

Notebook

WSJ Society
WSJSociety.com Analytics

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Statement of Purpose

This notebook, WSJSociety.com Analytics will track performance of WSJSociety.com as the update is developed. There are three phases of this work:

1. Assess Current Performance of the website
2. Test & Learn Performance Assessment of trials for new features and functions
3. Continuous Improvement Performance Monitor structure.

This work will use Google Analytics as implemented on the current website. That will require exploration of its capabilities.

WSJSociety.com Current Design Analytics

Appendix

WSJSociety.com Google Analytics