Hey Spider-Fans!

As part of our work within the new Growth & Outreach team, we wanted to present you and a couple of our other most popular communities with an analysis of what your readers were looking for on the site in October.

To get you the information we've looked at various data we're gathering in our Google Analytics tool -- what pages readers are visiting, what they are searching for, as well as how they use the main page.

I think you'll find the data alone interesting, but we wanted to go beyond that and provide you with advice on how to make your content even more awesome. Enjoy!

Yours,
Isaac (FishTank)

Your most popular pages (& how to make them better)

October has been a big month as the game builds its audience. As hyped as the game already is, we think it will be a popular holiday gift. Getting ahead of the spike is key.

The big heroes and villains are exactly who you'd expect, as are the suits available. The breakout hit, however, is Black Cat. You'll see more about her shortly.

Here's a list of the most popular pages on Marvel's Spider-Man in October:

Page	Pageviews
Black Cat	14,831
Marvel's Spider-Man	14,103
Peter Parker	12,504
Suits	9,312
Mary Jane Watson	7,219
Doctor Octopus	6,304
Mister Negative	5,998
Anti-Ock Suit	5,832
Category:Characters in Marvel's Spider-Man	4,737
Sinister Six	4,467
Devil's Breath	4,236
Marvel's Spider-Man: The City That Never Sleeps	4,236
Norman Osborn	4,114
Harry Osborn	3,743
Advanced Suit	3,451
Spirit Spider Suit	3,383

Silver Sable	3,282
Marvel's Spider-Man Wiki	3,238
Yuriko Watanabe	3,177
Miles Morales	3,102
Rhino	2,864
Scorpion	2,727
The Heist	2,709
Aunt May	2,648
Electro	2,525

Analysis of user intent based on most popular pages:
- Black Cat is more popular than the game because she's central to the DLC.
- Readers may want to know more about characters and lore for this version of Spidey as much or more as they do about gameplay.
- Readers not familiar with the Sinister Six (maybe because they have only seen the films) want to know more after the game appearance.

What you can do:

A number of these pages could be improved in a similar way, so I'll cover them all together.

- **Suggestion 1: Make popular articles easier to get to.**

  The problem: Suits are obviously a big part of gameplay, but no suit articles appear in the navigation bar, even under secondary levels. Suits also are not immediately shown on the main page. Additionally, Black Cat exceeds all other pages in popularity, and does not appear in the navigation bar.

  Proposed solutions:
    - Add Suits and Black Cat to the navigation bar, under Articles.
    - Add Suits to the main page, along with or replacing one of the other icons.

- **Suggestion 2: Make navigation reader-centric.**

  The problem: While your editing community is important, it's important to keep in mind that readers represent 99% of your audience. Participation is good, but most of your visitors want to see what they need. Your navigation bar has one level-1 entry for Articles; though there's one for Community, one for Contributing, and one for Help & Tools. That's 3 editor-centric L1 entries (in addition to Explore) for only 1% of users, and many of the links listed (like "Upload New File") are duplicated in the built-in interface. Research shows that very few people will enter editing tasks by this path.

Proposed Solution: Activate Special:Community (available upon request) and make it an editor-centric hub for your maintenance areas, policies, and guidelines. This will free up your navigation bar real estate for easy access to articles that are important.

- **Suggestion 3: Cluster your related articles.**

The problem: It's easy to think of articles as being searched from the outside and done, but strongly interconnected articles, like the Suits, should be easily found together. You've done an excellent job with Suits and Category:Suits in Marvel's Spider-Man. The issue is that both of these pages have only half of the story, and they serve similar functions. The article is informational with tables showing what the suits are as a summary / guide, but the Category provides organization and navigation on desktop and in the Mobile Main Page. Having effectively the same entity in two different places splits the attention given by readers and search engines. The category is also particularly effective because it, unlike the article, provides visual images of the target articles.

Proposed Solution: Merge Suits into Category:Suits in Marvel's Spider-Man, and make Suits redirect to the target category. Bridging information and navigational references will improve the overall flow and appeal, increase interaction by providing multiple media of article links, and provide healthier SEO for Suits-related content. The merged article is also the ideal place for a navbox.

- **Suggestion 4: Concise Categories**

The problem: Pages are clearly found most often by searching, rather than drilling down into nests of category trees. Some categories are named redundantly in a way that makes them more difficult to search with keywords, making them less than straightforward. Further, some categories get very little traffic and are more focused on what the editors want to spotlight than what readers are actually looking for.

Proposed Solution: Category names like Category:Suits in Marvel's Spider-Man and Category:Characters in Marvel's Spider-Man are redundantly long, and can be more easily found as simply Category:Suits and Category:Characters (which should also be the first categories assigned, typically as `<includeonly>[[Category:Characters]]</includeonly>` in the infobox template). Eliminate or hide categories like Category:Featured article and hide maintenance categories like Category:Formatting templates from visibility on articles using `__HIDDENCAT__`.

Your bouncy pages (and how to make viewers stick around)

A "bounce" is when a reader enters a page and then closes the tab instead of clicking any link on the page.

When this happens, we are losing a reader who could explore the community deeper and get to know more about the game.

Some of these are people who just came in from Google, found what they wanted to find, and then left. But people who bounce are also those who came from Google and did not find what they were looking for on the page they landed on.

We can help both groups stick around and immerse themselves in the game's world more.

Pages that people bounced the most:

Page	Bounce Rate
Internet Famous	77.49%
Trip Mine	64.97%
Crimes	62.15%
Landmarks	49.70%
Collections	49.62%
Isaac Delaney	47.48%
Resilient Suit	47.20%
The Heist	45.19%
Devil's Breath	41.85%
Marvel's Spider-Man: The City That Never Sleeps	39.25%

What you can do:

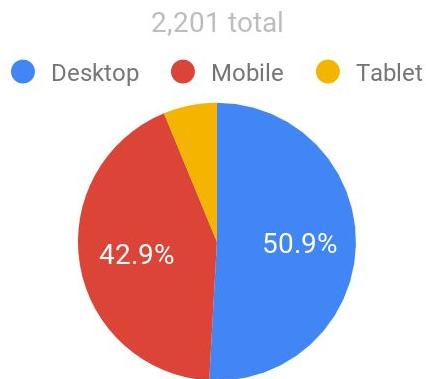Several pages on the list above have a similar problems. As before,

- **Problem 1: Collections** Many of the bouncing pages represent collections of articles. Like Suits above, it is not obvious that these represent a class (or, more specifically, a Category) of other articles. This leads to confusion for readers, and mobile-readers are more likely to use the Category system or Mobile Main Pages to navigate, as navboxes are less than ideal. See above suggestion about merging the articles into Categories.
- **Problem 2: Stubs** Some articles are either short or missing information, particularly those relating to the DLC released on October 28. These would be some of the best articles to focus your editing attention on prior to the holidays.
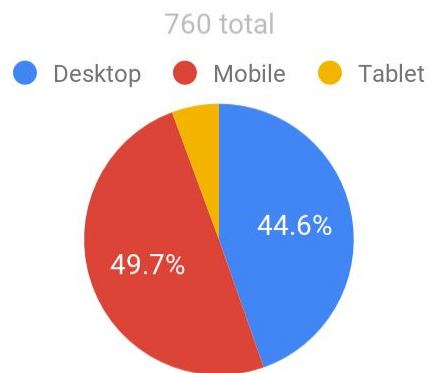
Your main page (and how people enter your community)

There are a couple of things regarding the main page that we should talk about, too.
It's natural and traditional to think of the main page as being… *main*. But we did uncover some revelations about how it's less important as a landing page than we had previously thought. First, the Main Page is viewed about half by mobile devices, and the first visit to the site (if it's through that page) is predominantly by mobile devices. We expected that part.
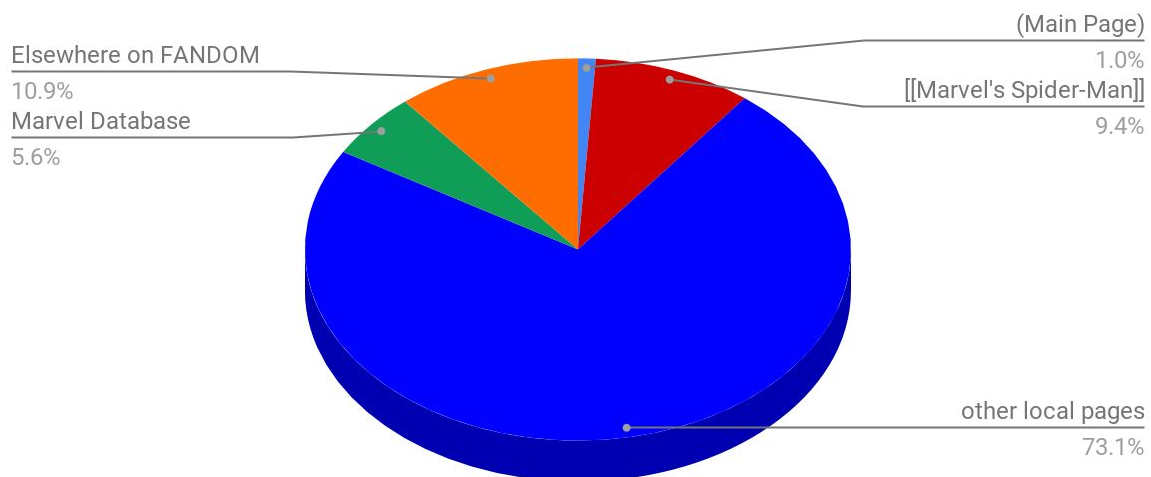
Main Page Pageviews
2,201 total

● Desktop   ● Mobile   ● Tablet

50.9%   42.9%

Main Page Entrances
760 total

● Desktop   ● Mobile   ● Tablet

44.6%   49.7%

However, note the total counts of those pageviews and entrances. Those are very low for the amount of readership we see on the community. The 1441 page views (after removing the first entrance) are from readers already on the wiki that are using it not as a landing page, but a navigational portal. So we analyzed where people start their journey on Marvel's Spider-Man Wiki, and found that people don't really land on that page at all at the beginning.

Entrances
from throughout FANDOM

Elsewhere on FANDOM
10.9%

Marvel Database
5.6%

(Main Page)
1.0%

[[Marvel's Spider-Man]]
9.4%

other local pages
73.1%

Only 1% of people enter Marvel's Spider-Man Wiki through the main landing page.
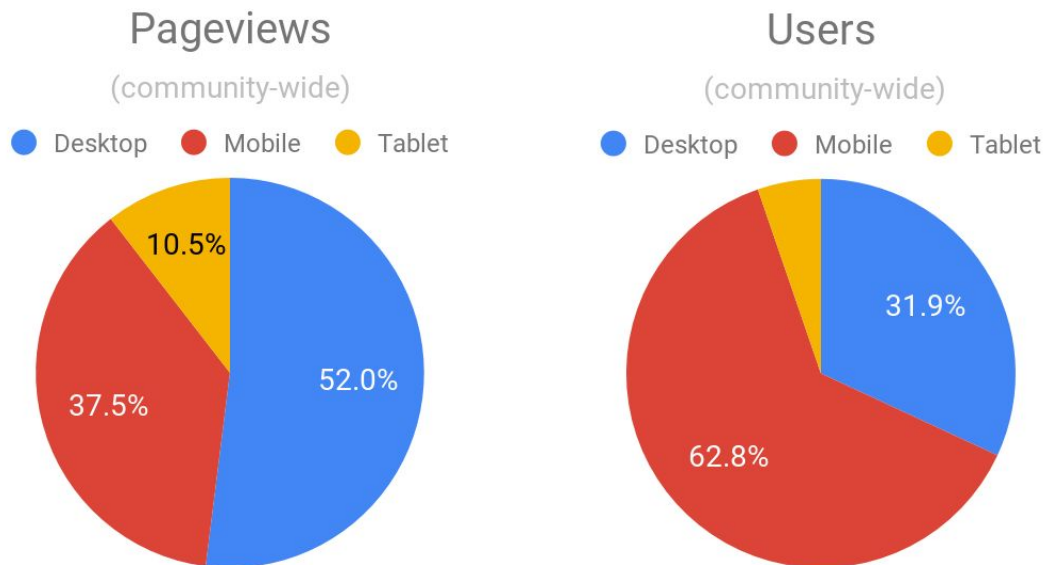
A healthy 82.5% of visitors enter the site through some other local page, most of them arriving here from Google. In fact, the largest single entry point is the informational article about the game (accounting for 9.4% of all landings). A rather significant portion come from other FANDOM communities (Marvel Database more than any other individual community).

Coupled with the knowledge that there are still views of the Main Page (it's the 17th most popular page), this suggests it is being used more as a navigational hub.

There are two possible ways to approach a better page, now that we are looking at it as more of a navigation hub. A more comprehensive navigation bar with reader-centric entries will likely result in much of the main page being used less as a path; this is a more desktop centric approach with some benefits on mobile. The alternative is adding an uncluttered but still plentiful set of navigation paths (such as a character portrait gallery) below the existing navigation gallery of icons (which should, as said before, have a link to the Suits).

Your audience by device type

Pageviews (community-wide) — Desktop 52.0%, Mobile 37.5%, Tablet 10.5%

Users (community-wide) — Desktop 31.9%, Mobile 62.8%, Tablet

Like most wikis, most of Marvel's Spider-Man Wiki readers access the site on a mobile device.

While users on desktop view slightly more pages, there are many more users on mobile.

What you can do: Make sure your Mobile Main Page points to the best categories and is well organized. Most of your content is mobile ready and should display properly.

The earlier analysis of the most popular pages is a good indication of what you should showcase.

What your readers are searching for

Your readers use site search on average 135 times per day. In total, readers searched 4143 times in October using the local search bar.

The list below shows you the search terms that people looked for the most this October. You can use this knowledge to make the pages that answer these questions more visible and easier to access.

The most popular search terms in October were:

Search Term	Total Unique Searches (case aggregated)
Black Cat	242
Venom	75
Mysterio	40
Rhino	40
Suits	61
The Heist	32
Scorpion	29
Screwball	29
Electro	22
Felicia	22

Once again, Black Cat is among the most popular searches (including Felicia, which results in the Black Cat article). None of the popular search terms point to articles that are on the local navigation entries.

What you can do: Adjust your local navigation to reach the popular pages where they are not obvious.

Verify results: Try to put yourself in the shoes of a curious casual fan and take a look at the results for each of the searches on the list. Did you find what you were searching for? If not, consider editing the pages to add missing information.

Suggested improvements

Some final thoughts for making an optimal community. Your designs are clear and easy to read, so organization is the next area you can focus on to making things better for your readers.

- **Consistent cross-universe navigation:** As noted before, a significant portion of your incoming links are from Marvel Database. For a cross-community cooperation, linking back to them would help your readers learn the more general comic character lore from the entire Marvel universe. While you do have this on some articles, deep in the narrative, the graphical sidebar (made with

the Mdb template) providing the link does not fit consistently with your existing theme and detracts from the overall flow of the article. Adding links to Marvel Database as infobox fields would be more consistent and provide a good data property and appropriate navigational links.

- **Content from the DLC:** The most popular content on your community is in the area you have the least coverage, the gameplay and characters of [Marvel's Spider-Man: The City That Never Sleeps](#). You'll need to spend some time focused on growing these articles before your readers go searching elsewhere.

GOT QUESTIONS? GOT FEEDBACK?
LET'S TALK!

You can reach us at community@fandom.com with any thoughts on this report.

CREDITS

Analysis & writing	**Isaac Fischer** FishTank
Review & editing	**Brandon Rhea, Eva Niroomand**