SURFACE
IMPRESSION

Continual Improvement Programme (CIP)

Sustaining your digital resource over the long term

Contact: Priscilla Deretti, Client Relationship Manager
01273 044131
priscilla@surfaceimpression.com

11 Jew St, Brighton, BN1 1UT   ●   www.surfaceimpression.digital

About Surface Impression

For over 18 years, Surface Impression has been helping non-profit, community and public-sector organisations to make the most of digital media. We are makers of web sites, apps, and other interactive media for museums, archives, galleries and other cultural heritage organisations. Our work is engaging, well designed and accessible, communicating cultural and historical content in a well structured, intuitive and audience-focused manner.

Our expertise extends far beyond digital media development to planning, analysis, and digital innovation. Surface Impression is ideally placed to help clients to develop better relationships with their audiences, and continually improve their practice.

We have a talented in-house staff of 15 people, split across our Brighton office in the UK, and our Toronto office in Canada. Our team includes design, development, accessibility and project management talent, working on projects around the world.

Some of our clients:

The Continual Improvement Programme

This year Surface Impression is launching the **Continual Improvement Programme,** (CIP), to enable clients to engage more successfully with their audiences, and boost the longevity of their digital assets.

Developed to help our clients increase, adapt and seize their digital opportunities, CIP monitors and analyses available data to observe how users are interacting with your web site. Data sources include Google Analytics, Search Console, digital advertising, and surveys. We provide you with reports offering tailored insights and recommendations, to drive continued and sustained improvement of your digital resources.

The frequency of reporting will be tailored to fit your needs and processes. Each report will highlight significant findings. Following the report, goals and actions will be agreed. Actions are likely to include both content refinement and small technical changes. Our technical team will be available to undertake any tasks beyond your skillset. Tasks undertaken by Surface Impression will be charged at our support rate.

The Continual Improvement Programme will help you reach your goals significantly sooner, and extend the lifespan of your digital resource.

Existing customers

If your organisation currently has a support package with Surface Impression, the implementation of CIP recommendations can become part of the same scheme. See for more details.

Process overview

The Surface Impression Continual Improvement Programme introduces a cycle of performance reviews and health checks, followed by an agreed strategy to address areas open to improvement.

1. Start

You purchase your first analysis report, and share with us areas you would like to focus on.

2. Crunch the data

We use various data sources to analyse the usage and reach of your digital resource. Reports are presented via an enhanced Google Data Studio report. The report includes a presentation of usage data, and insights into what this means in terms of audience engagement. Also included are recommendations of issues to address.

3. Review and discuss

You and your team review a draft report and discuss the outcomes with your CIP leader, deciding which recommendations you would like to focus on. A final report will be produced in a shareable PDF format.

4. Implement changes

You may be able to implement the recommendations yourself, or have a development team ready to help with technical adjustments. Alternatively, you can purchase an appropriate amount of support time from us. CIP implementation tasks are run as a "time bank", much like our support packages: you purchase a set number of hours against which development time is logged. The time does not expire so you will always receive its full value, unlike some support schemes where you must "use it or lose it". The amount of time purchased will be dependent on the type of recommendations.

5. Measure Impact

Outcomes are reviewed in your next CIP report, creating a cycle of continual improvement.

CIP reporting package options

Typically clients benefit from two to four reports per year.

	Compact	Standard	Extended
Core CIP reports (see examples 1, 2, 3 and 4)	✓	✓	✓
Bespoke reporting and analysis tailored to your requirements (see examples 5 and 6)	1 bespoke page	2 bespoke pages	Up to 7 bespoke pages
Recommendations	List of suggestions for adjustments	Up to 3 (Detailed analysis)	Up to 3 tailored (Comprehensive analysis)
Calls with your CIP leader	1	2	3
Fee	£330 per report*	£412. 50 per report*	£577. 50 per report*

Three versions of the Continual Improvement Programme are available.

The Standard and Extended versions will provide actionable recommendations that can be incorporated into your digital strategy, whilst the Compact version will provide a list of suggestions for adjustments.

*All costs are exclusive of VAT.

Implementation of recommendations

The recommendations from your CIP report may include editorial changes that you are able to action yourselves. For any requiring technical skills, you can either delegate these to your web team / developers, or purchase CIP implementation time from Surface Impression. In either case, we advise scheduling a call to review progress. This will be organised by your CIP leader.

Cost

CIP implementation time is charged at £82.50 + VAT per hour. Typically CIP time banks range from 6 to 60 hours. We will suggest an appropriate amount of time to purchase at the point of delivering your analysis report. This can be adjusted depending on the recommendations you would like to proceed with, and your available budget.

Existing customers

If your organisation currently has a support package with us, the CIP implementation work will become part of the same scheme. As with the support package, you purchase a "bank" of time, to be used against the tasks required (for example, setting up A/B testing, page layout adjustments, user testing, navigational changes etc).

New customers

You can purchase support time from Surface Impression, and our developers will carry out the tasks required. An estimated number of hours required to fulfil the work will be provided on delivery of each CIP report. You can then purchase a "bank" of time accordingly. This time does not have an expiry date, and can be "rolled over" for use at another point if required. Similarly, if you run out of time, you can "top up" your account.

Next steps

Please get in touch with Priscilla for a quote personalised to your needs.

This service is available to existing and new clients.

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Example reports
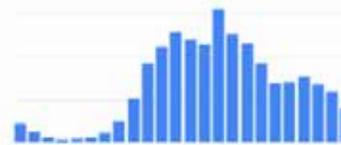
Core reports

Peak usage
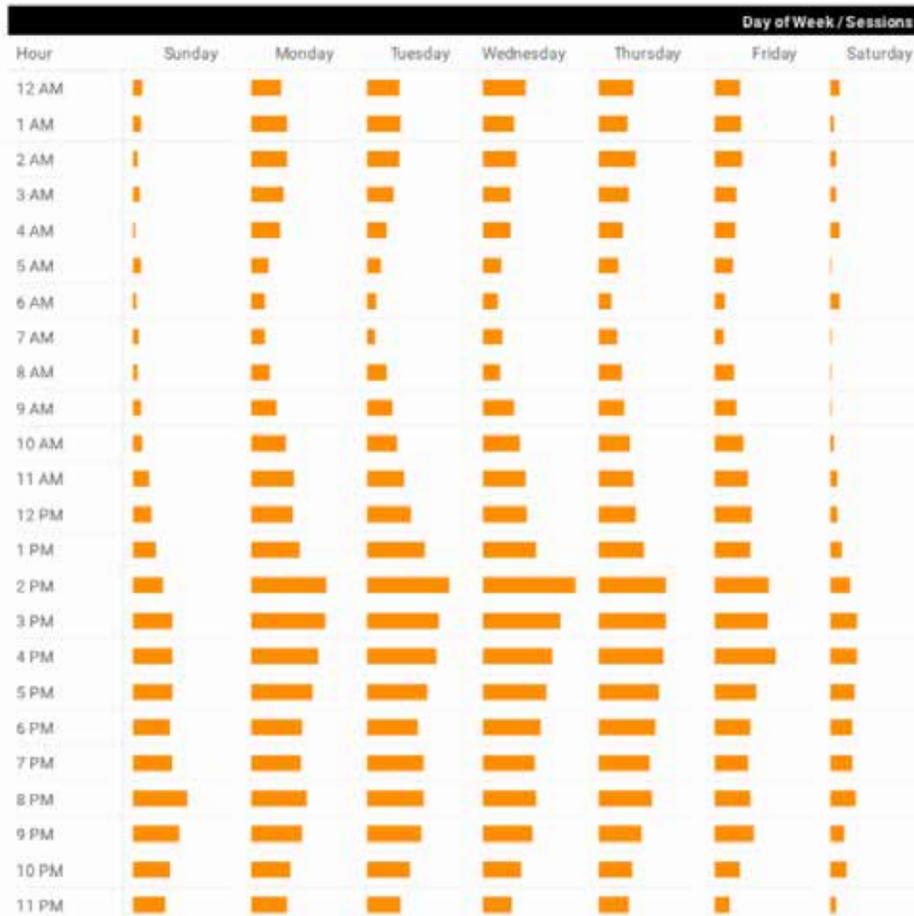
The peaks and troughs in site usage are virtually unchanged since the previous report. As before, the average figures continue to be influenced by the large number of visitors from North America. The charts below show the differences between the two main geographical zones.

Both profiles show a peak around 11am to 4pm, which correlates with active hours at schools and colleges.

UK sessions by hour of day
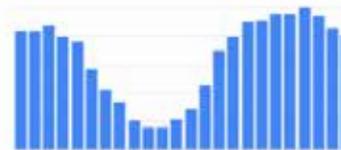
USA sessions by hour of day

Example 1:
Peak and troughs in site usage demonstrated in different graphic forms. Bespoke commentary to explain and contextualise the numbers.

Core reports

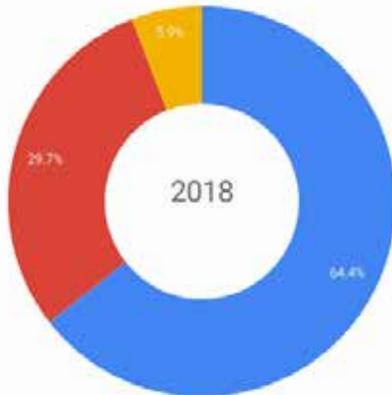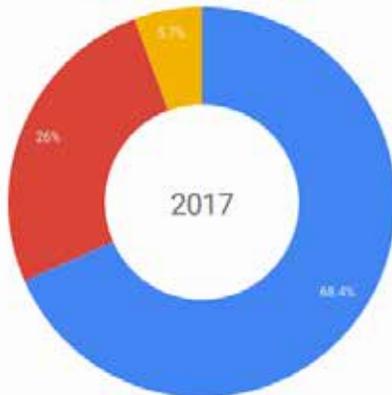Technology

Mobile vs desktop

2018
- 29.7%
- 3.9%
- 64.4%

● desktop   ● mobile   ● tablet

2017
- 26%
- 5.7%
- 68.4%

Browser choice
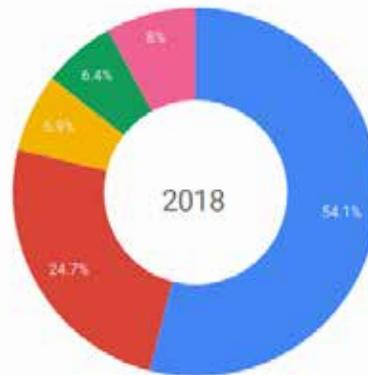
2018
- 54.1%
- 24.7%
- 5.9%
- 6.4%
- 8%

● Chrome
● Safari
● Firefox
● Internet Explorer
● others
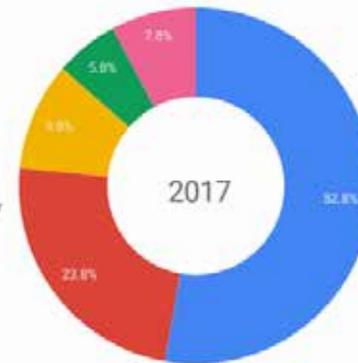
2017
- 52.8%
- 23.8%
- 5.8%
- 7.8%

Between the same period in 2017 and 2018, mobile usage and browser choice have remained stable. The browser market continues to be dominated by Google Chrome and Apple Safari (mainly via their mobile version). Use of the site via mobile devices grew fractionally as well.

The chart to the right shows clusters of different screen sizes used to view the site. (The size of circles represents the number of visitors). Mobile devices cluster on the left hand side, tablets at two points in the centre and desktop computers to the right.

● 1366   ● 360   ● 1280   ● 1920
● 1440   ● 375   ● 1024   ● 1536

Screen height (0, 200, 400, 600, 800, 1K, 1.2K)
Screen width (0, 500, 1K, 1.5K, 2K)
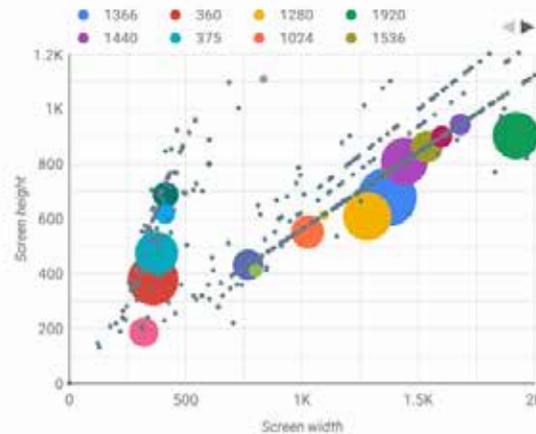
Example 2:
Comprehensive charts on browser and resolution trends in 2017 vs 2018.

Core reports

Acquisition (how people get to the site)

World Traffic
Organic Searches
29,685
↕ 33.0%

UK
Traffic
Organic Searches
5,538
↕ 86.0%

19.6%
14.6%
65.8%

● google ● (direct)

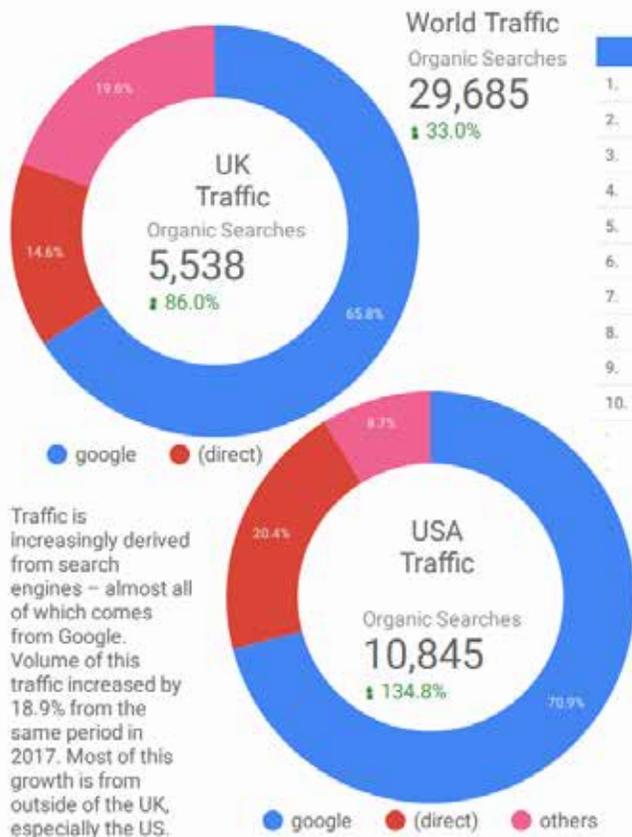|	Source	Sessions	% Δ	Bounce...	% Δ	Page...	% Δ
1.	google	68,290	32.1% ↕	74.45%	15.5% ↕	1.89	-10.2% ↕
2.	(direct)	17,352	50.8% ↕	74.07%	11.4% ↕	2.38	-8.7% ↕
3.	bing	1,840	50.0% ↕	65.76%	-0.1% ↕	2.34	-13.5% ↕
4.	t.co	1,205	67.4% ↕	60.58%	-6.8% ↕	2.19	-1.5% ↕
5.	en.wikipedia.o...	741	-29.0% ↕	64.64%	-0.4% ↕	2.85	-5.0% ↕
6.	m.facebook.c...	562	-3.9% ↕	76.33%	-2.3% ↕	1.24	-2.1% ↕
7.	yahoo	458	-3.2% ↕	68.12%	13.1% ↕	2.02	-5.3% ↕
8.	facebook.com	322	-26.3% ↕	68.63%	0.6% ↕	2.18	-26.9% ↕
9.	epsilon.ac.uk	237	-	70.04%	-	2.43	-
10.	uk.search.yah...	223	259.7% ↕	34.08%	-48.5% ↕	10.22	509.5% ↕

Traffic is increasingly derived from search engines – almost all of which comes from Google. Volume of this traffic increased by 18.9% from the same period in 2017. Most of this growth is from outside of the UK, especially the US.

USA
Traffic
Organic Searches
10,845
↕ 134.8%

8.7%
20.4%
70.9%

● google ● (direct) ● others

As with the preceding period's report, engagement statistics are shifting: the quality of Google traffic also declined from its position in 2017. However volume of traffic from search grew alongside the increase in bounces, so some gains in engaged traffic were made. Twitter's statistics improved with growth over 65% and a fall in bounce rate.

Example 3:
Insightful figures on how audiences are reaching the website, and reflections on traffic quality.

Core reports
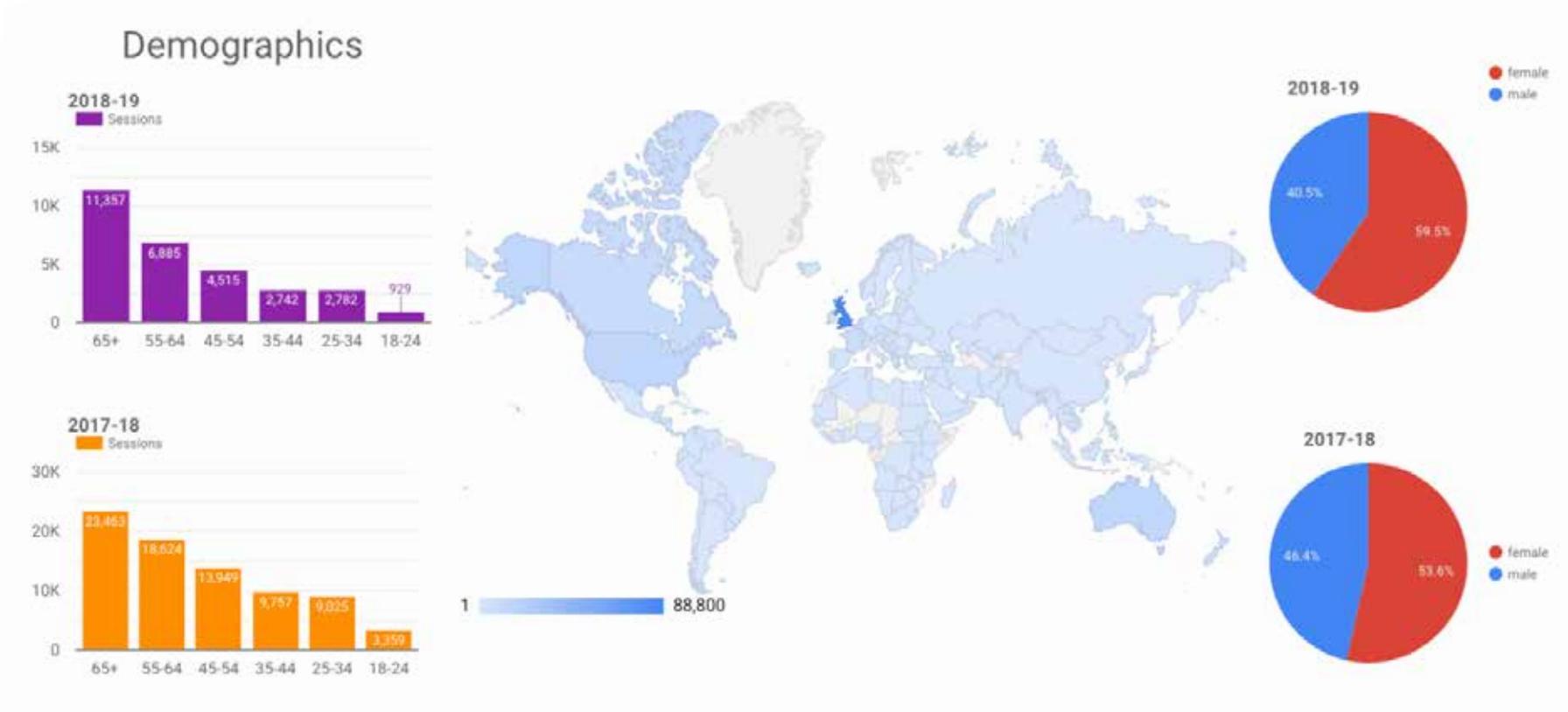
Example 4:
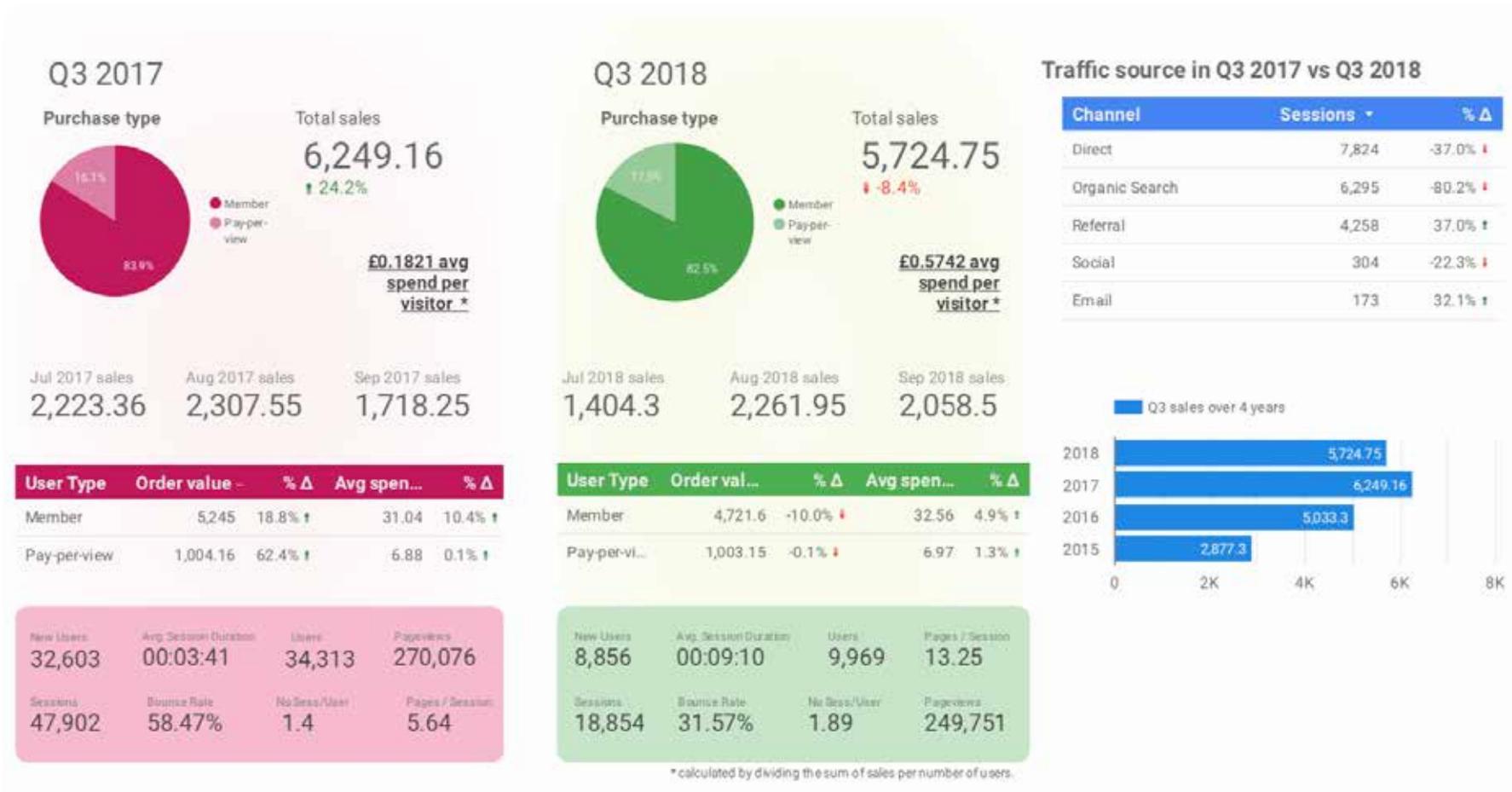Charts illustrating audience age range and gender statistics over two periods. A map shows the location of site visitors.

Bespoke reports

Q3 2017

Purchase type

Total sales
6,249.16
↑ 24.2%

£0.1821 avg spend per visitor *

- Member
- Pay-per-view

Jul 2017 sales	Aug 2017 sales	Sep 2017 sales
2,223.36	2,307.55	1,718.25

User Type	Order value –	% Δ	Avg spen…	% Δ
Member	5,245	18.8% ↑	31.04	10.4% ↑
Pay-per-view	1,004.16	62.4% ↑	6.88	0.1% ↑

New Users	Avg Session Duration	Users	Pageviews
32,603	00:03:41	34,313	270,076

Sessions	Bounce Rate	No Sess/User	Pages / Session
47,902	58.47%	1.4	5.64

Q3 2018

Purchase type

Total sales
5,724.75
↓ -8.4%

£0.5742 avg spend per visitor *

- Member
- Pay-per-view

Jul 2018 sales	Aug 2018 sales	Sep 2018 sales
1,404.3	2,261.95	2,058.5

User Type	Order val…	% Δ	Avg spen…	% Δ
Member	4,721.6	-10.0% ↓	32.56	4.9% ↑
Pay-per-vi…	1,003.15	-0.1% ↓	6.97	1.3% ↑

New Users	Avg. Session Duration	Users	Pages / Session
8,856	00:09:10	9,969	13.25

Sessions	Bounce Rate	No Sess/User	Pageviews
18,854	31.57%	1.89	249,751

* calculated by dividing the sum of sales per number of users.

Traffic source in Q3 2017 vs Q3 2018

Channel	Sessions ▾	% Δ
Direct	7,824	-37.0% ↓
Organic Search	6,295	-80.2% ↓
Referral	4,258	37.0% ↑
Social	304	-22.3% ↓
Email	173	32.1% ↑

Q3 sales over 4 years

Year	Sales
2018	5,724.75
2017	6,249.16
2016	5,033.3
2015	2,877.3

Example 5:
Bespoke in-depth analysis and comparison of ecommerce efforts tailored to client specifications.

Bespoke reports
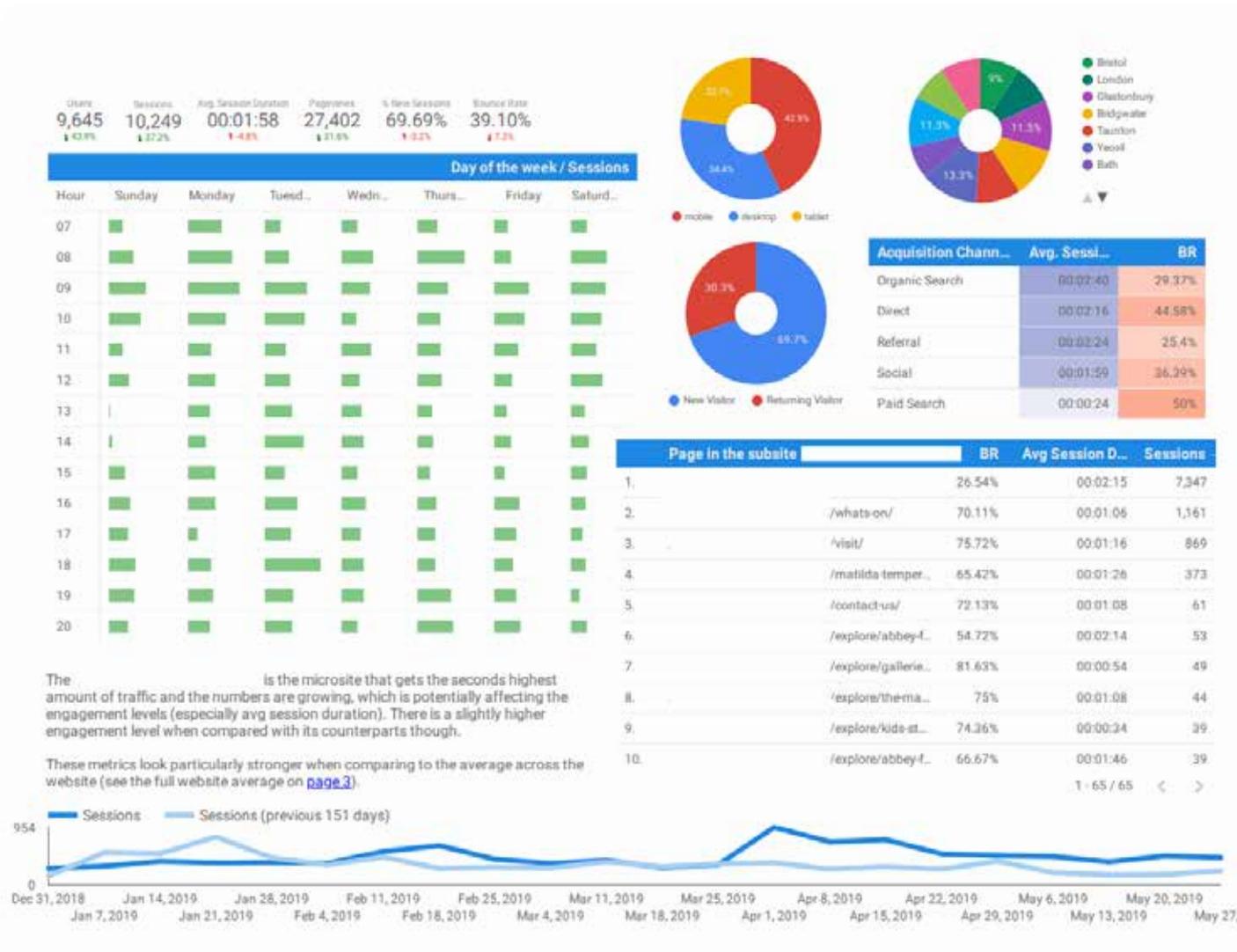
Example 6:
Bespoke in-depth analysis of microsite performance, using key acquisition and behaviour metrics.