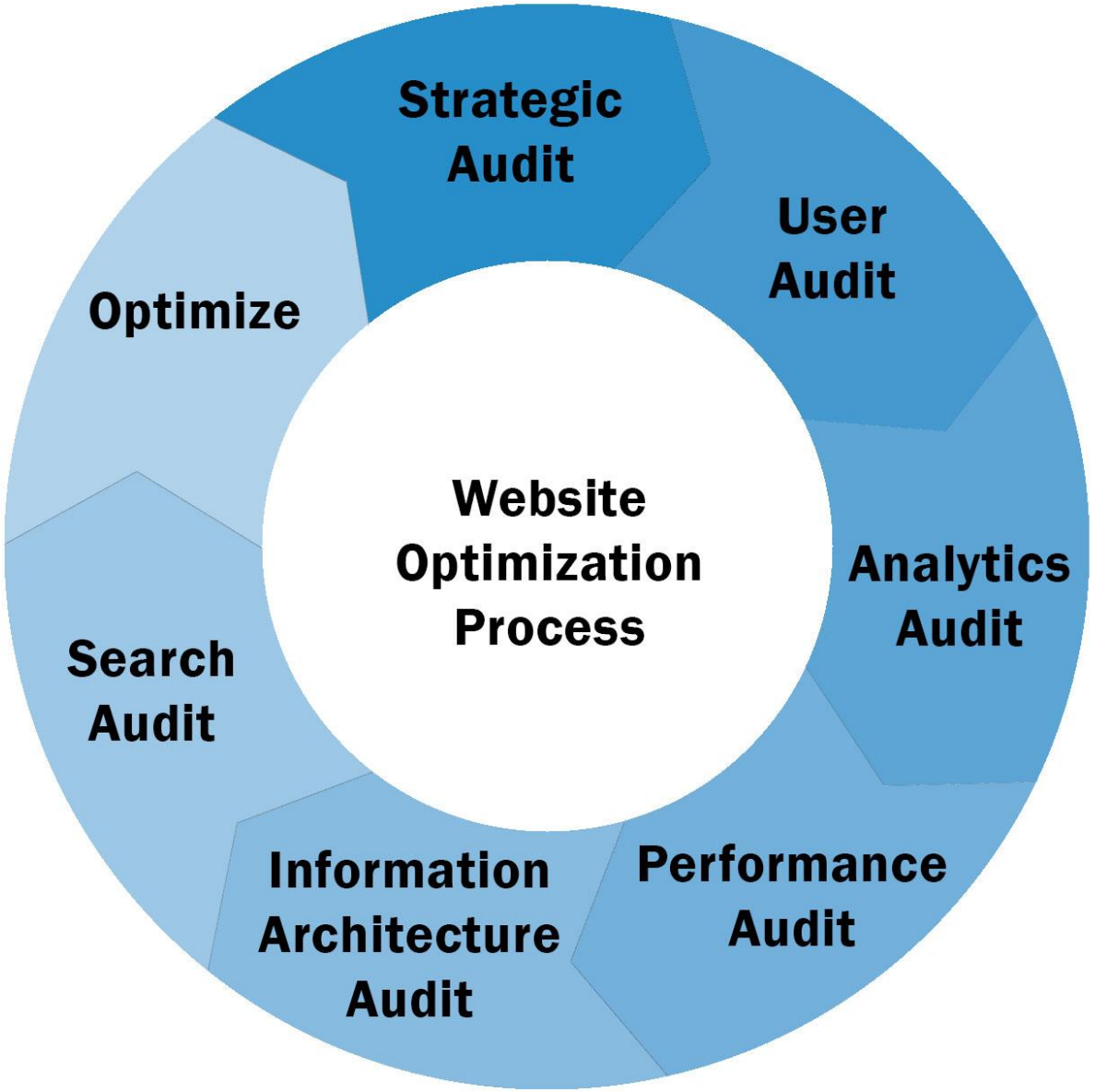
Content Audits for Optimization



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Strategic Audit

- International student enrollment
- Strengthen the University's global reputation
- Increase visibility of study abroad and international opportunities for current students

User Audit

Outbound Student – Luca
Incoming exchange student - Luis
Prospect full time international student (Degree Seeking) - Elena

Analytics Audit

Analytics | All accounts > brianwpiper | bwp ga4

Try searching "users from USA last week"

Ask Analytics Advisor

- Reports snapshot
- Realtime overview
- Realtime pages
- Life cycle
  - Acquisition
  - Engagement
    - Overview
    - Events
    - Pages and screens
    - Landing page
  - Monetization
  - Retention
- User
  - User attributes
  - Tech
- Library

Reports snapshot

The reports snapshot helps you monitor the performance metrics of your choice.
To get started, choose one of these templates.

Create your reports snapshot

Choose a template that shows the performance metrics you want to see

User behavior

Get an overview of your website and app's top screens, user counts, and engagement metrics at a glance

Choose this template

Sales and revenue

Identify top-performing products and what drives the most revenue

Choose this template

Marketing performance

Measure marketing channel performance and attribute conversions

Choose this template

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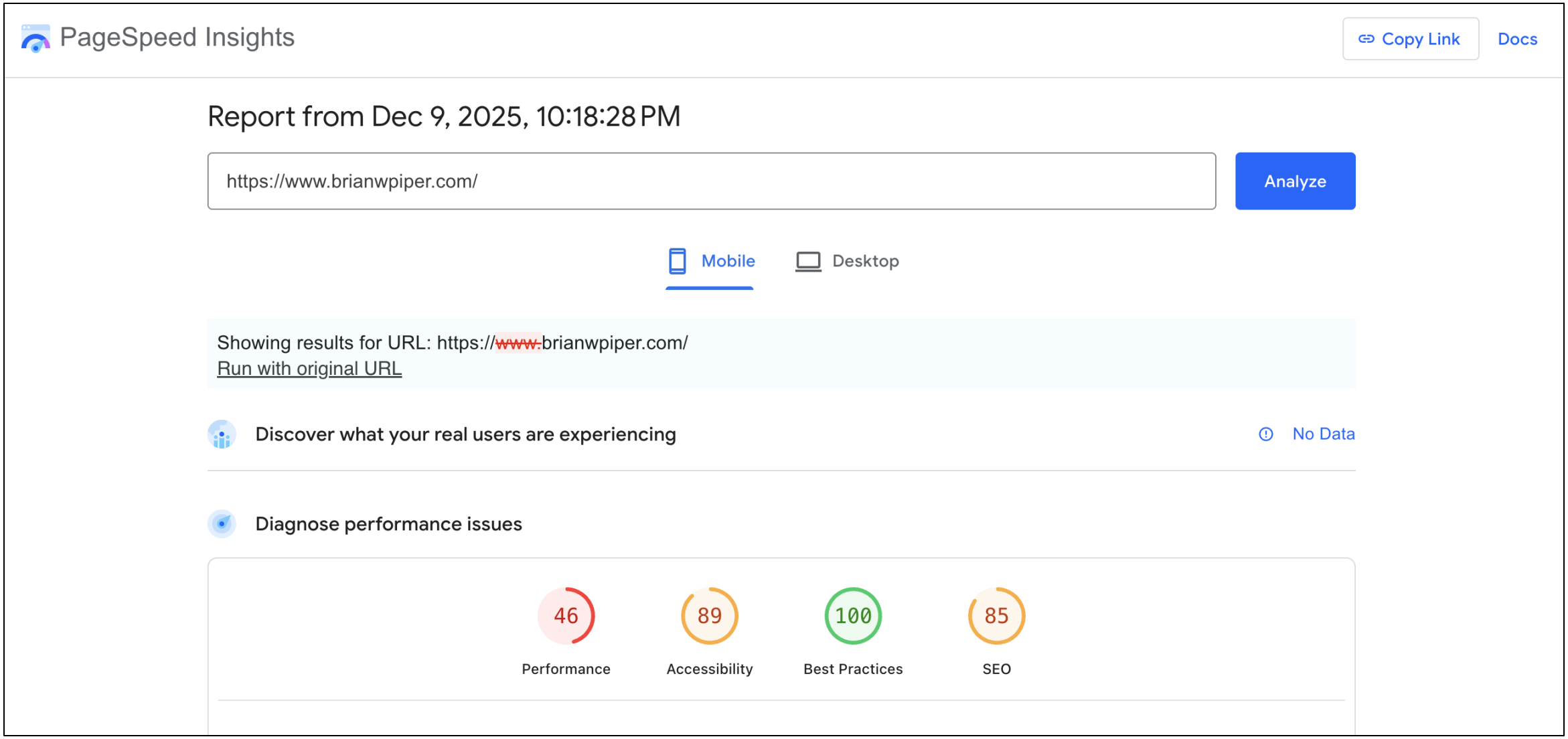
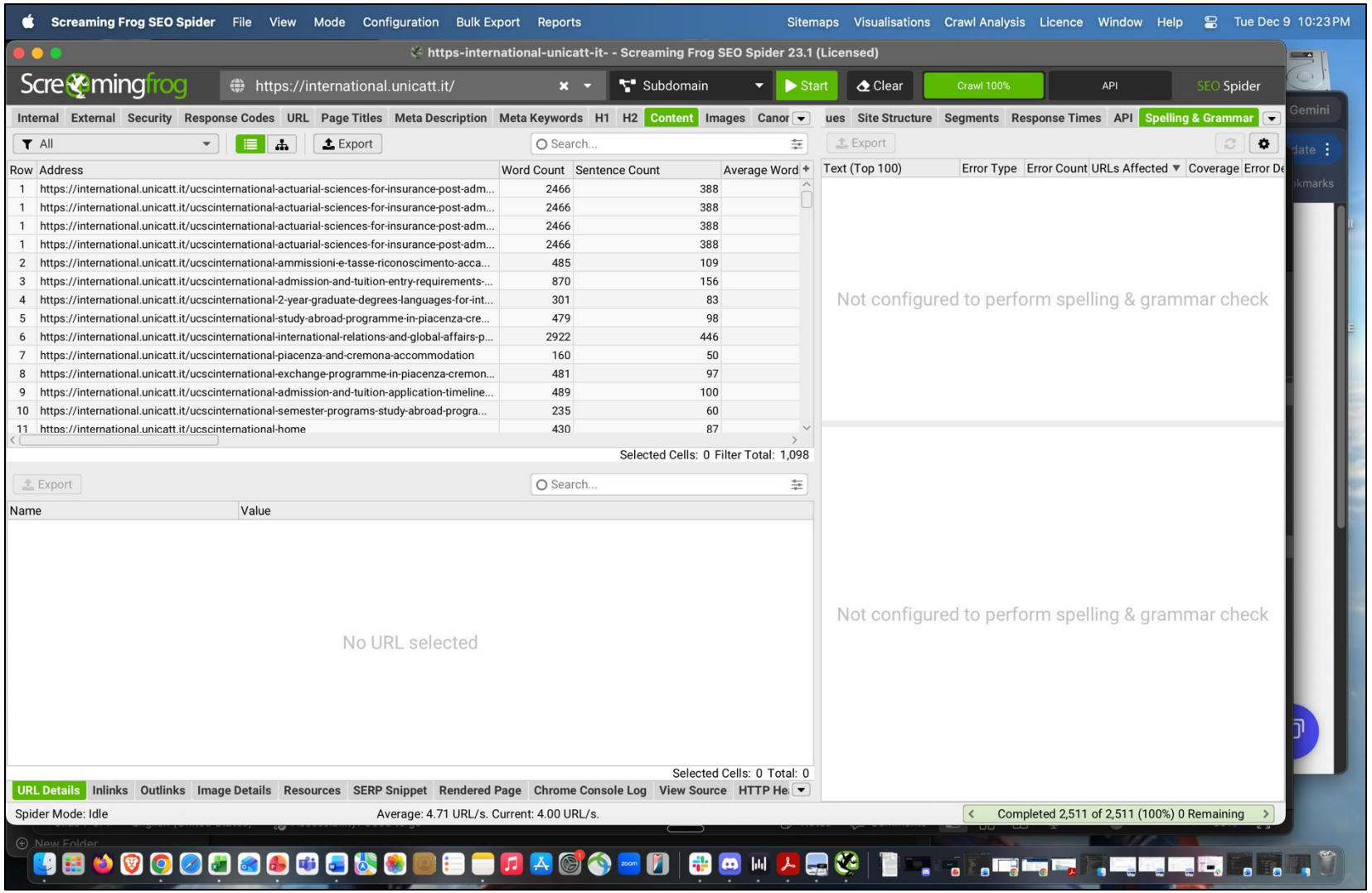
Performance Audit



Information Architecture Audit



[Screaming Frog SEO Spider]

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Search Audit

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