Webinar On

Transform Your Docs With Data Analytics

Speaker

Gideon Behrensmeyer
Who Am I

Gideon (Gidi) Behrensmeyer
Head of Prod. Know. and Training at SafeBreach
American (Ohio)
Degrees:
● Bsc Politics Univ. of Bristol (England)
● Msc Int. Relations Univ. of Bristol (England)
● Msc Philosophy Tel Aviv University (Israel)
Courses
● Full Stack Web Design, Android App Development
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Overview

1. How Data Plays A Pivotal Role In Docs
2. Identify And Interpret KPIs
3. Develop A Doc Strategy
4. Calculate The Value Of Your Docs
5. Q&A
How Data Plays A Pivotal Role In Docs
Why Should You Care?

- Support Tickets
- Onboarding
- Stickiness
- Drive SEO
Types Of Metrics

- Quantitative
- Qualitative
Types Of Metrics

Quantitative
Types Of Metrics

Qualitative
Identifying And Interpreting KPIs
Start With Questions, Not Data

Data needs CONTEXT
Data Without Context

Young Gidi + Google Analytics = Reduced Time on Page

Get up and running with libraries, keys, and integration tools.
What Are The Real KPIs?

User Journey

1. Awareness
   A potential customer becomes aware of your product

2. Consideration
   The potential customer checks out your site, demos the product, maybe looks at the docs

3. Purchase
   The potential customer becomes an actual customer

4. Onboarding
   Customers starts using your product

5. Retention
   The customer hopefully continues to use your product and expands their use case
Content Touch Points

KPIs

1. Traffic
2. Qualification
3. Conversion
4. Onboarding
5. Customer Success, Support
Develop A Doc Strategy
How To Transform Your Docs

1. Define Your KPIs
2. Collect Data
3. Establish A Baseline

4. Analyze The Results
5. Implement Changes
6. Continuous Review
How To Transform Your Docs

Define Your KPIs
How To Transform Your Docs

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Analyze the Results
How To Transform Your Docs

Continuous Review
Calculate The Value Of Your Docs
Summary

1. Doc metrics aren’t KPIs
2. Data needs context
3. Publicize your success
Questions?
Thank You!