

Measuring the Success of your Intranet

Every company's intranet is different. Some are robust communications hubs, designed to provide an ever-evolving platform for company news and employee resources. Others function more as a directory, with static links and limited information. These discrepancies can make it difficult when you're trying to gauge your own intranet's success.

No matter which kind of intranet your company has created, though, there are ways to determine how much your employees are relying on it—and, critically, whether they are interested in changes to help them better perform their jobs. Use the tips below as a starting point to create an intranet success benchmark. After a certain timeframe of data collection and analysis, you'll have enough information to refine your methods—and, ultimately, your overall intranet strategy.

Ask your employees!

- ☐ Does the intranet provide resources to better help you in your role?
- ☐ How would you rate your overall intranet experience? (Be sure to prompt for both desktop and mobile use, if you offer a mobile-friendly intranet!)
- ☐ Does the intranet keep you informed of company news and updates?
- ☐ Does the intranet provide information relevant to you, your role and location?
- ☐ Is the intranet well organized and are you able to find items quickly?

Study the data

There's a treasure trove of data to be found when it comes to your intranet. Your site usage numbers are particularly helpful, as they'll help you understand which pieces of your intranet employees use most. Some [interesting metrics](#) to explore include:

- ☐ Top pages (what your are employees looking at on the intranet): Is it the news page? The employee directory? HR links? The company cafeteria menu? Then, you can dive deeper by filtering even more. For example, if the news section of your intranet is well-read, drill down more to see which types of news articles are most popular. Feature stories? Leader messages? How-to resource articles? That information will give you a great look at where your employees' interests lie.
- ☐ Users (how many employees are accessing the intranet): This number doesn't always correspond with total employees. In fact, many times it is much lower! This will provide an insight into the percentage of the company you are reaching through this communication channel.
- ☐ Device Type: If your intranet is mobile-friendly, you need to understand which kinds of devices your employees are using to access it. Of course, you'll want to modify your intranet for mobile use if your data indicates a large percentage of employees are using their phones or tablets to read it.

- ☐ **Search Terms:** An often-overlooked metric, but one that can provide tons of valuable data! When a trend appears for a specific project, product, or phrase, you may consider making that content more accessible on the site, so users aren't reliant on the site search to locate it.
- ☐ **User Location:** If your company spans multiple locations, user location demographics will give you insight into where intranet usage is high...or low. With this data, you can explore opportunities to increase traffic in locations that may be not as active with the intranet.

Focus on engagement

Your intranet provides an opportunity for your employees to collaborate and connect with fellow employees while responding to company messages. Higher engagement opportunities provide the opportunity for increased and repeat user traffic. Engagement opportunities, if at all available, will vary on intranets, but some key metric opportunities may include:

- ☐ **Profiles created:** If your intranet requires employees to create a profile (you see this often with companies that use third-party intranet solutions), this metric will easily allow you to see employee participation on the site – and help communicate to employees who are yet to register to invite them.
- ☐ **Commenting:** To foster dialogue, many intranets provide employees the opportunity to comment on content. Employee participation will allow leadership to hear employee perspectives, and ideally, participate in the conversation.
- ☐ **Like/Rate:** For employees potentially less inclined to comment, this engagement metric will provide an insight on both content type trends as well as a general sentiment on a topic.
- ☐ **User generated content:** Allowing employees the opportunity to submit content, such as a blog or micro post, gives employees a platform, creates dialogue, and potentially creates a pipeline of additional content for communicators.

One last thing...

In many cases, intranets are managed by many publishers, and its overall success relies on their collaboration. Is the experience of publishing, editing and removing content seamless and simple? Does your intranet team feel trained on the technology and empowered to make editorial decisions? Your intranet publishers have a special role to play when it comes to figuring out the right questions to ask and the right metrics to analyze in order to make your company's intranet the most effective communications tool it can be!

Need help evaluating the success of your intranet?
SPI Group can help. [Contact us.](#)