









2018 Progress Tracking Dashboard – Q4

OVERARCHING GOALS						
<div>Goals</div> <div></div>	<div></div> <div>1. Increase the speed, efficiency and diversity of clinical trials</div>	<div></div> <div>2. Increase attention to brain health to delay onset of Alzheimer's and increase early detection, diagnosis and treatment of Alzheimer's</div>	<div></div> <div>3. Include insights and preferences of individuals living with AD and their care partners in drug development, regulatory and Medicare decisions</div>	<div></div> <div>4. Help advance national care goals and policies in support of individuals living with Alzheimer's and their care partners</div>	<div></div> <div>5. Mobilize Americans to demand a cure and improve the quality of life of families experiencing the disease</div>	<div></div> <div>6. Assure focused attention to AD's disparate impact on women & minorities</div>
Percentage of Effort	0 %	20 %	20 %	20 %	20 %	20%
Website GOALS – METRICS – PROGRESS RATING					<div>Rating Color Codes:</div> <div><div>○</div> = comfortably on track/achieved</div> <div><div>◐</div> = slightly below expectations</div> <div><div>◑</div> = not meeting expectations/need to adjust</div> <div><div>◓</div> = no/minimal progress</div>	
	Goal #1 Improve website usability and rate at which users convert.					
	Metric(s): Utilize A/B comparative testing and conversion tracking to report and increase email conversions and improve user flow.					Rating: <div>◑</div>
	<div>Progress:</div> <div><u>Donation Conversion Rate</u></div> <div>For 2018 Q4, 25% of people who entered the website’s donation flow successfully completed a donation. This number has stayed steady and is above industry benchmarks (12%).</div> <div>Last quarter, we reported that only 0.9% of unique visitors entering the donation flow. The number of users entering the donation flow is up slightly - 1.4% - but still far below the 10% benchmark we’re looking for.</div> <div>This could be improved by making the header donate button more prominent or adding donate calls to action to key pages on the site.</div>					

	<p><u>Email Signup Conversion Rate</u> 0.7% of visitors to the website signed up for the email list in Q4. This is below the industry benchmark of 0.8%.</p> <p>Of those users that entered the email signup funnel, 49% completed their signup and converted. This is comparable to Q3. Where we are seeing the biggest drop off is between step 1 and step 2 of the form.</p> <p>It's possible that site visitors don't understand what "Join Us" means until they click the button. Potentially, we could improve the conversion rate by changing "Join Us" to "Sign Up."</p>	
	<p>Goal #2 Improved continuity between website, relevant digital channels and organizational communications strategy.</p>	
	<p>Metric(s): Qualitative review of the website on a monthly basis.</p>	<p>Rating: O</p>
	<p>Progress: In Q4, we continued to work closely with R360 on projects, especially the Brain Health page redesign. Susan and I also continued our monthly sprint planning meetings, which helps review website priorities.</p>	
	<p>Goal #3 Target and Grow relevant audience coming to site via search engine traffic.</p>	
	<p>Metric(s): Identify top keywords and perform Search Engine Optimization (SEO) audit to influence ongoing content strategy and improve position on search engine listings and increase overall search engine traffic. We're looking for 31,410 (10% increase) for organic traffic and 62,475 (10% increase) for paid traffic.</p>	<p>Rating: O</p>
	<p>Progress: <u>Organic Traffic</u> We accomplished our goal for organic traffic:</p> <ul style="list-style-type: none"> • We have increased organic traffic 44% from Q3 2018 to Q4 2018 (6,111 compared to 8,804). • The total 2018 organic traffic saw a 20% increase over the 2017 total organic traffic. (24,946 compared to 20,749). <p>While there are many factors that contributed to this, the redesign contributed to two major reasons: (1) we made the website architecture more SEO-friendly and (2) we updated all the content.</p> <p><u>Paid Traffic</u> We did not meet our goal for paid traffic:</p> <ul style="list-style-type: none"> • In Q4, we only received 1,497 clicks from Google Ads. This is a 45% decrease from Q3. • Compared to 2017, our 2018 Google Ads traffic decreased by 70% (57,677 to 17,505) <p>Google implemented new policies that are designed to focus on improving traffic quality, but result in fewer clicks. Not complying with these policies lead to the account's deactivation for nearly two months in Q4.</p>	

	We recommend overhauling the campaign structure to comply with these policies and starting regular ad check-ins / improvements.	
	Goal #4 Enhance engagement and readership of content on website.	
	Metric(s): Increased time on site to 1:22; (5% increase), unique visitors to 150,656 (10% increase, and pageviews to 150,656 (10% increase); decreased bounce rate between 60% and 50%.	Rating: 
	Progress: <u>Time on Site</u> In Q4, we surpassed our time on site goal of 1:22. We saw a 4% decrease between Q3 and Q4 (from 1:40 to 1:36). But time on site in June and July - right after the new website's launch - was particularly high and are likely outliers. The total 2018 average time on site was 2:07 seconds. We went 155% above our 2018 goal of 1:22 seconds. <u>Unique Visitors</u> Although unique visitors increased in Q4, we fell short of our 2018 unique visitor goal. <ul style="list-style-type: none"> • In Q4, we only received 23,741 unique visitors. This is a 2% increase from Q3. • Compared to 2017, our unique visitors decreased by 21% (107,286 to 84,270). The biggest place where we saw a decline was with Google Ads - which, considering the new policies, makes sense. We also saw declines in referral traffic and from email traffic. However, we should note that some email traffic seems to be categorized under "other." <u>Pageviews</u> Pageviews decreased between Q3 and Q4, but we surpassed our 2018 goal. <ul style="list-style-type: none"> • Pageviews decreased by 5% between Q3 and Q4 (51,600 to 48,782). • In 2018, we saw 229,115 page views. <u>Bounce Rate</u> Bounce rate is the percentage of visitors who come to the site and immediately leave. We want this to be low. In 2017, the bounce rate was particularly high (71%) so we set a goal to get it between 50-60%. We surpassed our goal: <ul style="list-style-type: none"> • 2018 Q4's bounce rate was 34%. • Our average 2018 bounce rate was 46%. Two major factors contributed to the decreased bounce rate: the website redesign makes it easier for visitors to find what they are looking for and the decrease in paid search - which had a high bounce rate.	
	Goal #5 Demonstrate improved performance of the new website.	

	Metric(s): Identify baseline statistics and provide comparative reporting metrics on a quarterly basis following new website launch.	Rating: O
	Progress: The new website launched on June 11, 2018. <u>Unique Visitors</u> Between June 11th and December 31st 2018, we received 50,845 visitors to the new website. This is an 11% decrease from the same period in 2017. <u>Pageviews</u> The number of pageviews and the number of visitors are often linked. Between June 11th and December 31st 2018, we saw 115,859 page views. This is a 10% decrease from the same period in 2017. <u>Bounce Rate</u> Bounce rate has improved dramatically since launching the new site. Between June 11th and December 31st 2018, the bounce rate was 31%. In 2017, during the same period, the bounce rate was 71%. <u>Email Signup</u> Since the website launched in June, 439 people have signed up for the email list. This is down from 2017, where, during the same period, 675 people signed up for the email list. <u>Donations</u> Since the website launched in June, it has raised a total of \$85,219. We had a post-launch donation conversion rate of 32%, with 157 people donating.	
	Goal #6 Transition team to utilize website content management system (CMS) and manage own content.	
	Metric(s): Reduced Brick Factory retainer time spent on content management tasks.	Rating: O
	Progress: Team members have gotten more comfortable with the redesigned website. In Q4 on average, we spent only 20% of their monthly retainer time on content input assistance. Additionally, Susan and TBF's monthly sprint plans for the tasks that we'll prioritize has continued to successfully keep us on track and prevent us from going over our retainer.	