



Coventry University

6003SMM

International Digital Analytics

'Coursework (1) Individual Assignment'

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Executive summary

The ADHD Society website has established itself as a valuable resource for patients and professionals interested in knowing more about ADHD (Primary Care ADHD Society, 2024). However, modern digital analytics presents opportunities to further expand the reach and impact.

Current trends highlight the potential of data-driven digital strategies. Research indicates a 50% increase in conversion rates facilitated by digital engagement, while personalized content can elevate user engagement by 80%. Similarly, analysing website metrics like bounce rate and time on page provides valuable insights into user behaviour and potential areas for improvement.

By seamlessly integrating digital analytics with marketing strategies, businesses can identify deeper customer behaviour, create targeted campaigns, and ultimately drive quantifiable growth, achieving long-term success within the ever-evolving digital landscape.

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1.0 Introduction

Serving those impacted by ADHD, the ADHD Society aims to elevate their lives, reduce stigma, enhance care, and advocate their voices (Primary Care ADHD Society, 2024).

This report explores leveraging digital tools, analytics lifecycle, and RACE frameworks to identify website issues and solutions.

Key objectives include increasing community engagement, boosting brand visibility, optimizing user experience, expanding reach through social media, driving conversions, and cultivating a loyal user base that aligns with the ADHD Society's goals.

2.0 Background

Digital technologies are widely used and are driving the "digitalization" of products and services (Chae, 2022, p. 1). The internet and invention of World Wide Web enabled "Digital Analytics" for businesses to enhance customer experiences by analysing server logs and generating diagnostic reports (Sponder & Khan, 2018).

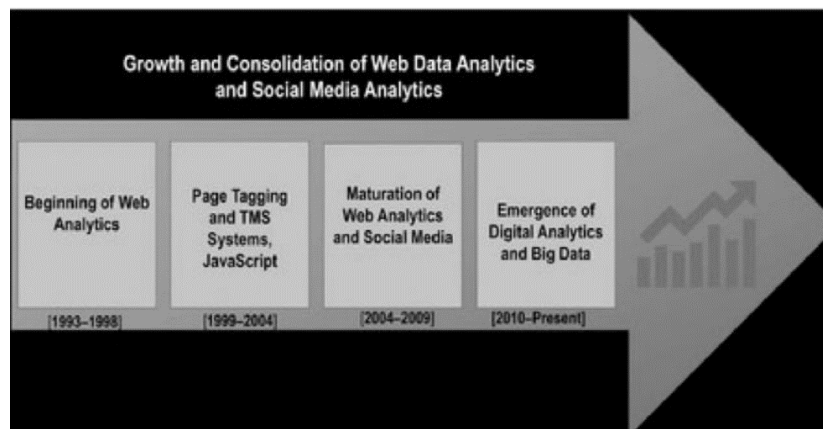


Figure 1: Growth of analytics adapted from Sponder & Khan (2018)

In 1990, JavaScript's emergence led to more advanced tracking using web cookies (Sponder & Khan, 2018). Real-time data from cookies allows data-driven marketers to precisely predict marketing results and validate their innovative approaches (Järvinen,

2016, p. 40). Consequently, the internet revolutionised data accessibility and convenience across search engines, marketing, and social media. (Sponder & Khan, 2018).

Furthermore, effective customer data usage drives the expansion of Customer Experience Management (Järvinen, 2016, p. 41). This enables companies to manage customer journeys across digital platforms, from pre-purchase to post-purchase engagements (Järvinen, 2016, p. 41).

Additionally, the recent modern web technologies enable analysis of visitor behaviour through clickstream data, offering insights into user interactions (Allenbrand, 2023, pp. 180, 208). Today, AI-powered search engines offer personalised, reliable results based on user preferences (Mäd, n.d.).

Marketers stated that digital analytics assists in acquiring new customers and extends beyond the internet to analyse offline advertising's impact on website traffic (Järvinen, 2016, p. 45).

Besides, McKinsey & Company reported a 50% conversion rate increase with digital engagement, while HubSpot reports that inbound marketing yields 54% more leads than traditional methods (Kabiraj & Joghee, 2023, p. 12). Furthermore, data-driven marketing generates personalized content, increasing engagement by 80% (Kabiraj & Joghee, 2023, p. 12).

Figure 2 outlines the essential elements of Inbound digital marketing:

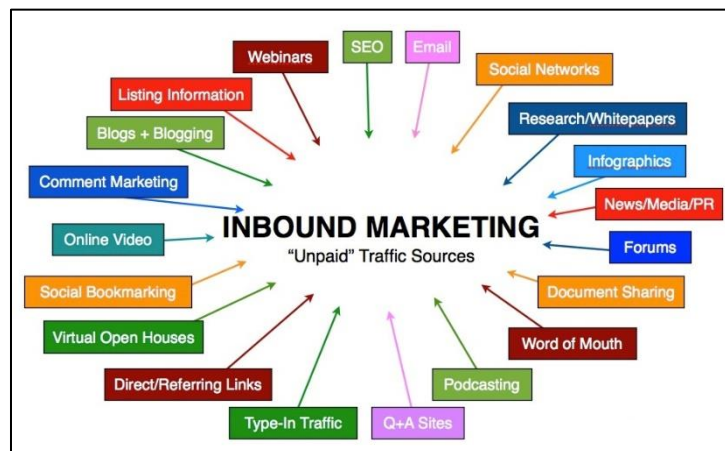


Figure 2: Inbound marketing adapted from Braund (2014)

Inbound marketing SEO focuses on boosting organic traffic and user engagement by analysing metrics like bounce rate, average time on page, and organic clickthrough rate using reputable analytics tools like Google Analytics, Adobe Analytics, and Hotjar (Upqode, 2022). These metrics enable businesses to monitor user behaviour, and conversion rate, which guides data-driven marketing adjustments for optimized SEO and retention (Kabiraj & Joghee, 2023, pp. 10, 17).

Figure 3 further highlights the importance of SEO in achieving marketing goals:

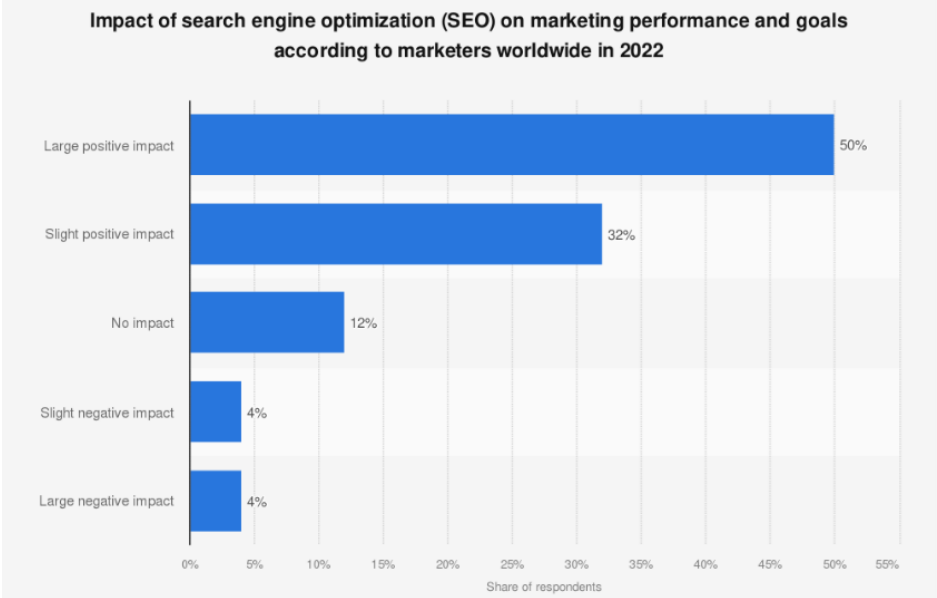


Figure 3: SEO Impact on marketing adapted from Statista (2023)

According to the graph, while SEO has large positive impact on website performance, Pay Per Click (PPC) is an alternative. Despite having a 63% click-through rate, PPC cannot ensure top placement on SERP (Öztürk & Göral, 2020, pp. 176, 178).

Some authors propose that integrating SEO and PPC increases user engagement (Erdmann et al., 2022, p. 651). Moreover, businesses that combine SEO and PPC campaigns have 25% higher hit rates and 27% higher profitability, indicating a balanced, long-term approach to improved search ranking and customer acquisition (Öztürk & Göral, 2020, p. 176).

In conclusion, uncontrolled digital platforms and marketing initiatives leave businesses vulnerable and at risk (Zumstein & Mohr, 2019). By integrating digital analytics with

marketing strategies, businesses can identify deeper customer behaviour, create targeted campaigns, and ultimately drive quantifiable growth (Kabiraj & Joghee, 2023, p. 17).

3.0 Analytics Lifecycle

3.1 Discovery: Enhancing User Engagement and Visibility

ADHD Society must increase user engagement and improve its Google ranking. Figure 4 reveals that they are not in the top 100 ranking for 'ADHD' keyword. Competitors include other ADHD information websites, NHS resources, and mental health charities.

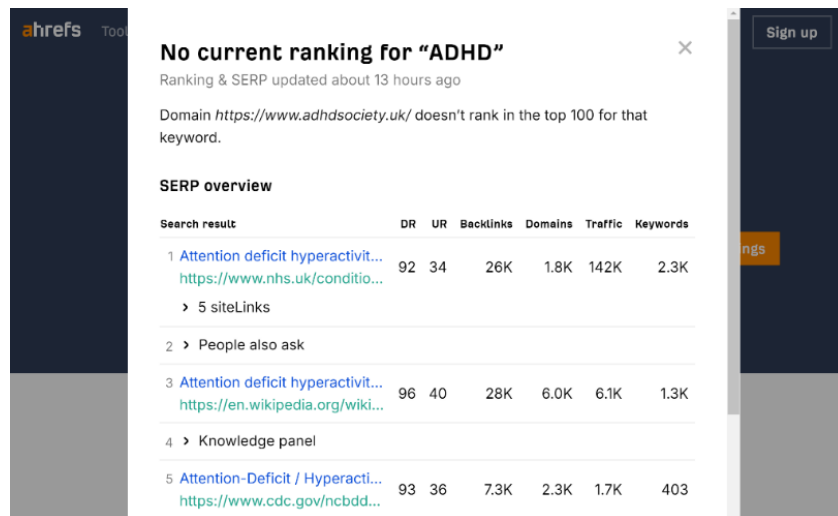


Figure 4: Search ranking adapted from Ahrefs (2024)

Moreover, Figure 5 below emphasizes the impact of ADHD Society's poor SEO score on its low SERP ranking:

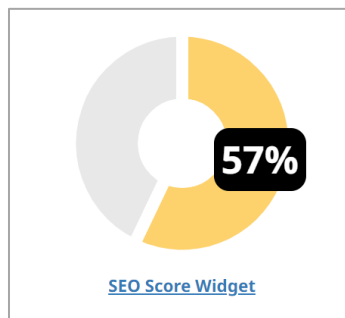


Figure 5: SEO score adapted from Seobility (2024)

Eggspert, (2022) suggests an optimal SEO score range from 80% to 100%, indicating good standards in technical SEO, content, user experience, and compatibility. Conversely, the 57% score indicates technical issues in ADHD Society, as Pavlik (2023) highlights the correlation between identified issues and lower scores.

Therefore, ADHD Society needs improvements in increasing user engagement, achieving a top 10 ranking on SERP, providing frequent user-generated ADHD content, and increasing traffic by utilizing TikTok for wider audiences.

Analysing metrics like returning visitors, page views, bounce rates, and session duration through various tools, discussed in the next section, will reveal valuable insights for these improvements.

3.2 Analysis

3.2.1 Low returning visitors and high bounce rate

Figure 6 highlights a 0% returning users for ADHD Society, indicating user experience issues.



Figure 6: Visitors rate adapted from Monster Insights (2024)

This aligns with findings in Figure 7, highlighting the need for page quality improvements, which will be discussed in more detail.

Category	Issues	Pages	Benchmark
Overall Quality		5 pages with quality issues	⊗ 14% have issues, worse than average
Errors		0 pages with broken links or other errors	⊙ 0% have issues, better than average
Accessibility		1 pages with accessibility problems	⊙ 3% have issues, better than average
Compatibility		3 pages with browser specific issues	⊗ 9% have issues, worse than average
Search		1 pages with search engine issues	⊙ 3% have issues, better than average
Standards		3 pages have W3C standards issues	⊙ 9% have issues, better than average
Usability		4 pages with usability issues	⊙ 11% have issues, better than average

Figure 7: Overall page quality adapted from PowerMapper (2024)

PowerMapper (2024) reveals that they violate W3C guidelines of inadequate text and background colours with 7:1 contrast ratio. Figure 8 below presents readability challenges, such as light grey text on white backgrounds and white text on red backgrounds.

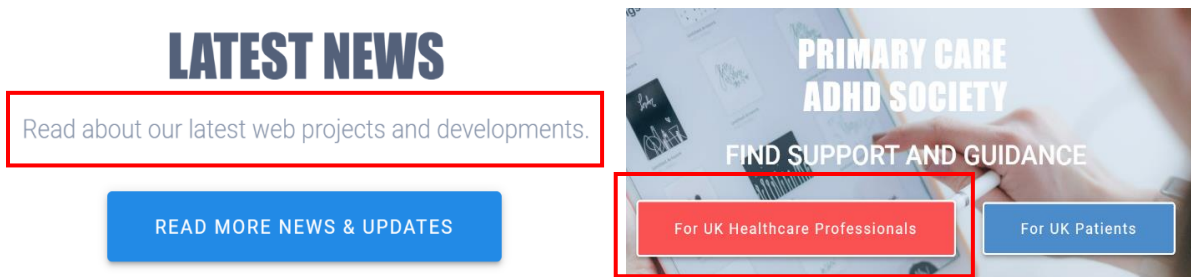


Figure 8: Website layout adapted from Primary Care ADHD Society (2024).

Consequently, Figure 9 below reveals a 65.1% bounce rate, requiring user journey analysis to identify exit motives. Silva (2022) suggests a bounce rate below 40%.

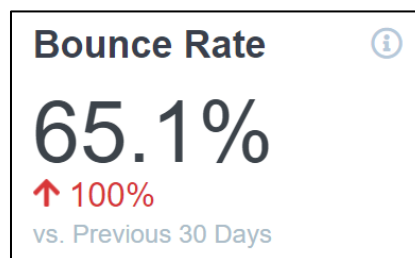


Figure 9: Bounce rate adapted from Monster Insights (2024)

Additionally, Walker-Ford (2014) emphasizes that slow loading frustrates users, leading to high bounce rate. ADHD Society exceeds a 60% bounce rate due to slow page load, as evident in figure 10 below.

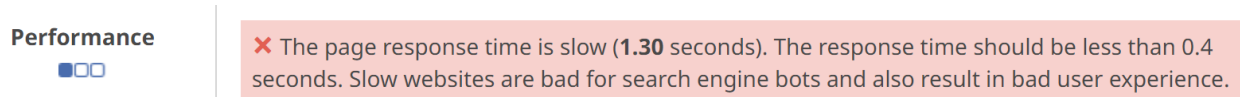


Figure 10: Page load adapted from Seobility (2024)

Overall, Figures 9 and 10 above result in low engagement, prompting improvements in content length, relevancy of content with keywords, page load speed, and internal linking by minimizing CSS and JavaScript files (Seobility, 2024)

Optimizing on-page SEO is crucial as design and accessibility encourage repeat visits (Software, 2023). Akhtar (2019) suggests a 30% good returning users' rate is healthy, while a balanced 50% new and returning visitors is beneficial. Importantly, returning users result in 80% conversion rate (Bennett, 2022).

3.2.2 Low engagement rate

Hotjar (2022) suggests 2-4 minutes engagement duration. Conversely, Figure 11 reveals low average engagement on ADHD Society, while Figure 12 shows high landing page views. This suggests retaining users beyond the homepage as users lose interest after initial exploration.

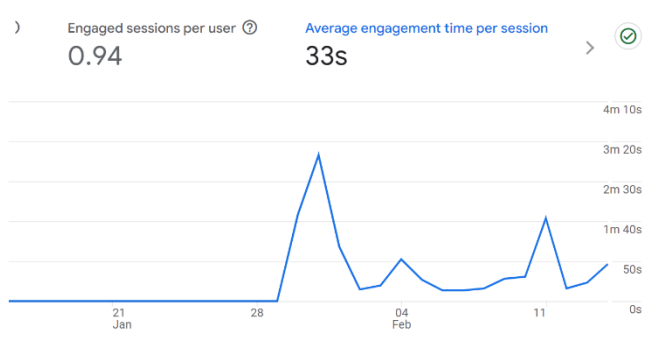


Figure 12: Average engagement adapted from Google Analytics (2024)

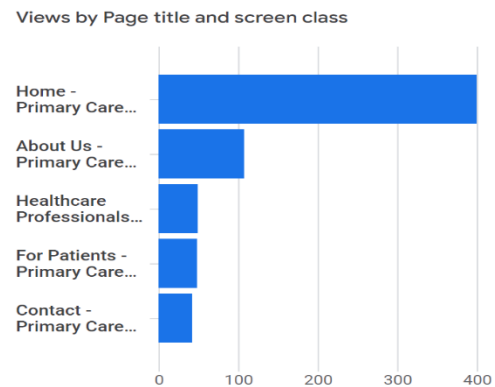


Figure 11: Page views adapted from Google Analytics (2024)

Furthermore, figure 13 below compares duration trends between adhd.uk.co.uk and adhd.society.uk. While adhd.uk.co.uk experiences growth, adhd.society.uk remains relatively static. Further analysis reveals how content quality influences user retention.

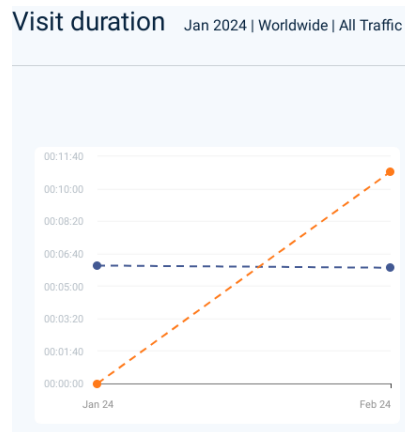


Figure 13: Visit duration adapted from SimilarWeb (2024)

Accordingly, Ntui (2021) emphasized that relevant, recent, and frequent articles and contents are key to building retention.

Figures 14 and 15 below compare content strategies between adhd.society.uk and adhd.uk.co.uk. ADHD UK’s high-quality, relevant, and recent content correlates with longer visit duration, as evidenced by Figure 13 above.

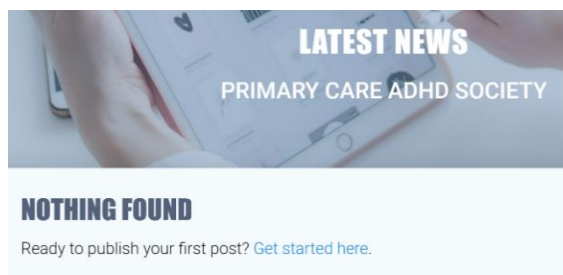


Figure 14: Latest news adapted from Primary Care ADHD Society (2024)



Figure 15: Latest news adapted from ADHD UK (2024)

As stated by Gush (n.d.), optimizing content increases user satisfaction, trust, and engagement. Thus, regularly providing relevant content encourages repeat visits, and increases sign-ups, and sharing (Faster Capital, 2023).

3.2.3 Low Organic search and referrals

Figure 16 below highlights direct traffic dominates new user visits, indicating room for growth in organic search and referrals.

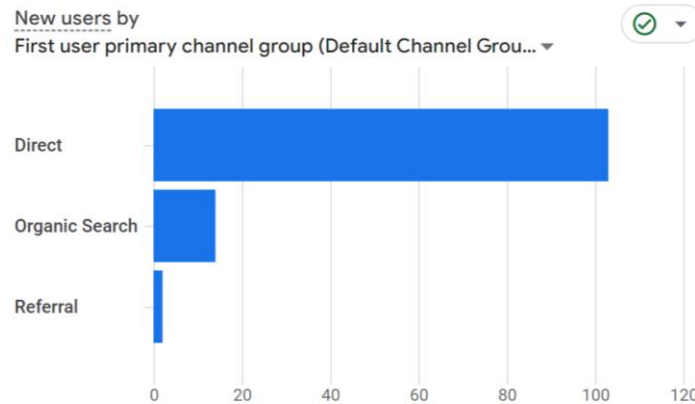


Figure 16: New users channel group adapted from Google Analytics (2024)

While high direct traffic indicates students analysing for coursework, low organic search reflects poor SEO score as discussed in section 2.1.3. Additionally, limited referral traffic results from underlying requiring further analysis.

Firstly, Figure 17 reveals that the ADHD Society's page lacks backlinks, affecting off-page SEO, organic search, and referral traffic.

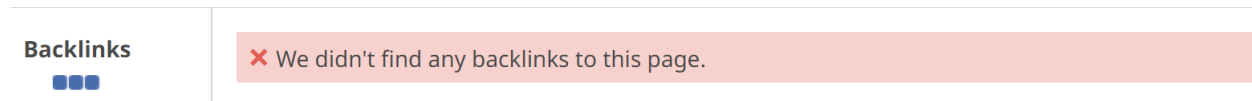


Figure 17: Backlinks rate adapted from Seobility (2024)

As Seobility (n.d.) emphasizes, accumulating backlinks signifies to search engines that the site is trustworthy and frequently referenced, increasing discoverability.

Secondly, Figure 18 below identifies SEO guidelines violations, affecting rankings, visibility, and credibility.

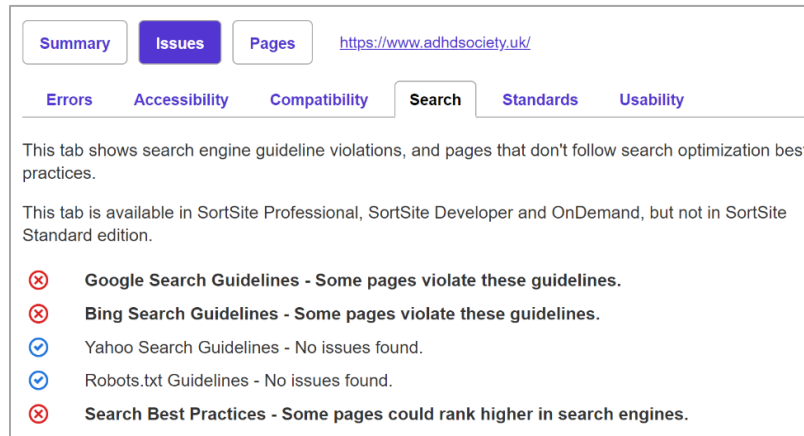


Figure 18: Optimization issues adapted from PowerMapper (2024)

ADHD Society uses multiple canonical tags that Google ignores when more than one is specified, causing unpredictable search engine behaviour. Besides, identical meta tags and title reduces click-through rates, hindering discoverability (PowerMapper, 2024).

Lastly, figure 19 below further highlights browser compatibility issues triggering browser bugs (PowerMapper, 2024).

The screenshot shows a web analysis tool interface for the URL <https://www.adhdsociety.uk/>. The 'Compatibility' tab is selected, showing a table of browser-specific behavior or browser bugs. The table lists issues categorized by severity (Critical, Major, Minor) and browser (Edge, Firefox, Safari, Opera, Chrome, iOS, Android). A key indicates the severity of the issues: red circle for missing content or functionality, orange circle for major layout or performance problems, and yellow circle for minor layout or performance problems.

Browser	Edge	Firefox	Safari	Opera	Chrome	iOS	Android	Key
Version	120	120	17	105	120	≤ 16	17	120
Critical Issues	✓	✓	✓	✓	✓	✓	✓	● Missing content or functionality
Major Issues	✓	✓	⚠	✓	✓	⚠	⚠	● Major layout or performance problems
Minor Issues	⚠	⚠	⚠	⚠	⚠	⚠	⚠	● Minor layout or performance problems

Figure 19: Compatibility issues adapted from PowerMapper (2024)

The compatibility issue is primarily caused by utilizing CSS properties compatible with limited browsers. Immediate action is crucial to ensure cross-browser consistency and fast rendering, thereby expanding audience reach and referral opportunities (Vaidya, 2022).

Similarly, figure 20 indicates mobile display compatibility issues for ADHD Society. Text and elements misalign, causing clutter, and disorganized menu options hinder user navigation.

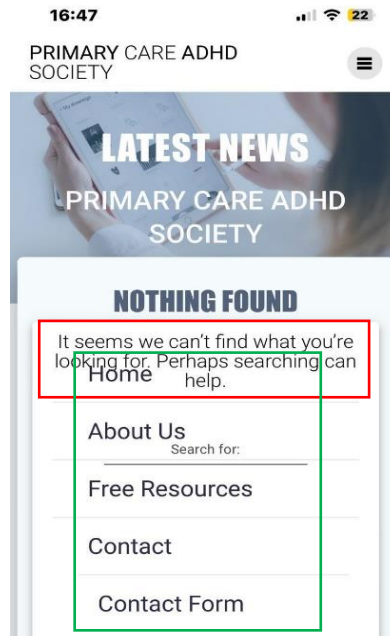


Figure 20: Mobile layout adapted from Primary Care ADHD Society (2024)

Skow (2024) reported that responsive design becomes crucial as Google prioritizes mobile versions for ranking, making non-mobile-friendly sites invisible and resulting in lost traffic.

In conclusion, ADHD Society requires improvements including increasing returning visitors by 30%, reducing bounce rate to 40%, achieving 2 to 4 minutes average engagement with conversions, increasing organic search and referral traffic, and ensuring cross-browser compatibility and mobile optimization. Section 4.0 provides further analytics-driven solutions for these improvements.

3.3 Segment

3.3.1 Users by country

The Google Analytics data in Figure 21 below reveals that the UK and US have the highest ADHD Society users, while other countries have fewer users.

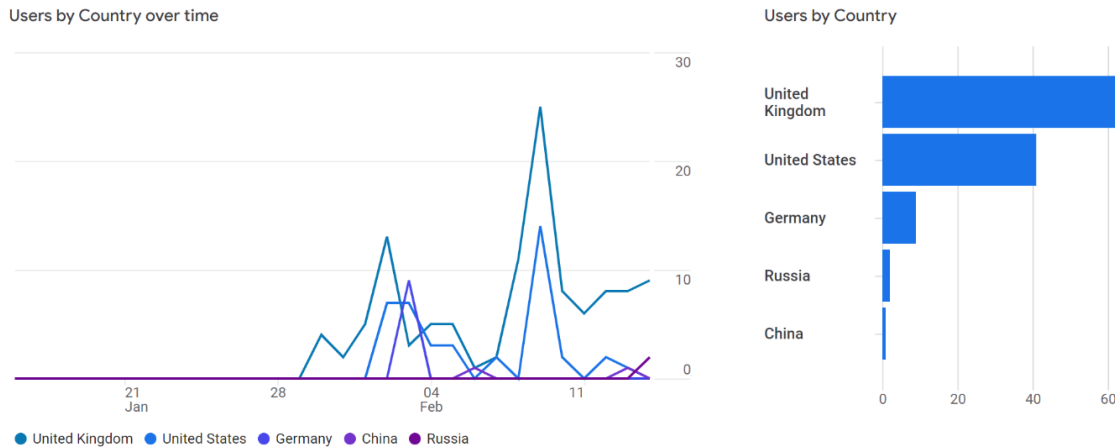


Figure 21: Users by Country adapted from Google Analytics (2024)

The higher awareness about ADHD, widespread digital literacy, and English websites catering to large English-speaking populations in the US and UK drive more people to seek information and assistance, increasing engagement.

Likewise, fewer users from other countries can be attributed lower rate of ADHD. For instance, only 1.8% of German children and adolescents have ADHD (World Population Review, n.d.). Moreover, language barriers prevent engagement among Russian and Chinese users. China's 'Great Firewall' also limits access to international websites, reducing user reach (Yang, 2022).

3.3.2 Users by Gender

Google Analytics data from Figure 22 below reveals that ADHD Society attracts 60.5% male and 39.5% female visitors.

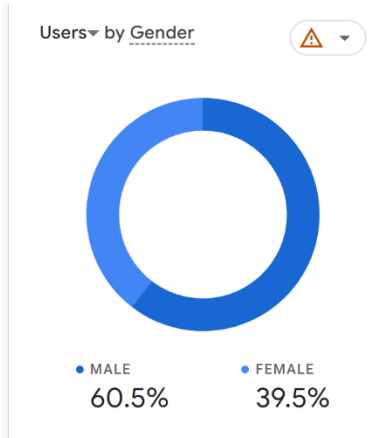


Figure 22: Users by Gender adapted from Google Analytics (2024)

The higher male proportion indicates that ADHD-related content resonates more with this gender, possibly due to societal roles, awareness, or diagnostic patterns.

3.3.3 Users by age and device type

The analytics in Figure 25 shows that the 18-44 age group shows the highest engagement. Personal experiences with ADHD, either as individuals or as parents of children, increased awareness of ADHD, and young adults' reliance on online resources contribute to its active participation.

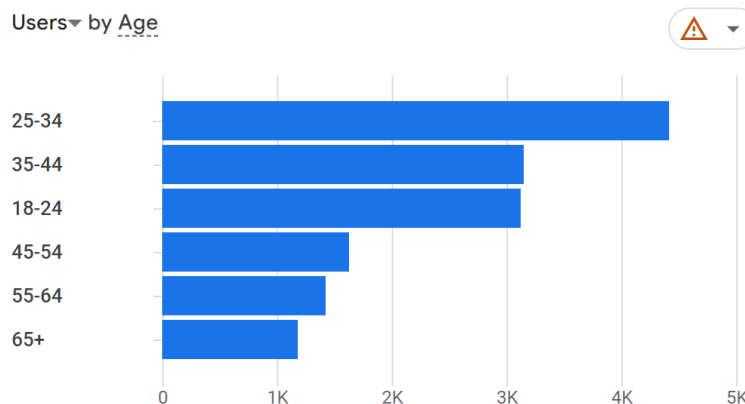


Figure 23: Users by Age adapted from Google Analytics (2024)

In contrast, users aged 45 and older show lower interest, possibly due to limited awareness, distinct information-seeking habits, or reliance on alternative sources.

Moreover, Figure 26 below indicates that desktop users are more engaged than mobile users. This may indicate that ADHD Society has suboptimal layout and navigation for mobile experiences which affects search engine rankings, as discussed in section 3.2.3 of this report.

Device category ▾ +		↓ <u>Users</u>	<u>New</u> <u>users</u>	<u>Engaged</u> <u>sessions</u>	<u>Engagement</u> <u>rate</u>
		120 100% of total	119 100% of total	113 100% of total	35.99% Avg 0%
1	desktop	86	84	108	40.6%
2	mobile	37	35	5	10.42%

Figure 24: Users by Device adapted from Google Analytics (2024)

To summarize, the website primarily caters to males and English-speaking countries with high ADHD awareness, However, underrepresented countries and diverse ages offer growth opportunities of potential engagement through personalized content, expanding reach.

4.0 Strategies, Execution, and Control

4.1 Expanding Reach

For better reach and search ranking, the ADHD Society can adopt a common approach used by white hat link builders by increasing inbound links through content creation on social media (Growth Machine, n.d.). Short-form videos on TikTok and partnering with other ADHD organizations or content creators can increase returning users and referral traffic.

Additionally, implementing social media listening tools encourages active community engagement. For instance, participate in ADHD-themed TikTok challenges, utilize #ADHD hashtag, and use popular sounds within the ADHD community for content.

Monitor KPIs like followers, likes, shares, comments, mentions, and impressions. Furthermore, analyse of referral traffic sources from social media to the website includes sentiment analysis and click-through rates.

- S: Increase unique visitors by 10% in Q2 by optimizing social media campaigns and SEO.
- M: Monitor website traffic weekly and adjust strategies based on data insights.
- A: Analyse social media engagement metrics monthly and generate report to track progress.
- R: Track search volume for key terms quarterly and identify areas for improvement.
- T: Conduct sentiment analysis reports bi-annually to measure website perception.

Figure 25: SMART Objectives for Reach

4.2 Driving Action

ADHD Society should incorporate interactive quizzes, assessments, and relevant infographics that pique user curiosity, decreasing bounce rate. Actions include downloadable resources, live Q&A sessions with experts, and video testimonials, creating a dynamic and engaging community. Moreover, ADHD Society should optimize its website for li devices by ensuring seamless experience on all browsers, including features for users with disabilities, to increase organic traffic.

Analyse KPIs like page views, session duration, and interaction frequency. Moreover, monitoring downloads, shares, user feedback, and developing content calendar can further optimize content based on users' countries, age, needs, and behaviour.

- S: Increase average session duration by 5% by Q3 by improving content depth and interactivity.
- M: Analyse engagement metrics weekly and identify underperforming content.
- A: Implement A/B testing for content elements and report results monthly.
- R: Create user personas by Q2 and develop targeted content strategies.
- T: Review and implement user feedback quarterly to optimize the user experience.

Figure 26: SMART Objectives for Action

4.3 Encouraging Conversion

ADHD Society should improve calls to action and feedback mechanisms by utilizing compelling CTAs for downloads, form submissions, and sharing. Additionally, fostering trust and connections through feedback forms and surveys. A/B testing of different CTAs and analysing user feedback further provide data for continuous improvements.

ADHD Society should track conversion KPIs like form completion rate, lead source, and membership purchases. Analysing the user journey also helps identify drop-off points, optimizing the conversion funnel.

- S: Increase form submissions rate by 15% by Q4 through targeted calls to action and landing pages.
- M: Monitor conversion rates for all actions weekly and identify bottlenecks.
- A: Conduct user journey analysis quarterly and implement improvements within a month.
- R: Develop and distribute customer satisfaction surveys bi-annually.
- T: Analyse feedback and implement changes within a quarter to enhance conversions.

Figure 27: SMART Objectives for Conversion

4.4 Fostering Engagement

Establishing social media presence can foster community engagement by providing online forums and support groups. Moreover, creating user-generated content and giveaways encourages participation and creates an engaging environment.

Besides, integrating live chat on the website offers immediate support, crucial for ADHD users who struggle with focus or find waiting frustrating. This reduces isolation and fosters a sense of understanding, ultimately aiding self-management and strengthening connections.

Community engagement effectiveness KPIs include active community members, participation rate, website traffic, and user satisfaction.

- S: Increase social media engagement by 20% by Q3 through consistent interaction and relevant content.
- M: Track social media metrics daily and respond to comments and live chat within 24 hours.
- A: Organize online events quarterly and measure participation rates.
- R: Develop a content calendar that fosters user-generated content creation.
- T: Analyse feedback quarterly and adjust engagement strategies based on insights.

Figure 28: SMART Objectives for Engagement

5.0 Conclusion

In conclusion, by applying the RACE framework and implementing data-driven strategies and execution, ADHD Society has optimized its website and social media presence, providing engaging and dynamic ADHD community. Regular monitoring, user feedback, and data-driven solutions are key to achieving long-term success within the ever-evolving digital landscape.

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