

## Success Measurements

- **High-level business objectives:**
  - Ranking high on search engine traffic
  - Having users subscribe to the site
  - Have credible content for the user to trust
  - Target those who work in the technology field first, then spread to other fields.
- **Success metrics:**
  - User satisfaction upon leaving the site
  - Returning users
  - Traffic increases from word of mouth and subscribers
  - Website appears on social media feeds.
  - Those who have visited the site have a better understanding of Artificial Intelligence and AI programs.
- **Target values/benchmarks:**
  - If the site visit is low within the first month, increase by marketing
  - Monthly active users visit the site
  - Users' duration on the site is 5 minutes or more

- Have content that keeps the user from leaving the site after the first visit
- **Measurement methods:**
  - Online Surveys
  - Web analytics that monitor traffic
  - How many users subscribe
  - Rating scales