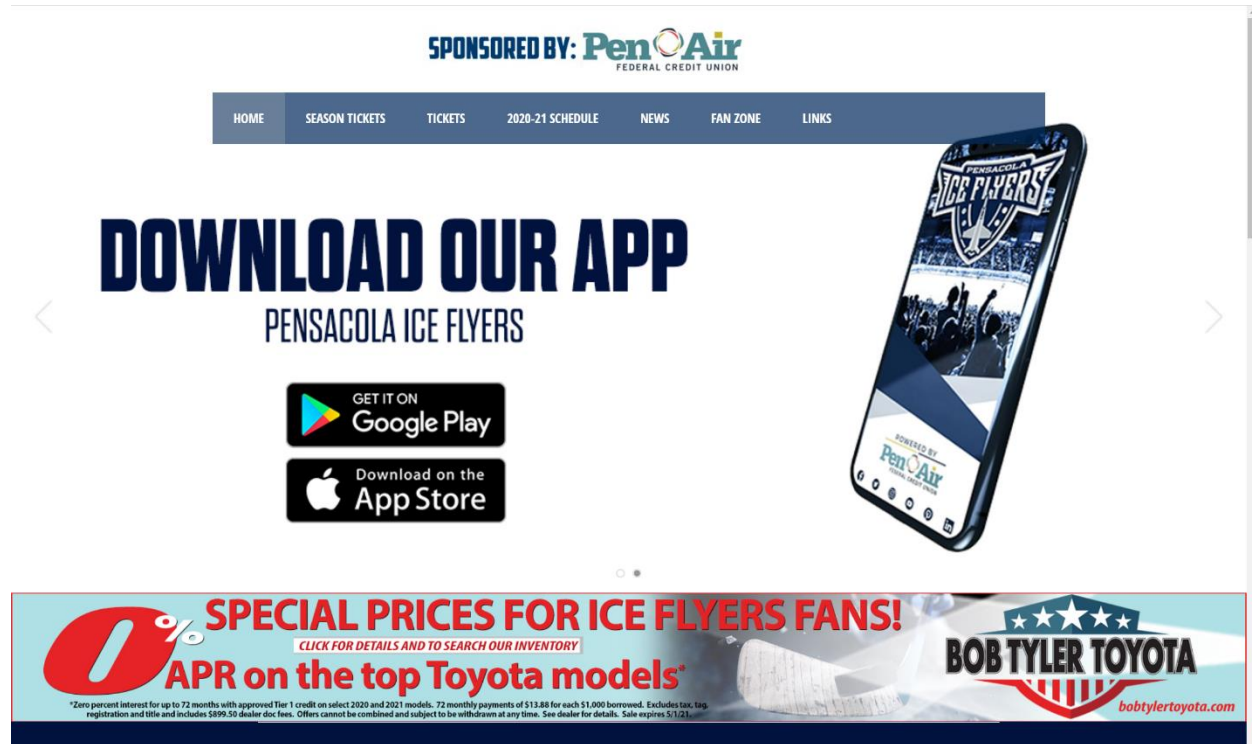


Figure 20

The desktop responsiveness is not as strong as mobile. Although the content is tailored toward desktop users, functionality is not as smooth. At the bottom of every page on the site, there is a massive amount of empty space where the user can scroll past the page's content. This unnecessary space throws off the cohesiveness of the site and is not present on the mobile version. Navigation is adequate because the main menu remains at the top throughout all pages of the site, however, it would be beneficially to have the Ice Flyers logo over this menu that links back to the home page. Besides these minor issues, the desktop responsiveness is in good shape.

Mobile Performance Overview

Device Category ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	49,551 <small>% of Total: 100.00% (49,551)</small>	49,215 <small>% of Total: 100.02% (49,203)</small>	79,332 <small>% of Total: 100.00% (79,332)</small>	55.10% <small>Avg for View: 55.10% (0.00%)</small>	1.93 <small>Avg for View: 1.93 (0.00%)</small>	00:01:20 <small>Avg for View: 00:01:20 (0.00%)</small>
1. mobile	38,071 (76.65%)	37,866 (76.94%)	61,876 (78.00%)	58.44%	1.79	00:01:15
2. desktop	10,675 (21.49%)	10,446 (21.23%)	16,125 (20.33%)	42.38%	2.48	00:01:39
3. tablet	920 (1.85%)	903 (1.83%)	1,331 (1.68%)	53.72%	2.10	00:01:21

Now, I will follow up my mobile evaluation with an analysis of the Google Analytics mobile traffic report, which will reveal the quantity and quality of mobile traffic to the Ice Flyers’ website.

The table shows that mobile is the primary source of traffic for the site, accounting for 76.65% of all traffic. The quality of users, however, is the lowest of all three sources. The bounce rate is the highest (58.44%), pages per session is lowest (1.79), and session duration the shortest (1:15). Typically, mobile users are less engaged than desktop and tablet users. Most visitors on mobile are trying to find information quickly and consume much more content in a shorter period of time than non-mobile users. The lack of mobile content on the website is likely contributing to the weaker mobile performance and can be improved with suggestions made in previous reports.

Desktop contributes the second highest traffic and the top quality of users. Visitors average a bounce rate of 42.38%, 2.48 pages per session, and session duration of 1:39. These visitors are the most engaged and are likely the ones making conversions and consuming deeper content. Because desktop users are top quality, it is important to retain them while making any changes to improve mobile visitor quality. Once again, videos would strike an ideal balance between mobile and desktop users by improving mobile experience while retaining desktop engagement.

Tablet is the last source of traffic, but since it only accounts for 1.8% of traffic, and I did not have access to a tablet for this report, I will focus solely on mobile and desktop.

Top Devices

The top three devices used to access the Ice Flyers' website are the Apple iPhone (69.17% of all traffic), Apple iPhone XR (1.57% of all traffic), and the Samsung Galaxy S9 (1.21% of all traffic). All other devices, which include the Apple iPad and different versions of the Samsung Galaxy, account for 1% of traffic or less. Clearly, the Apple iPhone is the main device by a landslide. The Flyers already have an app to tailor to these users.

Mobile Suggestions

According to the Google Mobile-Friendly test, the Pensacola Ice Flyers website is easy to use. Likewise, both my own experience using the site on an iPhone and the Google Analytics data shows that the Flyers have a mobile-friendly site. However, the user experience can be improved through the implementation of videos to substitute text content. The majority of users are coming through iPhones and are looking for quick, engaging content. Also, they are looking to make conversions fast. For example, in the "News" category, if there was a video recap of the game highlights rather than text, these visitors would be immediately drawn in and may be influenced to purchase game tickets. Therefore, another important improvement is to make ticket purchasing directly available on the site. Mobile users should be able to make conversions quickly and efficiently without having to leave the site. If videos and on-site purchasing are implemented, the mobile experience will grow from good to excellent.

VI. Google Data Studio Report

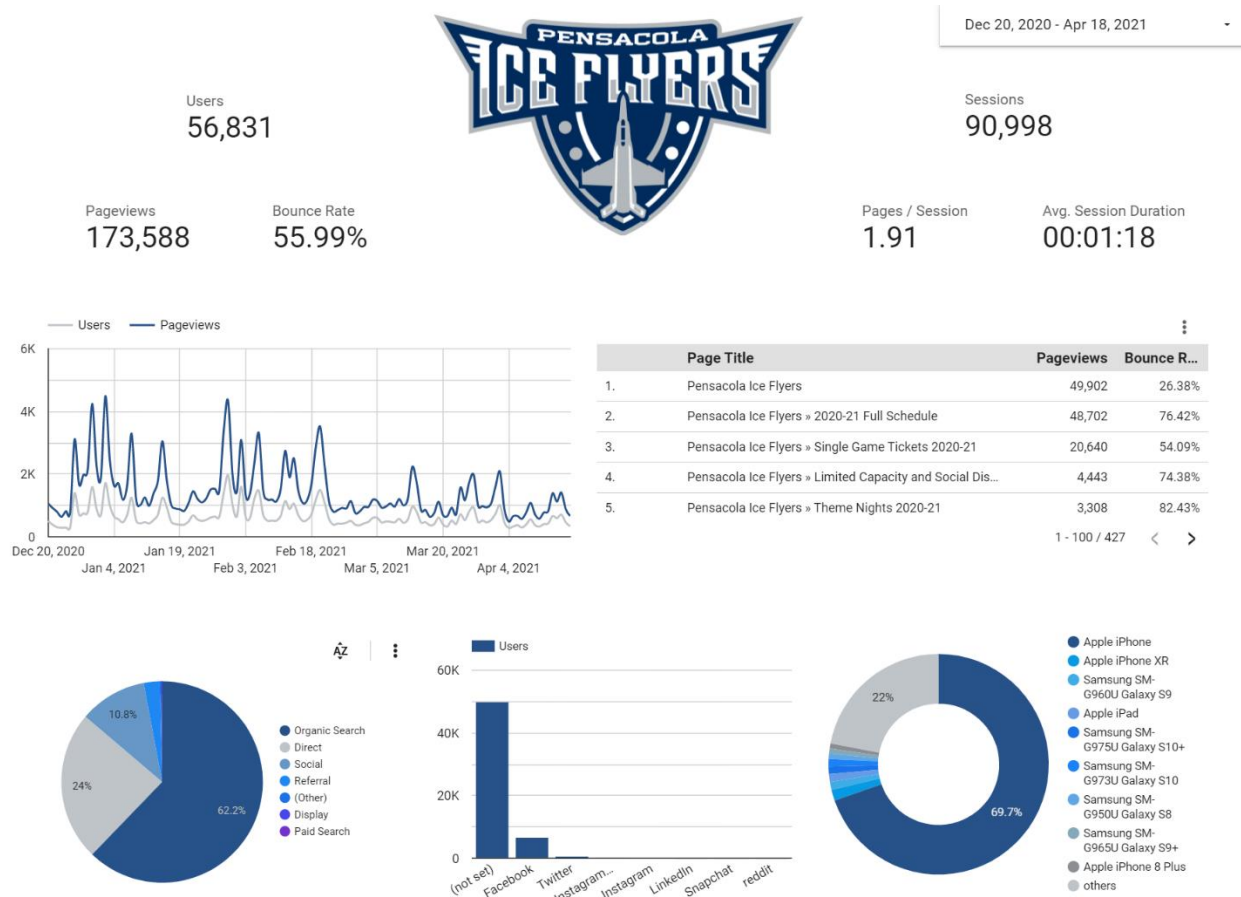


Figure 22

The above report visualizes the key data findings of the Ice Flyers website from December 20, 2020 to April 18, 2021. The metrics in the top left hand of the page measure total users, pageviews, and overall site bounce rate. The metrics in the top right hand of the page measure total sessions, pages per session, and the average session duration for the site. The line graph on the left side of the page displays total users and total pageviews over the selected time frame. Next to the line graph, the chart shows the top five most visited pages on the Ice Flyers site, along with their respective pageviews and bounce rates. In the bottom left corner, the pie chart visualizes the percentage of total traffic that flows through each channel of acquisition. At the bottom center of the report, the bar graph identifies the social channels that direct users to the site, with Facebook leading the way amongst all social platforms. Lastly, the donut graph provides data on specific mobile devices being used to access the site, in which the Apple iPhone claims 69.7% of all mobile users.

VII. Concluding Remarks

The Pensacola Ice Flyers have a well-established website with a plethora of opportunities. The main point of development falls within engagement and deep content. It is clear from the analytics data that most users visit the site through organic search on their mobile phones to find information and updates, such as the Flyers game schedule. This is adequate for meeting the basic business model of bringing fans to games, but the Flyers have room for growth that should be exploited through social tactics, email campaigning, and engaging website content. As a sports team, the Flyers have unique loyalty with their existing audience, and would benefit from focusing on this audience rather than strategizing to bring in new consumers. Email campaigns should be conducted to promote all product sales: single game tickets, season tickets, and merchandise. Social platforms should utilize visual content, such as videos, to retain this audience's attention and form deeper bonds between the team and fans, which ultimately would lead to an increase of sales. Lastly, while making information readily available for the average user, the social strategy should be expanded upon the actual site to drive site engagement and generate support from external sites, such as local news outlets, that will link to the Flyers website and strengthen Google search result page presence. In addition to linkage, utilizing the keywords highlighted in the search report on each page of the site will boost overall SEO performance. Implementing these strategies into the website development will prove beneficial for the Pensacola Ice Flyers and elevate organizational performance across digital platforms.

