



Snowshoe Magazine

ANALYTICS REPORT
2022

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SNOWSHOE MAGAZINE

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ANALYTICS *

Snowshoe Magazine has multiple positive indicators, including a high search-based audience, strong audience indicators, and good time on site for the audience it seeks to grow.

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Based on the analytics section, our team conducted two research projects—a User Experience study of Gen Z audiences, and a content analysis to find efficiencies in assigning articles.

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KEY QUESTIONS

We address the key questions Snowshoe Magazine asked us to consider in this research.

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ACTIONABLE STEPS

Now that we have the data, our team has advice—both big and small steps—for growing Snowshoe Magazine and finding the next generation of audience members.

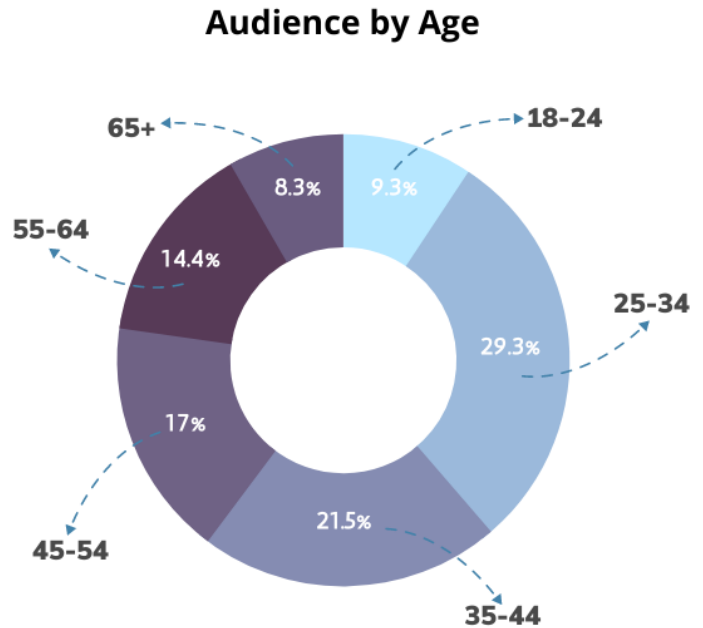
***The analysis coverage spans a five-year period from March 21, 2017 to March 21, 2022.**

ANALYTICS



Audience

A healthy percentage of Snowshoe's audience represents the age demographic from the primary media market, 25-44. This is a good sign for longevity, but we focused on another aspiration, which is reaching Generation Z. In that case, over the past five years, the 18-24 demographic made up less than 10% of your audience.



Age & Gender

The key interests of Gen Z align with those of your magazine. We will address the kind of content and design that could increase Gen Z participation with the site in the Actionable Steps section.

In terms of gender, the split is fairly even, with more females (51.4%) on the site than males.

18-24 group by gender



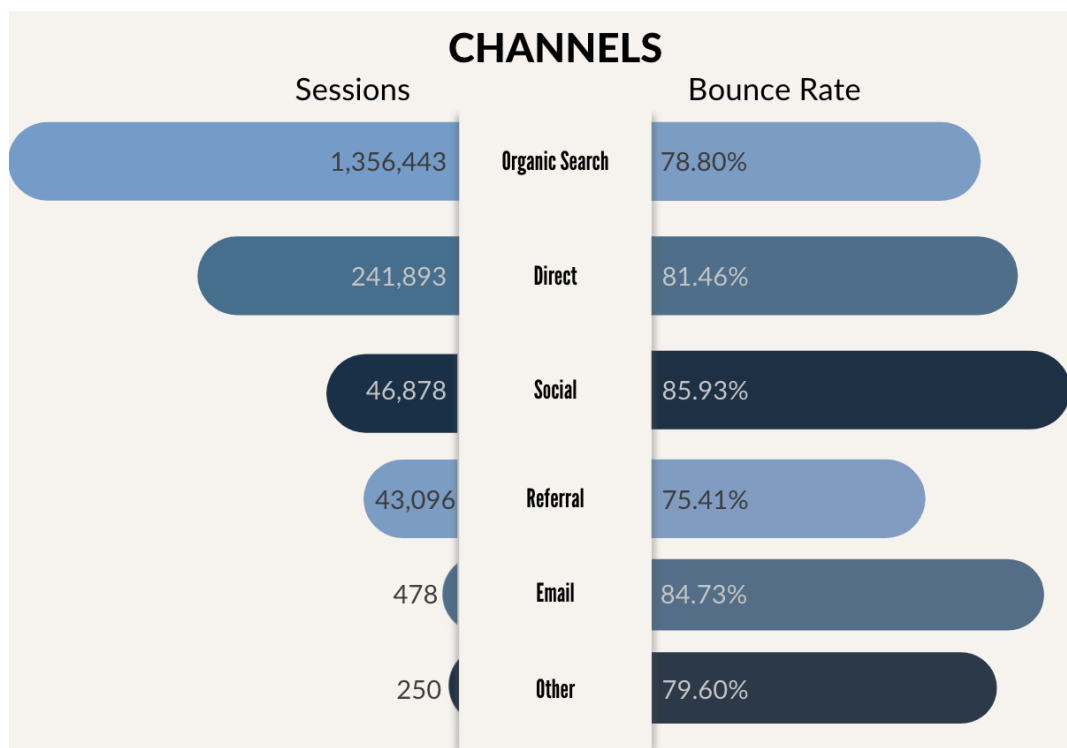
Other Insights:

- An opportunity to grow your Texas audience
- iOS dominates your user base's browsing choice
- There is a big challenge with your Beginner's Guide user flow
 - There is a large drop-off from the site after reading the Beginner's Guide
 - The read-time on the guide suggests an opportunity for a different user interface

Acquisition

Snowshoe's organic search is excellent and even has some uncommon positive indicators:

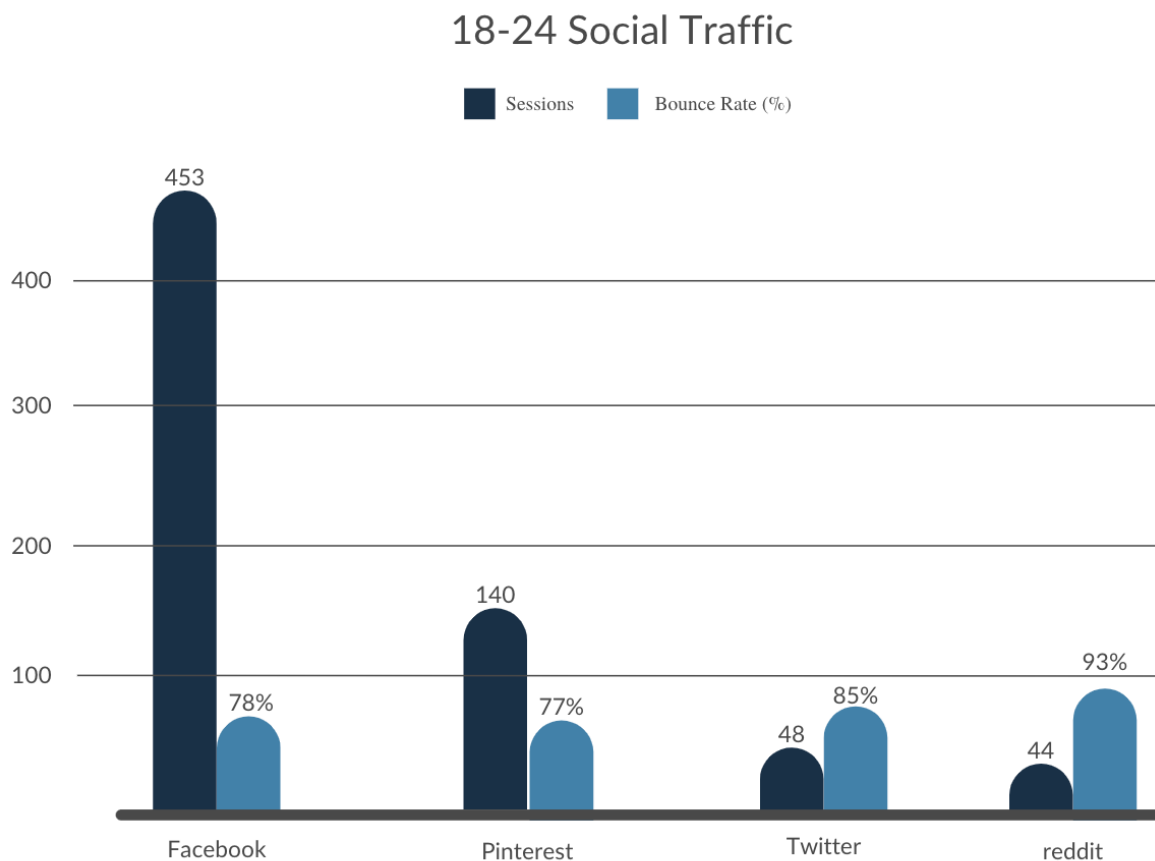
- Almost 16% returning visitors
- One of the lowest bounce rates on the site



Opportunities lie in direct and social acquisition. Direct acquisition is about creating user habits to return to the site for the latest information.

Social traffic reflects your comments about needing a more robust social presence:

- Facebook is by far the strongest
- Opportunities lie in Pinterest and Instagram Stories
- Twitter is a question we should discuss

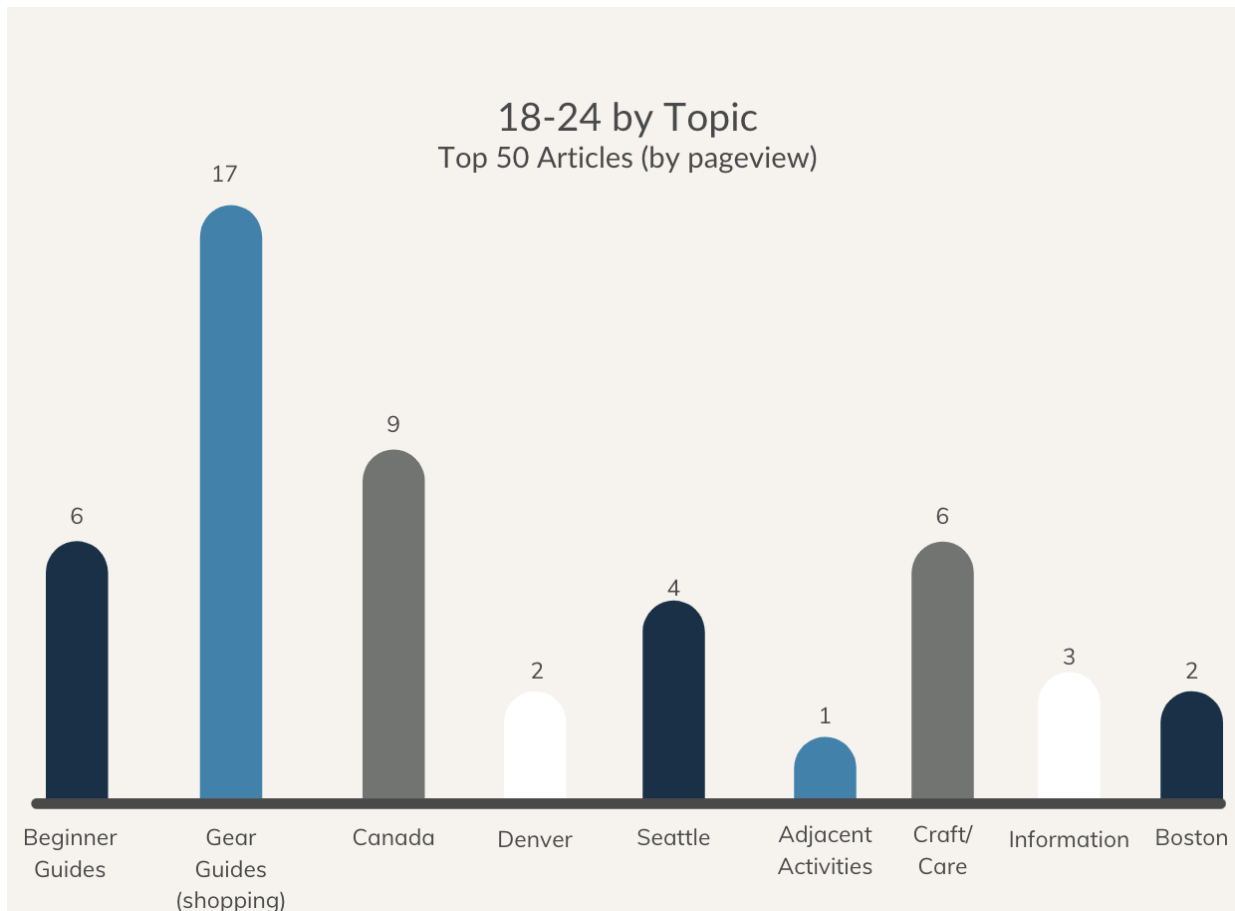


The email newsletter (another referral that reflects habit) is an opportunity for growth.

Behavior

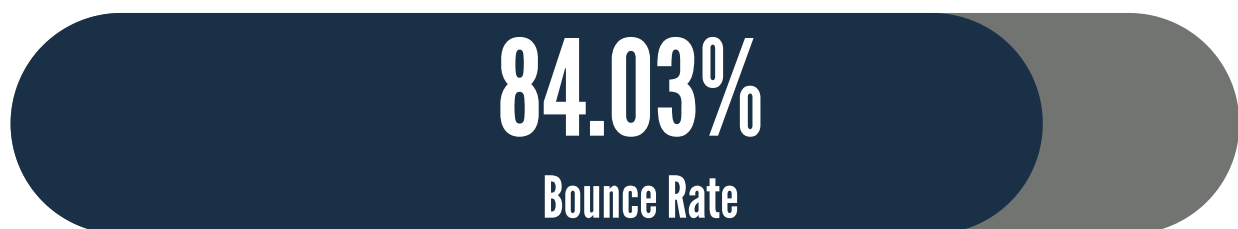
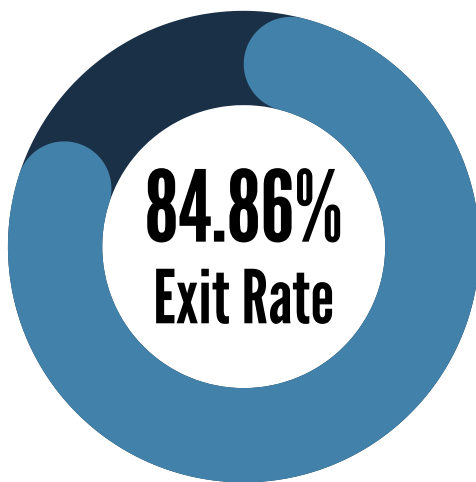
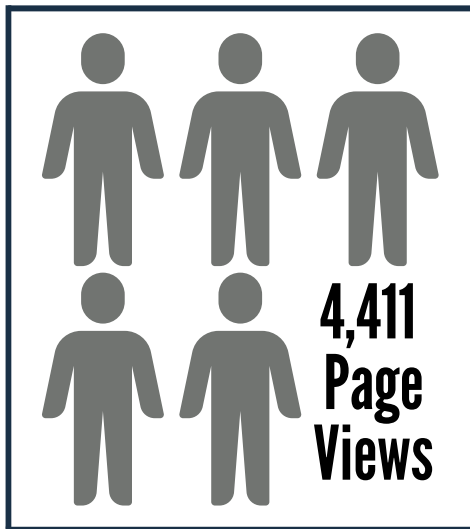
We will present a deeper content analysis later in the book, but for this section we focused on the crossover of age and content. Beyond the fact that, like all ages, the Beginner's Guide was the top draw for Gen Z, there were some other dominant trends:

- Content that aids in shopping is very popular (footwear, Hydroflask, etc.)
- A focus on trail and travel opportunities
- Time on page is high for these content types (~5 minutes)



The Beginner's Guide: Deep Dive

This page explores the behaviors of the age group (18-24) on the beginner's guide content.



The background of the image features two snowshoes resting on a dark, horizontally-planked wooden surface. The snowshoes are constructed from light-colored wood with a complex webbing pattern. The bindings, which attach the snowshoes to boots, are painted a faded blue. The snowshoes are positioned diagonally, with their tips pointing towards the bottom corners of the frame. The word "RESEARCH" is superimposed over the center of the image, partially covering the snowshoes.

RESEARCH

User Experience (UX) Testing

What is UX Testing?

User experience testing (also known as usability testing) is a method for measuring the effectiveness of a website's prompts, way finding, taxonomies, and content.

UX testing focuses on the overall feel of the experience for the user while they are interacting with the platform. Through UX testing, we can improve the quality of interaction between a user and the platform.

Common Findings

The UX testing of four different Gen Z individuals revealed their wants and needs in a website:

- There was frustration among users in the read time of the articles; they thought the read time was too long.
- Users were searching for shorter articles that contained bullet points and clear titles.
- All users highly valued the visual aspect of snowshoeing and requested higher quality.
- The quizzes and articles that contained numbered lists were among the favorites of the users.

**User 1**

Gender: Female

Age: 21

"[The articles are] kind of lengthy. I want, like, bullet points."

"[More modern websites] have floating bars that follow the page as you're scrolling down. That's nice, because it give you direct access to what you need. On here, as soon as you start scrolling, the bar goes away and you can't click on where you want to go anymore."

"If this site was for [Gen Z], it would have a different layout. This just seems outdated where there's a lot going on. It has social media tabs, which is nice, but our generation has more colors and less going on everywhere. Maybe more minimalist."

**User 2**

Gender: Male

Age: 20

"Oh, they have a Pinterest, that's fun. Snowshoeing is so visual, and like I said, I'm a visual person. I like that they're on Pinterest."

"I'd like a table of contents. I'm lazy, I want a TLDR."

"I probably wouldn't pick an article with like an ugly, bad quality photo. I guess I'm not *not* going to pick an article because it has a less exciting mountain or nature picture, but if it's got a weird grainy picture, I'm going think 'clearly there's something up with this article.'"

**User 3**

Gender: Male

Age: 20

"There's so many articles. It takes so much time to find what I'm looking for."

"The layout looks funky. I almost scrolled by the section where all the different places they have information was located."

"I really like the numbered tips that are easy to read because of the bigger font."

"I really like quizzes so I clicked on the Springtime Nutrition Quiz. It was cool to test my knowledge on nutrition."

**User 4**

Gender: Female

Age: 18

"I'm not the most avid snowshoer, so I'm not really sure what to look for in terms of snowshoes. I need a simple layout. It's not the easiest to find what I'm trying to find [snowshoes for beginners]."

"I wish some of the articles were shorter and get to the point faster."

"There's so many articles. It takes so much time to find what I'm looking for."

"I wish the stories contained higher quality visuals. Winter is such a beautiful season."

Content Analysis

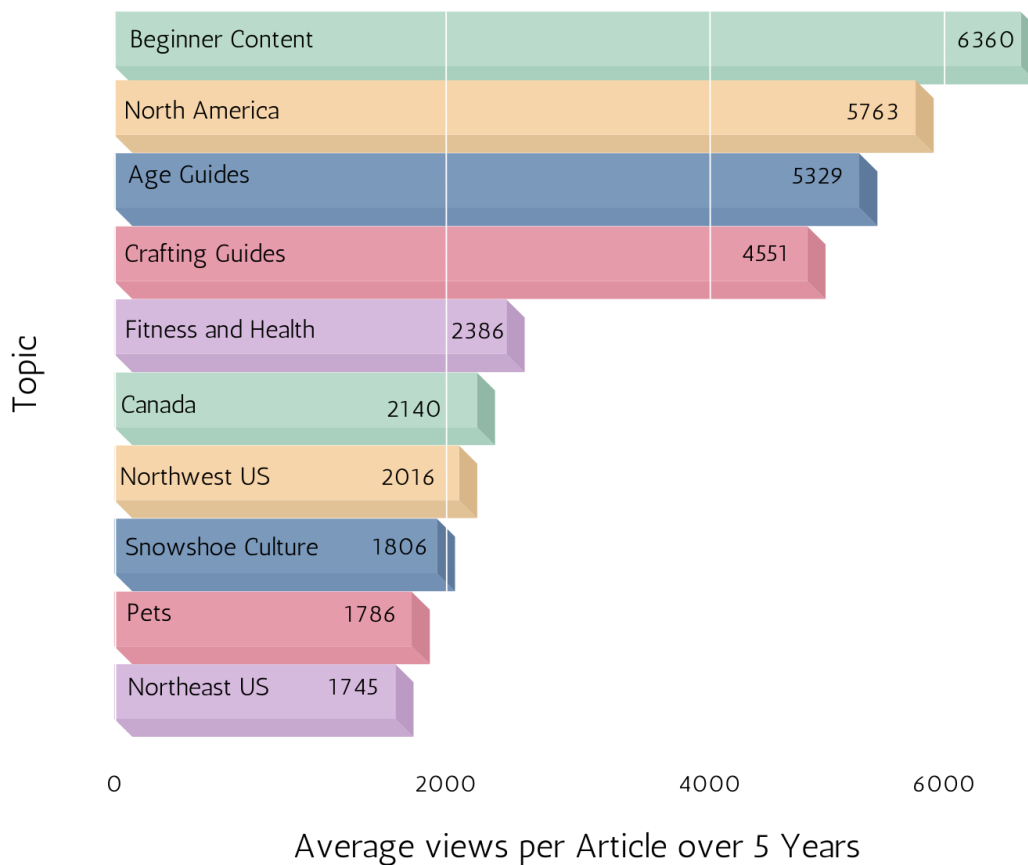
What is content analysis?

Content analysis is the practice of coding articles for article types and then labeling a sample of both highly popular and not-so-popular stories to find creation efficiencies.

The key findings from this research are that the highest efficiency articles include:

- Beginner
- North America (Canada, Northwest US)
- Age-related

Highest Efficiency:



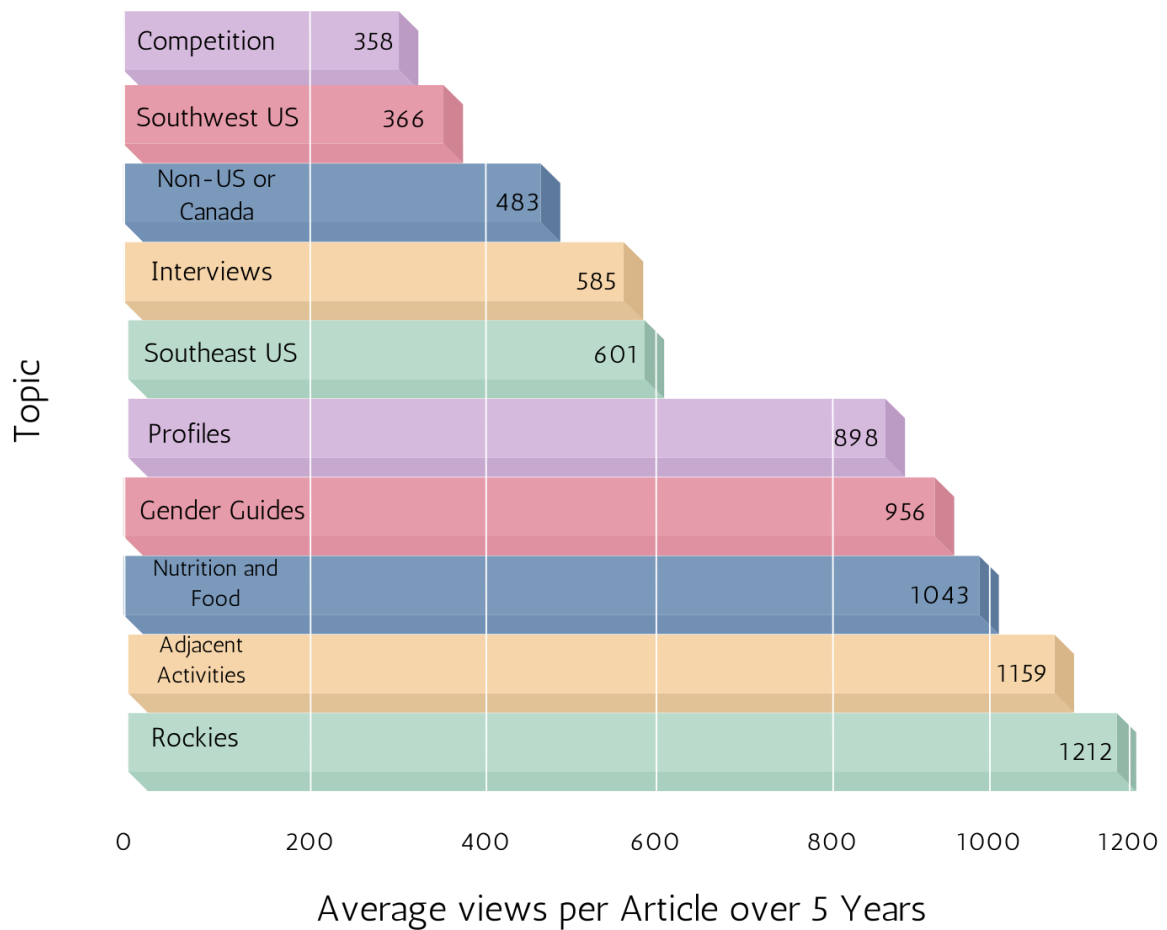
The middle efficiencies include:

- Snowshoe culture
- Clothing and gear
- Travel in the Northeast, Midwest and Rockies

The least efficient articles include:

- Destination beyond Canada and Northwest
- Interviews & Profiles
- Competition

Lowest Efficiency:





KEY QUESTIONS

Key Questions:

How do I make a consistent income?

The best opportunity that could emerge for Snowshoe comes from building greater consistent front-door traffic and return visits, and thus building a digital community that can be converted into next-level engagement (shows, membership, etc.).

How do I create a better experience for the audience?

As you will see in the next section, we suggest two key changes that will help create an optimal experience for the audience:

1. Rebuilding the website with a smaller archive that is focused on the most efficient article-types.
2. Providing shorter, punchier content that can be "serialized" to create greater "digital travel" habits.

How do I learn more about analytics beyond the content?

First and foremost, it will be useful to get familiar with Google Analytic's new version, which will become the standard in July of 2023.

This version is meant to address the pressure placed on privacy concerns (including cookies) while still offering robust sets of data.

From our research, it appears that LinkedIn might have the best Analytics course for business owners. We have also found that resources from the Digital Analytics Association to be helpful.

A pair of blue work gloves with white palms and fingers, resting on a white surface. The gloves are positioned with the palms facing each other, forming a heart-like shape. The text "ACTIONABLE STEPS" is overlaid in the center.

ACTIONABLE STEPS

Big Idea #1: Build a new site and migrate the best-performing content

We are suggesting that to address many issues you mentioned and we found, a good solution would be to build a new site and migrate the Top 1,000-performing articles to that site.

Big Idea #2: "Atomize" your big article content

We understand the preference for long-form, but the analytics suggest readers are looking for quicker hits and more specific content.

Atomizing content means breaking up larger articles into a themed collection of articles that are connected through a clear and accessible linking system.

Big Idea #3: Create a weekly "best of the week" newsletter

Of the three major referral types, the newsletter is the weakest performing at this point. Placing greater emphasis on the newsletter's presence could help you build the community we suggested earlier.

Big Idea #4: Focus on shopping trends for younger audiences

Placing emphasis on gear, clothing, and travel for newer snowshoers, specifically mentioning age, will help you grow that younger demographic.

Other key items ...

Redo your social links (in-article)

- Get rid of LinkedIn
- Get rid of RSS
- Order: Facebook, Pinterest, Instagram, Twitter, YouTube

Reconsider your site taxonomy to fewer lead verticals, more drop-downs

- i.e. Guides, Gear, Get Involved