

Ann Hornaday — Analysis

Note: Some figures are redacted

Methodology

- To create a baseline to measure the success of the personalities project, we analyzed traffic to all of Ann Hornaday’s articles from 2017, as well as those published thus far in 2018.
- We looked at 200 stories published between Jan. 1, 2017 – June 12, 2018 and calculated the distribution of traffic to identify what a typical story receives, and which types of articles perform best.
- We also analyzed Ann’s competitors, looking for commonalities.
- The insights gained from this analysis will be used to inform next steps and proposals for the personalities project.

What follows is a by-the-numbers look at traffic to your stories for 2017 – 2018.

2018

████████ unique visitors	Your total number of readers so far this year
████████ non-scrolling pageviews	Your total number of page views so far this year
████████ average pageviews	Your average pageviews has increased by ██████ so far this year compared to 2017.
████████ median pageviews	██████ of your stories received more than 6,300 pvs




NOTES:

- So far this year, your reviews and columns have performed consistently and there do not appear to be any articles that dramatically skew your pageviews.
- Your stories have also seen about a [redacted] **increase** in median pageviews this year. This is great! It means more users and finding and engaging with your content.
- **Search Engines** are your top referrer (how people most frequently find your stories), with much of traffic coming from Google Search.

2017

[redacted] unique visitors	Your total number of readers in 2017
[redacted] non-scrolling pageviews	Your total number of page views in 2017
[redacted] average pageviews	On average, your stories received 10,800 pvs
[redacted] median pageviews	50% of your stories received more than 5,600 pvs

2017 SECTION COMPARISON:

Arts & Entertainment Section Median PVs	A. Hornaday Median PVs 2017	A. Hornaday Median PVs 2018
		

NOTES:

- In 2017, your articles performed slightly better than most of those published in your section.
- Google Search was your top referrer in 2017, followed by Typed/Bookmarked (unknown) and Social (largely Facebook).



- Your traffic tends to ebb and flow around the major award ceremonies. Perhaps consider timing release of a special project during the summer to help boost traffic.

Top Stories of 2018

Story	NSPVs	Top Referrer(s)	Type
20180105 - the-last-jedi-backlash-provides-a-useful-primer-in-how	██████	Google Search	Perspective
20180209 - black-panther-is-exhilarating-groundbreaking-and-m	██████	Google Search	Review
20180205 - uma-thurman-quentin-tarantino-and-the-costs-of-auteur	██████	Google Search	Perspective
20180110 - phantom-thread-a-sensuous-story-about-the-male-gaze	██████	Google Search	Review
20180515 - the-young-han-solo-movie-is-here-and-lets-just-say	██████	Google Search	Review
20180308 - a-wrinkle-in-time-ava-duvernay-enlivens-a-timeless	██████	Google Search	Review
20180215 - black-panther-is-a-revelation-but-also-a-reminder-of	██████	Google Search/Facebook	Perspective
20180208 - netflix-made-a-bold-move-with-the-cloverfield-paradox	██████	Google Search	Perspective
20180405 - were-awash-in-box-office-statistics-but-what-do-the	██████	Facebook	Perspective
20180301 - this-oscars-isnt-jennifer-lawrences-moment-but-really	██████	Facebook/Google News	Perspective

Top Stories of 2017

Story	NSPVs	Top Referrer	Type
20171206 - best-movies-of-2017-mudbound-is-a-quintessentially	████████	Newsletter	Perspective
20170202 - you-can-learn-a-lot-about-steve-bannon-by-watching	████████	Facebook	Perspective
20171212 - star-wars-the-last-jedi-brings-the-band-back	████████	Google Search	Review
20170209 - women-almost-never-direct-big-movies-fifty-shades-show	████████	Facebook	Perspective
20170227 - oscars-2017-moonlights-moment-not-eclipsed-by-oscars	████████	Facebook	Style - Oscars 2017
20170531 - wonder-woman-saves-the-day-in-more-ways-than-one	████████	Google Search	Review
20170221 - oscars-2017-who-will-win-should-win-and-should-have	████████	Facebook	Arts & Entertainment - Oscars 2017
20170627 - in-baby-driver-gunplay-and-car-chases-are-choreography	████████	Google Search	Review
20171207 - forget-the-subtle-slow-boiler-the-post-romantically	████████	Facebook	Review
20170810 - in-wind-river-jeremy-renner-plays-a-game-tracker	████████	Google Search	Review

Competitor analysis:

We have included an analysis of several key competitors and highlighted some of their signature elements.

The New York Times Movies:

- Readers are able to filter and search through movie reviews, as well as search for films deemed “Critics’ Picks.”
- The NYT does a nice job with items that could be considered weekly roundups. These also serve to extend the reach of the content linked within. (i.e.: “[The Best, Worst and Scariest of This Week’s Trailers](#)”)
- Each article is also topped with a card containing the film’s basic information — director, MPAA rating, genre and whether it’s a Critics’ Pick. This makes it easier from a user experience to glean details about the film.
- The Times’ “Watching” vertical does a good job of publishing 3-5 articles per day. Not all of them are reviews—in fact, few are. Many are roundups or lists (ie: “[10 Movies to Fill the ‘Jurassic’-Sized Hole in Your Heart](#)” in conjunction with the new “Jurassic World” release).

Fandango:

- In addition to producing original written content on their Movie Blog, Fandango pushes out videos on a regular basis. For example, the site’s “Fandango Weekend Ticket” is a short video roundup of new weekly releases, as well as a short summary of box office rankings going into the weekend.
- On its film reviews, Fandango allows users to give films their own ratings. This user-generated rating is shown next to the Fandango critics’ rating, allowing for greater interactivity from readers.

Rotten Tomatoes:

- Like the Times and Fandango, Rotten Tomatoes funnels much of its content into short, readable list (ie: Their “[Summer Movie Scorecard](#)” is easy to see at-a-glance and is updated regularly throughout the summer as new movies are released.
- Rotten Tomatoes is innovative with their actor and director Q&As. Instead of have a standard Q&A format, these sessions are often themed and categorized into their “Five Favorites” series — asking the interviewee what their favorite films are and how these films inspired their careers.
- In conjunction with their newest movie review coverage, Rotten Tomatoes keeps a master “New Releases Calendar” so readers are kept up to date on when movies are coming out.

What we learned:

The following take-aways are based on both analytics data as well as our conclusions about user experience when reading your articles.

“Perspectives” perform best:

- We learned that consistently, your “Perspective” columns perform best. Oftentimes this is because these articles either tap into a film’s controversy (eg. Last Jedi/Tarantino) or make larger statements about culture and film (Black Panther).

“Average” stories need a boost:

- Your “average” performers could use a boost from a stronger headline/metatitle. For instance, the column [“Why female portrayals of power need to evolve”](#) was published ahead of the release of Tomb Raider, and is explicitly connected to the film in the article, but not in the headline.

Lower performing stories are niche:

- Unfortunately (but perhaps not surprising) many of the lower performing stories were reviews for foreign films or arts/documentary.

Timing is key:

- Search is one the main drivers of traffic to your articles. We found in instances where other competitor publications outranked The Post in Google for a given review or analysis, it’s often because our articles were published days, and in some cases weeks, after the film’s release. Good examples include the review for [“Let the Sunshine In”](#) and [“Foxtrot,”](#) both are foreign films whose reviews were published 2 weeks after the film’s release in the U.S.

Consider boosting digital strategy for columns:

- Many of the columns which performed around your average had the potential to do much better. A good example of this is [“Will the Stoneman Douglas Generation finally call BS on cliched movie gun violence.”](#) This is a really strong, and timely column that had the potential to go viral, but it only received about 7,000 pvs and the majority of that traffic came from the homepage.
- Another example is your column on “A Quiet Place” and [the power of silence in film](#). This piece could have benefitted from media elements that built on your thesis through examples (video or audio).