

Acting on analytics: Using data to make editorial decisions

This document will help you use the information from your analytics dashboard to make informed editorial decisions.

A story is suddenly experiencing a surge in traffic

- Determine the source of traffic
- Assess sources for engagement possibilities and alert relevant reporters/editors
- Consider promoting the story on other platforms
- Consider “beefing up” the original story build with additional web elements
- Theorize why it spiked and share the hypothesis with your team

An old story is spiking in traffic

- Follow guidelines listed under “a story is suddenly experiencing a surge in traffic”
- Republish the original story
- Re-promote the original story
- Write a follow-up story
- Revisit other old and relevant stories

My story has been shared by an influential person or account

- Thank that person on social

My story isn't getting any traffic (... compared to similar stories)

- Write the window title for SEO effectiveness
- Write the main headline for social friendliness

My audience is not growing — or it's declining

- Evaluate your publishing frequency
- Consider mixing up the types of stories you're creating
- Design — or refine — a social media strategy
- Research the potential size of your target audience

My audience is growing rapidly

- Are you doing something different? Do more of it and let the rest of your team know
- Identify the source and try to amplify the effect
- Find ways to keep new audiences engaged