



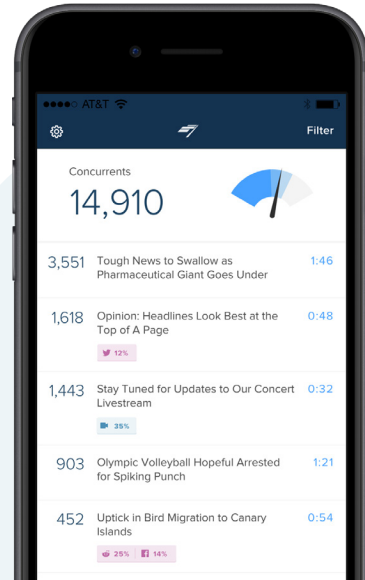
Quick Tips for Executives and Senior Editors

A roundup of tips for monitoring the performance of your site and most important stories.

Set up to stay connected.

Enable these Chartbeat tools to get to important data more quickly:

- See data on the go — download the **Chartbeat app** on [Android](#) or [iOS](#)
- **Enable Spike Alerts** for your site and get an email when your stories receive higher-than-normal traffic
- **Subscribe to a Daily Site Report** that shows engagement across your stories
- **Install the Heads Up Display**, which shows data right on top of your stories
- Keep up-to-date with the latest tips by [subscribing to our blog updates](#)



Understand your performance at a glance.

You can check on the health of your site, right from your phone. The **mobile app** displays how many people are on your site right now, and the dial shows the expected range of traffic for this time and day of the week. The **Daily Site Report** contains smart benchmarks for engagement and traffic, as well as Badges that call out high performance and opportunities to improve.

What to do when traffic spikes.

A **Spike Alert** is triggered whenever a story is gaining traffic from outside at a faster rate than what is typical for your site. These alerts are a key indicator of audience attention, and can help you rally your team to make the most of high traffic. Check in on spiking stories to make sure those pages have great visuals and related links that show off your depth of content.

Small changes can increase engagement, loyalty and ultimately, revenue.

If you see that one of your top stories has lower engagement than the others, coach your team to take action in real time to give your readers a better experience:

- **Improve ledes.** A great lede can keep readers highly engaged.
- **Use powerful quotes.** Reposition them higher in the story to encourage deeper reads.
- **Simplify information.** Readers will drop off if the language gets too complex. Try rephrasing it for your complicated topics.

Pro Tip

Engaging readers is critically important because:

- We've seen that **45%** of readers will leave within the first 15 seconds of reading an article
- Even greater, **60%** of those readers will not return
- Engaging readers past that 15 second threshold is critical — they're far more likely to return to your site and have an **opportunity to become loyal readers.**



Celebrate stories with high engagement.

Use the Daily Site Report to find stories with a high Average Engaged Time. They may not have the highest traffic, but they did a great job at connecting with readers.