

Harper's BAZAAR Organic Social Analysis Report & Insights

Elizabeth Kemp

*Link to [Looker Studio Report](#)

TL;DR – Organic Social is the 3rd largest driver of site visits for Harper's BAZAAR. We see the greatest success in the Celebrity section right now. There is continued opportunity for development and deeper analysis in optimizing content strategy, enhancing social SEO to improve search visibility, and understanding engagement patterns on different social platforms given the decrease in views per session from May to June.

Data Overview

Data Source: Google Analytics, Harper's BAZAAR

Time Frame: May - June (i.e., 5 - 6)

Key Terms:

- **"Session default channel group"** – default broad categorization of traffic sources (i.e., *Organic Social, Organic Search, Direct, Paid Search, Paid Social, Email, etc.*).
- **Sessions** – represents a period of interaction between the user and the website. A session begins when a user first lands on the site and ends when the user closes their browser, or after a period of inactivity (i.e., *after 30 minutes by default*).
 - *Multiple interactions (i.e., *page views, link clicks, etc.*) can occur within a single session.
- **Source** – the origin of traffic, (e.g., *Google, Facebook, Pinterest, etc.*). It identifies where visitors came from before arriving at your site.
- **Views** (*aka page views*) – represents the number of times a page on your website has been viewed. *Each time a page is loaded, it counts as a view.
- **Medium** – category that defines the *type* of source traffic, such as "organic" for unpaid search engine traffic, "social" for organic driven social traffic, "cpc" for cost-per-click paid search ads, etc.
- **Section** – refers to the portion of the site (i.e., *Celebrity, Fashion, etc.*) the user is visiting.
- **Views per Session** – The average number of pages a user visits within a respective session.
 - Throughout this report, this metric is calculated via the **average** views per session.
 - ****Note:** *I did and would consider both median views per session and average views per session depending on the data and the team's preferred metrics.*
 - Outliers have a larger impact on averages, so the median, in some cases, may be a more effective metric, but I would need to discuss with the team to understand which insight is more valuable to the respective social team.

Report Page 1 – Traffic Overview

*Ability to filter by Month (i.e., *May, June, or both*) – ability to observe trends over a specific time period.

*Ability to filter by Session Default Channel Group (i.e., *Organic Social, Paid Social, Organic Search, Direct, all, etc.*) – to compare traffic sources.

This page provides an overview of:

- Which broad source categories bring traffic to the site in comparison to one another.
- Which source categories drive the most sessions and which sources have the highest views per session, indicating user engagement levels (*i.e., which source drives the multiple page visits within a single session*).

ORGANIC SOCIAL INSIGHTS – PG 1

- The time series chart showcases how Organic Social sessions trend in comparison to sessions from other channels.
- The data showcases a decrease in Organic Social traffic (*i.e., sessions*) from May to June, indicating a potential need to investigate the cause and address any issues in the Organic Social strategy, content, post volume, platform algorithm changes, etc.

Report Page 2 – Traffic Source Breakdown

The first pie chart showcases traffic by default channel group; *Organic Search* accounts for the majority of Harper's BAZAAR site traffic. The scorecards call out Organic Social traffic, which accounts for 7.55% of total sessions, and Paid Social traffic, which accounts for 1.55% of total sessions. The third scoreboard showcases Organic Social views per session in comparison to Paid Social views per session – Organic Social garners 1.3% less views per Session than Paid Social, which sits at 1.13 average views per session.

Therefore, there is not a drastic difference in engagement when visitors come from Organic vs. Paid Social posts. However, without clarity on the amount spent on Paid Social, this metric is less effective and not as informative. With access to the amount spent on Paid Social, it aids in understanding the effectiveness and cost-efficiency of Paid Social campaigns.

By looking at these stats, the team is able to evaluate whether the money spent on Paid Social is justified by the incremental increase in traffic and pages viewed per session, compared to the Organic Social driven traffic. By analyzing the return on investment (ROI) of Paid Social campaigns, the team can make more informed decisions on budget allocation, allowing them to further optimize their marketing strategies to balance cost and reach effectively (*i.e., should we be investing in more paid social? Or would it be money better spent if it were invested into organic social content?*).

This page reveals further details into:

- Traffic by Default Channel Group – *via a pie chart*
- Organic Social Traffic driven by each respective source (*i.e., social channel*) and medium (*i.e., type of traffic*) – *via a pie chart. I then break this pie chart down further:*
 - Organic Social Source (*i.e., Facebook, Instagram, etc.*) average views per session – *via a chart*
 - The portion of sessions each Organic Social source (*i.e. Facebook, Pinterest, etc.*) accounts for – *via a pie chart*
 - The percentage of Organic Social traffic driven by each medium (*i.e., social, referral, etc.*) – *via a pie chart*

ORGANIC SOCIAL INSIGHTS – PG 2

- The pie chart displaying Session Source & Medium highlights how “facebook/social” drives 62.2% of Organic Social traffic and is followed by “flipboard/referral,” which drives 9.1% of Organic Social traffic.
- Snapchat has the highest average views per session (1.21), followed by Pinterest (1.18), Instagram (1.13), and Twitter (1.12).
- 65.3% of sessions were driven by a social (*i.e., non-referral*) medium;
- Despite Facebook being the largest driver of site traffic (*sessions*) at 65%, other platforms like Snapchat, Pinterest, Instagram, and Twitter each have a greater view to session ratio. This indicates that users from these platforms are more likely to engage with the site beyond their initial page view.

Report Page 3 – Traffic Source Trends Over Time

*Ability to filter by Session Source/Medium (*i.e., Facebook/social, pinterest.com/referral, twitter/social, all, etc.*) – to compare specific traffic sources via a particular medium.

*As May and June are the only months included within this data set, I compare the metrics MoM.

This page highlights 4 charts, that of which consist of:

- May Organic Social Metrics
- June Organic Social Metrics
- May Other Source Metrics
- June Other Source Metrics

Note: Other Source refers to all additional session sources, **not including Organic Social.

These charts illuminate which Session Source/Medium drives the greatest total sessions or highest average views per session within a respective month and source channel(s). Alongside these charts I included multiple scorecards that dive deeper into the chart data and provide insight into Organic Social, Other Source, and Overall traffic driven performance over time.

ORGANIC SOCIAL INSIGHTS – PG 3

- In June, there was a 18.6% decrease in total Organic Social sessions compared to the month prior, and there was a 1% decrease in Organic Social views per session in June compared to May.
 - To understand whether this decrease in sessions & views per session was a *trend*, I investigated the same time period comparison amongst different sources.
 - In June, there was a 1.5% increase in total Other Source (*i.e., excluding Organic Social*) sessions compared to the month prior, and there was a 0.9% Increase in Other Source views per session in June compared to May.
 - When analyzing the metrics overall (*i.e., including Organic Social & Other Source*), a 0.2% decrease in total sessions occurred in June compared to May, and a 0.5% increase in views per session occurred in June vs. May.

- This significant decrease (18.6%) in Organic Social sessions, and 1% decrease in views per session, indicates that visitors were less likely to explore additional pages when coming from organic social sources in June compared to May.
- After determining this downtrend is unique to Organic Social and not a cross-channel trend, it is important to thoroughly investigate the cause of this decrease. Look for changes in:
 - social media algorithms,
 - content strategy, or
 - audience behavior and/or engagement.
- The increase in sessions and views per session, on average, from Other Sources (*i.e., excluding Organic Social*), suggests there were successful strategies or beneficial engagement outside of Organic Social.
- In May, Google Organic Search and Direct Traffic were the top sources in driving sessions and a high views per session ratio. In June, these sources continued to perform well, with notable increases in Direct Traffic sessions (+68%).
- Google search and articles are optimized for SEO, even when content is not sponsored or paid, therefore, it may be beneficial to optimize social content similarly.
 - As reported by [eMarketer](#), “Nearly one in four (24%) of respondents primarily use social media for searches... 46% of Generation Z and 35% of millennials prefer social media over traditional search engines.” Therefore, as more consumers continue to use social media platforms like TikTok, Instagram, and Facebook as search engines, it has become increasingly important to structure and optimize social content in a way that remains engaging, but is also beneficial in relation to SEO and search capabilities.

Report Page 4 – Site Section Trends

*Ability to filter by Month (*i.e., May, June, or both*) – ability to observe trends over a specific time period.

This page of the report is dedicated to understanding which site sections are driving traffic to the site (*i.e., what site content users gravitate towards overall and within Organic Social specifically*). The pie chart and chart on the left side of the page reveal that Harper’s BAZAAR’s “Celebrity” section drives the most sessions overall at 56.9%, accounting for 11,278,629 sessions, and has one of the strongest average views per session at 1.21.

The right side of the page highlights Organic Social specific metrics in chart format and showcases a series of comparisons between Organic Social average views per session and Other Source (*i.e., excluding Organic Social*) average views per session for specific site sections. These comparisons revealed:

- Celebrity: 6.2% decrease in Organic Social views per session compared to Other Source views per session
- BAZAAR Bride: 2.5% increase in Organic Social views per session compared to Other Source views per session
- Beauty: 3% decrease in Organic Social views per session compared to Other Source views per session
- Fashion: 3.8% decrease in Organic Social views per session compared to Other Source views per session

- Culture: 1.5% increase in Organic Social views per session compared to Other Source views per session

*Note: These deficits for Organic Social become worse when looking at June data alone – Culture becomes a 1.7% decrease and BAZAAR Bride's increase narrows to 1%. Moreover, the other 3 site sections experienced a greater decrease in views per session.

ORGANIC SOCIAL INSIGHTS – PG 4

- While the 'Celebrity' section drives the greatest number of sessions on Organic Social, its views per session ratio is not as strong compared to the overall views-per-session ratio for 'Celebrity.'
 - Specifically, Organic Social “Celebrity” views per session are 6.2% less than that of the “Celebrity” views per session from Other Sources (*i.e., excluding organic social*). This indicates that when users are organically arriving at the “Celebrity” site section from Social, they are less likely to engage with multiple pages on the site compared to those who come from Other Sources.
- Within the Organic Social channel, “Celebrity” is the top performer via sessions and average views per session. However, in June, the “Fashion” and “Beauty” sections perform either better or equally as “Celebrity” in average Organic Social views per session.
- This Organic Social decrease in performance in June is further supported by the fact that a majority of site sections experienced a decrease in total sessions and views per session in June compared to May. The deficit in average views per session for each respective Organic Social site Section increased compared to the average views per session of Other Source site sections in June, with the exception of BAZAAR Bride, which saw its increase in views per session drop from 2.5% to 1%.
- ***Note: Further insights in the Recommendations / Considerations Section*

Report Page 5 – Organic Social Source & Section Views per Session

*Ability to filter by Month (*i.e., May, June, or both*) – ability to observe trends over a specific time period.

*Ability to filter by Session Source (combined) (*i.e., Facebook, Pinterest, Twitter, all, etc.*) – to compare specific social platform traffic sources.

*Ability to filter by Section (cleaned) (*i.e., Celebrity, Fashion, Culture, all, etc.*) – to compare specific site section traffic patterns.

*This data is filtered to only include the **Organic Social Default Group** data.

After breaking down the traffic sources and site sections, this fifth and final page is dedicated to understanding how specific site sections trend on specific Social platforms. The chart and graphs can be filtered allowing one to investigate which sections tend to trend the best on each platform, or vice versa. The upper time series graph displays average views per session over time (*i.e., May to June*) and includes the dimension of Site Sections. The bottom time series graph displays average views per session over time (*i.e., May to June*) and includes the dimension of Session Sources.

ORGANIC SOCIAL INSIGHTS – PG 5

- Top Platforms for various Sections:
 - **Celebrity** – greatest traffic source is Facebook (921,695). Best average views per session ratio is Snapchat (1.5)
 - **Culture** – greatest traffic source is Twitter (58,530). Best average views per session ratio is Pinterest (1.1)
 - **Fashion** – greatest traffic source is Twitter (27,955). Best average views per session ratio is Pinterest (1.18). Increase in Views per Session from May to June.
 - **Beauty** – greatest traffic source is Twitter (13,163). Best average views per session ratio is Pinterest (1.19). Increase in Views per Session from May to June.
 - **BAZAAR Bride** – greatest traffic source is Twitter (5,009). Best average views per session ratio is Twitter (1.18)
- How the respective platforms themselves are trending MoM, Organic Social performance:
 - **Snapchat** – 1.26 views per session to 1.17 views per session (~7% decrease)
 - **Pinterest** – 1.16 views per session 1.22 views per session (~5% increase)
 - **Instagram** – 1.14 views per session 1.12 views per session (~2% decrease)
 - **Facebook** – 1.1 views per session 1.09 views per session (~1% decrease)
 - **Twitter** – 1.13 views per session 1.12 views per session (~1% decrease)
- ***Note: Further insights in the Recommendations / Considerations Section*

Recommendations / Considerations

- Analyze what **type** of content trends well on each platform (*i.e., short-form video, long-form video, text, image-only, mixed, etc.*).
 - Diving deeper into content and engagement is key. Understanding the current trends in content and user behavior will help develop a greater understanding as to what is contributing to the Organic Social decline in views per session, but will also help build a strategic path forward.
 - *What formats perform well on each platform? What types of content generate the most sessions or greatest views per session ratio?*
- *Is Organic Social trending downwards?* Now, post-report, we know a decline in Organic Social performance occurred on Harper's BAZAAR, and we can therefore begin to investigate the specific factors that led to the decline of this performance such as: **content types, posting times, posting volume, platform/algorithm updates, audience demographic change/shift, technical issues, conversion metrics, and engagement metrics.**
 - It is also necessary to **investigate the flow of traffic** – once people arrive on the site from a social media platform, *why are people no longer venturing (as often) to other pages on the Harper's BAZAAR site? Is it due to a technical issue? Is it due to lack of accessibility to similar content?*
 - Social Media driven traffic is unique; oftentimes social media users venture to the site to read the article they saw the post for, and then venture back to that social app afterwards. So, then comes the question of, **how do you get people to venture beyond? Include links within the article to other similar articles? List similar articles directly below the end of the article?** I believe this is an important question worth exploring and testing into further.

- Adapt successful content formats and strategies from high-performing sections to those that are underperforming (*i.e., use the format of high-traffic producing “Celebrity” content to improve “Fashion” section performance on Facebook*).
 - Page 4 illuminates multiple factors in relation to this recommendation:
 - The Celebrity section has the highest performing sessions and average views per session within the Organic Social channel; however, it did decrease in performance in June, but it still remained one of the top performing sections.
 - The decrease in Celebrity-driven traffic in June was counteracted by the increase in Fashion and Beauty-driven views per session vs. May; this increase showed that these sections are worth investing more content and post volume into as they performed better in a month that was consistently trending downwards.
 - The consistently high performance of Celebrity related posts begs the questions: *What more specifically makes the Celebrity content stand out? Why is it performing well and how is it driving this significant amount of site traffic?*
 - A piece of the answer to this question lies in the fact that celebrity media and celebrity “breaking” news is in constant ebb and flow fueled by timely, trendy, and pop culture-dependent events that occur daily. This dynamic topic of conversation drives significant exposure due society’s need to stay informed about celebrity-related news.
 - I also believe that media properties have developed a solid understanding of how to promote and report on Celebrity-related content due to its high-volume occurrence, and it therefore should become a template for the promotion and reporting of other content and site sections.
 - ***We want to replicate past success*** – whether that be on the same platform, in the same site section, on other platforms, or seen in other sources across the Organic Social channel group.
 - Page 5 enables the team to identify which sections of the Harper’s BAZAAR site perform better on specific social platforms, therefore illuminating potential areas for improvement.
 - For instance, if Fashion does not drive significant traffic from Facebook to the site, it may be beneficial to emulate the more successful strategies, like that used for Celebrity content on Facebook.
 - *Questions to consider:* What is being done for Celebrity content that is not being done for Fashion content? How can successful strategies be adapted and implemented into underperforming strategies?
- Consider conducting an A/B test or exploring/testing different social media strategies to attempt to find and create content that engages users via platform appropriate formats or topics.
 - Learn what resonates with various organic social audiences.