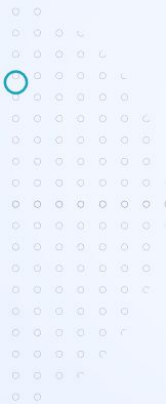DOCUMENT360

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

Linkedin:

- https://www.linkedin.com/in/gideon-behrensmeyer/

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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

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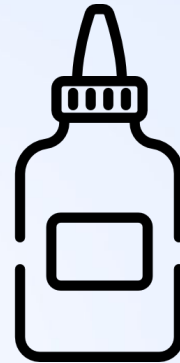
How Data Plays A Pivotal Role In Docs

Why Should You Care?

Support Tickets　　**Onboarding**　　**Stickiness**　　**Drive SEO**

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Types Of Metrics

Quantitative

Qualitative

Types Of Metrics

Quantitative

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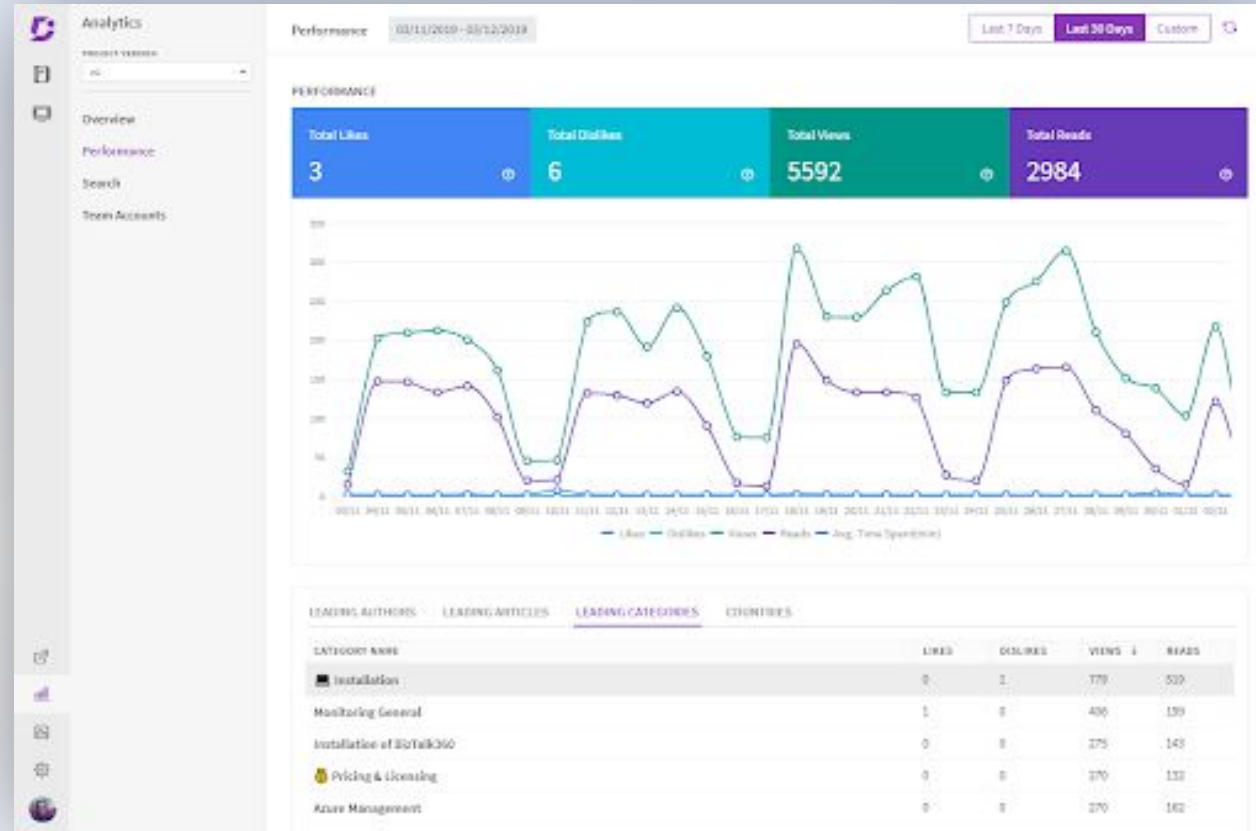
Types Of Metrics

Qualitative

Identifying And Interpreting KPIs

Start With Questions, Not Data

Data needs
CONTEXT

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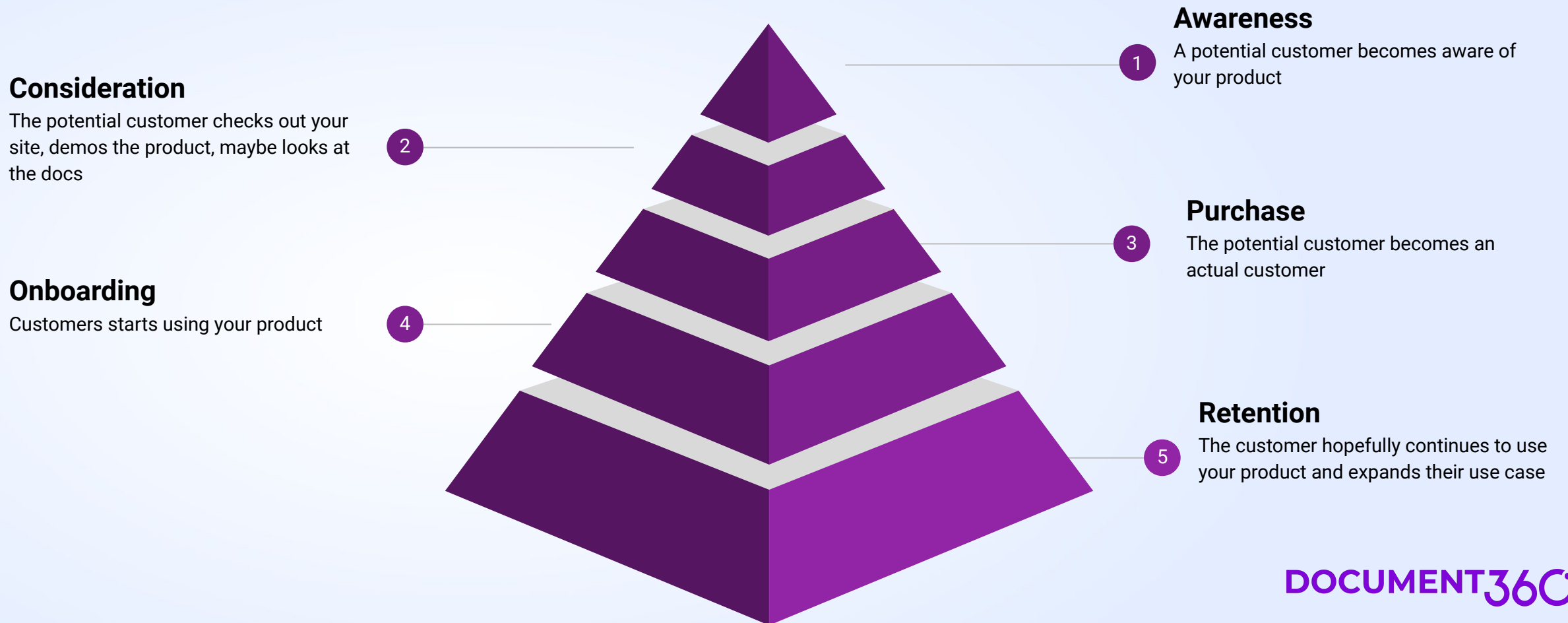# Data Without Context

Young Gidi **+** Google Analytics **=** ~~with libraries, keys, and integration tools~~

Get up and running ~~with libraries, keys, and integration tools~~.

Reduced Time on Page

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What Are The Real KPIs?

User Journey

Awareness
A potential customer becomes aware of your product

1

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

2

Purchase
The potential customer becomes an actual customer

3

Onboarding
Customers starts using your product

4

Retention
The customer hopefully continues to use your product and expands their use case

5

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Content Touch Points

KPIs

1. Traffic
2. Qualification
3. Conversion
4. Onboarding
5. Customer Success, Support

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Develop A Doc Strategy

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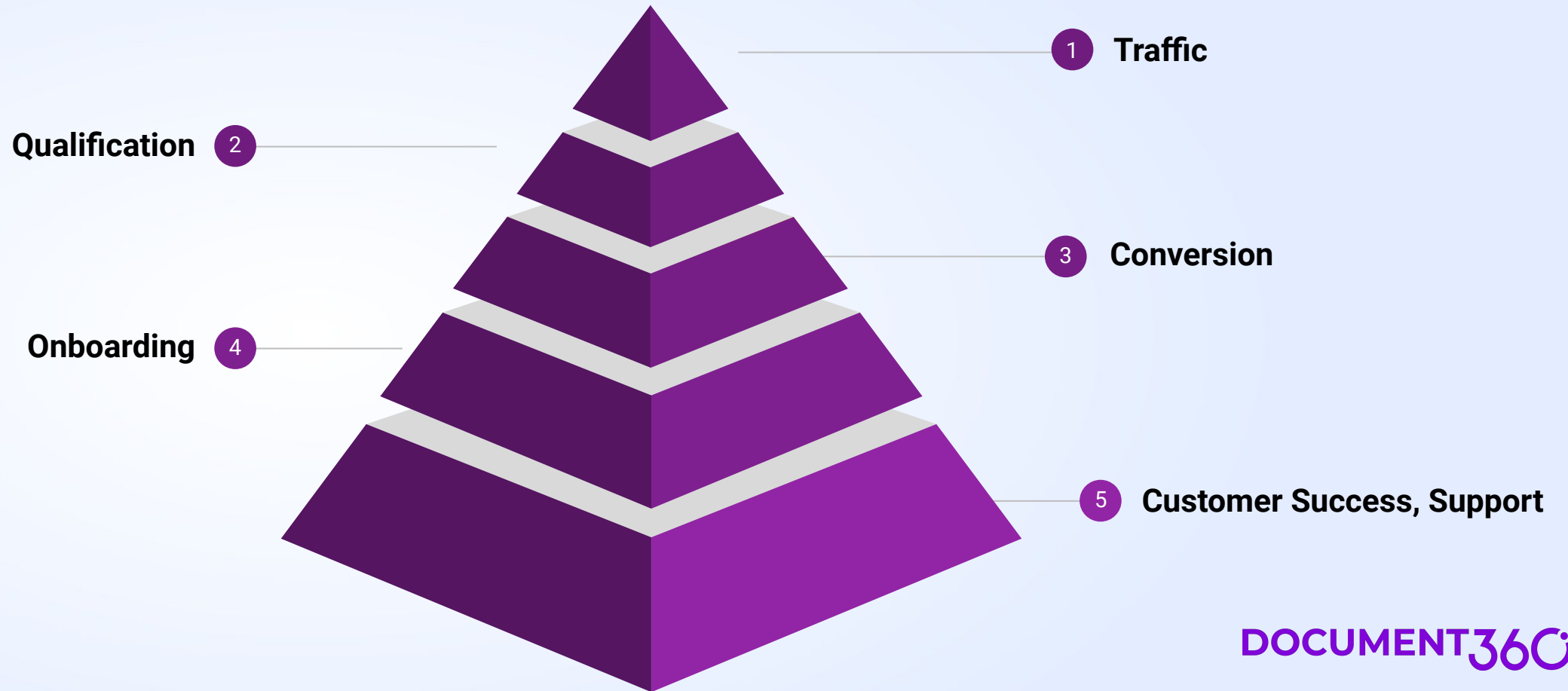
How To Transform Your Docs

1. Define Your KPIs

2. Collect Data

3. Establish A Baseline

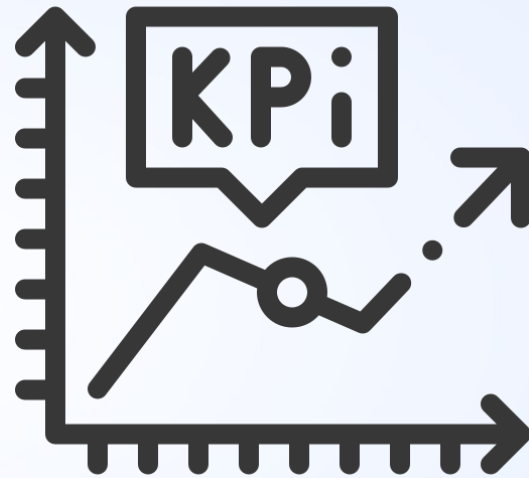4. Analyze The Results

5. Implement Changes

6. Continuous Review
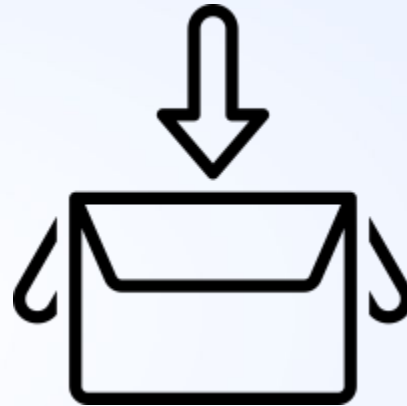
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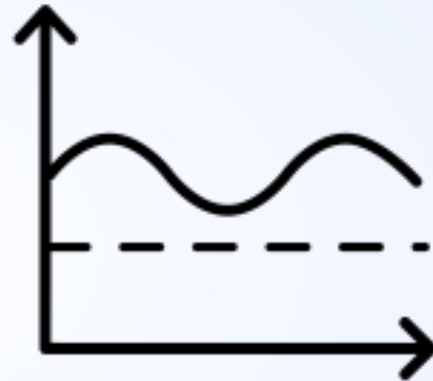
How To Transform Your Docs

Define Your KPIs

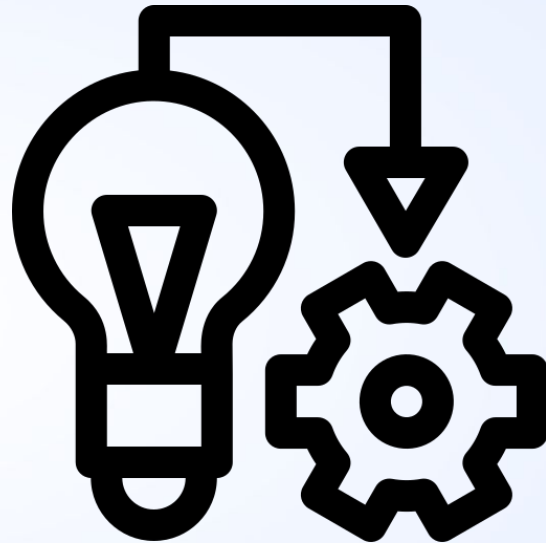# How To Transform Your Docs

Collect Data

How To Transform Your Docs

Establish a Baseline

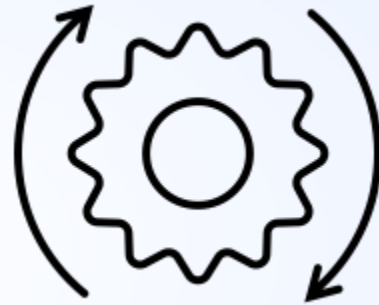# How To Transform Your Docs

Implement Changes

How To Transform Your Docs

Analyze the Results

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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

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Questions?

Thank You!

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