

Wordpress & Analytics assignment

JMC 105

■ Wordpress: (60 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 3+ links. Text should be formatted for the web, including short paragraphs and properly sized images. - 20 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. - 20 points
- Overall quality/professionalism of final site content and design on both mobile and desktop - 10 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

■ Analytics paper (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.

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.