



THREE THINGS YOUR EDUCATIONAL CONSULTANT WEBSITE SHOULD INCLUDE (AND ONE YOU SHOULD AVOID)

ROBERT KAPLINSKY

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robertkaplinsky.com/ecw

[@robertkaplinsky](https://www.instagram.com/robertkaplinsky)





**My website
is welcoming.**

**My website
drives sales.**



GOALS

- WHAT IS OUR GOAL?
- WHAT THREE THINGS SHOULD WE DO?
- WHAT ONE THING SHOULD WE AVOID?
- WHAT CAN WE LEARN FROM WEBSITES?
- HOW DO WE CONTINUE TO GROW?
- QUESTIONS AND ANSWERS
- WHAT CAN GOOGLE ANALYTICS TELL US?



**We want our message
to resonate with
the right people.**

FIVE TYPES OF ONLINE PROSPECTS

1. The Most Aware
2. Product-Aware
3. Solution-Aware
4. Problem-Aware
5. Completely Unaware

Source: Breakthrough Advertising by Eugene Schwartz (1966)





- GAMES
- VIDEOS
- ANIMALS
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FLYING REPTILE VS. COLOSSAL CROC: BATTLE FOR THE BADDEST
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New York Times Bestselling Author

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So Customers Will Listen

Use the 7 Elements of Great Storytelling to Grow Your Business

FIVE-SECOND GRUNT TEST

1. What do you offer?
2. How will it make my life better?
3. What do I need to do to buy it?



Planable

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You Can Do It

We can help.

GET STARTED



FIVE-SECOND GRUNT TEST

1. What do you offer?
2. How will it make my life better?
3. What do I need to do to buy it?

Get Started With HubSpot

Whether you want to increase leads, accelerate sales, organize your contacts, or better serve your customers, HubSpot has a solution to help you grow.



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Marketing Hub

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Sales Hub

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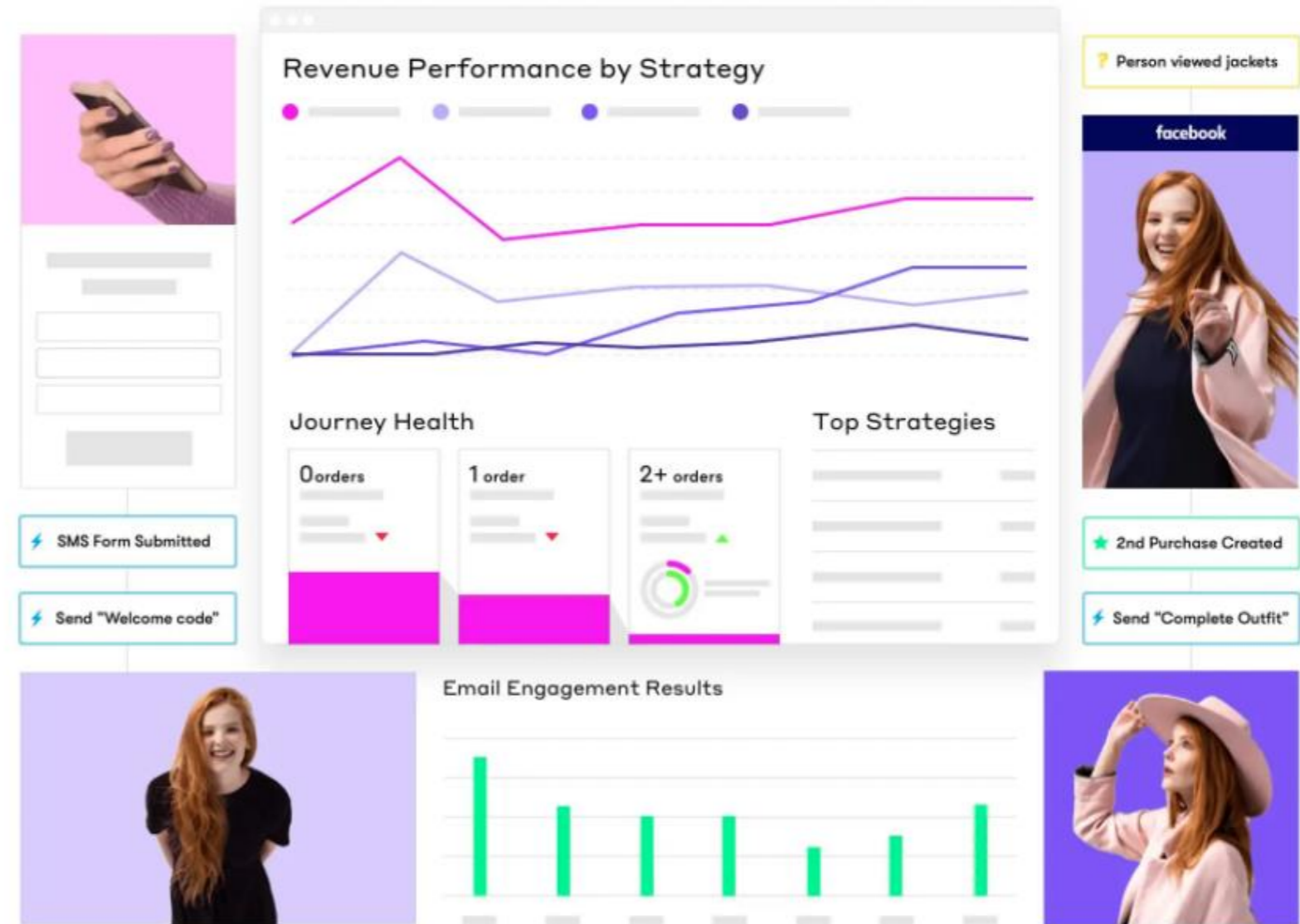
FIVE-SECOND GRUNT TEST

1. What do you offer?
2. How will it make my life better?
3. What do I need to do to buy it?

Email and SMS marketing for growing ecommerce brands.

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**My website
is welcoming.**

**My website
drives sales.**

GOALS

WHAT IS OUR GOAL?

WHAT THREE THINGS SHOULD WE DO?

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QUESTIONS AND ANSWERS

WHAT CAN GOOGLE ANALYTICS TELL US?

THREE THINGS WE SHOULD DO

1. Tell them what you do

TELL THEM WHAT YOU DO

- They need to know immediately.
- Text should pop out and be short.
- Should be easy to read.

THREE OPTIONS FOR WHAT YOU DO

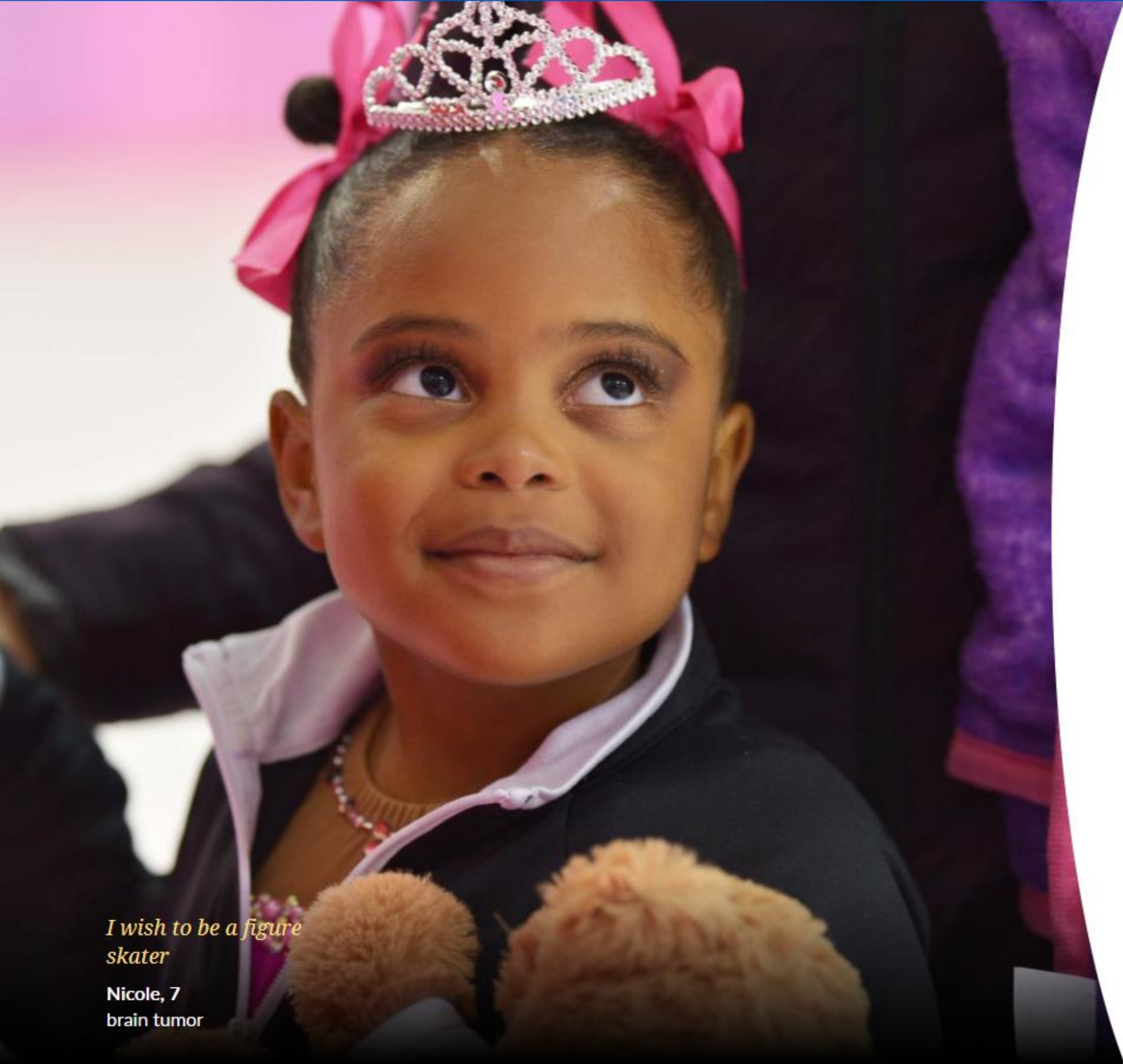
- Promise an aspirational identity

Take Control With Sunrun. Choose Where Your Power Comes From!

Join the 500K+ Sunrun customers and experience the power of the sun!
Click below to see if solar works for you!

Enter Your Zip Code

Calculate Your Savings



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Nicole, 7
brain tumor

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Create Hope.***

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Business icon and text

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Healthcare icon and text

More helpful information

Got It!

THREE OPTIONS FOR WHAT YOU DO

- Promise an aspirational identity
- Promise to solve a problem

facebook

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around you on Facebook.

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Create New Account

Create a Page for a celebrity, brand or business.

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Drive or
deliver



Eat



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New feature: Request AAA roadside service with our virtual assistant. [Get help now.](#)



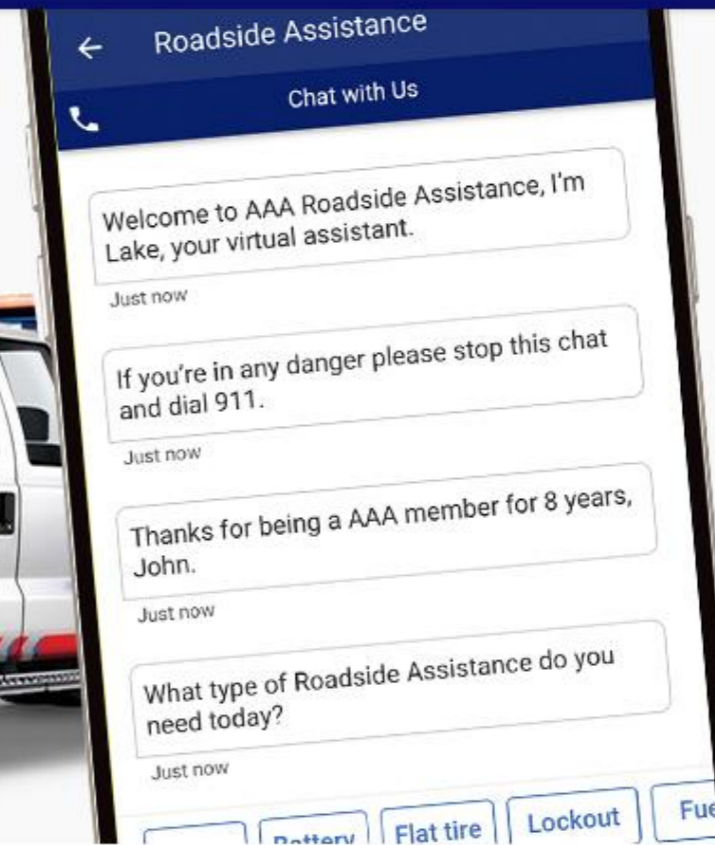
AAA Roadside Assistance is towing and so much more

[Join AAA](#)

[Get help now](#)



Photo ID required at time of service.



Request roadside assistance online



Get virtual assistance



Request through the Auto Club App

THREE OPTIONS FOR WHAT YOU DO

- Promise an aspirational identity
- Promise to solve a problem
- State exactly what you do.



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EASIER SAID THAN DONE

- 2012 to 2017
 - Nothing at all
- April 2017
 - I train mathematics educators who want their students to be better problem solvers.
- June 2018
 - Math resources that create problem solvers, not robots.
- April 2019
 - I share math strategies and resources that create problem solvers, not robots.

I Hope You're Embarrassed

January 9, 2018

Type and hit enter ...



I HOPE YOU'RE

EMBARRASSED

RobertKaplinsky.com

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Do you like the ideas you're reading? If so, you'll love having the best ones sent to you via email!

First Name

Last Name

Email address

SIGNS OF A GOOD EXPLANATION

1. It's short as possible.
2. Most people who read it could tell you what you do without further explanation.
3. It's unique enough to you that others couldn't use it as well.

THREE THINGS WE SHOULD DO

1. Tell them what you do
2. Show them how they can get started

SHOW THEM HOW TO GET STARTED

- Make *your* website visual scanning friendly.

The image shows a browser window with a white background. At the top left is a logo with the word "LOGO" and a colorful flower-like icon. In the top right corner, there is a yellow button labeled "BUTTON". In the center, there is a large text block: "Here is text about what we can do for you." Below this text are two buttons: a yellow one labeled "BUTTON" and a white one with a black border labeled "BUTTON". At the bottom, there is a dark grey bar containing five colored circles with numbers 1 through 5. A blue arrow starts at circle 1, points to the top-right "BUTTON", then continues to circle 2, then to the bottom-left "BUTTON", then to circle 3, then to circle 4, and finally to circle 5.

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Create an account

FOR WORK



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Facebook Pages • Facebook Groups • Instagram Feed • Instagram Stories • Twitter • Pinterest • LinkedIn • LinkedIn Company Pages





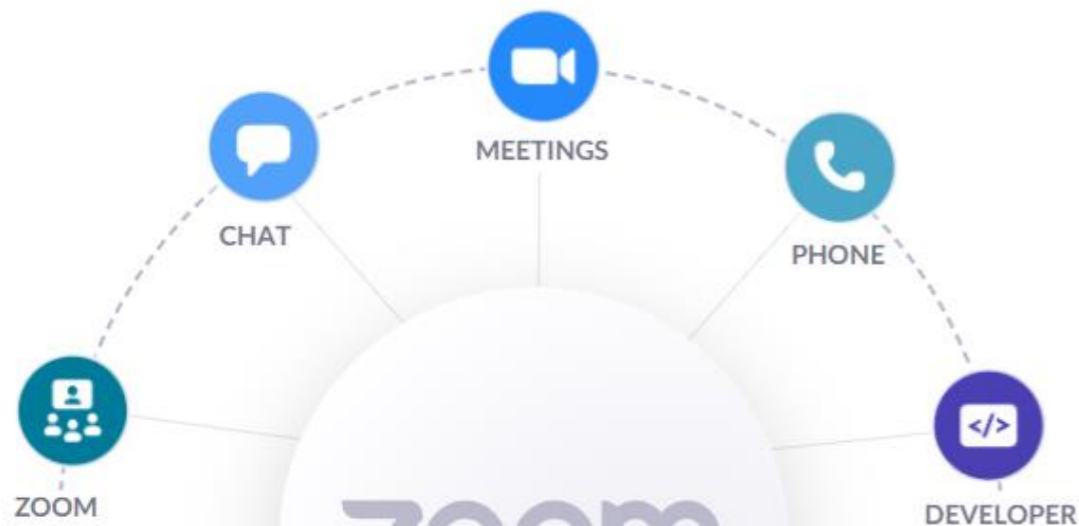
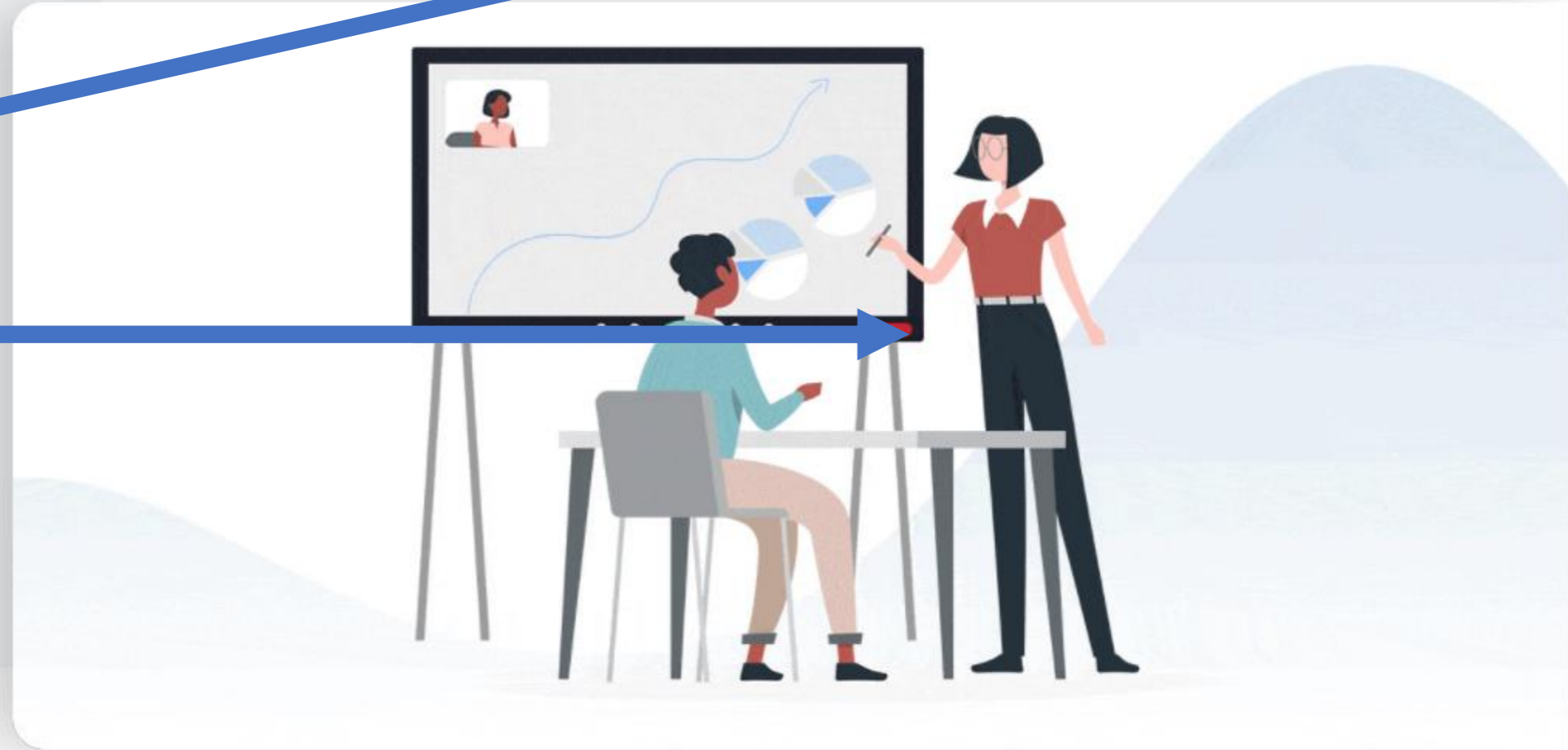
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[See pricing](#)



Zoom for you



SHOW THEM HOW TO GET STARTED

- Make your website visual scanning friendly.
- Have a backup plan.



BUY MY BOOK

Here is text about
what we can do for you.

BUY MY BOOK

USE AN EXAMPLE

1

2

3

4


5

**Get them
to join.**



**Nurture them.
Pitch them.**

Why Email Is More Powerful Than Social Media For Promoting Your Work & Generating Income




WHY EMAIL IS MORE POWERFUL THAN
SOCIAL MEDIA FOR PROMOTING YOUR
WORK AND GENERATING INCOME

ROBERT KAPLINSKY WANT THE RESOURCES?
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This presentation is It's really too.

1:09:24

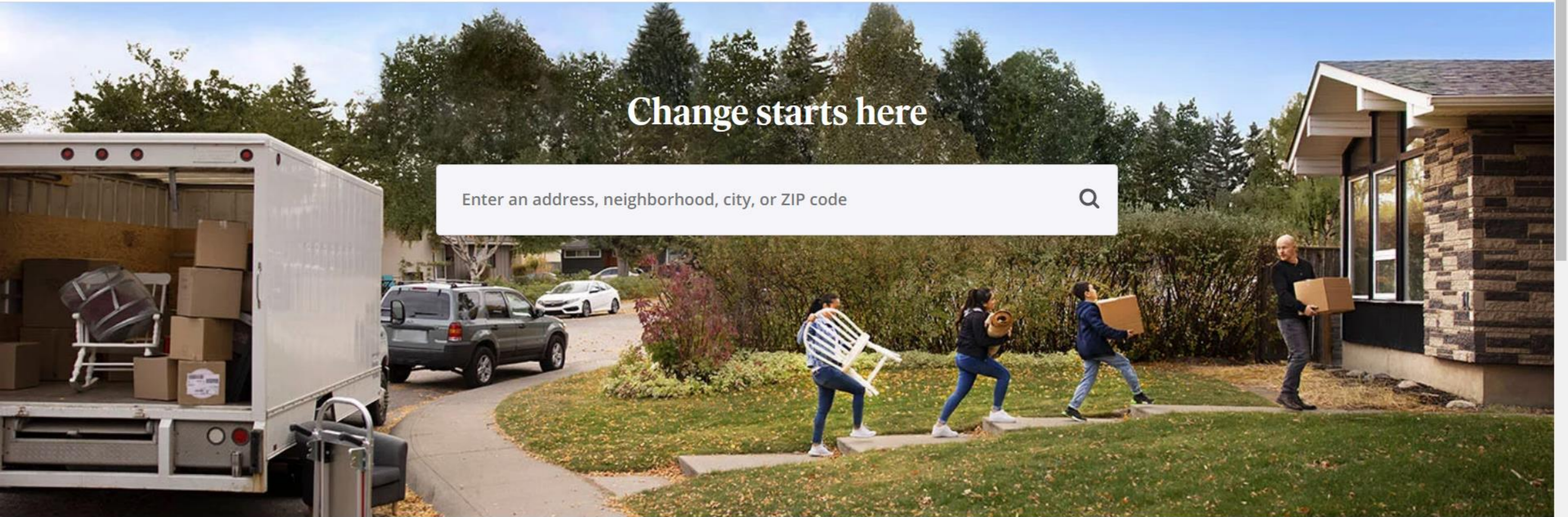




This is a recording of the webinar which took place on January 23, 2021.

THREE THINGS WE SHOULD DO

1. Tell them what you do
2. Show them how they can get started
3. Show them what success looks like



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- Algeria | العربية
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4 NOV THU

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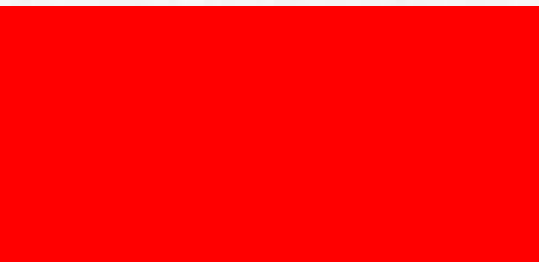
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April 22, 2010

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GOALS

WHAT IS OUR GOAL?

WHAT THREE THINGS SHOULD WE DO?

WHAT ONE THING SHOULD WE AVOID?

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QUESTIONS AND ANSWERS


WHAT CAN GOOGLE ANALYTICS TELL US?



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Español

English



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We believe everyone should enjoy the feeling of healthy, comfortable skin. That's why no matter which specially designed LUBRIDERM® lotion you choose, you'll find a unique formula that is clinically shown to moisturize skin and lock in moisture for 24 hours.

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MEN'S 3-IN-1 LOTION

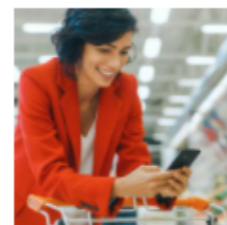
This is multitasking moisturizer is made just for men.



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- [Normal to Dry](#)
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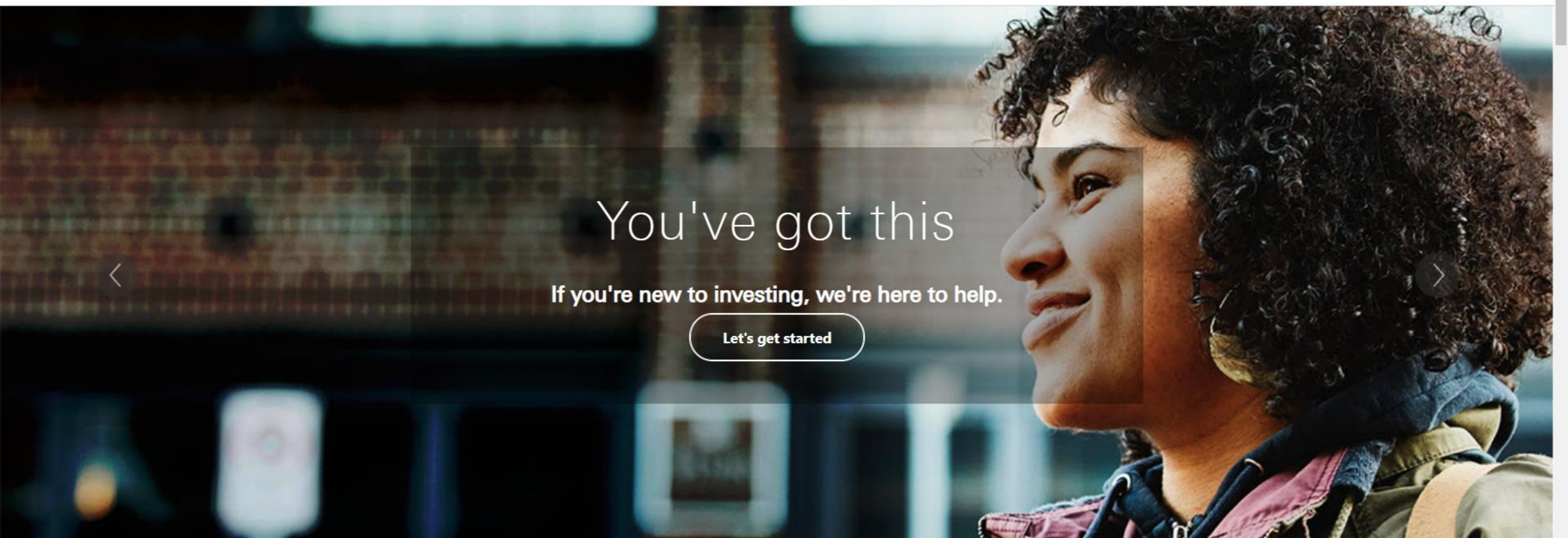
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“I have made this longer than usual because I have not had time to make it shorter.”

BLAISE PASCAL

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- **Show them how they can get started**
 - Make your website visual scanning friendly.
 - Have a backup plan.
- **Show them what success looks like**
- **Avoid having a lot of text.**

Home



How I Can Help You



Real World Problems

My workshops help teachers implement [problem-based lessons](#) by helping them experience them from both student and teacher perspective, leading to increase students' success with performance tasks and the [Common Core State Standards](#).



Lesson Study

[Lesson study](#) allows teachers to reflect on student learning by working together to identify a student learning goal, creating a lesson that addresses that learning goal, implementing the lesson, debriefing and



Depth of Knowledge

Problems at higher [depth of knowledge](#) levels have the potential to challenge your most talented student yet remain accessible to everyone. I can help teachers develop best practices for implementing them so that students persevere longer towards finding the solution.



Teacher Questioning

I have trained thousands of educators on how to quickly and effectively [modify their questioning](#) by using a role-playing activity which simulates classroom pressures. This activity results in teachers finding it easier

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I share **math strategies and resources** that create problem solvers, not robots.

Download my favorite lessons for elementary, middle, and high school.

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What happens next?

1

Get my free [lessons](#) and [resources](#).

2

Learn tips from my [book](#), [webinars](#), and [blog](#).

3

Take one of my [online workshops](#) for more support.

Home



Why Grassroots Workshops™?

At Grassroots Workshops™, we provide online workshops so that educators have control over what they learn, who they learn it from, and how and when they learn it. You no longer have to choose between staying in your classroom and gaining new techniques to help your students learn.

Our workshops will reduce your stress because you'll learn skills that will help your students develop deeper understanding. As educators ourselves, we know how frustrating it is when you want to try something new, but you're not sure where to begin. End the guessing game by registering for one of our workshops to learn the skills you've been looking for.

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- Early Childhood
- Elementary School
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- Teacher Training

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Online workshops from education leaders you know, like, and trust.

You tailor instruction for your students.
We tailor professional development for you.

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THE TOP 10 MOST VIEWED PROBLEMS OF 2017

1. Order of Operations by Robert Kaplinsky with answer from Michael Fenton and his students
2. Two-Step Equations by Audrey Mendivil, Daniel Luevanos, and Robert Kaplinsky
3. Dot Card Counting by Dan Meyer
4. Two-Step Equations 3 by Erick Lee
5. One Solution, No Solutions, Infinite Solutions by Bryan Anderson
6. Multiplying a Two-Digit Number by a Single-Digit Number by Robert Kaplinsky
7. Exponents and Order of Operations by Zack Miller
8. Rational and Irrational Numbers by Bryan Anderson
9. Converting Between Fractions and Decimals by Robert Kaplinsky
10. Interpreting Percentages by Robert Kaplinsky

WHAT ARE PEOPLE SAYING ABOUT OPEN MIDDLE?



Jenise Sexton
@MrsJeniseSexton



Replying to @openmiddle

just when I think my Ss are "good" w/reasoning, the problems show me some holes to fill. I like that. Continuous growth.

♥ 8 3:48 PM - Jan 11, 2017



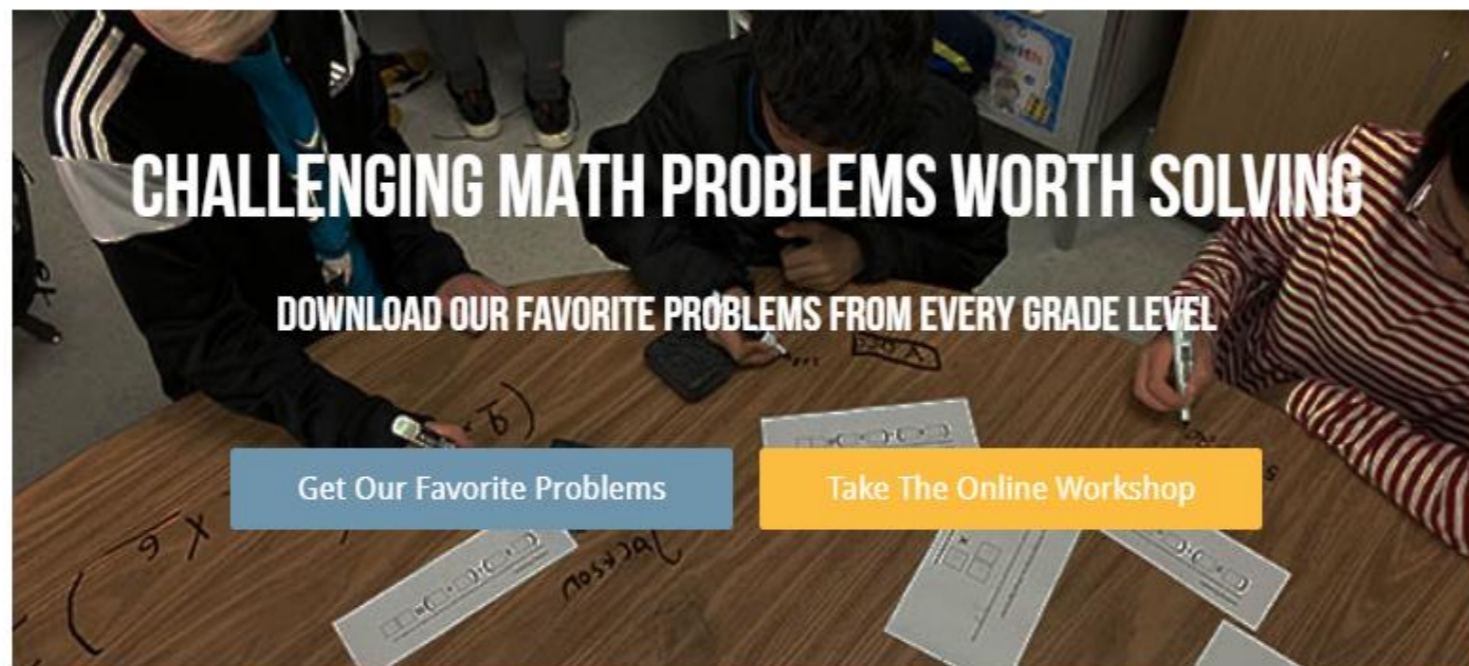
OPEN MIDDLE WORKSHEET

[English \(student version\)](#)[English \(document camera version\)](#)[Spanish \(student version\)](#)[Spanish \(document camera version\)](#)

BROWSE BY COMMON CORE STATE STANDARDS

[Kindergarten \(13\)](#)[Counting & Cardinality \(3\)](#)[Geometry \(3\)](#)[Number & Operations in Base Ten \(1\)](#)[Operations & Algebraic Thinking \(6\)](#)[Grade 1 \(18\)](#)[Geometry \(3\)](#)[Measurement & Data \(4\)](#)[Number & Operations in Base Ten \(4\)](#)[Operations & Algebraic Thinking \(7\)](#)[Grade 2 \(14\)](#)

HOME



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BROWSE BY COMMON CORE STATE STANDARDS

Select Category

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NUMBER TILES

I Hope You're Embarrassed

January 9, 2018

Type and hit enter ...



I HOPE YOU'RE

EMBARRASSED

RobertKaplinsky.com

Get My Emails

Do you like the ideas you're reading? If so, you'll love having the best ones sent to you via email!

First Name

Last Name

Email address

“Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away.”

ANTOINE DE SAINT-EXUPÉRY

MY INTENTIONS

- I'm not trying to claim that my websites are perfect or that my take is the only correct take.
- I am trying to help you see websites through the eyes of a stranger and provide perspective that may be useful for you.

WEBSITE CHECKLIST

- **Five-Second Grunt Test**
 - What do you offer?
 - How will it make my life better?
 - What do I need to do to buy it?
- **Tell them what you do**
- **Show them how they can get started**
 - Make your website visual scanning friendly.
 - Have a backup plan.
- **Show them what success looks like**
- **Avoid having a lot of text.**



Increase engagement,
participation, and success
of students who struggle in
secondary mathematics

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and special education teachers to increase engagement, participation,
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classroom
(I'm a teacher)

Transform my
school or district
(I'm an administrator)

To regain your joy and confidence teaching students who
struggle in mathematics, you need to increase student
engagement and participation.

The keys for good classroom management

SUPPORTING NEW TEACHERS

GET THE BOOK!

This site was created to bring resources for supporting new teachers to classroom teachers, mentor teachers, school leaders, and teacher educators.



DR. JAIME BONATO

After fifteen years as a classroom teacher, I wanted to scale my impact and help support other teachers. While continuing to teach, I studied at Lesley University, earning a Ph.D. in Education Leadership. My passion is keeping new teachers in the



We Serve Educators

Bring achievement, engagement, and joy to any classroom.

[LEARN HOW](#)

How We Help Schools

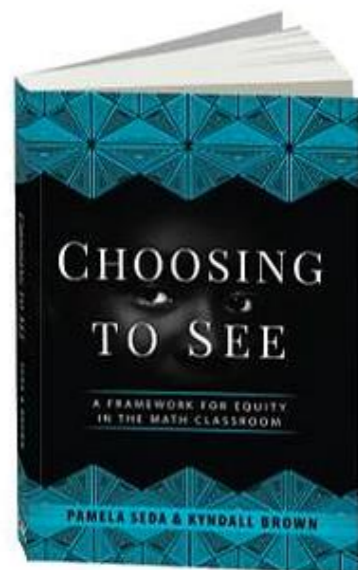
Every child deserves an engaging classroom, an inspiring teacher, and a learning environment designed for their needs. With our help, you can make student-centered and authentic learning a reality in your school.

[Learn More About Our Services →](#)



Changing How Students
Experience Math,
One Moment at a Time

Learn More!



AVAILABLE
NOW

"Equity is a Journey, not a Destination"

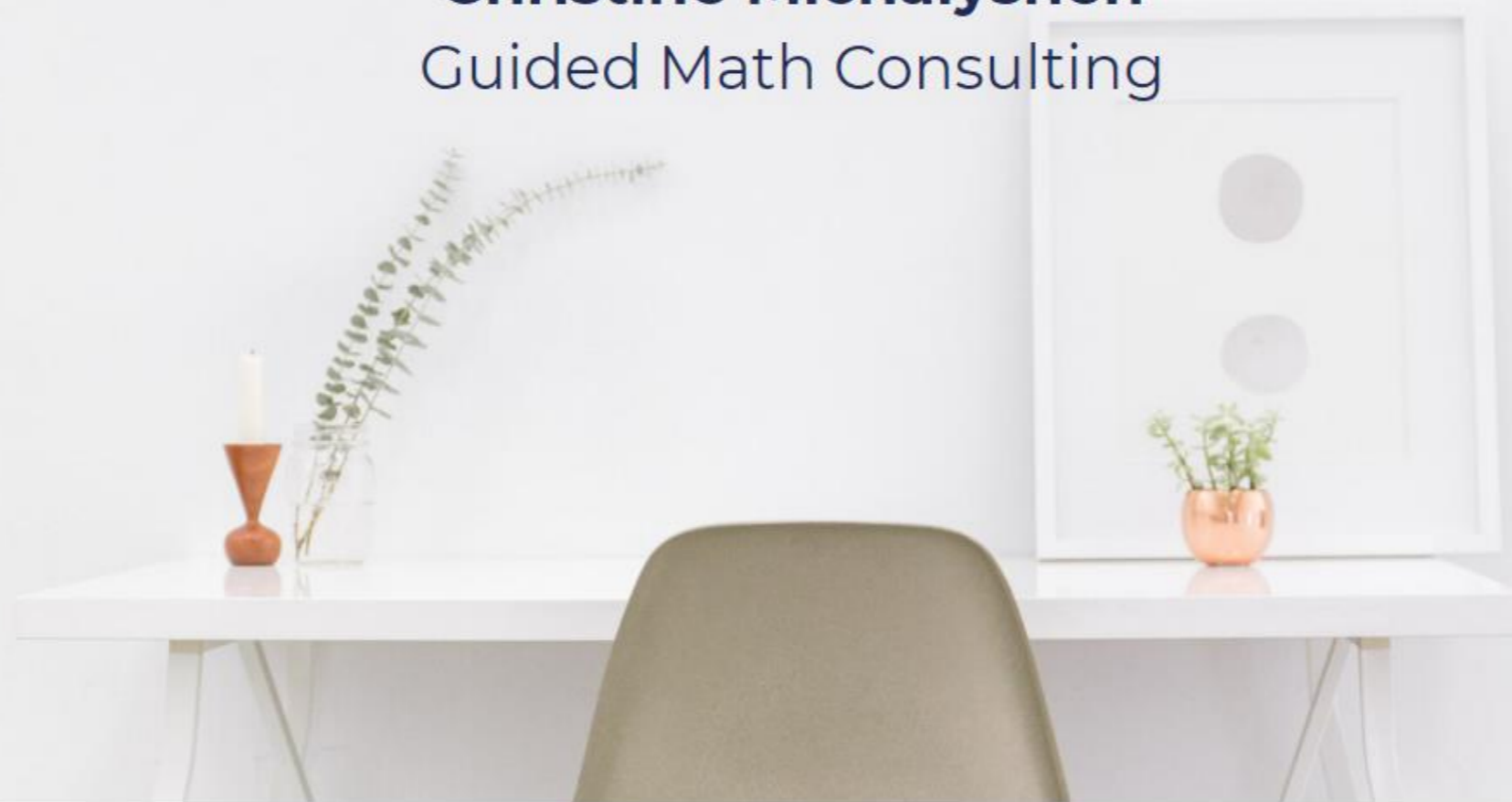
-Dr. Pamela Seda and Dr. Kyndall Brown

Get Yours Today!

CHOOSING
TO SEE

Christine Michalysen

Guided Math Consulting



Get The Latest News & Updates

Sign up with your email address to receive my monthly newsletters!

SIGN UP

MATH WITH THE BRAIN IN MIND

Transform your teaching to close the achievement gap for secondary math students.

FREE e-book:

ALL Students Can Learn Math

(as long as they answer YES to these 7 questions first)

GET IT NOW



Want More?





STRONGER MATH

replacing math anxiety with math joy

Let's Begin

Math for Every Mind

Subtracting the Struggle. Multiplying Success!

[Home](#)

[Services and Pricing](#)

[Check Out](#)

[About Me/Contact](#)

[FAQs](#)

[5 Things...](#)

Is your child struggling with math?

We Can Help!

[Contact Us Now](#)

[Book a Consultation](#)

[Helpful Math FAQ](#)

At Math for Every Mind, we are on a mission to multiply student success in math and subtract the struggle.

*Afraid you or your child "just isn't a math person?"
That's a myth!*

*Do you wish "Common Core Math" would just go away?
We can make it easy to understand!*

*Are you worried that your child is falling behind and may never "catch up?"
We can help you get your child back on track!*

*Are you unable to understand your child's homework enough to help?
We can help you make sense of the "new math"*

*Are you and your child stressed out by timed math tests?
We'll show you that it's not necessary to be fast to be good at math.*

*Are you worried you may be passing on your math anxiety to your child?
We can help you stop the cycle.*

We are not a tutoring company. We work individually with each family to identify the barriers to math success and then we show you how to overcome them. ***Often just one or two sessions with us can save you hundreds of dollars and hours of research time.*** Reach out today to see how we can help you subtract the struggle and multiply your child's success!

We get to know each child's individual needs and connect you with the resources you need most, whether it is tutoring, testing, or just more information. Expensive tutoring is not always the answer. We can also help if you are looking for ways to challenge a student who is "bored" with the math they are learning because it is "too easy."

[Click here to see our services and to book a consultation call.](#)

[FREE: 5 things to do right now
to help your child finally succeed in math](#)

Welcome to the Numeracy Teachers Academy

Join Dr Ange Rogers and take your Numeracy teaching and leadership to the next level!



Do you want an expert in Maths Education as your mentor?

Do you want to improve your teaching and leadership of Numeracy?

Do you spend hours searching the Internet for Numeracy teaching ideas?

Do you wish you could access quality Numeracy PD on demand all year round?

[Click here to find out how the NTA can help!](#)



Join 'Accelerating Learning Through Reasoning Routines' Webinar

Teaching for Thinking

Fostering Mathematical Teaching Practices Through Reasoning Routines

Grace Kelemanik
Amy Lucenta



Coming January 2022

TEACHING FOR THINKING

“**TEACHING THINKING** is the most important thing schools can do right now – not what to think or even how to think but to think before declaring what is right or wrong, true or false.”

- **MAGDALENE LAMPERT**

PROFESSOR | UNIVERSITY OF MICHIGAN | SCHOOL OF EDUCATION

NOW AVAILABLE FOR PRE-ORDER





Math Is Everywhere



No one is born with a math brain. Everybody's brain can grow. The very best time for brain growth is when you are struggling and making mistakes

What does it take to be a mathematician? Students need to know it's not about speed and always being right—it's about curiosity, passion, and dedication. [@edutopia](#) More thoughts at goo.gl/K2g1yy

Lenny VerMaas

@lennyvermaas lennyvermaas@gmail.com

<http://bit.ly/lennyv>



[This video](#) provides an overview of the website.

Below are links to many of my resources. Or you can click to the menu items at the top of the screen.

Lenny's Links <http://bit.ly/lennyvlinks>

- <http://bit.ly/lennyvabout> What is most important to help students enjoy learning math. Also includes links to my favorite websites, blogs, podcasts, and math hooks.
- <http://bit.ly/lennyvbellringer> Links to begin class, end class and develop student discourse, conceptual understanding and flexibility in your math class.
 - <http://bit.ly/lennyvopenmiddle>
 - Puzzles and sticky cloth <http://bit.ly/lennyvpuzzles>
 - <http://bit.ly/lennyvestimate>
- <http://bit.ly/lennyvmathexperts> Collection of activities from Dan Meyer, Robert Kaplinsky, Graham Fletcher and more. Includes 3Act Task and Open Middle
- <http://bit.ly/lennyvrelationship> Students don't care how much you know until they know you care. Ideas to help that happen.
- [L to J](#) from Lee Jenkins. Help students set goals, track progress and celebrate success.
- <http://bit.ly/lennyvholiday> Math activities for many of your favorite holidays.

REFLECTING ON THIS EXPERIENCE

- Looking at websites can become overwhelming
- Natural to do less reading and more scanning
- Try your best to look at your site like a stranger.

GOALS

WHAT IS OUR GOAL?

WHAT THREE THINGS SHOULD WE DO?

WHAT ONE THING SHOULD WE AVOID?

WHAT CAN WE LEARN FROM WEBSITES?

HOW DO WE CONTINUE TO GROW?

QUESTIONS AND ANSWERS

WHAT CAN GOOGLE ANALYTICS TELL US?

Ed Consultants Lab® Online Workshop



MODULE 1: HOW DO I GET STARTED?

- How do I become an educational consultant?
- What kind of consulting work is right for me?
- How do I get others to see me as a thought leader?
- Do I really need things like a business license, fictitious business name statement, business entity (such as an LLC or corporation), federal tax ID, business bank account, business credit card, business insurance, etc.?

MODULE 2: HOW DO I GROW MY BUSINESS?

- How do I find clients?
- How do I develop my brand?
- What do I need on my website?
- How do I take advantage of social media?
- How do I build my audience?
- How do I turn my audience into fans?

MODULE 3: HOW DO I NEGOTIATE WITH CLIENTS?

- How do we decide what I'll do?
- How much should I charge?
- How do I consult internationally?
- How do I earn more money in less time?
- Why is a contract absolutely necessary?
- Who do I turn to when I need help?

MODULE 4: HOW DO I PREPARE FOR SUCCESS?

- How can I be knowledgeable without being a know-it-all?
- How do I make amazing presentations?
- How do I exceed my clients' expectations?

MODULE 5: HOW DO I TAKE CARE OF MYSELF?

- How do I transition from not being a consultant to a part-time consultant?
- How do I transition from part-time to full-time consultant?
- How do I work smarter, not harder?
- What happens when I feel like a fake?
- How do I balance working for others and making time to create something new?

MODULE 6: HOW DO I WORK TOWARDS LONG TERM GOALS?

- How do I surround myself with people rooting for me?
- How do I know what to spend my time on?
- What happens when I want to change the kinds of work I do?
- How do I generate other kinds of consulting revenue?
- How has the pandemic changed educational consulting?



BONUS:
Live
Question &
Answer
Chat on
3/16/21 at
5 pm
Pacific

ED CONSULTANTS LAB DETAILS

- 6-week of content but access for 16 weeks.
- The first 10 people to register get access for all of 2022.
- Costs \$997
- Registration closes on February 4, 2022 at 5 PM Pacific.

"I've been frustrated and confused by contract negotiation, but not anymore. The single lesson on 'How much should I charge?' is worth the price of this workshop, and there are 34 other lessons! I now feel confident with any conversation about my prices and services."

BERKELEY EVERETT

"Before taking Robert's workshop, I felt like an outsider to the consultancy world. It seemed that people had some secret knowledge that I didn't. Listening to Robert describe his early mistakes and misconceptions put me at ease. He really has the desire to help people avoid pitfalls. "

MARIAN DINGLE

"This workshop is packed with practical suggestions, tricks of the trade, and expert advice. As someone who has been consulting for several years, I learned something in every module that I wish I would have known at the start of my consulting career. The workshop easily pays for itself in value."

SHANNON KIEBLER

"I wanted to take my consulting to the next level but without anyone to guide me, I kept second guessing myself. This workshop was a great fit for me because while there are other business and marketing related professional development options, they aren't specifically in educational consulting. So it was refreshing to hear ideas presented by someone in the same 'game' as me!"

ANGE ROGERS

"I registered for this workshop because I had NO idea how to get started in the consulting business. The tools and strategies in every single lesson have given me clear answers to everything I knew I didn't know and so much more direction in areas that weren't even in my purview!

In only two months since beginning the workshop, I have already accomplished more than I would have in an entire year on my own!"

NOLAN FOSSUM

GOALS

WHAT IS OUR GOAL?

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WHAT ONE THING SHOULD WE AVOID?

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HOW DO WE CONTINUE TO GROW?

QUESTIONS AND ANSWERS

WHAT CAN GOOGLE ANALYTICS TELL US?



robertkaplinsky.com/ecl

GOALS

WHAT IS OUR GOAL?

WHAT THREE THINGS SHOULD WE DO?

WHAT ONE THING SHOULD WE AVOID?

WHAT CAN WE LEARN FROM WEBSITES?

HOW DO WE CONTINUE TO GROW?

QUESTIONS AND ANSWERS

WHAT CAN GOOGLE ANALYTICS TELL US?

WHAT IS GOOGLE ANALYTICS?

- Software that gives you data about your website and the people that interact with it.

WHAT QUESTIONS CAN IT ANSWER?

- How much traffic am I getting?

- Home
- Customization
- REPORTS
- Realtime
- Audience**
 - Overview**
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - User Explorer
- Demographics
- Interests
- Geo
- Behavior
- Technology
- Mobile
- Cross Device BETA
- Custom
- Benchmarking
- Users Flow
- Acquisition
- Behavior
- Conversions
- Attribution BETA
- Discover
- Admin

Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

Sep 1, 2021 - Nov 28, 2021

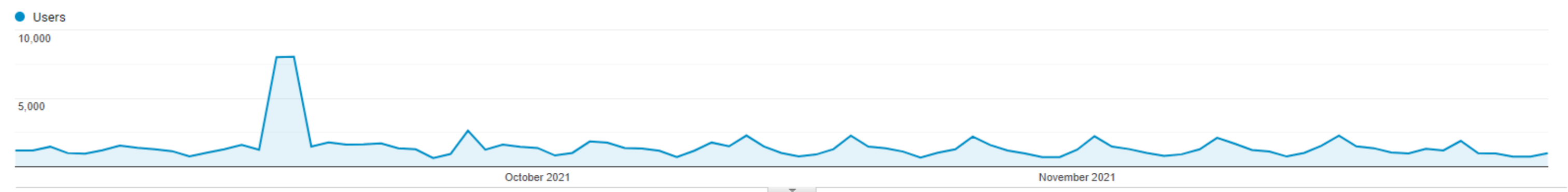
All Users
 100.00% Users

 + Add Segment

Overview

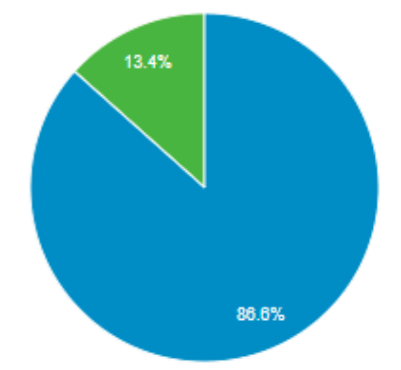
Users vs. Select a metric

Hourly Day Week Month



Users 111,270	New Users 107,684	Sessions 139,575	Number of Sessions per User 1.25	Pageviews 214,045	Pages / Session 1.53
Avg. Session Duration 00:01:02	Bounce Rate 80.22%				

■ New Visitor ■ Returning Visitor



Demographics

Language
Country
City
System
Browser
Operating System
Service Provider
Mobile
Operating System
Service Provider

Language

	Users	% Users
1. en-us	84,797	76.07%
2. en-gb	15,450	13.86%
3. en-au	2,936	2.63%
4. en-ca	2,929	2.63%
5. en	1,065	0.96%
6. c	581	0.52%
7. en-ph	286	0.26%
8. fr-fr	244	0.22%
9. zh-cn	233	0.21%
10. en-us.utf-8	228	0.20%

WHAT QUESTIONS CAN IT ANSWER?

- How much traffic am I getting?
- Where are they coming from?

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- Conversions
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- Discover
- Admin

Audience Overview ✓

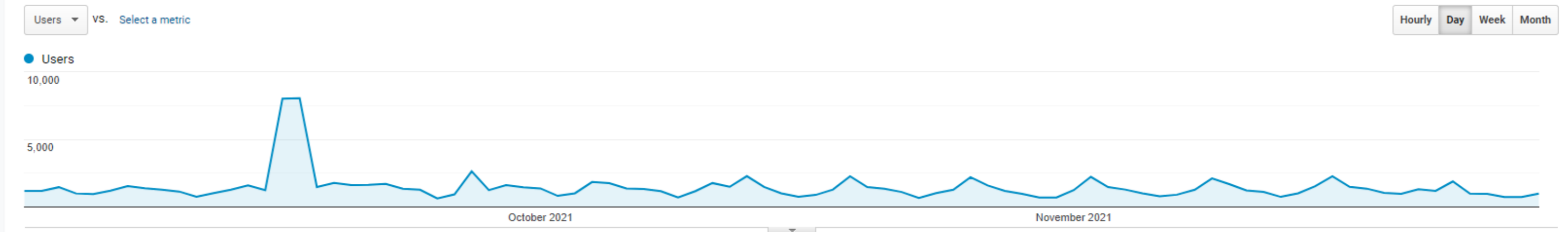
SAVE EXPORT SHARE INSIGHTS

Sep 1, 2021 - Nov 28, 2021

All Users
 100.00% Users

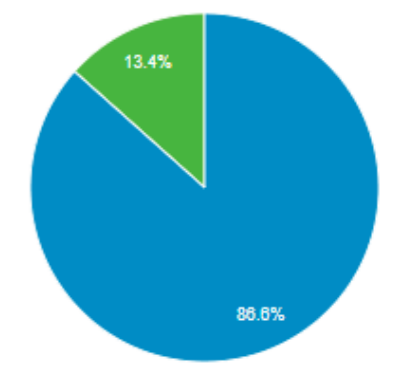
+ Add Segment

Overview



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Avg. Session Duration 00:01:02	Bounce Rate 80.22%				

■ New Visitor ■ Returning Visitor



Demographics

- Language
- Country**
- City
- System**
- Browser
- Operating System
- Service Provider
- Mobile**
- Operating System
- Service Provider

Country

	Country	Users	% Users
1.	United States	74,020	66.47%
2.	United Kingdom	12,394	11.13%
3.	Canada	6,935	6.23%
4.	Australia	4,475	4.02%
5.	Philippines	4,022	3.61%
6.	Ireland	1,131	1.02%
7.	India	929	0.83%
8.	New Zealand	749	0.67%
9.	Indonesia	394	0.35%
10.	Germany	380	0.34%

WHAT QUESTIONS CAN IT ANSWER?

- How much traffic am I getting?
- Where are they coming from?
- What browser are they using?

- Home
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- Discover
- Admin

Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

Sep 1, 2021 - Nov 28, 2021

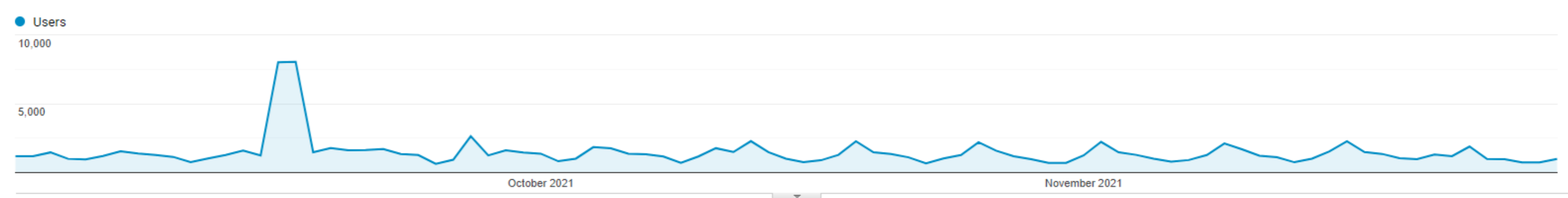
All Users
 100.00% Users

 + Add Segment

Overview

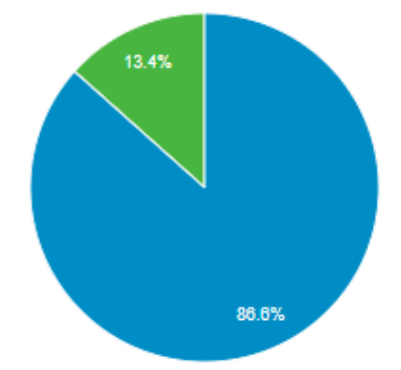
Users vs. Select a metric

Hourly Day **Week** Month



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Avg. Session Duration 00:01:02	Bounce Rate 80.22%				

■ New Visitor ■ Returning Visitor



Demographics

- Language
- Country
- City
- System**
 - Browser**
 - Operating System
 - Service Provider
- Mobile**
 - Operating System
 - Service Provider

Browser

	Users	% Users
1. Chrome	65,144	58.59%
2. Safari	33,971	30.55%
3. Safari (in-app)	4,473	4.02%
4. Edge	2,153	1.94%
5. Firefox	1,327	1.19%
6. Android Webview	1,231	1.11%
7. Samsung Internet	971	0.87%
8. HggH PhantomJS Screenshoter	438	0.39%
9. Internet Explorer	355	0.32%
10. Android Browser	306	0.28%

WHAT QUESTIONS CAN IT ANSWER?

- How much traffic am I getting?
- Where are they coming from?
- What browser are they using?
- What age and gender are they?

- Home
- Customization
- REPORTS
- Realtime
- Audience**
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - User Explorer
 - Demographics**
 - Overview**
 - Age
 - Gender
 - Interests
 - Geo
 - Behavior
 - Technology
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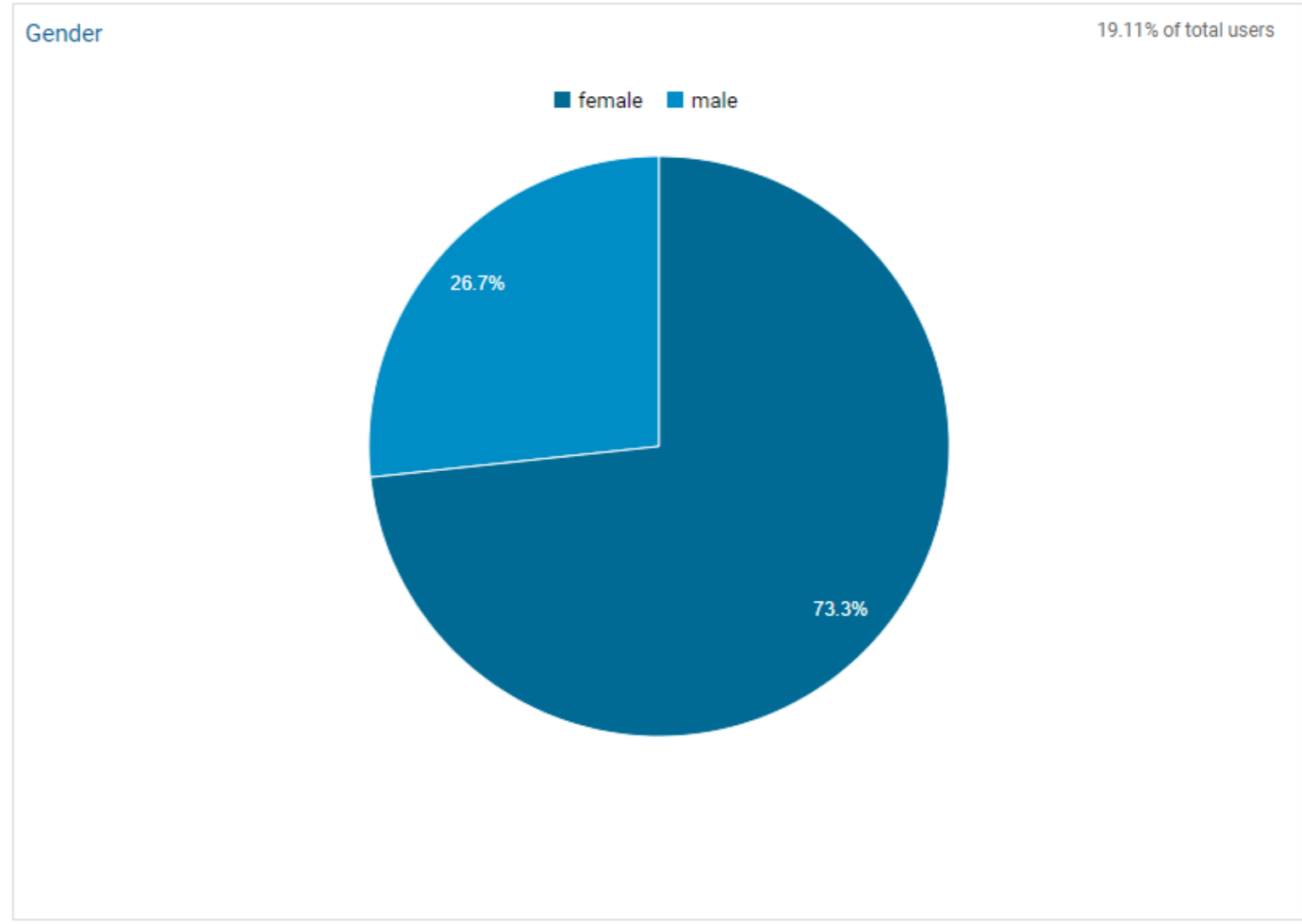
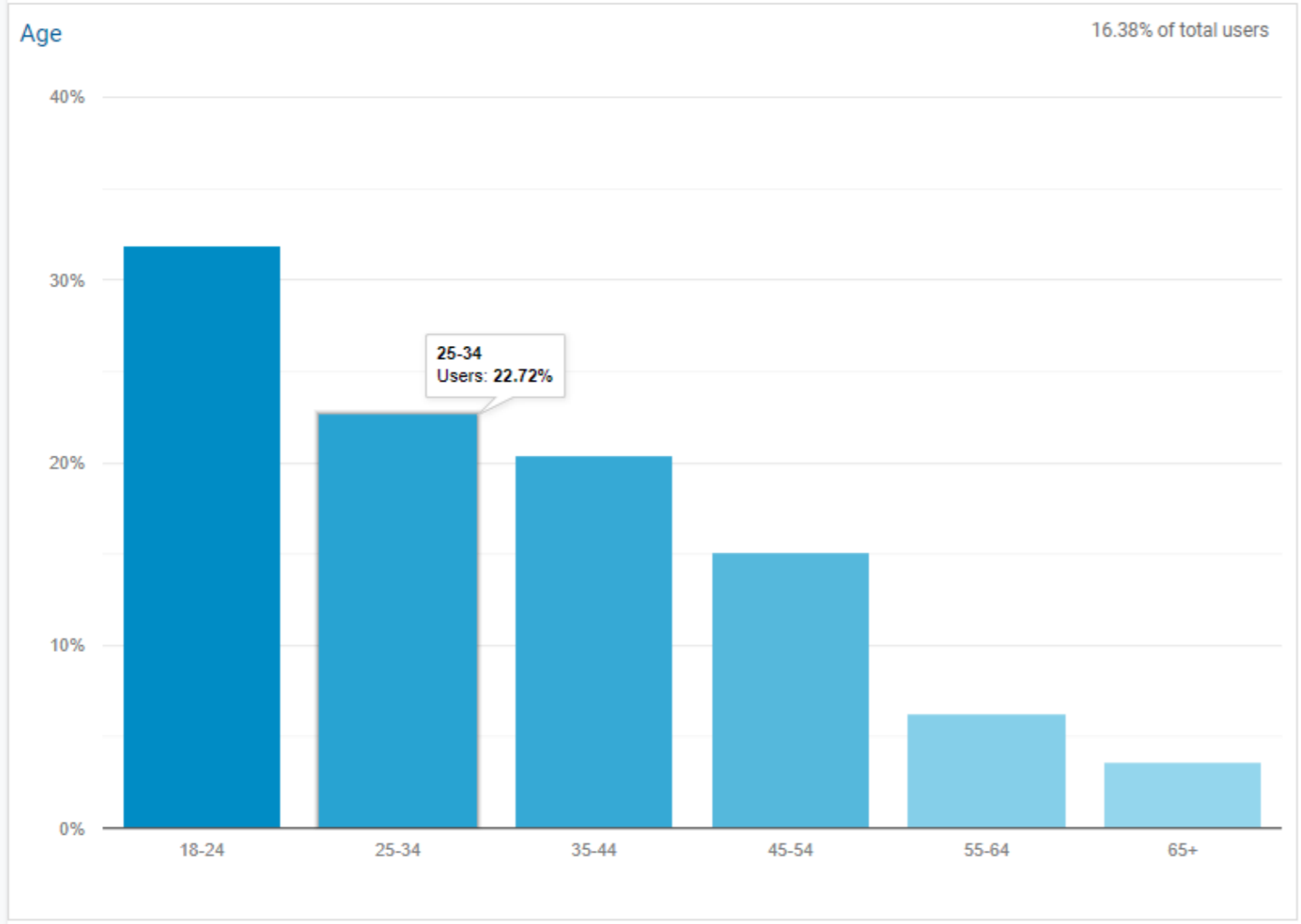
Demographics: Overview

SAVE EXPORT SHARE INSIGHTS

Sep 1, 2021 - Nov 28, 2021

All Users 100.00% Users + Add Segment

Key Metric: Users



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WHAT QUESTIONS CAN IT ANSWER?

- How much traffic am I getting?
- Where are they coming from?
- What browser are they using?
- What age and gender are they?
- What interests do they have?

- Home
- Customization
- REPORTS
- Realtime
- Audience**
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - User Explorer
 - Demographics
 - Interests**
 - Overview**
 - Affinity Categories
 - In-Market Segments
 - Other Categories
 - Geo
 - Behavior
 - Technology
 - Mobile
 - Cross Device BETA
 - Custom
 - Benchmarking
 - Users Flow
- Attribution BETA
- Discover
- Admin

Interests: Overview ✓

SAVE EXPORT SHARE INSIGHTS

Sep 1, 2021 - Nov 28, 2021

○ All Users
100.00% Users
○ + Add Segment

Key Metric: Users

Affinity Category (reach) 19.82% of total users

4.55%	<div style="width: 4.55%;"></div>	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.71%	<div style="width: 3.71%;"></div>	Lifestyles & Hobbies/Family-Focused
3.55%	<div style="width: 3.55%;"></div>	Media & Entertainment/Book Lovers
3.44%	<div style="width: 3.44%;"></div>	Technology/Technophiles
3.38%	<div style="width: 3.38%;"></div>	Lifestyles & Hobbies/Green Living Enthusiasts
3.34%	<div style="width: 3.34%;"></div>	Lifestyles & Hobbies/Fashionistas
3.29%	<div style="width: 3.29%;"></div>	Sports & Fitness/Sports Fans
3.24%	<div style="width: 3.24%;"></div>	Media & Entertainment/Movie Lovers
3.12%	<div style="width: 3.12%;"></div>	Lifestyles & Hobbies/Art & Theater Aficionados
3.07%	<div style="width: 3.07%;"></div>	Shoppers/Value Shoppers

In-Market Segment 14.37% of total users

11.07%	<div style="width: 11.07%;"></div>	Education/Primary & Secondary Schools (K-12)
3.30%	<div style="width: 3.30%;"></div>	Software/Business & Productivity Software
2.89%	<div style="width: 2.89%;"></div>	Education/Post-Secondary Education
2.48%	<div style="width: 2.48%;"></div>	Apparel & Accessories/Women's Apparel
2.07%	<div style="width: 2.07%;"></div>	Employment/Career Consulting Services
1.80%	<div style="width: 1.80%;"></div>	Home & Garden/Home Decor
1.62%	<div style="width: 1.62%;"></div>	Employment
1.58%	<div style="width: 1.58%;"></div>	Apparel & Accessories/Men's Apparel
1.53%	<div style="width: 1.53%;"></div>	Apparel & Accessories
1.46%	<div style="width: 1.46%;"></div>	Real Estate/Residential Properties/Residential Properties (For Sale)

Other Category 18.46% of total users

5.63%	<div style="width: 5.63%;"></div>	Science/Mathematics
5.22%	<div style="width: 5.22%;"></div>	Jobs & Education/Education/Teaching & Classroom Resources
4.27%	<div style="width: 4.27%;"></div>	Jobs & Education/Education/Primary & Secondary Schooling (K-12)
3.30%	<div style="width: 3.30%;"></div>	Arts & Entertainment/TV & Video/Online Video
2.56%	<div style="width: 2.56%;"></div>	Reference/General Reference/Dictionaries & Encyclopedias
2.07%	<div style="width: 2.07%;"></div>	Arts & Entertainment/Celebrities & Entertainment News
1.52%	<div style="width: 1.52%;"></div>	Jobs & Education/Education/Colleges & Universities
1.39%	<div style="width: 1.39%;"></div>	News/Weather
1.29%	<div style="width: 1.29%;"></div>	Food & Drink/Cooking & Recipes
1.27%	<div style="width: 1.27%;"></div>	Reference/General Reference/Educational Resources

This report was generated on 11/29/21 at 11:21:00 AM - Refresh Report

WHAT QUESTIONS CAN IT ANSWER?

- How much traffic am I getting?
- Where are they coming from?
- What browser are they using?
- What age and gender are they?
- What interests do they have?
- What devices are they using?

- Home
- Customization
- REPORTS
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 - Overview
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 - Acquisition
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 - Attribution BETA
 - Discover
 - Admin

Overview ✓

SAVE EXPORT SHARE EDIT INSIGHTS

Sep 1, 2021 - Nov 28, 2021

All Users
 100.00% Users

 + Add Segment

Explorer

Summary Site Usage Ecommerce



Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default advanced [Grid] [Table] [List] [Filter] [Refresh]

Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	111,270 <small>% of Total: 100.00% (111,270)</small>	107,713 <small>% of Total: 100.03% (107,684)</small>	139,575 <small>% of Total: 100.00% (139,575)</small>	80.22% <small>Avg for View: 80.22% (0.00%)</small>	1.53 <small>Avg for View: 1.53 (0.00%)</small>	00:01:02 <small>Avg for View: 00:01:02 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. desktop	61,175 (55.11%)	58,620 (54.42%)	80,560 (57.72%)	72.80%	1.79	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	48,765 (43.93%)	48,060 (44.62%)	57,598 (41.27%)	90.47%	1.18	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	1,067 (0.96%)	1,033 (0.96%)	1,417 (1.02%)	85.32%	1.32	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 3 of 3

This report was generated on 11/29/21 at 11:21:40 AM - Refresh Report

- Home
- Customization
- REPORTS
- Realtime
- Audience**
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - User Explorer
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile**
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 - Cross Device BETA
 - Custom
 - Benchmarking
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 - Acquisition
 - Behavior
 - Attribution BETA
 - Discover
 - Admin

Overview ✓

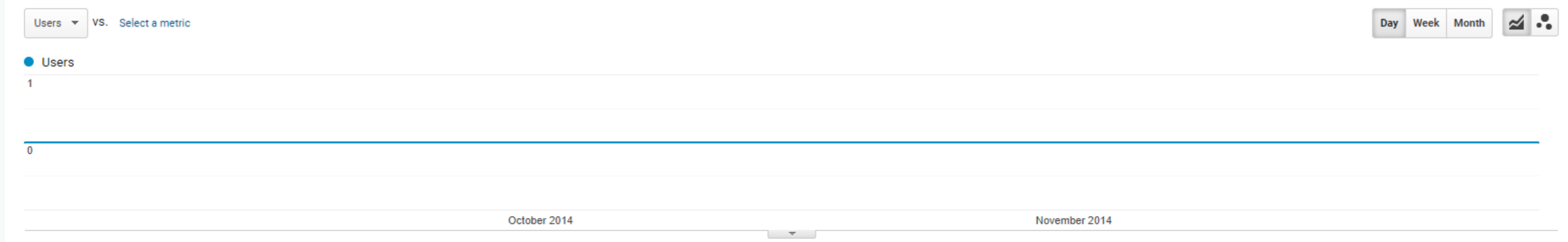
SAVE EXPORT SHARE EDIT INSIGHTS

Sep 1, 2014 - Nov 28, 2014

All Users 0.00% Users + Add Segment

Explorer

Summary Site Usage Ecommerce



Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default

Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	0 <small>% of Total: 0.00% (0)</small>	49,515 <small>% of Total: 100.01% (49,510)</small>	66,615 <small>% of Total: 100.00% (66,615)</small>	1.85% <small>Avg for View: 1.85% (0.00%)</small>	3.79 <small>Avg for View: 3.79 (0.00%)</small>	00:01:51 <small>Avg for View: 00:01:51 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. desktop	0 (0.00%)	30,440 (61.48%)	42,377 (63.61%)	1.68%	4.29	00:02:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	0 (0.00%)	13,848 (27.97%)	16,991 (25.51%)	2.26%	2.62	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	0 (0.00%)	5,227 (10.56%)	7,247 (10.88%)	1.92%	3.67	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 3 of 3

This report was generated on 11/29/21 at 11:23:07 AM - Refresh Report

WHAT QUESTIONS CAN IT ANSWER?

- How are they arriving on my website?

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Google Ads
 - Search Console
 - Social
 - Campaigns
- Behavior
- Conversions

Acquisition Overview ✓

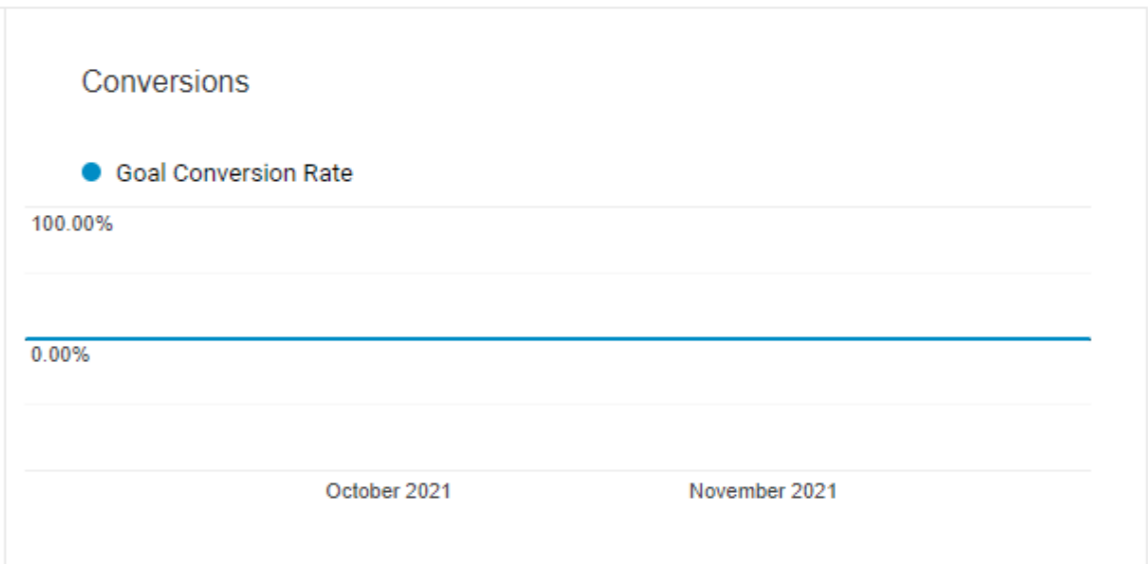
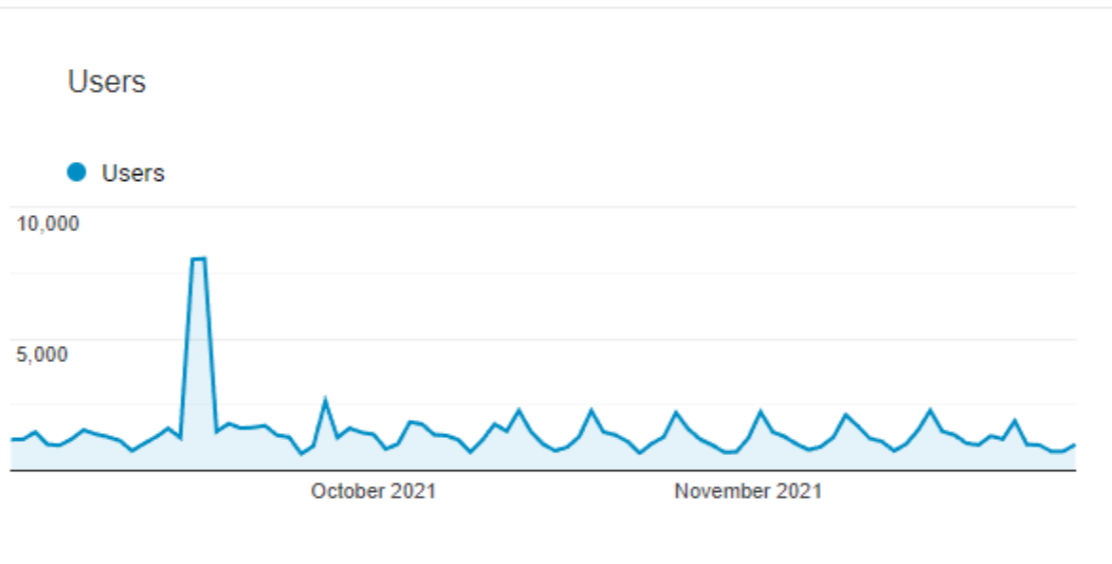
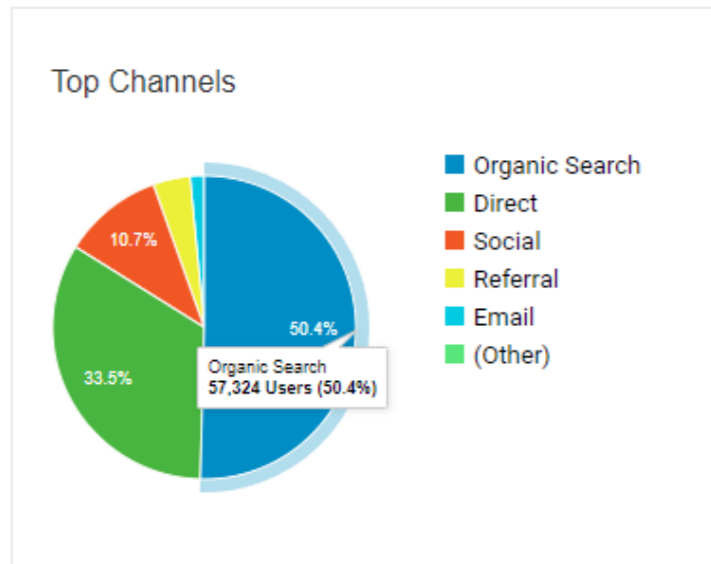
SAVE EXPORT SHARE INSIGHTS

Sep 1, 2021 - Nov 28, 2021

All Users
 100.00% Users

+ Add Segment

Primary Dimension: **Top Channels**
 Conversion: **All Goals**
[Edit Channel Grouping](#)



	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	111,270	107,684	139,575	80.22%	1.53	00:01:02
1 Organic Search	57,324	<div style="width: 50%;"></div>		83.60%	<div style="width: 80%;"></div>	
2 Direct	38,074	<div style="width: 30%;"></div>		75.50%	<div style="width: 70%;"></div>	
3 Social	12,120	<div style="width: 10%;"></div>		83.54%	<div style="width: 85%;"></div>	
4 Referral	4,489	<div style="width: 5%;"></div>		68.57%	<div style="width: 65%;"></div>	
5 Email	1,711	<div style="width: 2%;"></div>		84.94%	<div style="width: 80%;"></div>	
6 (Other)	1	<div style="width: 0.1%;"></div>		100.00%	<div style="width: 100%;"></div>	

Set up a goal.

To see outcome metrics, define one or more goals.

[GET STARTED](#)

To see all 6 Channels click here.

- Attribution ^{BETA}
- Discover
- Admin

WHAT QUESTIONS CAN IT ANSWER?

- How are they arriving on my website?
- What social media platforms are driving the most traffic?

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Google Ads
 - Search Console
 - Social
 - Overview**
 - Network Referrals
 - Landing Pages
 - Conversions
 - Plugins
 - Users Flow
 - Campaigns
- Behavior
- Conversions
- Attribution BETA
- Discover
- Admin

Overview Sep 1, 2021 - Nov 28, 2021

Add to Dashboard Shortcut This report is based on 100% of sessions. [Learn more](#) Greater precision Insights

This Report Uses Goals

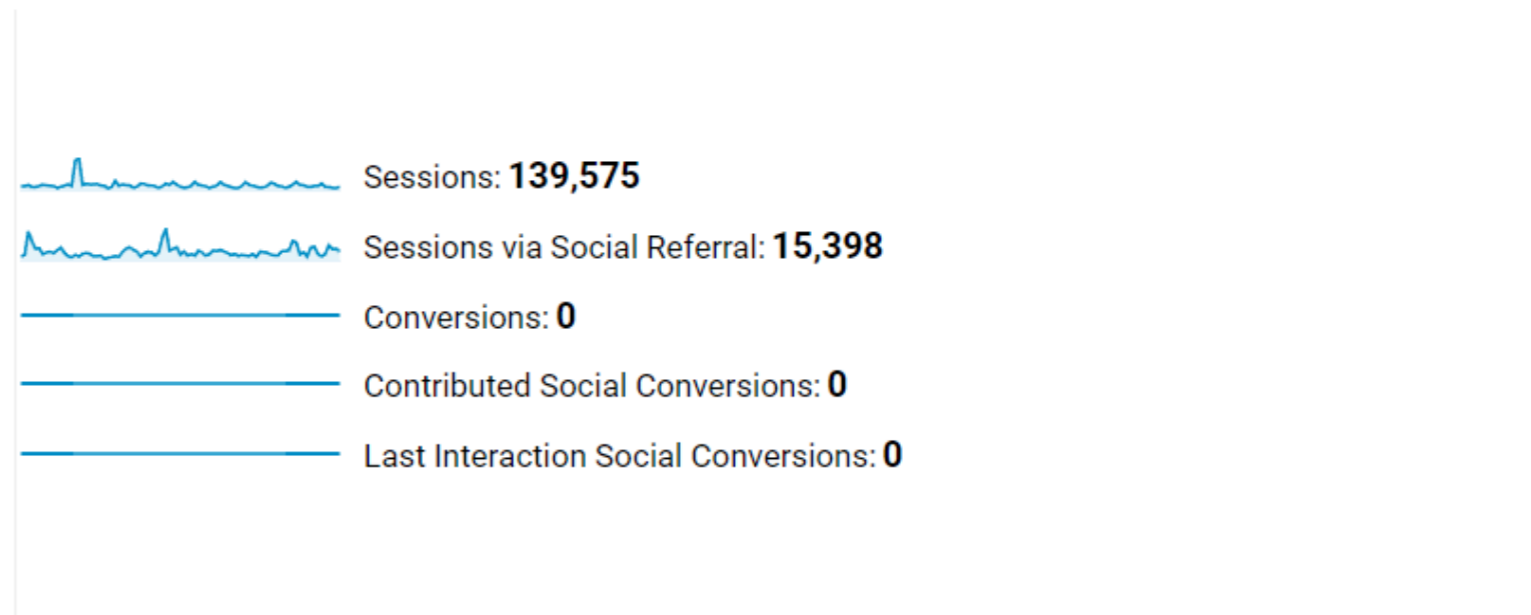
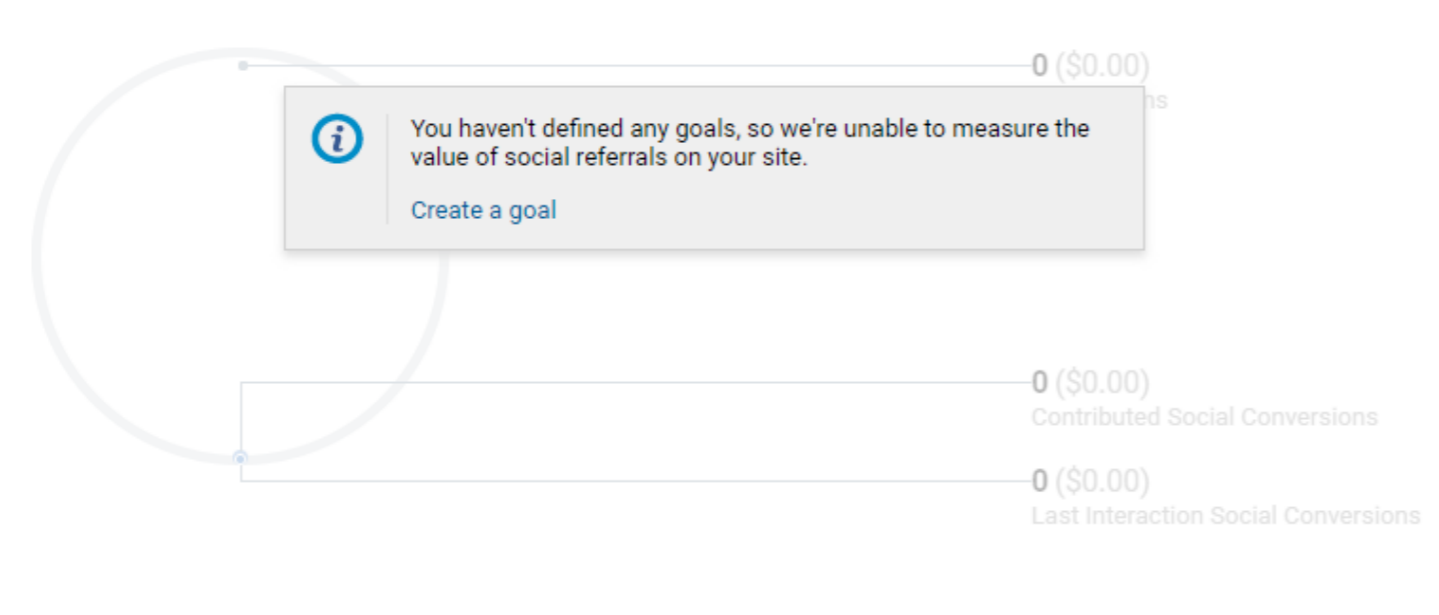
Goal conversions are the primary metric for measuring how well your site fulfills business objectives. A goal conversion is registered once a user completes a desired action on your site, such as a registration or download.

[Set up goals](#)

● % of sessions: 100.00%

Overview

Social Value



Social Sources

Social Network
Social Network

Pages

Shared URL

Social Plugins

Social Network

Social Network

	Sessions	% Sessions
1. Facebook	10,099	65.59%
2. Twitter	4,530	29.42%
3. Pinterest	460	2.99%
4. Blogger	111	0.72%
5. Weebly	86	0.56%
6. YouTube	57	0.37%
7. Instagram	21	0.14%
8. WordPress	21	0.14%

WHAT QUESTIONS CAN IT ANSWER?

- How are they arriving on my website?
- What social media platforms are driving the most traffic?
- What pages are they checking out?

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
- Behavior
 - Overview
 - Behavior Flow
 - Site Content
 - All Pages
 - Content Drilldown
 - Landing Pages**
 - Exit Pages
- Site Speed
- Site Search
- Events
- Publisher
- Experiments
- Conversions
- Attribution BETA
- Discover
- Admin

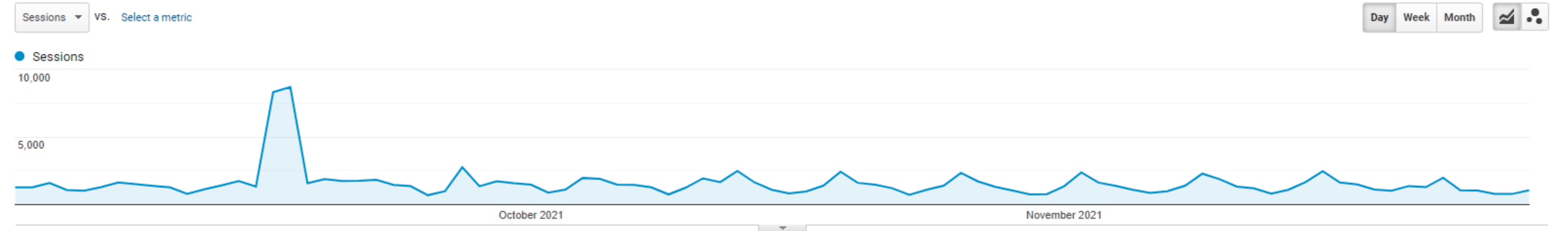
Landing Pages ✓

SAVE EXPORT SHARE INSIGHTS

All Users 100.00% Entrances
 + Add Segment
 Sep 1, 2021 - Nov 28, 2021

Explorer **Entrance Paths**

Summary Site Usage Ecommerce



Primary Dimension: **Landing Page** Other

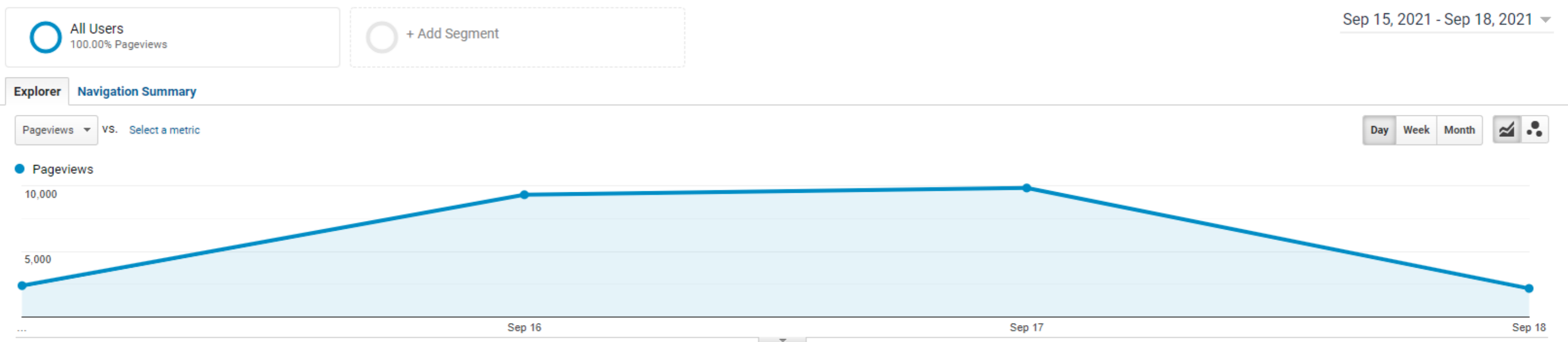
Plot Rows Secondary dimension Sort Type: Default advanced

Landing Page	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	139,575 <small>% of Total: 100.00% (139,575)</small>	77.17% <small>Avg for View: 77.15% (0.03%)</small>	107,713 <small>% of Total: 100.03% (107,684)</small>	80.22% <small>Avg for View: 80.22% (0.00%)</small>	1.53 <small>Avg for View: 1.53 (0.00%)</small>	00:01:02 <small>Avg for View: 00:01:02 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. /work/how-much-money-do-you-earn-for-1000000-streams-on-spotify/	21,112 (15.13%)	89.21%	18,834 (17.49%)	96.79%	1.05	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /lessons/	12,852 (9.21%)	71.33%	9,167 (8.51%)	40.13%	3.04	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. /	6,236 (4.47%)	70.46%	4,394 (4.08%)	43.41%	3.06	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. /why-do-we-assess-students/	4,184 (3.00%)	89.20%	3,732 (3.46%)	84.13%	1.20	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /work/in-n-out-100-x-100/	4,143 (2.97%)	74.17%	3,073 (2.85%)	86.89%	1.27	00:01:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /is-depth-of-knowledge-complex-or-complicated/	3,982 (2.85%)	84.91%	3,381 (3.14%)	89.90%	1.13	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. /work/how-much-is-one-third-of-a-cup-of-butter/	3,256 (2.33%)	87.47%	2,848 (2.64%)	95.21%	1.06	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. /work/how-many-hot-dogs-and-buns-should-he-buy/	2,958 (2.12%)	65.48%	1,937 (1.80%)	83.71%	1.34	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. /prbl-search-engine/	2,471 (1.77%)	56.62%	1,399 (1.30%)	80.33%	1.57	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Google Ads
 - Search Console
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 - Overview
 - Network Referrals
 - Landing Pages
 - Conversions
 - Plugins
 - Users Flow
 - Campaigns
- Behavior
- Conversions
- Attribution BETA
- Discover
- Admin

Pages ✓

SAVE EXPORT SHARE INSIGHTS



Primary Dimension: **Page** Page Title Other

Plot Rows Secondary dimension Sort Type: Default

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	23,707 <small>% of Total: 100.00% (23,707)</small>	21,982 <small>% of Total: 100.00% (21,982)</small>	00:02:37 <small>Avg for View: 00:02:37 (0.00%)</small>	19,915 <small>% of Total: 100.00% (19,915)</small>	92.28% <small>Avg for View: 92.28% (0.00%)</small>	84.00% <small>Avg for View: 84.00% (0.00%)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. /work/how-much-money-do-you-earn-for-1000000-streams-on-spotify/	15,518 (65.46%)	15,127 (68.82%)	00:07:58	15,096 (75.80%)	97.55%	97.30%	\$0.00 (0.00%)
2. /lessons/	1,175 (4.96%)	651 (2.96%)	00:01:10	432 (2.17%)	37.96%	25.96%	\$0.00 (0.00%)
3. /	460 (1.94%)	397 (1.81%)	00:00:48	345 (1.73%)	44.64%	39.35%	\$0.00 (0.00%)
4. /work/in-n-out-100-x-100/	246 (1.04%)	201 (0.91%)	00:03:17	172 (0.86%)	86.05%	76.02%	\$0.00 (0.00%)
5. /work/how-many-hot-dogs-and-buns-should-he-buy/	230 (0.97%)	203 (0.92%)	00:03:25	164 (0.82%)	87.80%	77.39%	\$0.00 (0.00%)
6. /is-depth-of-knowledge-complex-or-complicated/	196 (0.83%)	182 (0.83%)	00:02:54	176 (0.88%)	89.20%	89.29%	\$0.00 (0.00%)
7. /why-do-we-assess-students/	196 (0.83%)	163 (0.74%)	00:08:35	163 (0.82%)	85.28%	83.16%	\$0.00 (0.00%)
8. /tag/open-middle-math-depth-of-knowledge-matrix/	190 (0.80%)	141 (0.64%)	00:00:23	34 (0.17%)	32.35%	15.79%	\$0.00 (0.00%)
9. /work/ms-pac-man/	151 (0.64%)	130 (0.59%)	00:05:38	117 (0.59%)	84.62%	80.13%	\$0.00 (0.00%)
10. /work/hot-dogs/	126 (0.53%)	91 (0.41%)	00:04:44	75 (0.38%)	80.00%	63.49%	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 1025

WHAT QUESTIONS CAN IT ANSWER?

- How are they arriving on my website?
- What social media platforms are driving the most traffic?
- What pages are they checking out?
- What pages on my site are loading slowly?

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
- Behavior**
 - Overview
 - Behavior Flow
 - Site Content
 - Site Speed**
 - Overview
 - Page Timings**
 - Speed
 - Suggestions
 - User Timings
- Site Search
- Events
- Publisher
- Experiments
- Conversions
- Attribution BETA
- Discover
- Admin

Site Speed Page Timings ✓

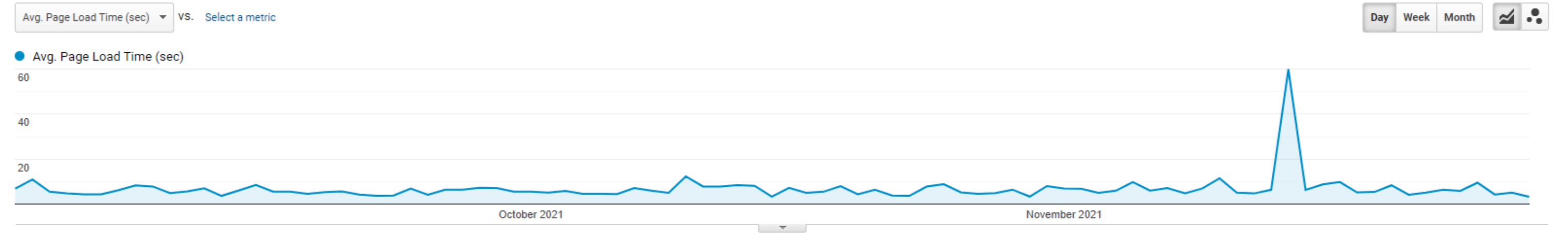
SAVE EXPORT SHARE INSIGHTS

Sep 1, 2021 - Nov 28, 2021

All Users 100.00% Pageviews + Add Segment

Explorer **Distribution** Map Overlay

Site Usage Technical DOM Timings



Primary Dimension: Page Page Title Other

Secondary dimension Sort Type: Default

	Page	Pageviews	Avg. Page Load Time (sec) (compared to site average)
		214,045 <small>% of Total: 100.00% (214,045)</small>	6.28 <small>Avg for View: 6.28 (0.00%)</small>
1.	/lessons/	28,774	-23.09%
2.	/work/how-much-money-do-you-earn-for-1000000-streams-on-spotify/	22,865	-10.16%
3.	/	8,212	-17.38%
4.	/work/in-n-out-100-x-100/	5,379	10.57%
5.	/why-do-we-assess-students/	5,010	142.26%
6.	/tag/open-middle-math-depth-of-knowledge-matrix/	4,829	-28.91%
7.	/work/how-many-hot-dogs-and-buns-should-he-buy/	4,409	-3.94%
8.	/is-depth-of-knowledge-complex-or-complicated/	4,373	3.69%
9.	/work/how-much-is-one-third-of-a-cup-of-butter/	3,713	-23.02%
10.	/prbl-search-engine/	3,164	3.95%

Show rows: 10 Go to: 1 1 - 10 of 16684

GOALS

WHAT IS OUR GOAL?

WHAT THREE THINGS SHOULD WE DO?

WHAT ONE THING SHOULD WE AVOID?

WHAT CAN WE LEARN FROM WEBSITES?

HOW DO WE CONTINUE TO GROW?

QUESTIONS AND ANSWERS

WHAT CAN GOOGLE ANALYTICS TELL US?

THREE THINGS YOUR EDUCATIONAL CONSULTANT WEBSITE SHOULD INCLUDE (AND ONE YOU SHOULD AVOID)

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