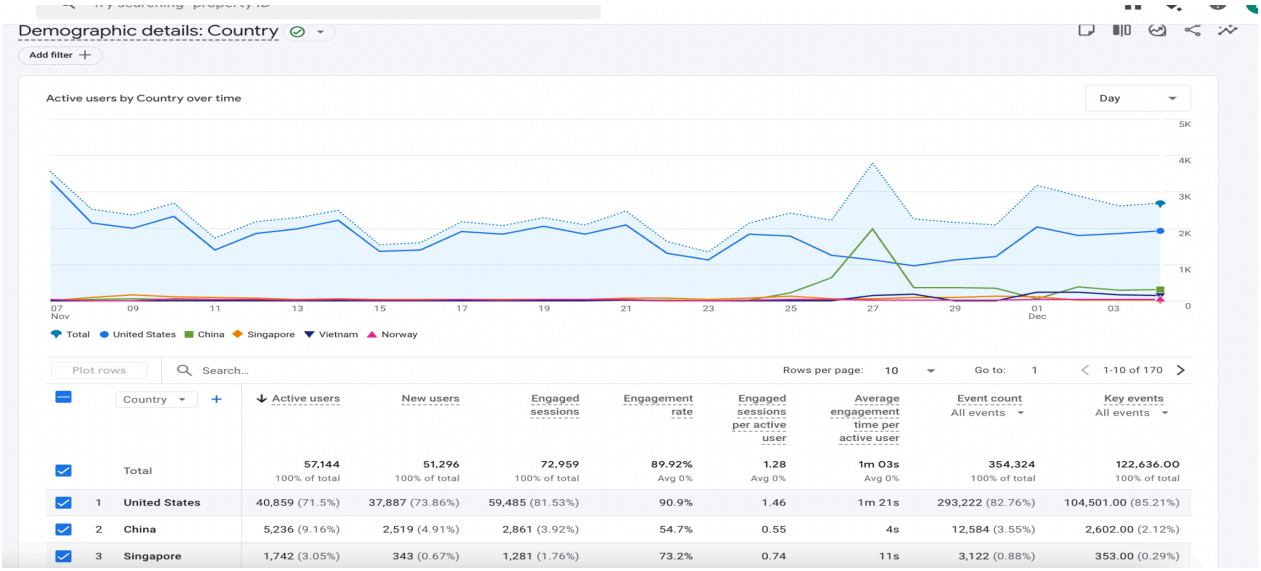
Brooke Hagen

Final Project

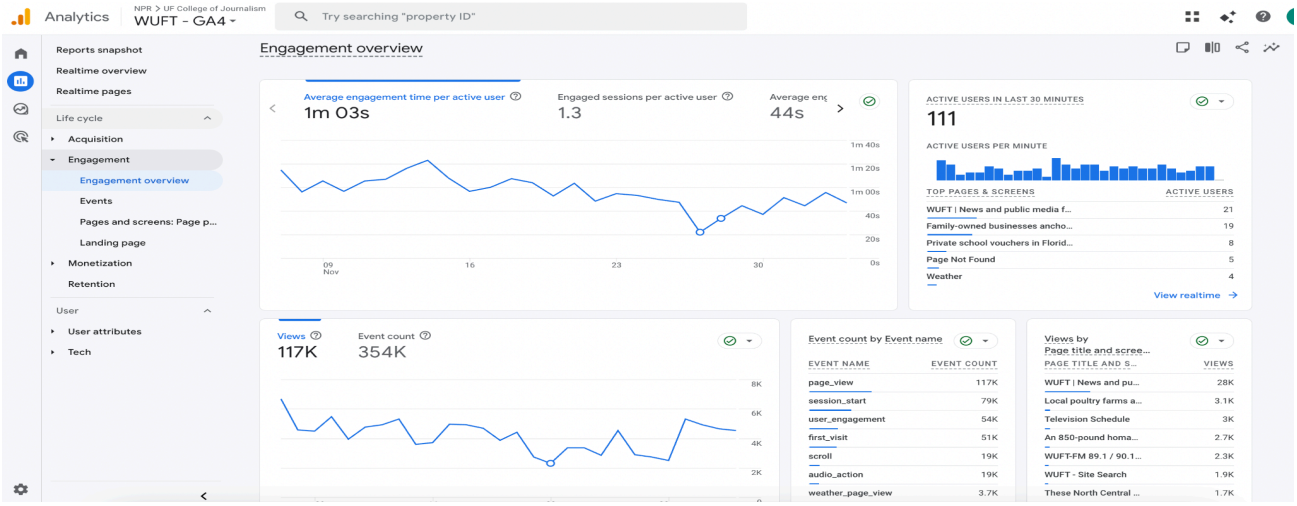
Part 1

The Google Analytics data for WUFT.org shows that it continues to attract a very strong and active online audience. Individuals are regularly engaging with the WUFT's community focused stories and local reporting showing the clear intentions of the station's mission. Throughout the most recent 28 day period, the website was able to maintain steady traffic and a reliable engagement. This shows us a clear image of what types of content the audiences are drawn to and how they are interacting with the site overall. According to the audience summary, WUFT.org had 57,144 active users during that time, 51,296 of them were new. With 72,959 engaged sessions, an 89.92% engagement rate, and an average engagement length of 1 minute and 3 seconds per active user, engagement metrics demonstrate substantial activity. These high levels of engagement imply that visitors are actively interacting with WUFT's reporting and storytelling in addition to visiting the platform.

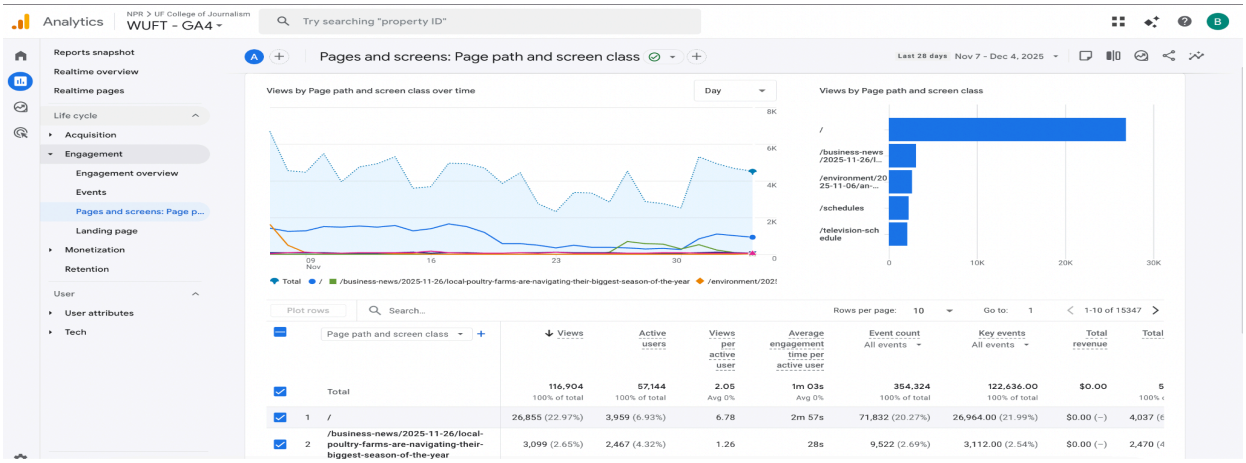


	Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events
	Total	57,144 100% of total	51,296 100% of total	72,959 100% of total	89.92% Avg 0%	1.28 Avg 0%	1m 03s Avg 0%	354,324 100% of total	122,636.00 100% of total
1	United States	40,859 (71.5%)	37,887 (73.86%)	59,485 (81.53%)	90.9%	1.46	1m 21s	293,222 (82.76%)	104,501.00 (85.21%)
2	China	5,236 (9.16%)	2,519 (4.91%)	2,861 (3.92%)	54.7%	0.55	4s	12,584 (3.55%)	2,602.00 (2.12%)
3	Singapore	1,742 (3.05%)	343 (0.67%)	1,281 (1.76%)	73.2%	0.74	11s	3,122 (0.88%)	353.00 (0.29%)

According to the demographics survey, 71.5% of active users are American, highlighting WUFT's strong local viewership. About 9.16% of visitors come from China, with Singapore coming in second at 3.05%, Vietnam at 1.7%, and Norway at very low percentages. U.S. users continue to be highly involved, with an average engagement length of 1 minute and 21 seconds and 1.46 engaged sessions per user, while users from other countries exhibit a lower involvement—China's average engagement time is only 4 seconds. This demonstrates clearly that domestic and mostly local audiences are WUFT's most committed and engaged. The engagement overview offers a more thorough examination of WUFT.org's behavioral trends. WUFT recorded 354,000 events and 117,000 total views throughout the course of the 28-day period, suggesting strong overall site activity. With an average of 1.3 engaged sessions per active user, the average engagement time per active user stayed steady at 1 minute and 3 seconds. Throughout the month, the engagement timeline naturally fluctuates, but it constantly stays within high levels, showing continuing audience interest.

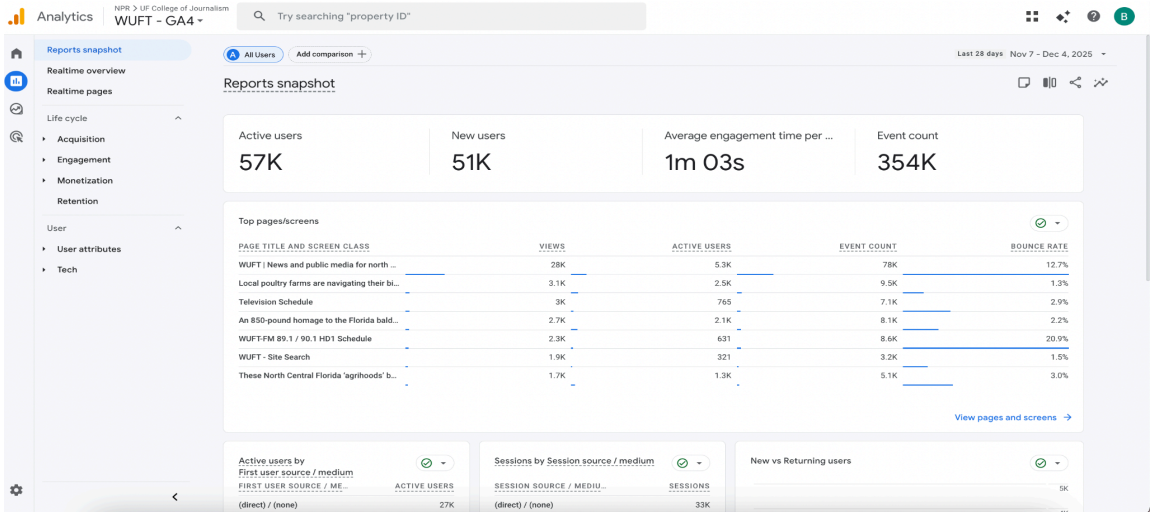


The WUFT homepage, family-owned company stories, and reporting on Florida school voucher programs were the top pages at one point, according to real-time data in this area, which shows that there were 111 active users on the site concurrently. WUFT's material is confirmed to be in active consumer cycles throughout the day by the real-time engagement. The items and parts that receive the most attention from viewers are highlighted in the Pages & Screens report. The homepage received 26,855 of the 116,904 views that WUFT.org received during this time, making it the main entrance point for a large number of users. Schedule-based informational sites, environmental news, and local economic reporting are examples of high-performing content. As an example, the article about nearby chicken farms managing their peak season received 3,099 views, and sites with TV and radio schedules and environmental features regularly received thousands of views. With an average of two minutes and 57 seconds per active user, the homepage also showed the longest interaction time, highlighting its significance as the main point of entry to the website's content.



These conclusions are further supported by the Report Snapshot, which shows 51,000 new users, 57,000 active users, and an average interaction time of one minute and three seconds—all of which are consistent with the larger data trends. The WUFT homepage (28,000 views), local poultry farm reporting (3.1K views), and the Television Schedule (3,000 views) are among the

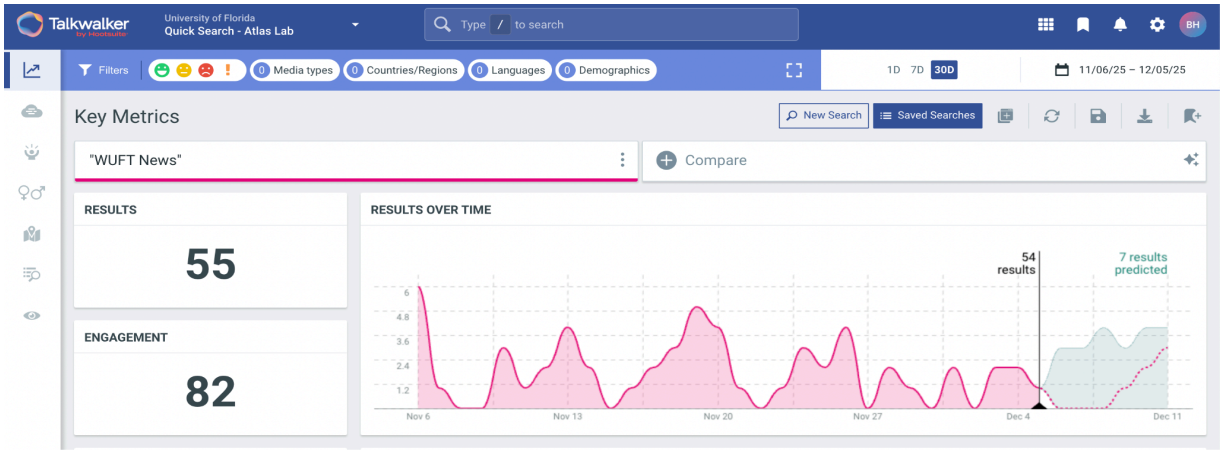
top-performing sites in this snapshot. Local wildlife pieces and WUFT-FM radio schedule pages are two other high-view items that show that community-focused journalism and program guides continue to be major sources of traffic.



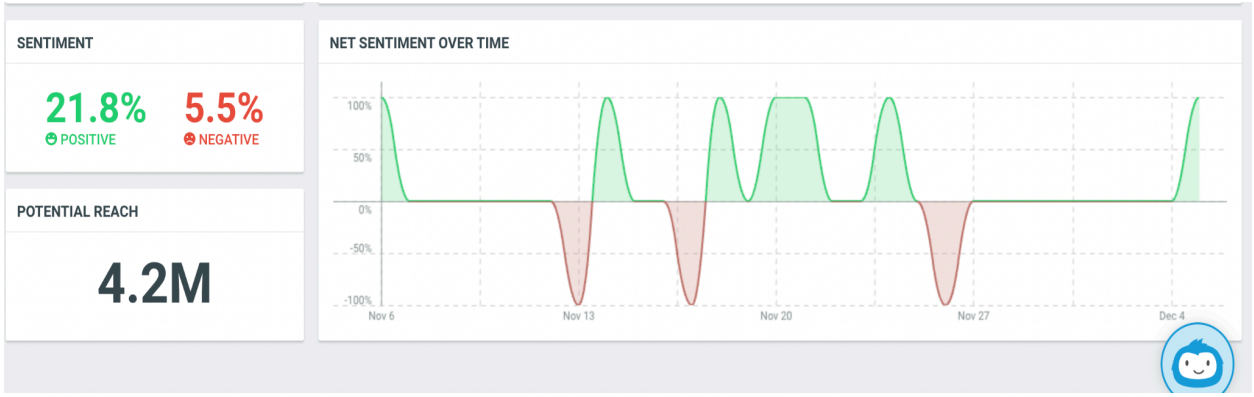
When taken together, these results provide a clear picture of the features of WUFT's website. The data reveals a consistently active local audience that is loyal to WUFT's coverage and frequently returns. The site continues to draw a significant amount of traffic from both narrative and informational news, and users interact meaningfully with long-form journalism and locally relevant stories. Both continuous audience growth and strong retention are seen in the balanced mix of new and returning visitors. This combination offers a solid foundation for creating digital programs that can improve visibility, increase interaction, and build WUFT's online brand presence.

Part 2

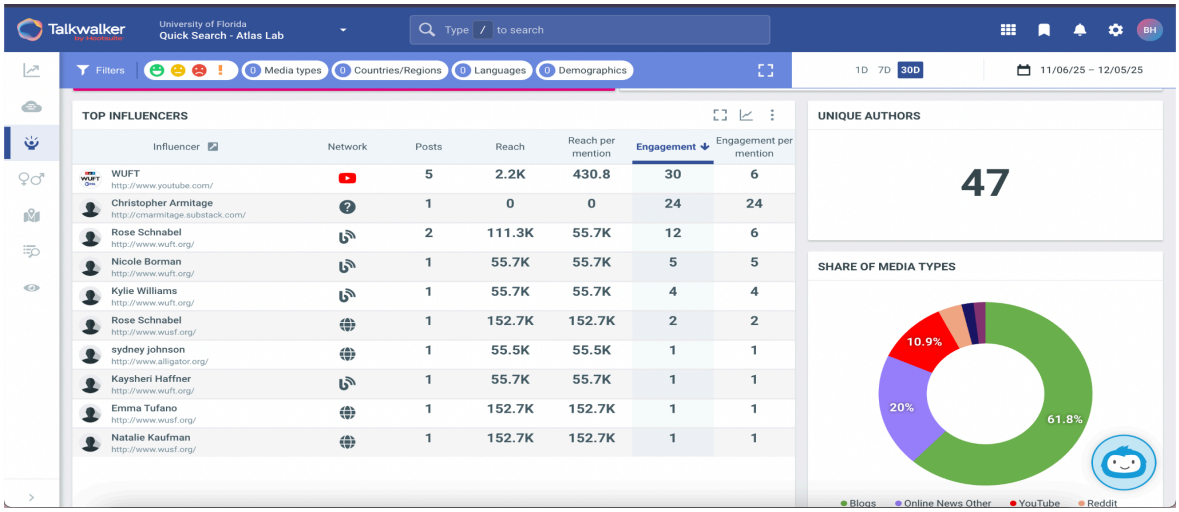
Talkwalker statistics offer a more thorough examination of how WUFT's brand appears and spreads over social media and online conversations. Online mentions and interaction trends over the last 30 days show a brand that is visible, recognized, and more linked to North Central Florida, public affairs, and community-focused reporting. The degree of engagement and potential reach suggests that WUFT's digital voice goes well beyond its immediate following, even though the total number of mentions is very few.



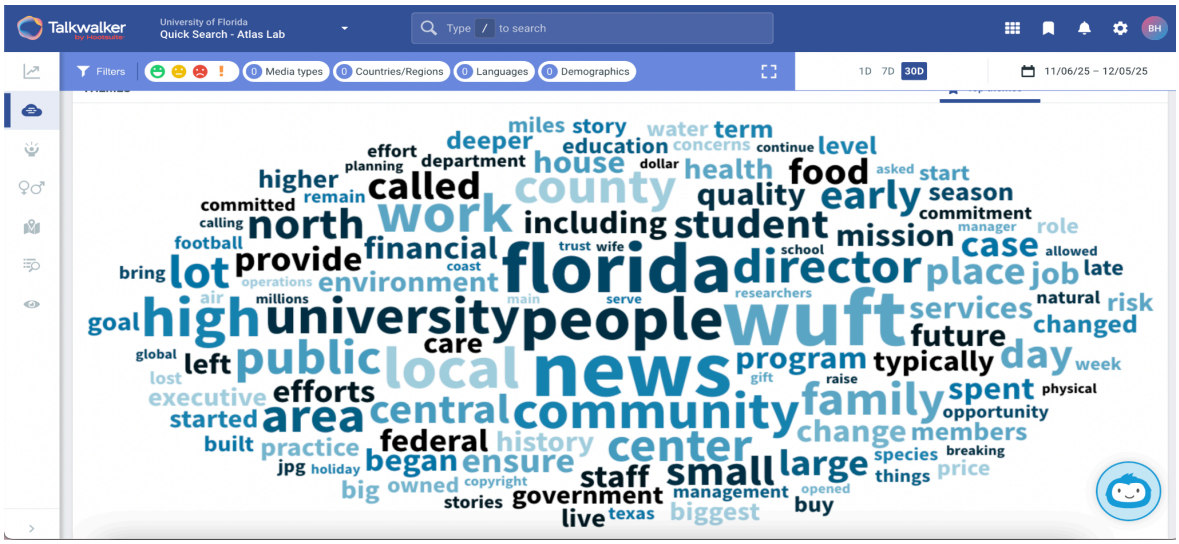
According to the statistics, there were 55 total online mentions of "WUFT News" during the reporting window. These mentions consistently peaked during news cycles or the release of items that generated a lot of public attention. Engagement reached 82 interactions, indicating that the people and sources talking about WUFT engage with the content at significant levels while the volume of mentions being relatively targeted. The results-over-time graphic shows obvious activity waves that correspond with neighborhood articles, investigative reporting, or local events that always generate discussion. These trends support WUFT's standing as a reliable information source whose narratives have an impact across multiple platforms.



Online discussions about WUFT tend to be more positive than negative, according to sentiment research, with a significant number of mentions either supporting or positively reacting to WUFT's reporting. The net sentiment timeline indicates that the dips are related to certain story themes rather than the brand itself, and only a small portion of mentions showed negative sentiment. This is common for news organizations, especially those who cover sensitive or complicated local matters. Overall, sentiment increases correspond with stories that prompt gratitude, worry, or more general discussions about society, showing a brand that is perceived as trustworthy and community-focused.



Influencer data reveals who supports WUFT's content. WUFT's own YouTube presence, which has a large following and regular posting activity, is at the top of the list. Additionally, WUFT's digital footprint has been greatly improved by a number of local journalists, employees, and linked accounts. Together, these influencers help WUFT material reach new audiences, particularly inside the school and the larger Gainesville area. According to their engagement metrics, people with proven credibility or close connections to local news and public affairs frequently share WUFT's information, increasing the brand's visibility and credibility.



Important topics that surface from online discussions provide insight into how viewers view WUFT's place in the community. Words like "news," "community," "florida," "university," and "public" are frequently used, which supports WUFT's reputation as a trustworthy source for local news. Words like "education," "environment," "public service," and "community wellbeing" show that WUFT's reporting is still relevant to those involved in regional issues. The brand's language communicates trust, relevance, and alignment with the needs and interests of people living in North Central Florida. When taken as a whole, these social media insights show that WUFT maintains a stable, favorable position on digital platforms. The brand is regarded as

trustworthy, socially conscious, and closely related to the problems influencing the area. The level of involvement is good, and the reach of conversations goes far beyond direct followers, even though the amount of mentions is still modest which is typical for local public media sites. These results provide a strong foundation for strategic growth, especially in the areas of visibility, community engagement, and cross-platform stories.

Part 3

The combined data from Talkwalker and Google Analytics shows that WUFT has a solid base of committed local readers, consistent growth in new users, and a positive image on social media. WUFT may concentrate on increasing exposure, engagement, and brand consistency in order to build on this momentum. Improving search performance is the first step towards increasing visibility. Optimizing headlines, metadata, and keywords around high-interest topics—like UF news, environmental coverage, and community stories—will help draw in more site visitors because organic search accounts for an important percentage of website traffic. Long-term traffic growth can also be supported by producing evergreen content that is still relevant after the daily news cycle. WUFT should keep growing its social media presence with more platform-native storytelling in order to increase engagement. Social media users are already highly engaged with WUFT's content, indicating that quick explainers, behind-the-scenes features, and short films might expand reach and make stories accessible. Key reporting would be further enhanced by working with regional influencers and UF-affiliated accounts found in Talkwalker. Strengthening WUFT's reputation as a reliable, community-focused public media outlet is essential to improving brand positioning. Audiences will be better able to identify and relate to WUFT's goal if impact-driven reporting is emphasized, newsroom viewpoints are shared, and editorial and visual branding remains consistent across platforms. Maintaining visitor engagement can also be greatly helped by improving the website experience. Readers are more likely to stay on the website longer and come back in the future when they can quickly find what they're looking for and discover other articles along the way. Users can be guided from one piece of content to the next in a simple and welcoming manner by streamlining navigation, reinforcing internal connections, and emphasizing related stories. These tactics work together to give WUFT a clear and practical future. WUFT can continue to expand its digital audience and solidify its position as a reliable public media source for North Central Florida by improving search exposure, creating more dynamic social content, maintaining a consistent brand identity, and improving the website experience.