

---

# Strategic Analysis for Optimizing FHC's Website: External Environment and Internal Organization

SP21-INFO-683 Museum Digital Strategy  
Jessika Davis | Alissa Fioretto | Aimee Shi | Jing Zhao

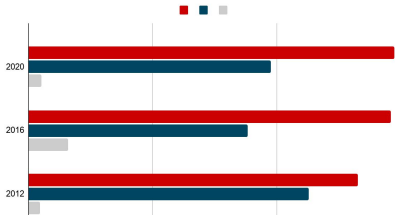
Fenton History Center

---

# PEST Summary - Jamestown, NY

## Political

Republican Presidential Results for the past 3 elections:



## Economic

2019 est. Median Household Income

Jamestown: \$35,884

NY: \$72,108

Top Employment Industries (2018):

1. Health Care & Social Assistance
2. Manufacturing
3. Retail Trade

Unemployment jumped from **4.4%** in 2019 to **15.7%** in 2020 COVID peak

## Sociocultural

Demographics:

**81%** White  
**10%** Hispanic  
**4%** Black alone  
**6 %** other

Gender:

**50.69%** Female  
**49.31%** Male

## Technological

- Constantly in flux
- Costly to maintain
- Virtual and Physical balance

- Shift in political power with 2020 election
- Racial and social uprisings
- Global pandemic
- Resulting in uncertain and volatile political environment

- Lower Income vs NY state
- Higher rate of unemployment vs US
- Unemployment rate jumped with COVID

- Total Population 2019 ~128K
- Predominantly White population
- Highest population in 65 yrs and older age group

- Rapid progression of technology
- WordPress' and other online platforms' features
- The integration of technology and physical space
- Digital transformation can be a costly process

---

# WEBSITE ANALYSIS

---

# Compare Website Analytics

## Theaters

- [National Comedy Center](#)
  - **1.5K** daily visitors
  - Daily Unique Visitors: 1,479
  - Monthly Visits: 46,589
  - Pages per Visitor: 2.00
  - Daily Pageviews: 2,958

## Museums

- [Lucille Ball Desi Arnaz Museum](#)
  - **493** daily visitors
  - Daily Unique Visitors: 493
  - Monthly Visits: 15,530
  - Pages per Visitor: 2.00
  - Daily Pageviews: 986

## Other institutions

- [Robert H. Jackson Center](#)
  - **136** daily visitors
  - Daily Unique Visitors: 136
  - Monthly Visits: 4,284
  - Pages per Visitor: 1.00
  - Daily Pageviews: 136

Alexa Rank

Estimate ⓘ

This site ranks:

# **1,545,217**

In global internet traffic and engagement over the past 90 days

~ 689 K



Alexa Rank

Estimate ⓘ

This site ranks:

# **1,569,823**

In global internet traffic and engagement over the past 90 days

~ 934 K



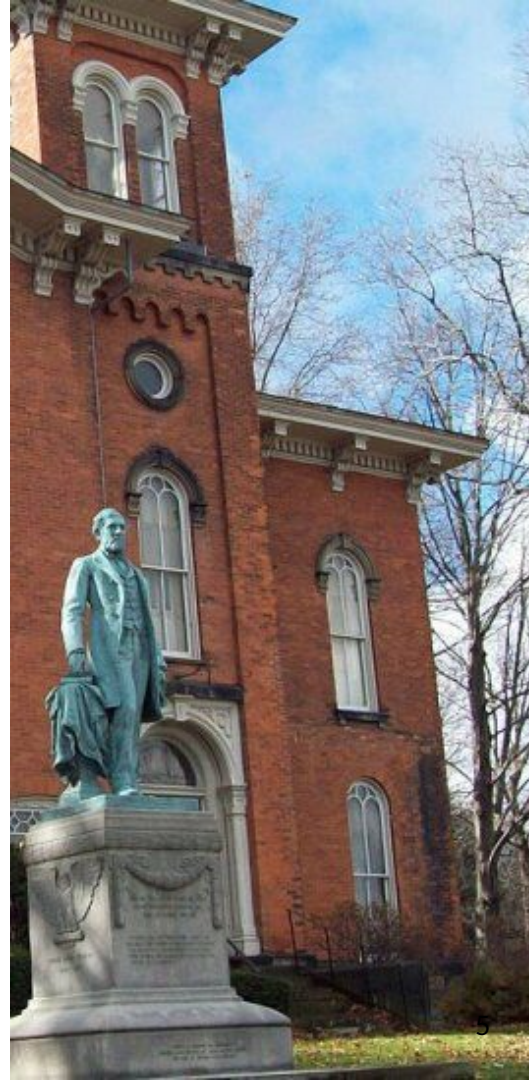
# Website Data Analysis

According to the Fenton History center (365 days) website analytics data on the Tableau, the findings are divided into three sections:

- Whole website SEO situation
- An analysis of the behaviors of users coming from different sources
- An analysis of how users interact with content on the site
- The Content attractiveness on the Fenton History center

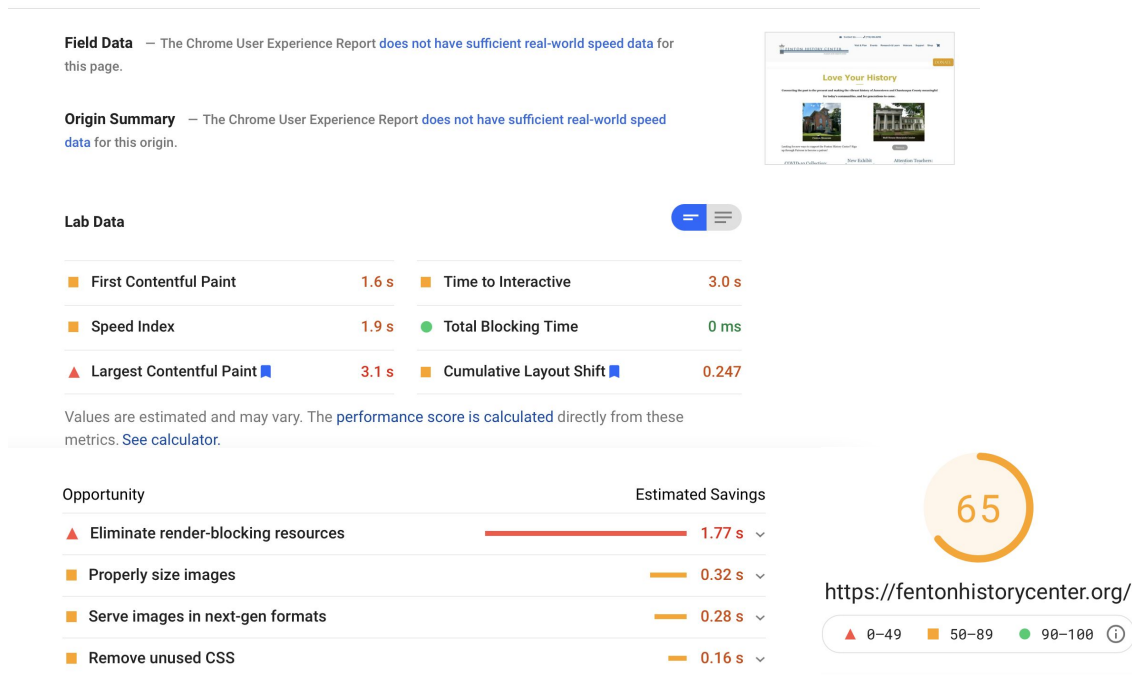
## Key Findings

- Search Engine Optimization needs improvement
- Search Engine drives more users.
- Homepage is the Key.
- Visitors are interested in Archives and Exhibitions

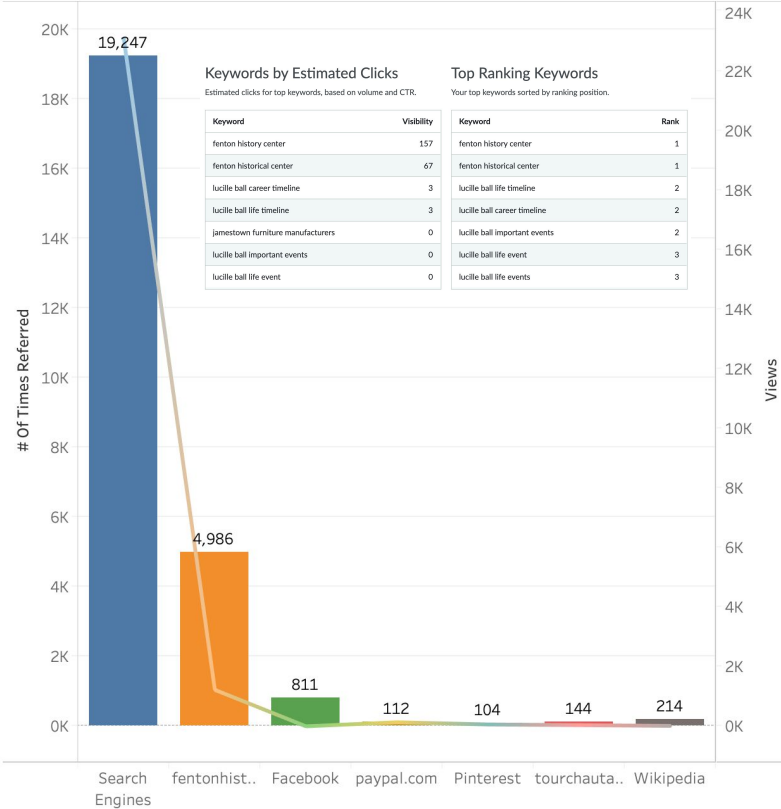


# Finding 1 - Search Engine Optimization needs improvement

- Website SEO/SEM including site structure (slide 17), mobile friendly, and the speed of the website is unorganized.
- Lower speed of the website causes the bounce rate and hard to drive users and visitors to explore website.
- The bounce rate is low. The largest content in the homepage could be a reason to cause user leave the site.



## Referrals



# Finding 2 - Search Engine Drives More Users

- According to the data and research, most users use keywords “Fenton History Center” in search engine instead of direct enter the museum website link.
- The views from searching engines take longer time to view the whole information and interactive.

## Opportunity:

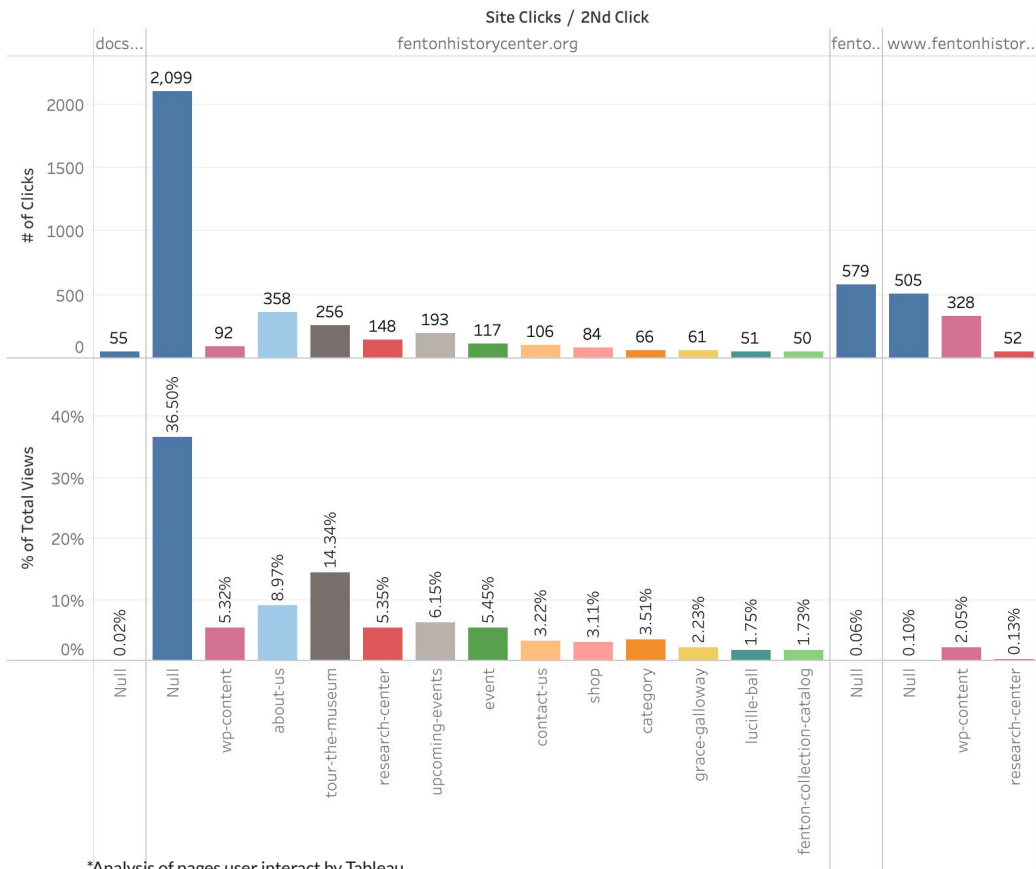
- Leverage “top keywords” to drive more traffic to FHC
- Investigate linking potential with similar site audience overlap

SIMILAR SITES BY AUDIENCE OVERLAP <sup>?</sup>	
Similar sites	Overlap score <sup>?</sup>
<a href="#">jamestownupcl...</a>	4.6
<a href="#">fentonhistsoc.t...</a>	4.0
<a href="#">lucy-desi.com</a>	3.0
<a href="#">lucilleballlittlet...</a>	3.0

Top Keywords		
<input type="text" value="fentonhistorycent..."/>	Search Traffic <sup>?</sup>	Share of Voice <sup>?</sup>
jamestown post journal	37.19%	1.06%
jamestown ny civil war	20.59%	
fenton history center	16.37%	
brooks station virginia	5.02%	
fenton	2.49%	

Easy-to-Rank Keywords		
Popular keywords within this site's competitive power <sup>?</sup>	Relevance to this site <sup>?</sup>	Search Popularity <sup>?</sup>
post journal	48	28
jamestown post	10	6
bag and string	29	5
reg lenna	8	6

\*Analysis of times referred and view by search category in Tableau



\*Analysis of pages user interact by Tableau

## Finding 3 - Homepage is the Key

In the last 12 month, the most interactive page is below:

1. Homepage (null): Fentonhistorycenter.org
2. Online collection page: Fentonhistorycenter. Pastperfectonline.com
3. Archive page
4. Download pdf (wp-content)

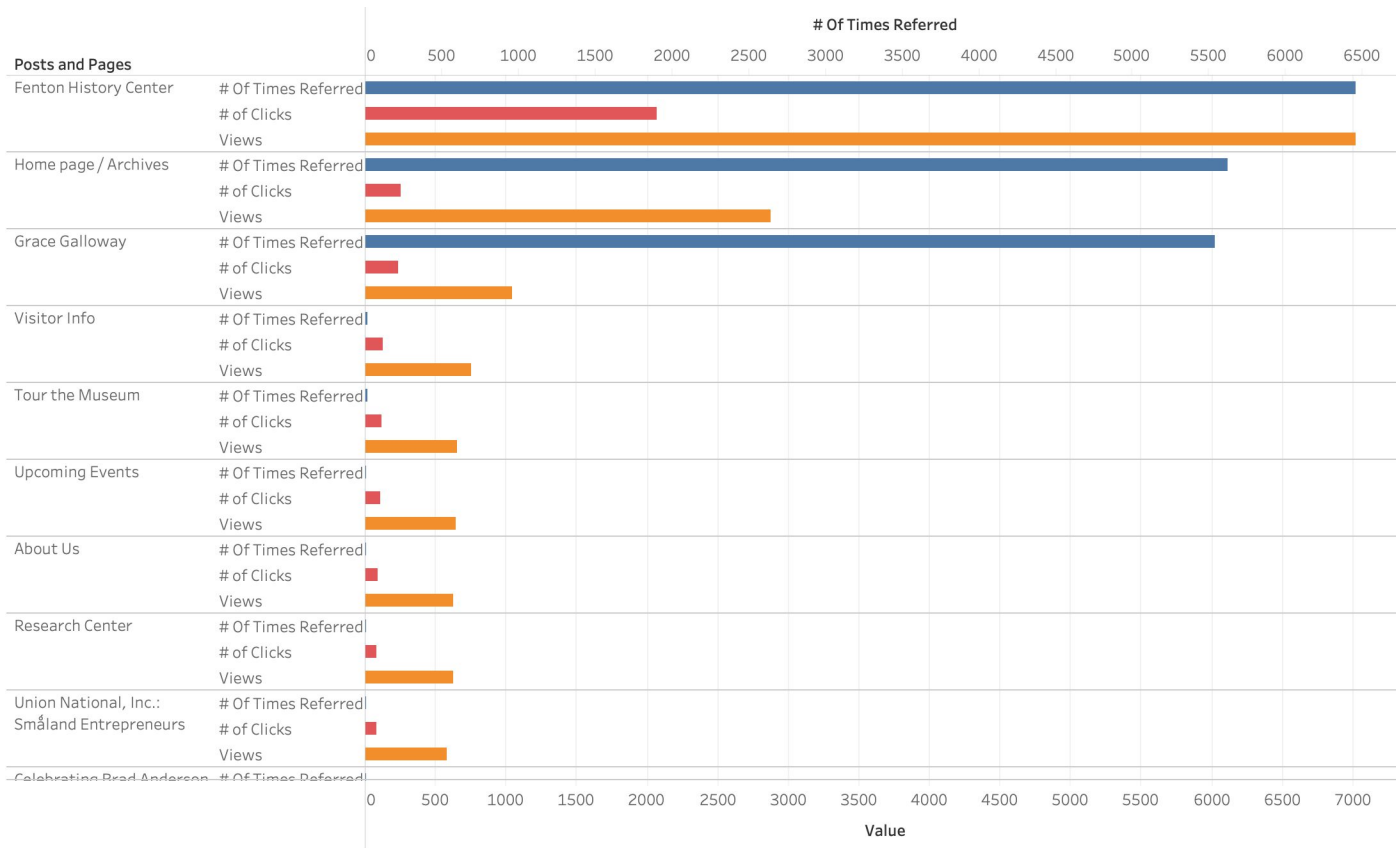
Through the users journey, **36.56%** users start from homepage, the top 3 journey is

**Homepage > about us**

**Homepage > tour-the-museum**

**Homepage > research center**





- Comparing with “of the times referred”, “Clicks”, and “Views”, Home page is the main entrance for the visitors to get more information and trigger user’s exploration for the museums.
- Another is that people is more interested in the archives and exhibition. Gace Galloway and archive page has

# Persona

This website strategic plan has found its intended audience to lie in two categories:  
**Museum Goers | Museum Insider**

PROJECT: untitled PERSONA: Agathe Guillot, 34, NY



NAME

Agathe Guillot, 34, NY

TYPE

Responsible,

## Demographic

Female 34 years

New York

Single

Social Study Teacher

## Background

Agathe is a social history teacher. She is looking for historical museum who has online collection and activity to show her students about Civil War history in the Western New York.

## Goals

- To make learning fun and interactive
- To use the online educational materials and information when teaching
- Encourage her students to interact in her class
- Make her subjects and simple and easy to understand as possible
- the material and information could be inspired

## Browsers



## Motivations

- Want to get comprehensive information on the website
- Wants the information and online activities to be engaging for the students and educational so they are learning while having fun

## Technology



PROJECT: untitled PERSONA: Richard, 40, NY



NAME

Richard, 40, NY

TYPE

Responsible, Academic

## Demographic

Male 40 years

New York City

Married

Collection Curator

## Background

Richard is a museum collection curator who keep doing researching for the museum collections. Recently he is really interested in doing the research of History News in the NY state. He hopes some upstate museum could provide the online collection and related articles to support his research. He likes to follow keywords and save articles so he can refer to them later. He considers a paid email subscription to view some highlights of the museum collections and news.

## Goals

- Learning and completing his research
- Getting the collection information to refer to in his research
- Getting unique insights from specialist in the museums
- Hope to have communication and connection with other Museum profession

## Browsers

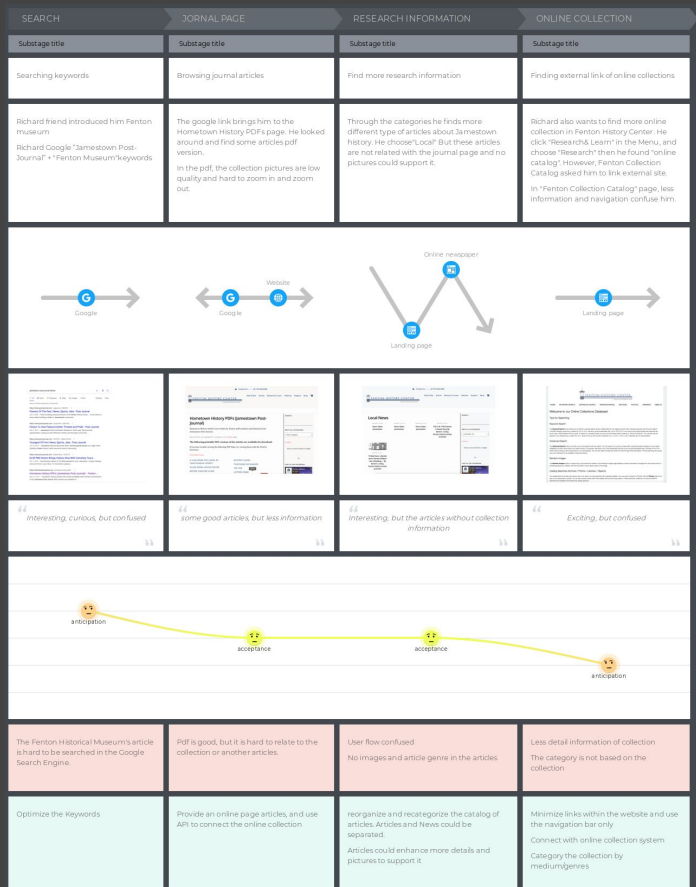
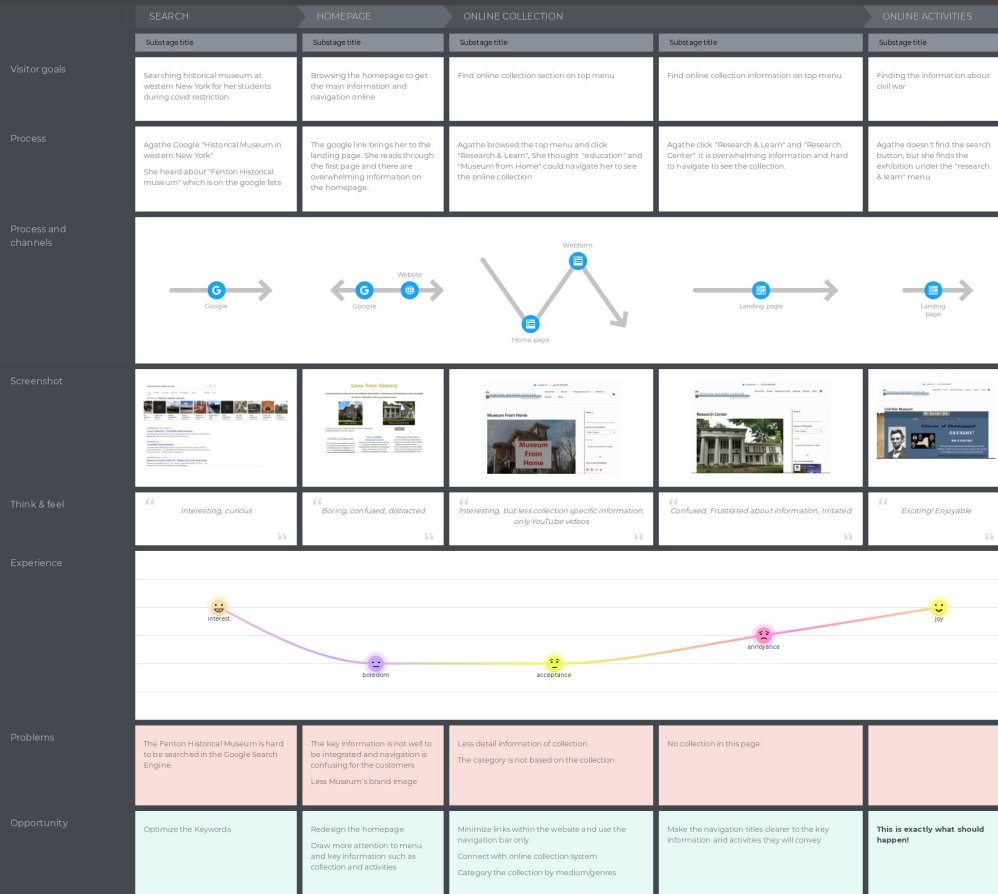


## Motivations

- Desire to visiting museum
- Desire to search the collection

# Journey Map

## Museum Goer



## Museum Insider

# SWOT

The SWOT analysis looks at internal strengths and weaknesses as well as external opportunities and threats for Fenton History Center's website. For the strengths, we found FHC's website has relevant information about the museum, and it has prominent links to social media platforms and other resources. The weaknesses mainly include the necessity of the SEO improvement, confusing navigation, lack of highlight of social media activities and high quality images to showcase the museum experience, and the disordered layout of the website's mobile version. The opportunities address online platforms (such as Google Arts & Culture, Flickr, and PastPerfect Online) and WordPress Plugins that potentially helpful to improve the website experience. Finally, other museums' websites and other types of entertainment industries could be the external threats of FHC. Also, the COVID-19 pandemic caused the economic and tourism downtrend is another threat that Fenton History Center is facing.



## STRENGTHS (internal)

- Have prominent links to social media platforms, newsletters, and other resources
- Have relevant and informational content about the museum
- Provides the resource for local history access
- Collaborate with other local museums in virtual activities



## OPPORTUNITIES (external)

- Online platforms such as Google Arts & Culture could be used for Fenton History Center to display online exhibition
- Online platforms such as Flickr could be used to embed album on FHC's website to showcase photo documentation of on-site experience
- WordPress plugins (such as "Culture Object") that allow featuring museum collections on FHC's website / PastPerfect Online that allow showing selected collections on FHC's website
- WordPress plugins (such as "SMALLballoon") that allow displaying social media content on FHC's website
- WordPress provides themes and settings that allow FHC to make the mobile site more responsive



## WEAKNESSES (internal)

- Has the potential to make the website more engaging visually (layout, color theme, font)
- Confusing Navigation (Informational content about the museum's buildings, main exhibition, collection, core programs is not in one place)
- The article category didn't follow the taxonomy
- The museum's online events are lacking consistency in title/grouping
- Lack of recap of social media activities
- Lack of good quality images to showcase the museum experience, such as exhibitions, collections, and museum activities
- Website SEO/SEM including site structure, mobile friendly, and the speed of the website is unorganized
- There is no online collection



## THREATS (external)

- Other museum's website, visitors paying more attention to other museum's online content
- Other types of entertainment industries
- Museum's physical space shutdown caused by COVID-19
- Economic already trending down, COVID-19 exacerbated the economic downtrend
- Jamestown is not a primary tourist location, it depends on the tourism draw from the greater Chautauqua County resulting in low attraction/awareness. Tourism has decreased even more so due to the pandemic

---

# Objectives

## Improve the usability and user experience of the website

- a. Organize and curate the components and subcomponents
- b. Improve the layout of the mobile version website
- c. Create content/ navigation improvements for targeted identified *Personas (Researchers and Educators)*
- d. Improve the Search Engine optimization

## Create a sustainable process to manage the website

- a. Identify grants that support digital improvement for cultural institutions (see notes below)
- b. Leverage local universities/ colleges for website development support via internships/practicums

## Increase the digital literacy skills across the staff and volunteers

- a. Curate youtube /websites tutorials
- b. Leverage Massive Open Online Courses (MOOCs) - (free technical, marketing, and other courses available for staff to take)

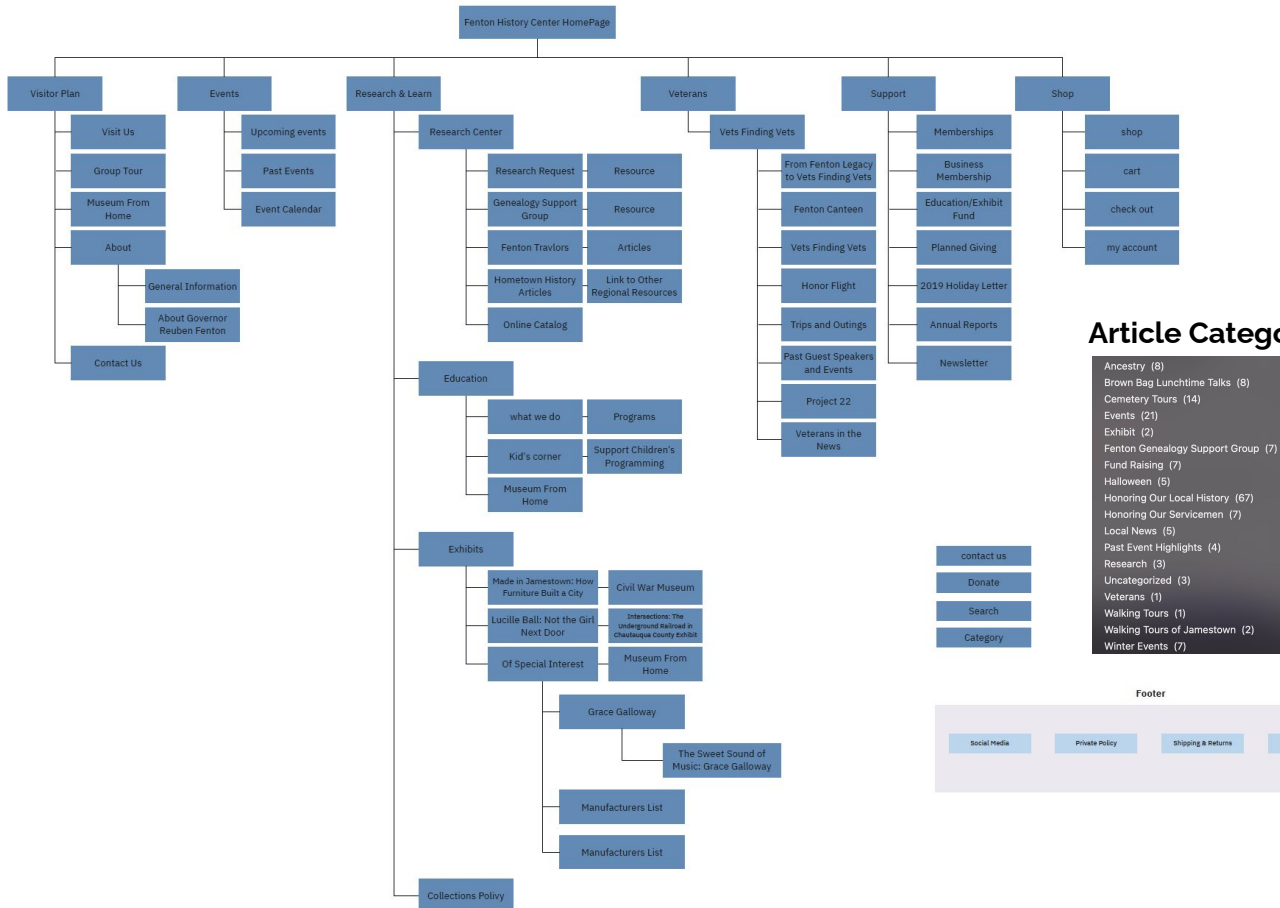
## Improve the relationship with local community

- a. Use the website as jumping off point to create more programming with local elementary/middle/high schools (*Educator Persona*)
-

---

# Appendix

# Current Website Structure



## Article Categories

Ancestry (8)  
 Brown Bag Lunchtime Talks (8)  
 Cemetery Tours (14)  
 Events (21)  
 Exhibit (2)  
 Fenton Genealogy Support Group (7)  
 Fund Raising (7)  
 Halloween (5)  
 Honoring Our Local History (67)  
 Honoring Our Servicemen (7)  
 Local News (5)  
 Past Event Highlights (4)  
 Research (3)  
 Uncategorized (3)  
 Veterans (1)  
 Walking Tours (1)  
 Walking Tours of Jamestown (2)  
 Winter Events (7)

[contact us](#)  
[Donate](#)  
[Search](#)  
[Category](#)

### Footer

[Social Media](#)
[Private Policy](#)
[Shipping & Returns](#)
[Contact Us](#)

Visit & Plan Events Research & Learn Veterans Support Shop

Contact Us (716) 664-6256

## Love Your History

Connecting the past to the present and making the vibrant history of Jamestown and Chautauque County meaningful for today's communities, and for generations to come.

Fenton Museum

Hall House Research Center

Looking for new ways to support the Fenton History Center? Sign up through [Patrons](#) to become a patron!

[Patron](#)

**COVID-19 Collection:**

We are living in the middle of a historic event, help the Fenton History Center to record this history as it happens. [Click here](#) to respond to our google form, or submit photos and videos to the email address [fentonhistorycenter@gmail.com](mailto:fentonhistorycenter@gmail.com)

**New Exhibit Announcement**

The Fenton is proud to announce the start of a project in collaboration with the Mental Health Association of Chautauque County, and Jamestown Public. The initiative to document the current experience and history of the local LGBTQIA+ community, will culminate in a featured exhibit at the Fenton Mansion scheduled to open March, just 2021. For more details about this project and see how you can contribute click [here](#). Thanks go to the New York State Council on the Arts and the Greater Hudson Heritage Network for their support in making this project possible. [www.nysheritage.org](https://www.nysheritage.org)

**Attention Teachers:**

Are you a Chautauque, Cattaraugus or Warren County teacher? Please consider filling out our teacher survey [here](#). We are making plans to provide digital services in the coming year and would love your ideas and feedback. Please contact [education@fentonhistorycenter.org](mailto:education@fentonhistorycenter.org) for questions or scheduling.

## Article Categories

Ancestry (8)  
 Brown Bag Lunchtime Talks (8)  
 Cemetery Tours (14)  
 Events (21)  
 Exhibit (2)  
 Fenton Genealogy Support Group (7)  
 Fund Raising (7)  
 Halloween (5)  
 Honoring Our Local History (67)  
 Honoring Our Servicemen (7)  
 Local News (5)  
 Past Event Highlights (4)  
 Research (3)  
 Uncategorized (3)  
 Veterans (1)  
 Walking Tours (1)  
 Walking Tours of Jamestown (2)  
 Winter Events (7)

[contact us](#)  
[Donate](#)  
[Search](#)  
[Category](#)

## Upcoming Events

**CANCELED: Chautauque Regional Genealogical Conference**

**Virtual Military Themed House Tour**

**Virtual Military Themed House Tour**

[More Events](#)

## Great Stories

Timeline of Lucille Ball's Life & Career

Grace Galloway

Union National, Inc. National Entrepreneurship

museum and research center

Privacy Notice Shipping & Returns Contact Us

© Fenton History Center 2021

Website Hosted & Designed by ... NCA Graphic Solutions, Inc.

15

# DATA

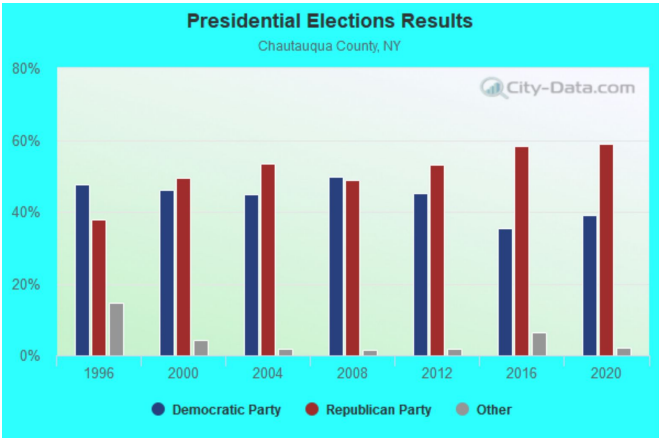
Zip codes: [14701](#).

Estimated median household income in 2019: \$35,884 (it was \$25,837 in 2000)

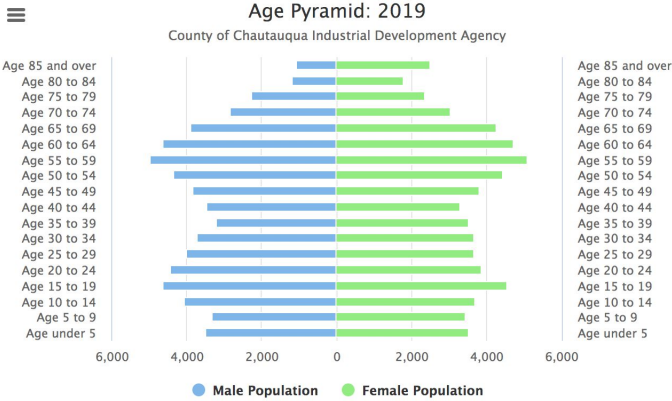
Jamestown:  \$35,884  
NY:  \$72,108

Estimated per capita income in 2019: \$22,317 (it was \$15,316 in 2000)

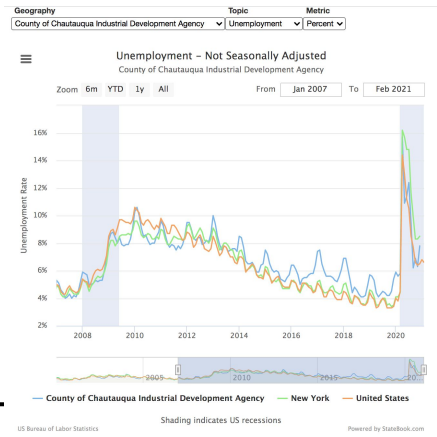
[Source](#)



[Source](#)



[Source](#)



[Source](#)



# DATA

## Colleges/Universities in Jamestown:

- Jamestown Community College 🌐 (Full-time enrollment: 3,384; Location: 525 Falconer St; Public; Website: [www.sunyjcc.edu](http://www.sunyjcc.edu))
- Jamestown Business College 🌐 (Full-time enrollment: 301; Location: 7 Fairmount Ave; Private, for-profit; Website: [www.jamestownbusinesscollege.edu](http://www.jamestownbusinesscollege.edu))

## Other colleges/universities with over 2000 students near Jamestown:

- SUNY at Fredonia (about 26 miles; Fredonia, NY; Full-time enrollment: 5,523)
- Pennsylvania State University-Penn State Erie-Behrend College (about 39 miles; Erie, PA; FT enrollment: 4,025)
- St Bonaventure University (about 40 miles; Saint Bonaventure, NY; FT enrollment: 2,286)
- Mercyhurst University (about 42 miles; Erie, PA; FT enrollment: 2,888)
- Gannon University (about 44 miles; Erie, PA; FT enrollment: 3,760)
- Edinboro University of Pennsylvania (about 49 miles; Edinboro, PA; FT enrollment: 6,746)
- Bryant & Stratton College-Online (about 54 miles; Orchard Park, NY; FT enrollment: 2,212)

Type of School	Description	QTY
Jamestown Community College	(Full-time enrollment: 3,384), Public	1
Jamestown Business College	(Full-time enrollment: 301), Private	1
University/ College	Over 2000 students near Jamestown (ranging 25- 55 miles from Jamestown)	7
Public High School		3
Private High School		2
Public Elementary/ Middle School		9
Private Elementary/ Middle School		2