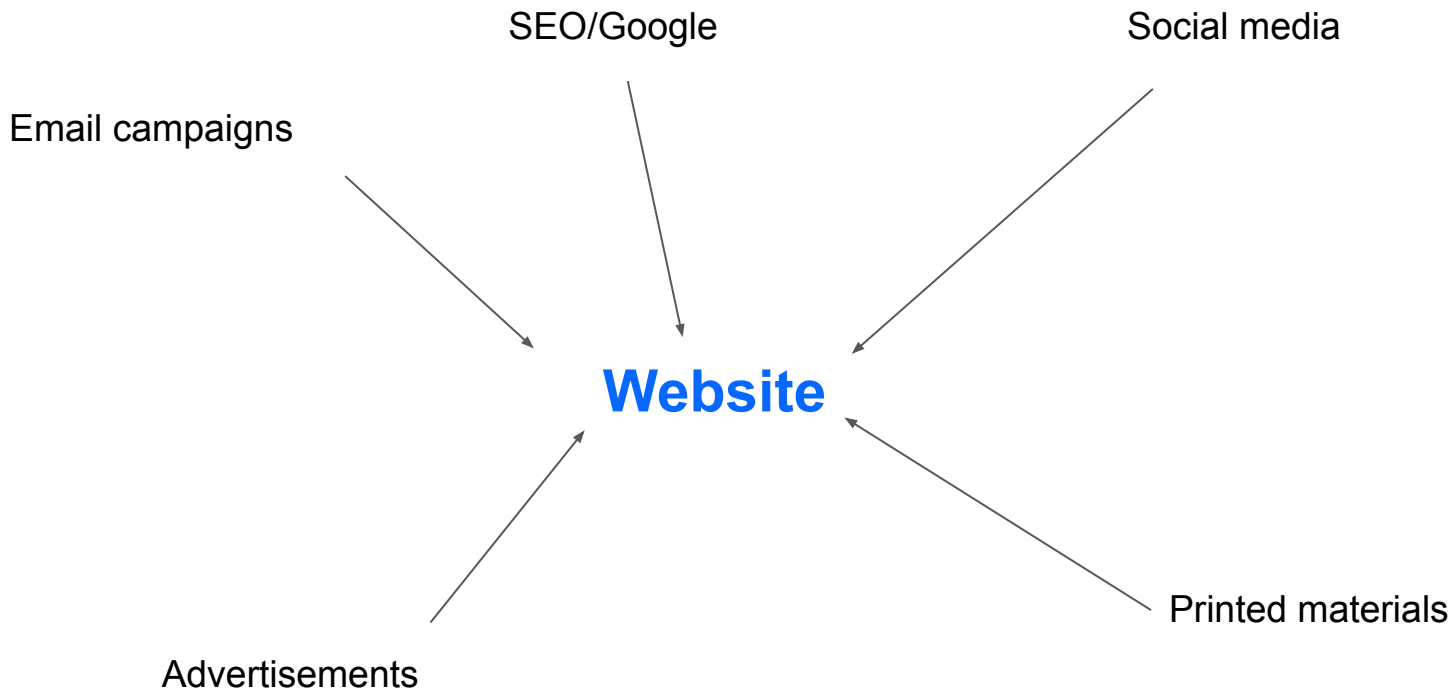


# How to Know And Measure Exactly What Your Users Need From Your Website Content...



Hayat Rachi, Chief Marketing Officer

**Askem** (formerly **React & Share**)



# Some metrics hide the truth

THL's traditional metrics looked great:

- ✓ high traffic
- ✓ ranking #1 on Google

However, after installing Askem, they learnt that **76%** of users couldn't find what they were looking for.

Some metrics hide what people actually think.

Your users **want** to tell you what's missing...



Finnish institute for health and welfare

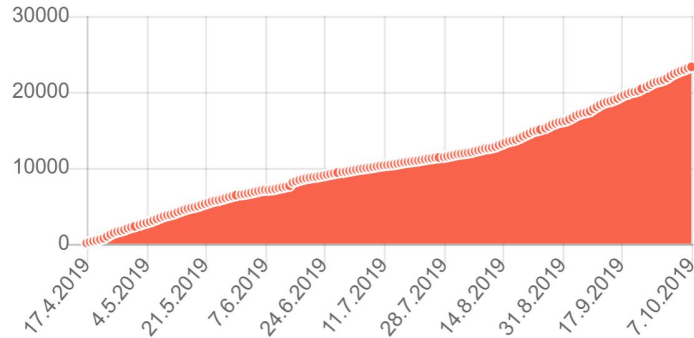


*Image source: helsinkitimes.fi*



# “Nutrition guidelines”

23 000 visitors, over 18 000 people from Google



Looks good, right?

But....

# The real result

Did you find what you were looking for?

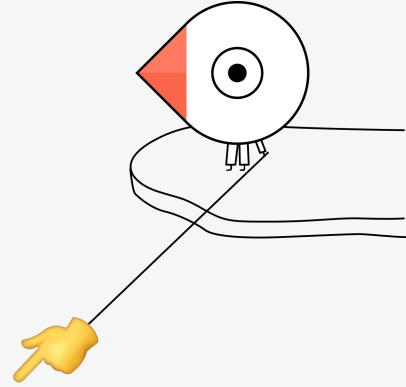
Yes	133
No	285
I need more info	126

Audience by engagement

Super Engaged	0 %
Mostly read	4 %
Skimmed quickly	40 %
Left straight away	56 %

**Feedback:** "I didn't find any information on vegetarian / vegan diets."

**So how do we find out what  
the users actually need?**



Case study

# Action for Children



# How Action for Children do it



React & Share Action for Children Pages Installation guides

## Articles

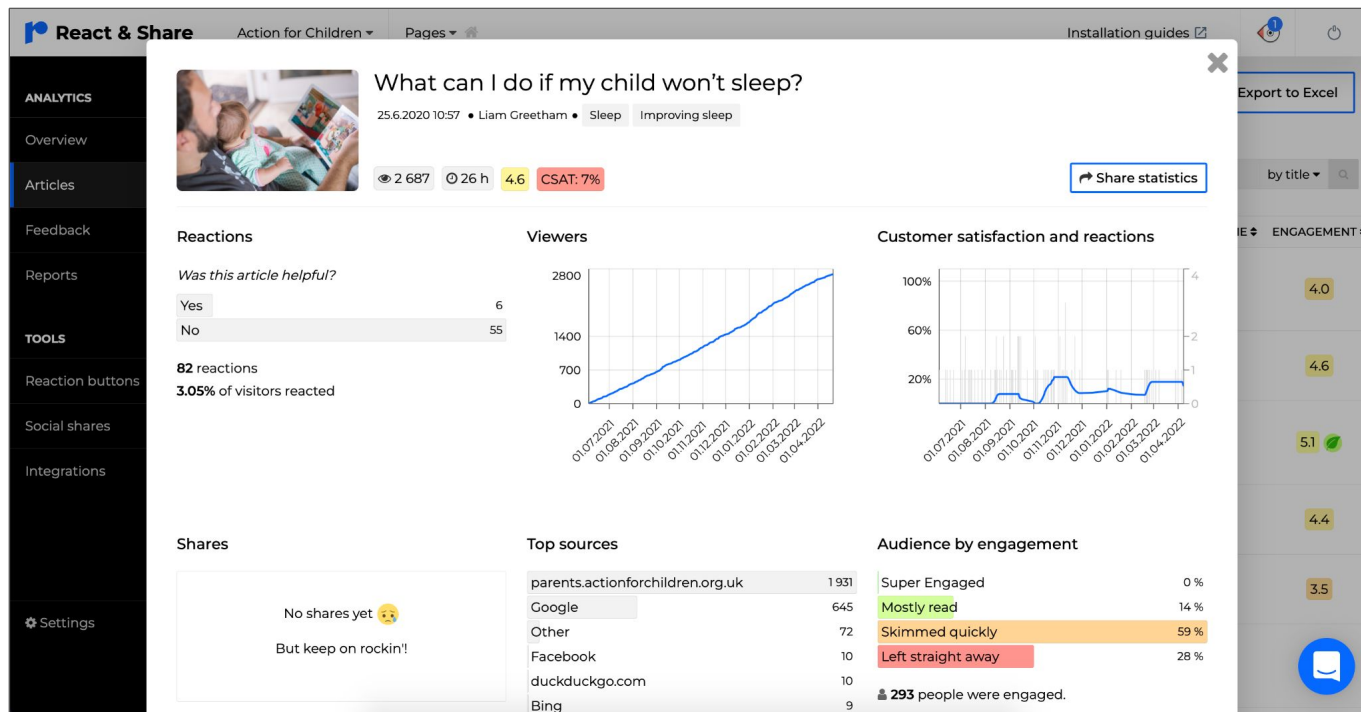
Export to Excel

All time Category Author Viewers Evergreens Clear all filters Search... by title

PUBLISHED	TITLE	VIEWS	REACTIONS	YES	NO	CSAT	SHARES	FEEDBACK	CONVERSIONS	READING TIME	ENGAGEMENT
11.8.2020 16:40	<a href="#">I'm worried about my child going back to school</a> Rachael Gilthorpe	630	14 2.2%	1	9	7%	0	1	0	39s 4h total	4.0
25.6.2020 10:57	<a href="#">What can I do if my child won't sleep?</a> Liam Greetham	2 687	82 3.1%	6	55	7%	0	6	19	44s 26h total	4.6
29.3.2021 13:14	<a href="#">How do I make child arrangements when I split from my partner?</a> Aneta	8 136	198 2.4%	20	96	10%	0	7	173	1min 6s 104h total	5.1
25.6.2020 11:42	<a href="#">Why won't my baby settle?</a> Tyler Ofori	1 434	47 3.3%	5	27	11%	0	2	15	39s 12h total	4.4
25.6.2020 10:57	<a href="#">Activity: getting back to sleep after waking</a> Liam Greetham	885	16 1.8%	2	12	13%	0	1	14	31s 6h total	3.5
7.9.2021 18:48	<a href="#">My child is anxious about school transitions or changes</a> Ruth Stokes	2 173	24 1.1%	3	11	13%	0	2	9	59s 26h total	



# How Action for Children do it



# How Action for Children do it



Showing all feedback assigned to no-one on the selected article

- 27.02.2022 | Reaction: No

I selected toddler and the advise is for older children's
- 22.11.2021 | Reaction: No

It doesn't tell you what to do if it's none of the above. If you have tried routines and there is no anxiety etc or medications... what do you do then?
- 10.11.2021 | Reaction: No

More information about sleep regression. My 20 month old will not sleep through at all.
- 16.10.2021 | Reaction: -

Help with a 15month old that won't sleep day or night
- 15.09.2021 | Reaction: No

An 8 year old won't go to sleep. Your articles don't cover this age!. Your child articles are maybe under 5 only. When a child has to be at school all day learning and doesn't go to sleep till 11pm?. Parents are desperate for help?. You have nothing.
- 14.07.2021 | Reaction: No

This is more for older children not toddlers



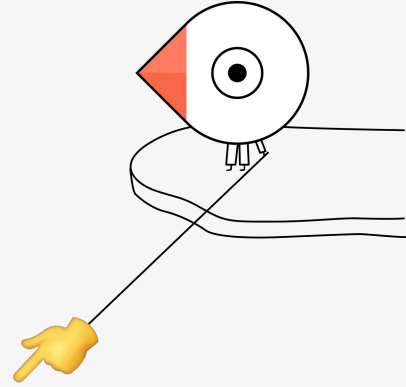
# How Action for Children do it



“I feel like until now it’s been a real gap in our knowledge in terms of what pages are actually driving to the chat. We know R&S is helping a lot of parents.

**The organisation knows that. ”**





Case study

# Barking & Dagenham

**Barking &  
Dagenham**

# Raised engagement sitewide

- ↑ website customer satisfaction by 40%
- ↓ customer support calls by 20%

# Barking & Dagenham



A really informative and easy-to-use tool that's already helped us **iterate our KPIs** as well as **review and re-design** several key areas of our web content. Looking forward to using it for even more this year.

-  
**Louis Maughan**  
Lead Content Designer





What we've learned from **React & Share** is that things that we thought would go down well haven't, but others that we didn't think would perform work out great. It's really **shown us we don't know everything** when it comes to content.

-

**Melantha Chittenden**

Head of Communications and Media

**Community**  
For a better working world

**NHS**

**Pennine Care**  
NHS Foundation Trust



By demonstrating that, in the past three weeks, I was able to make all these changes to the website **made it easy to prove my worth to management**. It's good to be able to have physical evidence to point to and say 'these are the things we've been able to do in the past few weeks.'

-

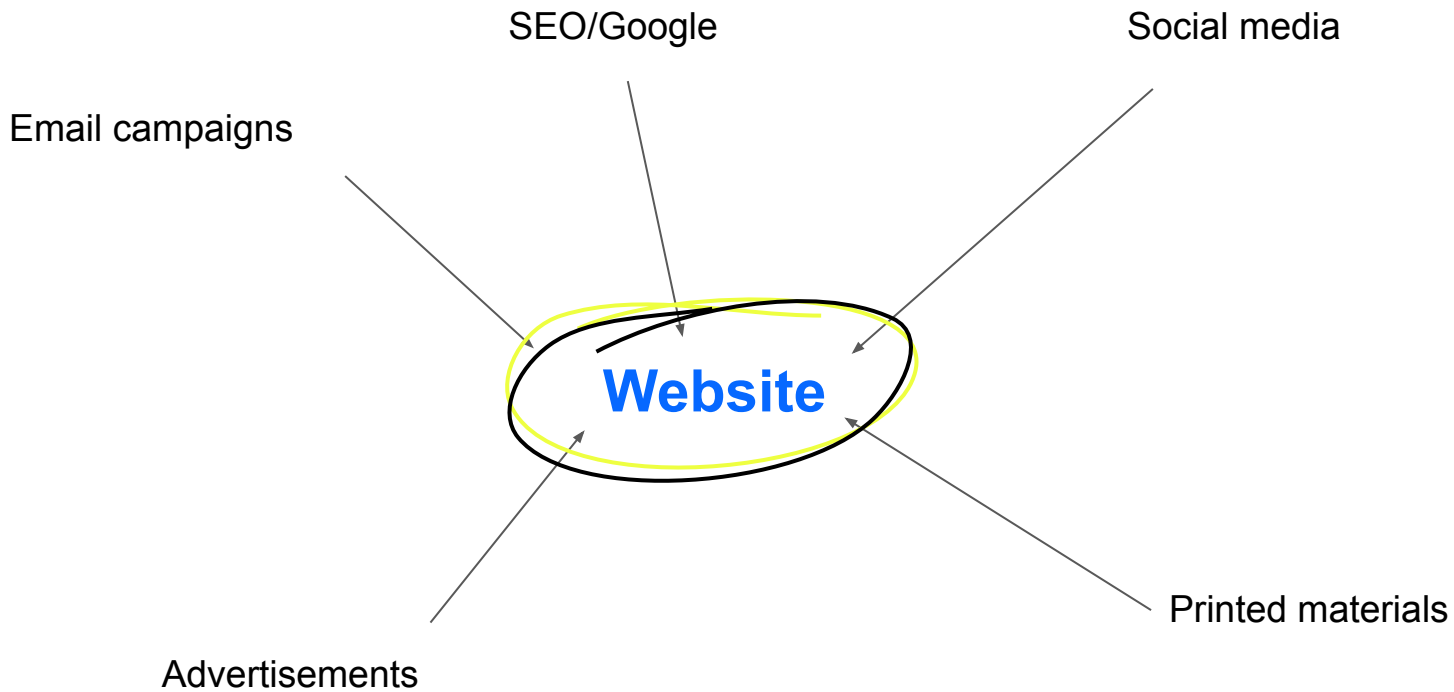
**Daniel Love**

Digital Communications Officer

**This level of data is gold-dust for  
internal stakeholders.**

Your new best-est friend







**We can help with your web content too!**  
Click [here](#) for a chat



Hayat Rachi, Chief Marketing Officer  
**@hayatrachi**