

Wordpress & Analytics assignment

JMC 105 | Spring 2017

■ Wordpress: Due April 25 at the start of class – and throughout the semester (70 points)

Create a web site using the Wordpress content management system that takes advantage of the tools and flexibility Wordpress has to offer. Your site can be a professional portfolio, a blog or any other personal site that makes sense to create using Wordpress.

Requirements / grading

- At least four blog posts that **each include a photo, 400+ words, at least one subhead and three links**. Text should be formatted for the web, including short paragraphs and properly sized images. - 10 points
- At least four pages (i.e. About, Resume, Portfolio, Contact) that **each include at least one link, an image and text that is formatted for the web**. If you have a resume page, it should include your resume both as formatted text and as a PDF download. - 10 points
- Overall quality/professionalism of final site content and design on both mobile and desktop - 10 points
- Accelerated Mobile Pages is set up on blog posts (use plugins "AMP" + "Glue for Yoast SEO & AMP") - 5 points
- Blog posts are put into categories and posts do not say they were written by "admin" - 5 points
- You include links to your social networking sites (Twitter, Instagram, LinkedIn, etc.) on either a sidebar, footer or contact page - 5 points
- Feedback from a professional outside of Drake in your desired field of study on your site (email me what they said, what you did to improve your site based on what they said and how I can contact them) - 10 points
- About page done by **March 30** (including image, 400 words, three links) - 5 points
- Two posts and two pages done by **April 6** that meet all requirements in first two bullet points above - 10 points

■ Analytics paper - Due May 2 (20 points)

Write a two-page paper (single spaced with at least 3 screenshots from Google Analytics) discussing what you learned about the **traffic to your site** from Google Analytics - due **May 2** at start of class.

Answer these questions, including **WHY** you think your site had this result:

- Where do your visitors come from (country/state/city)
- When did they come to the site
- What sites drive traffic to your site
- How much of traffic is mobile vs. desktop vs. tablet and how do those visitors act differently on the site
- What is the most popular content on the site

PLUS: Share two more things you found interesting about traffic to your site based on Google Analytics numbers.