



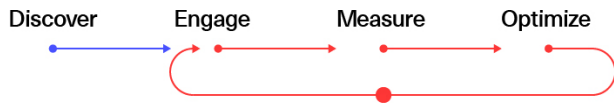
Site Assessment

It's an in-depth assesment of your website using killer analytics to either evolve or transform your website.

Why you should care

You've had enough of your current site. It's tired, sending out the wrong message and failing to meet user needs. But you don't want to lose your strengths while sorting out weaknesses. That's where site assessments come in.

The Velocity Spin Cycle™ is our framework for the transformation to data-driven performance marketing.



Assessment in Action

Sprint

Worked with Sprint's Adobe Analytics Reporting suite to make sure every new site transformation:

- Retains high performance
- Drops poor experiences
- Maximises successes

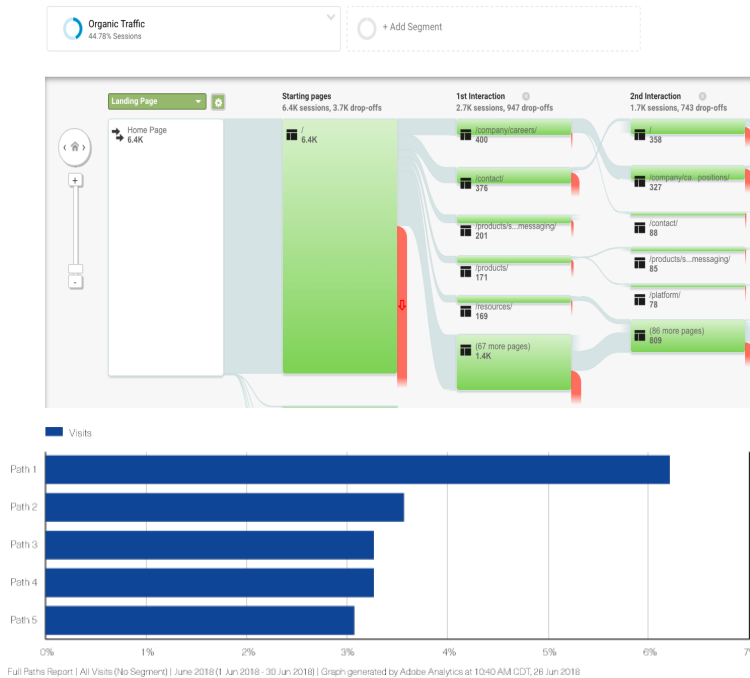
[Learn more](#)



How it works

The process involves a deep-dive into your website data using your measurement tools of choice (analytics, heat mapping, and session replay). We identify pockets of learning to support key site evolutions or migration. The process includes:

<p>Navigation Performance</p> <p>Understand how users navigate through the site and features they use to support them.</p>	<p>Landing Page Performance</p> <p>Establish conversion rate of pages with premium content and data capture elements (like forms).</p>	<p>Channel Peformance</p> <p>Figure out performance with traffic, engagement and conversion rates across every inbound source and medium.</p>	<p>User Journey Analysis</p> <p>Identify high value pages in terms of core contribution to site goals and pathing.</p>
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Getting started

Ready to give your site a refresh while keeping what makes your current site work? Let's talk. Email info@velocitypartners.com or pick up the phone +44 (0)208 940 4099