

# Building for Longevity: How Continuous Improvement Enhances Website User Engagement

cantarus



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# Agenda

Introducing Cantarus

Benefits of Continuous Improvement

How you can get started

Case Studies

Q&A



We help membership  
organisations build  
**meaningful** engagement  
with their members.

cantarus

A leading **Independent** Digital Agency based in Manchester, with remote teams in London, Europe and the USA.

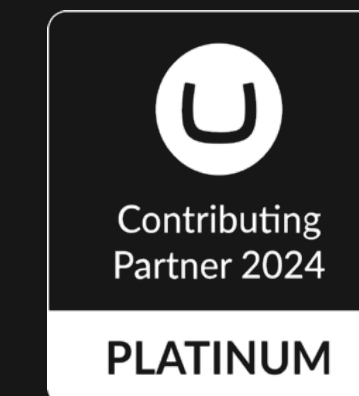
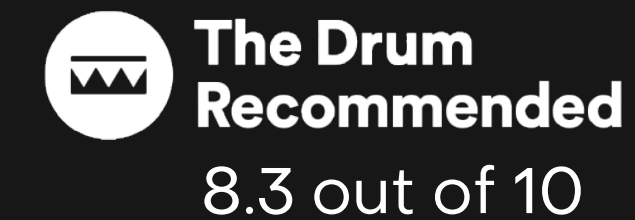
75 Strong Team including 35+, UK-based, **Full-Stack Developers**

**Established in 2003**, +25% Average Annual Growth since 2008

**Award-winning** Experience Design Team

**Unrivalled experience** in the membership sector with around 70 clients

**World-class** +65 Net Promoter & 98.6% CSAT Scores





# Our Services

## Web & App Engineering

We implement the right technologies for your digital organisation to thrive in an ever-changing world

## Experience Design & Branding

We shape engaging, effective online experiences and craft memorable visual identities that drive your brand forward

## Data & Insight

Unleashing the power of data-driven, evidence-based decision making for your organisation

## Online Community

Empower your audience to reach, connect and engage with each other in a secure online space

## Support & Hosting

We augment your digital teams seamlessly with a world-class client success team and flexible, secure hosting packages

## Consultancy

We gain a deeper understanding of your business to provide thorough and informed agnostic guidance

# Selected Clients

**NHS CHARITIES  
TOGETHER**



**Royal College  
of Physicians**

**WH Smith**



**Chartered  
Governance  
Institute**

**CIM** | The Chartered  
Institute of Marketing





Sector Experience

How our influence is shaping the future of the membership sector

70+

Membership clients

7

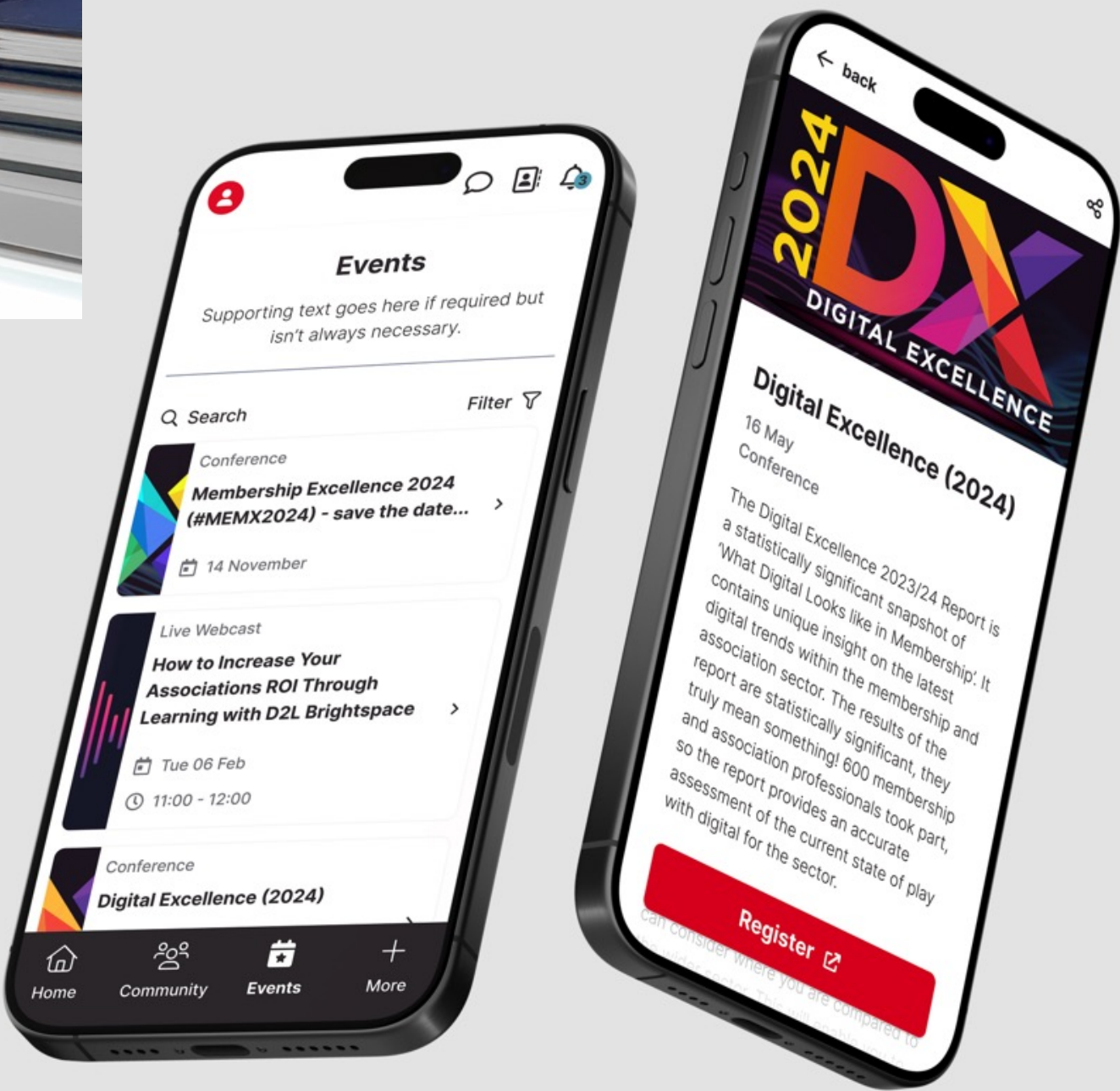
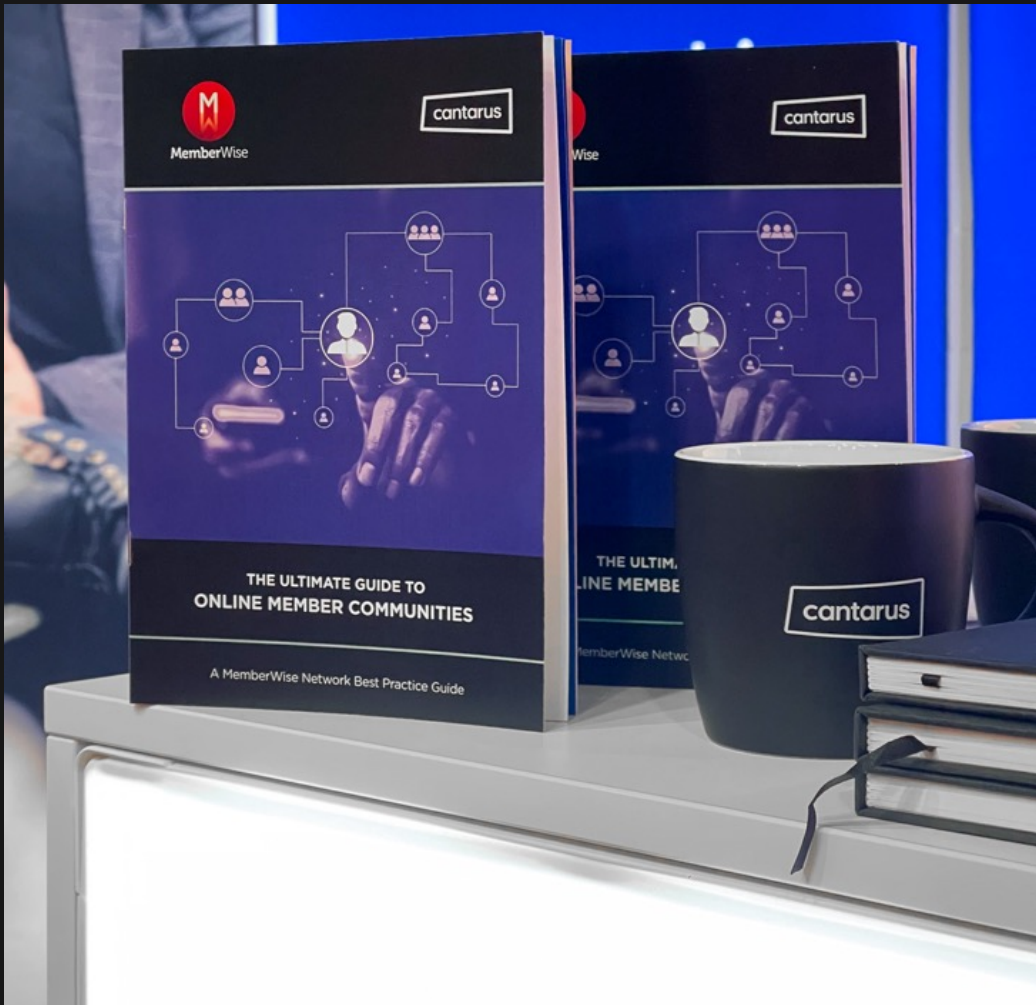
Years as a MemberWise partner

6

Former membership executives on staff

100s

Of successful projects



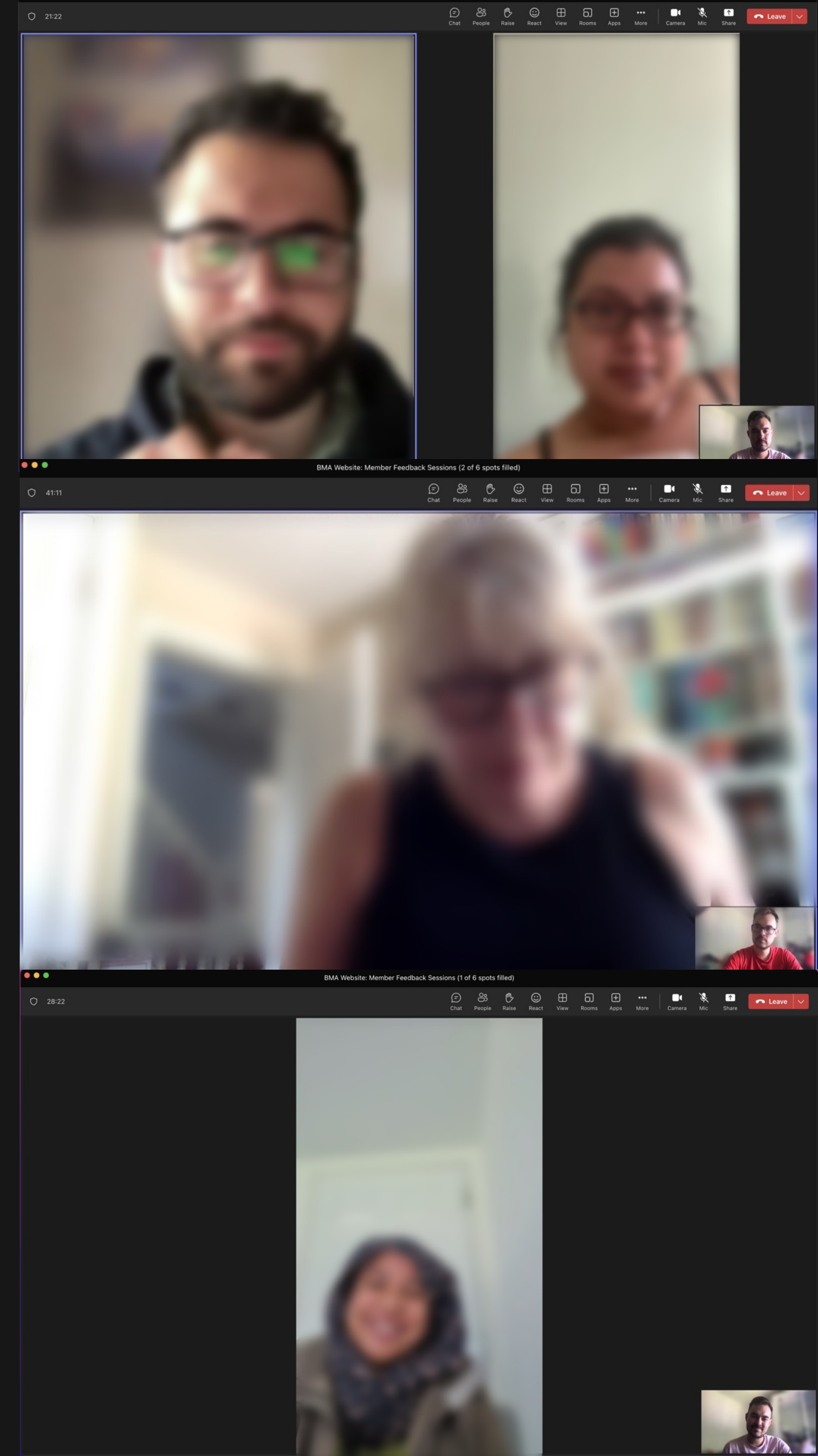
Websites are for life.

Not for Christmas.



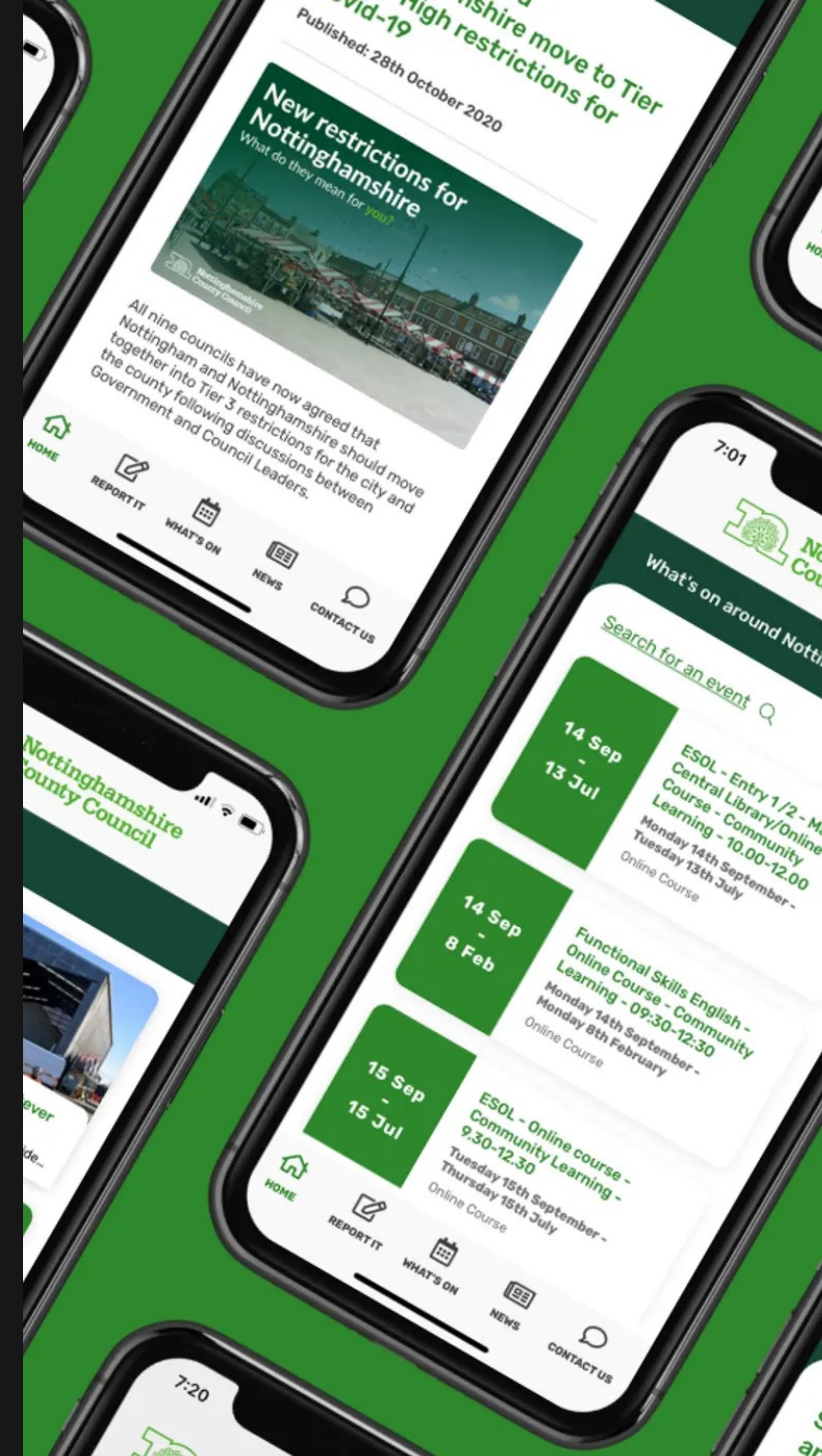
Your website is a living thing. It  
needs to be listened to,  
nurtured and cared for so it can  
both survive, and thrive.

You can't enhance a  
website for users without  
understanding them



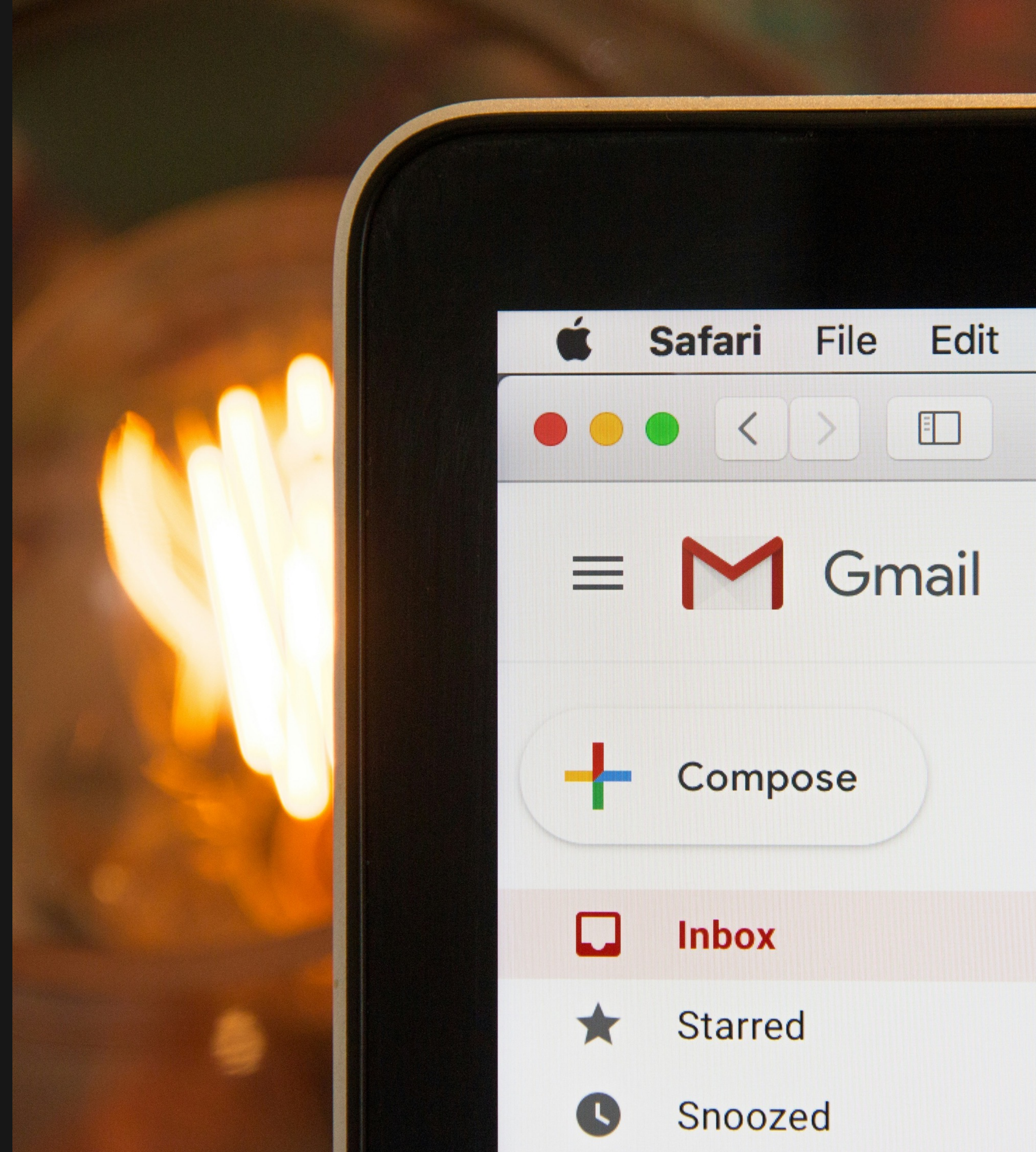


You can't  
enhance a  
website if you  
don't know **what**  
**users are doing**



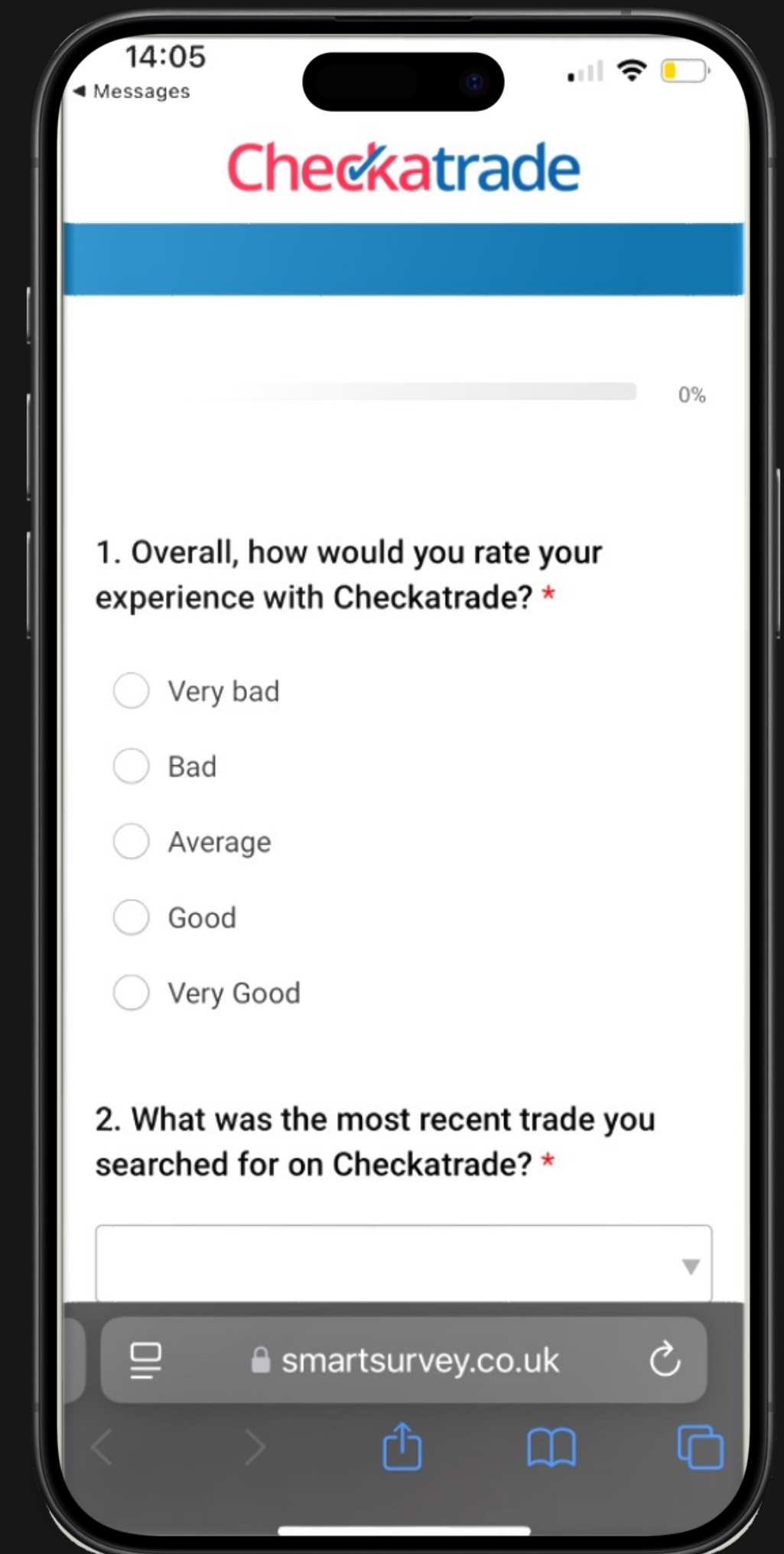
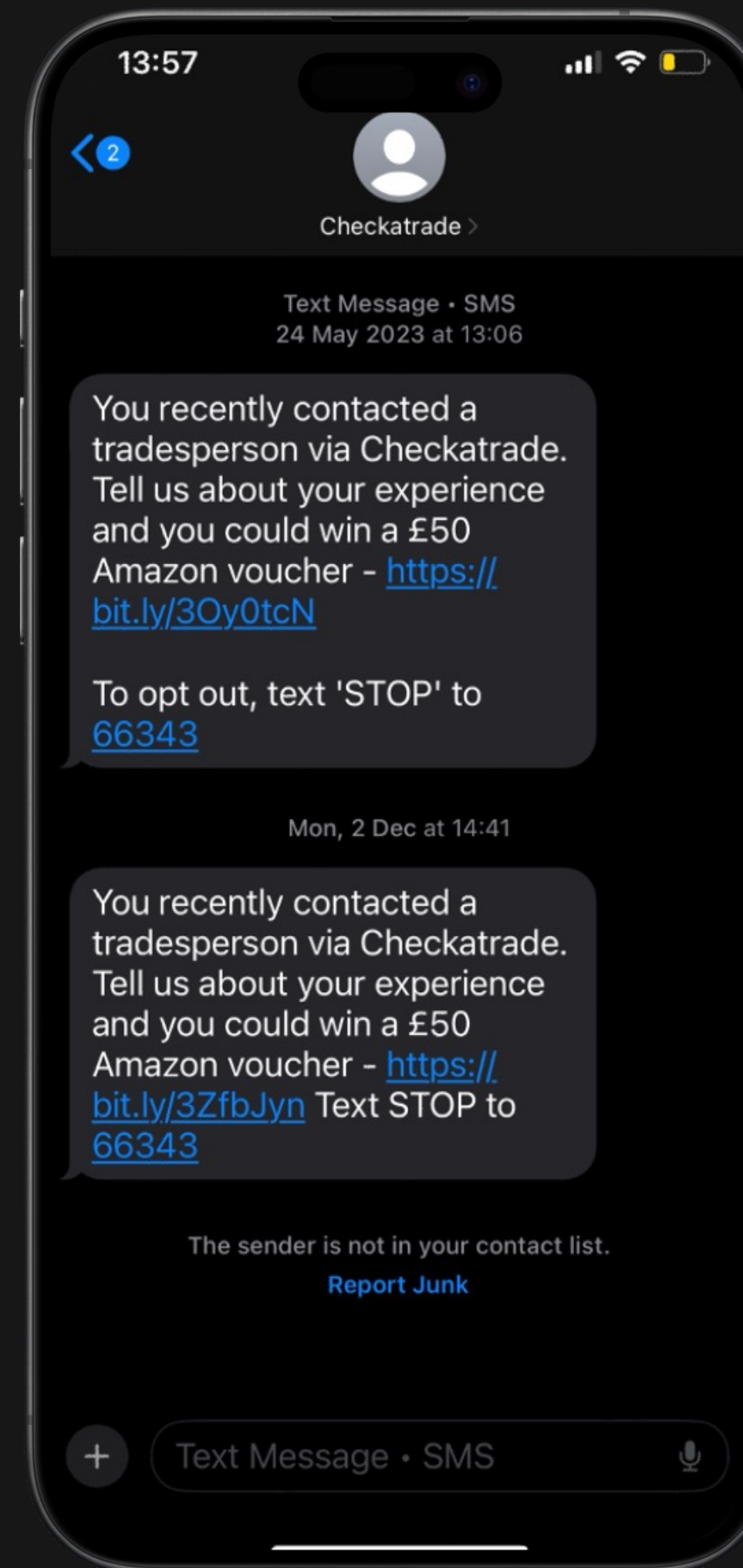


You can't  
enhance a  
website if you  
don't explore  
where people  
come from





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Stove Glass  
Replacements

ORDER

Your order is on the way

In the meantime, take a look at our fitting guide [here](#) so that you're ready to go as soon as your glass arrives.

Get 10% off your next order with code:  
**7DB9G**

[View your order](#)

or [Visit our store](#)



You can't meet  
financial targets if  
you drive  
customers away

Just had an interesting charity website experience. As part of our family Secret Santa I was drawn to give a £50 donation to one of three charities that the person my gift was for had selected. So I had to decide which one to go with.

I decided to go with the first one on the list, however its website asked me to answer two mandatory questions before I could donate. Unfortunately, for the question "Which service has inspired you to make a donation?", none of the dropdown choices were relevant - but I couldn't proceed with my donation unless I answered it. This was an unnecessary and badly thought out form providing unnecessary obstacles to making a donation. All they needed was a 'not applicable' option. The net result is that it frustrated my ability to donate so I gave it to the Salvation Army, which was number two on the list.

I guess it's a bit of a rant, but also an example of considering user experience, especially on something as fundamental as a donate button! Just sharing it in case anyone has had to deal with similar issues. 🧑🏻‍🎅

👍🤔 29

8 comments

A Continuous Improvement  
approach can help.

# Poll 1

Which of these best fits the ability your organisation has to monitor journeys and use that insight to enhance them?



So...where do we start?

# Test. Learn. Improve.

The screenshot displays the Lookback user testing interface. The top navigation bar includes the Lookback logo, a breadcrumb trail "The British Army → Tasks → Tasks with [redacted]", and utility icons for Help, a heart rate monitor, a calendar, a microphone, an information icon, and a share icon. The main content area is split into two panels. The left panel shows a mobile app interface with a "Show task" button and a list of menu items: "LEARN\_&\_EXPLORE (5)", "SUPPORT\_&\_TRAINING (5)", and "NEWS\_&\_EVENTS (3)". The right panel is a large video feed showing a blurred view of a user's face. On the far right, a "Session Feed" sidebar lists chat messages with timestamps. A task card for "Task 10 of 13" is highlighted, titled "Find the Page", with instructions: "Using the menu, choose the link that you think would take you to the page for the 'where the Army is currently deployed'." Below the task card is a text input field "Type a note..." and buttons for "Note" and "Chat". At the bottom, a video player controls bar shows a play button, a progress bar at 09:26 / 10:59, and icons for volume, settings, and full screen.

Lookback The British Army → Tasks → Tasks with [redacted]

Help [heart rate icon] [calendar icon] [microphone icon] [info icon] [share icon]

Session Feed [moon icon] [filter icon]

was previously.

- 09:13 Um, yeah, quite.
- 09:14 Quite clearly.
- 09:14 It's It's it's there.
- 09:15 And I'd be able to click on it via that link set.

09:20 MC Task 10 of 13

**Find the Page**

Using the menu, choose the link that you think would take you to the page for the 'where the Army is currently deployed'.

Once you're happy, confirm your choice and click the 'I finished this task' button.

09:26 Yeah, I would probably look to learn and explore, um, and then find out the operations, as as again, is listed listed here to to find out where where they're currently deployed and be able to click through on that

Type a note...

Note Chat

09:26 / 10:59

# Quantitative and Qualitative Data

## Quantitative:

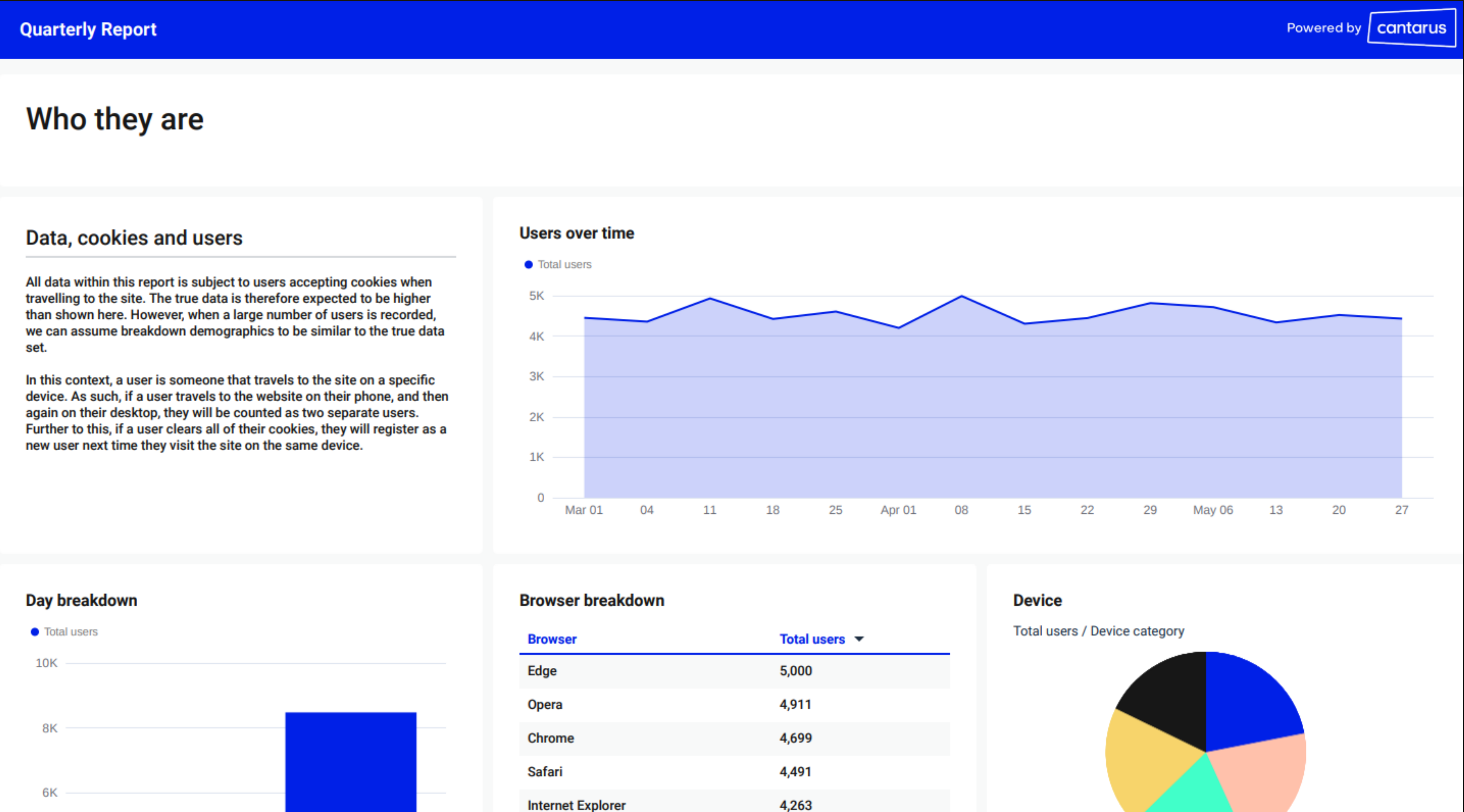
- Numerical measurements
- Graphs – Tables – Charts
- Conversions
- Top search terms
- Heatmaps

## Qualitative:

- Recordings
- Testimonials
- Open ended survey results
- User feedback
- Experience



# What is Data Driven Insight?



How to act on insight

Iteration

Iteration

Iteration





Internal and  
Client  
Collaboration

We are the experts on UX and Data  
You are the experts on your Website and Organisation



# A/B and Multivariate Tests



# Tools to get started

Site Analytics



Email & SMS



Heatmaps &  
User Page Experience



Surveys



Web Search

Google Search Console



A/B Testing



Social Media



# Maintenance

Analytics – Consent Management – New Technologies



## Poll 2

Which of these best fits the level of resource within your organisation to use data effectively?

# Find your data champions

- Who sends your emails?
- Who manages social media?
- Who heads up your support function?
- Who has access to members?
- Who has previous data experience?
- Can you build a working group?



# Success Stories: NHS Providers





# NHS Providers Case Study

The NHS Providers are an Analytics only client. They came to us as an analytics partner in 2022 to review their suite of analytics products, as well as their cookie banner.

Since then, we have:

- Provided training for Google products across multiple teams
  - Implemented custom tracking for conference registrations
  - Created custom dashboards and reports for use across the organisation.
- The aim was to automate the task of generating website reports in order to free up time for insight and analysis





**Success Stories:**  
**Academy of Medical  
Sciences**





# AMS Case Study

Through our **Core** Continuous Improvement product, the Academy of Medical Sciences has seen an Improvement over time to their cookie consent setup, as well as their general analytics. This is despite us not managing their website.

They benefit from regular, tailored reporting, built for them, with them, and take that insight internally to make changes. They even benefit from top level UX reviews. Lastly, they benefit from scheduled maintenance of their analytics setup and consent management platform.





Success Stories:  
British Army





# British Army Case Study

Through our **Complete** Continuous Improvement product, the British Army has seen significant enhancements in user engagement and data analytics capabilities. Whilst their Umbraco upgrade was in progress, the findings gathered from our efforts not only informed their new website design and architecture, but also allowed us to enhance their previous site in the interim. By focusing on user testing, improved navigation, effective tracking, and analytics training, we have set the groundwork for ongoing success and user satisfaction on their digital platforms.

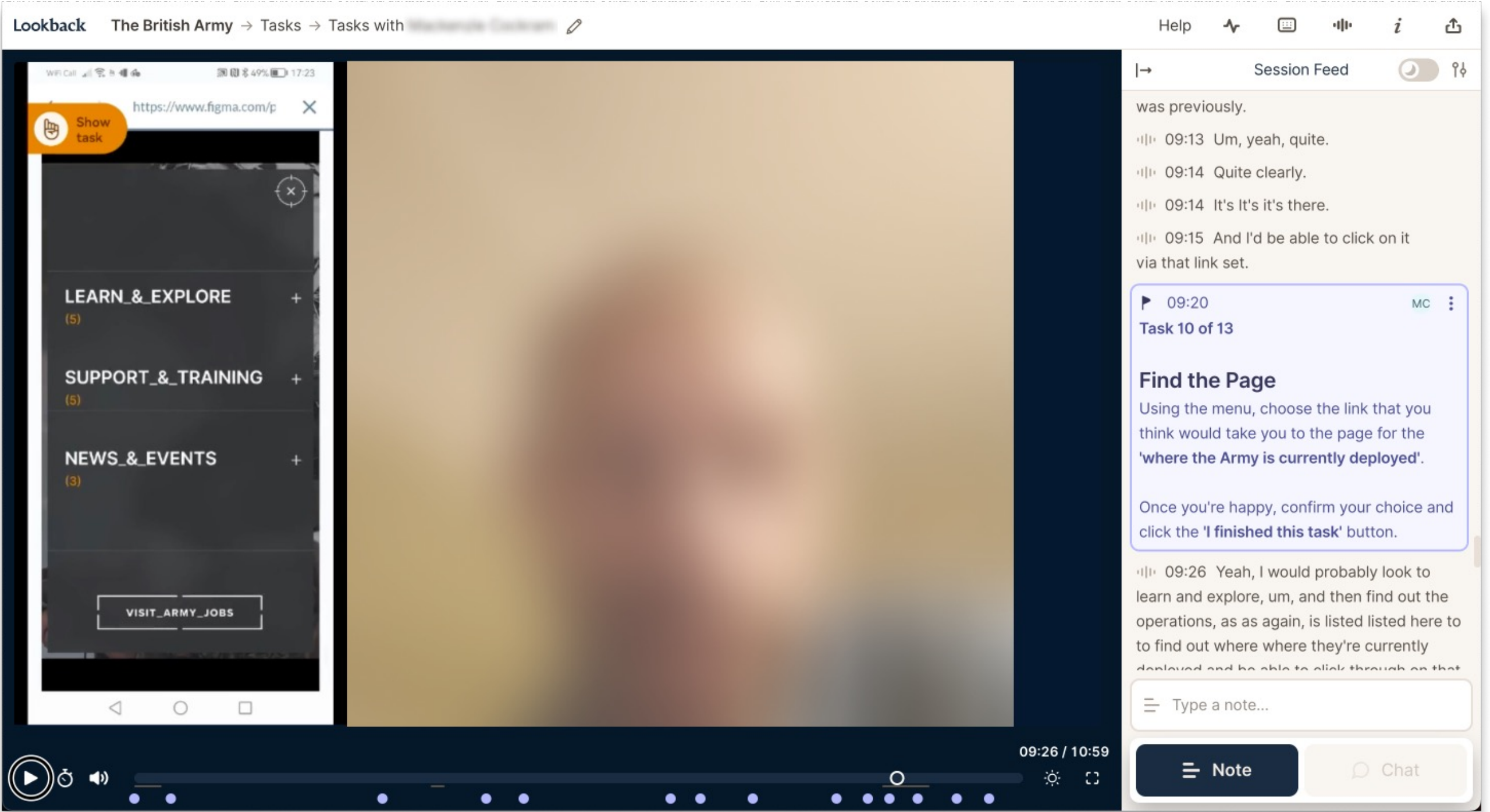




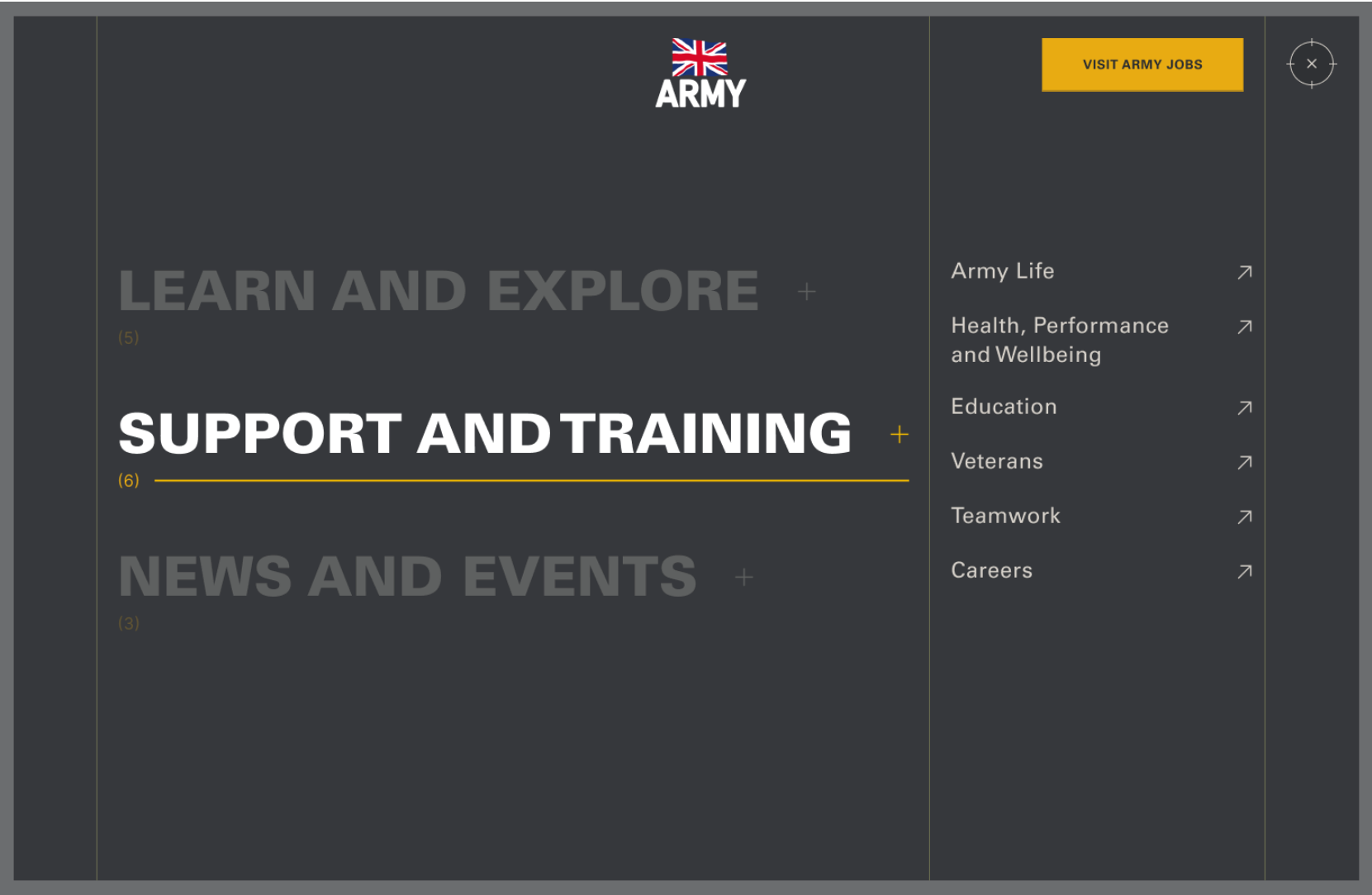
## User Testing and Improved Navigation

We began by conducting user testing focused on the join journey, identifying pain points and opportunities for improvement. As a result, we implemented a streamlined navigation system, making it significantly easier for users to find relevant pages and information.

This enhancement not only improved the overall user experience but also facilitated greater engagement with the site.



IA 2 (3 items)			4 votes
Ranking Structure	5/5	100%	
Careers	2/5	40%	
Support (for families)	5/5	100%	
Equipment	4/5	80%	
Values & Standards	4/5	80%	
Overall	20/25	80%	



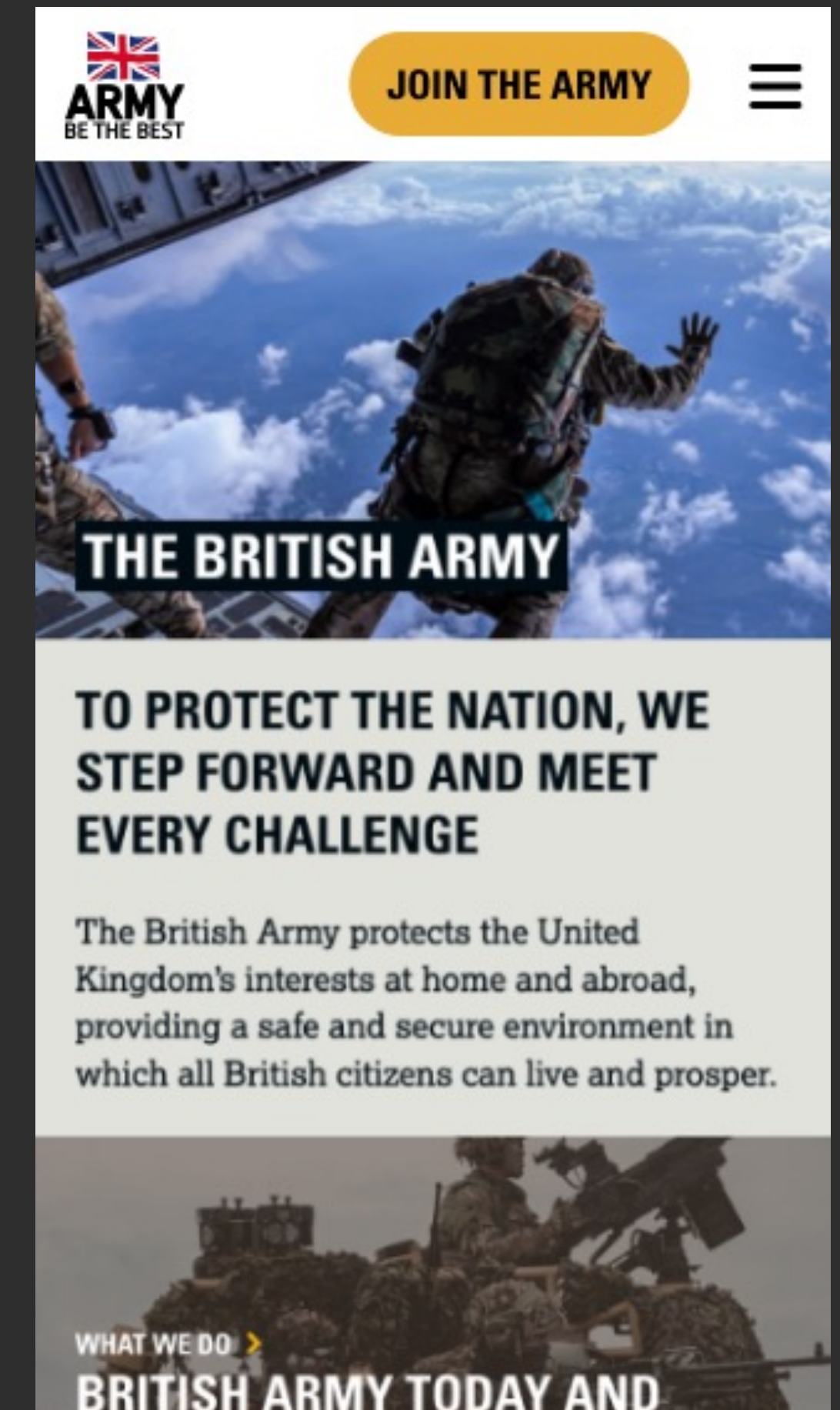


## Tracking and Calls to Action (CTAs)

We introduced robust tracking mechanisms for CTAs, enabling us to monitor user interactions more effectively. A strategic addition of CTAs to the headers of the previous website aimed at driving traffic to the dedicated Army Jobs site. This initiative proved successful: increasing the visibility of the CTA doubled the clicks to the jobs site from 2,000 to 4,000 clicks per day upon deployment.

## Renovating the Google Analytics Suite

Prior to our involvement, the British Army was not utilising Google Analytics (GA) to its full potential. We undertook a renovation of their GA suite, aligning it with industry best practices to lay the foundation for automated reporting. The process of designing these reports was entirely collaborative, ensuring that the British Army team was actively engaged and the reports were designed based on their exact needs. We also provided comprehensive training on the use of GA4, empowering their team members to make data-driven decisions moving forward.



# In Summary

- Don't try and boil the ocean.
- Review what you are currently tracking, and devise a plan for what you're not.
- Check the tools you already have in place.
- Quantitative and Qualitative are your new best friends.
- Connect with your users.
- Find your data champions or extend your team with a partner.



Questions?

Questions?

• Questions?

Questions?

Questions?

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