

Consumer and Audience Research Report

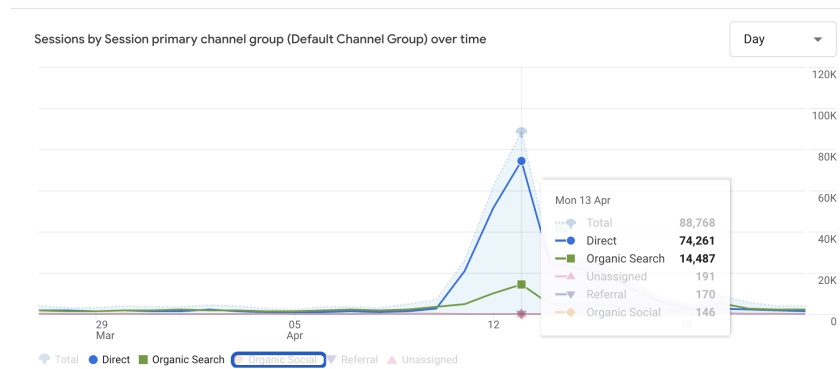
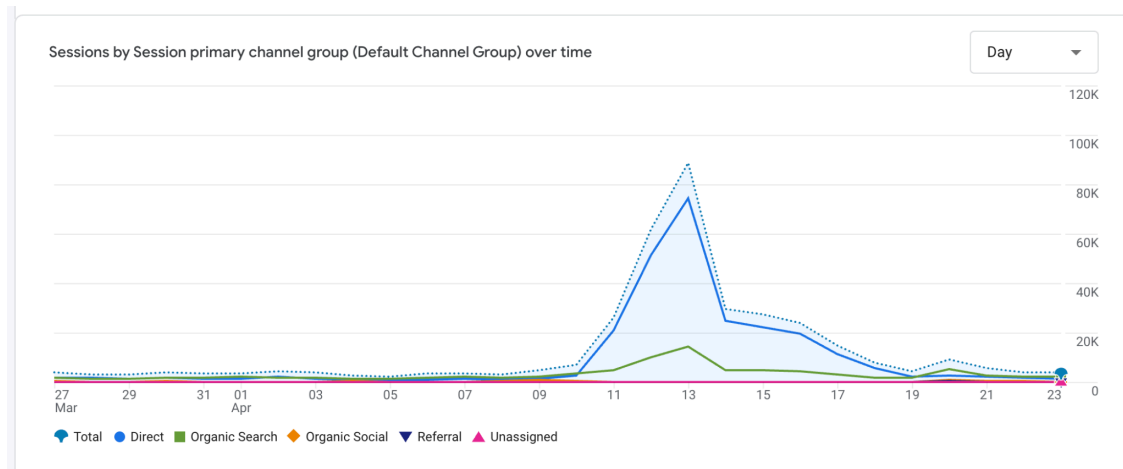
WUFT



Mission Statement

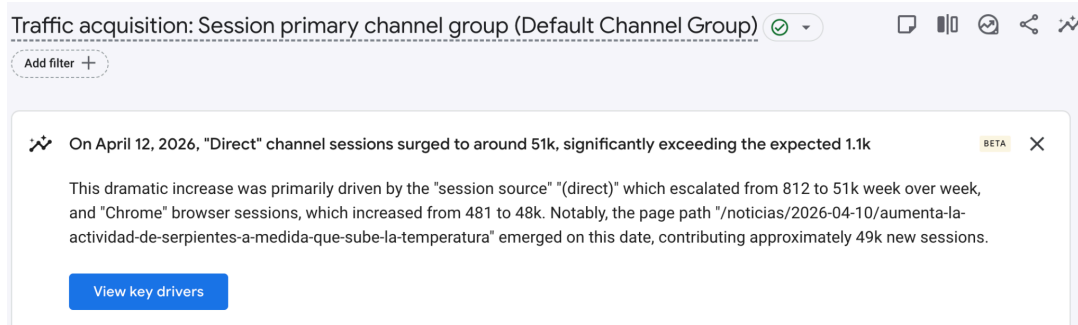
Our mission is to utilize web and digital analytics, social listening tools and data-driven insights to help WUFT boost audience engagement, improve online visibility and reinforce brand positioning across platforms. Using insights from Google Analytics and Talkwalker we aim to strengthen WUFT's position as a reliable public media source.

Google Analytics (WUFT Website)



Over the last 28 days, WUFT's website traffic from early March to early April remained relatively low at under 4,000 total sessions. Total sessions slowly grew starting on April 9 (4,762) and 10 (6,774), and kept rising on April 11 (26,111) and April 12 (61,634), leading to a major spike. There was a major spike of 88,768 total sessions on April 13.

This spike in total sessions represented a sudden increase in traffic. The spike was mostly caused by Direct traffic, which had 74,261 sessions on April 13. Also contributing to the spike were organic searches, which totaled 14,487 sessions. All other channels, like social and referral, were low in comparison. There was a sharp decline by April 14, and although there was minor lingering height from April 14-16, by April 18, it returned to the stable low levels seen before the spike. This sharp decline in sessions showed that the major spike was caused by a specific piece of high-interest content, but it was short-lived, instead of showing a consistent rise in traffic.



WUFT's traffic patterns data reveal an interesting insight. While WUFT's traffic patterns remain at a stable low, they can be highly reactive to specific events, where traffic increases when content is of high interest. In this case, Google Analytics insight pointed out that the spike was caused by a spanish article about rising snake activity. The article generated over 49,000 sessions. Since the Direct traffic sessions that day contributed the most to the spike on April 13, it is likely that users accessed the article through shared links or external distribution channels instead of traditional search.

WUFT has shown great opportunity for viral reach, but there is an opportunity for the brand to reach consistent daily traffic growth through content strategies and distribution channels.

Plot rows

Search...

Rows per page: 10

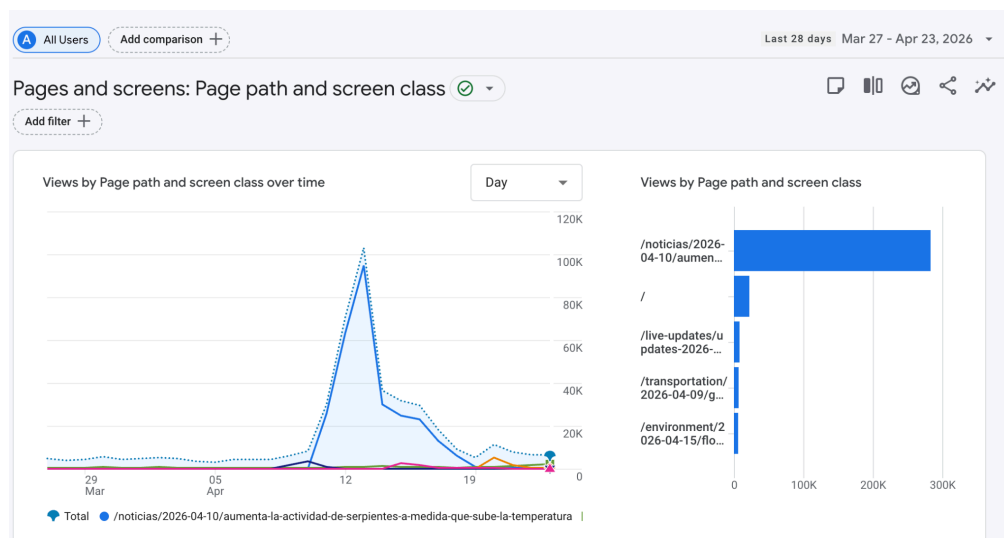
1-8 of 8

	Session primary...Channel Group)	↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Ev
	Total	352,694 100% of total	343,862 100% of total	97.5% Avg 0%	27s Avg 0%	Av
	1 Direct	259,370 (73.54%)	257,350 (74.84%)	99.22%	20s	:
	2 Organic Search	88,844 (25.19%)	83,683 (24.34%)	94.19%	43s	,
	3 Organic Social	6,717 (1.9%)	6,597 (1.92%)	98.21%	12s	:
	4 Referral	3,369 (0.96%)	2,994 (0.87%)	88.87%	52s	,
	5 Unassigned	1,797 (0.51%)	411 (0.12%)	22.87%	20s	:
	6 Email	461 (0.13%)	439 (0.13%)	95.23%	53s	:
	7 Organic Video	30 (<0.01%)	29 (<0.01%)	96.67%	33s	,
	8 Organic Shopping	20 (<0.01%)	17 (<0.01%)	85%	24s	:

By looking at session volume we can see that the majority of users access the WUFT website by typing the URL directly in a search engine, saving clicking links to the website or through shared links and messaging apps since they are untracked sources. Direct traffic makes up 73.54% of total website traffic, or 259,370 sessions. This shows that WUFT has strong brand recognition and traffic to the website is most likely driven by shared links and viral content.

Second to Direct traffic is Organic Search with 88,844 sessions, making up 25.19% of total website traffic. This shows that WUFT ranks well in search results, which means it is easy to find on Google and other search engines through the use of keywords and relevant news queries.

Other traffic sources had a lower number of sessions such as Organic Social, with 6,717 sessions and Referral traffic, with 3,369 sessions. Organic Social reveals an opportunity to increase website traffic and expand reach through a focus on social media strategy. Other channels like Email, Organic Video and Organic Shopping generated very low amounts of traffic, making up less than 1% of total sessions.



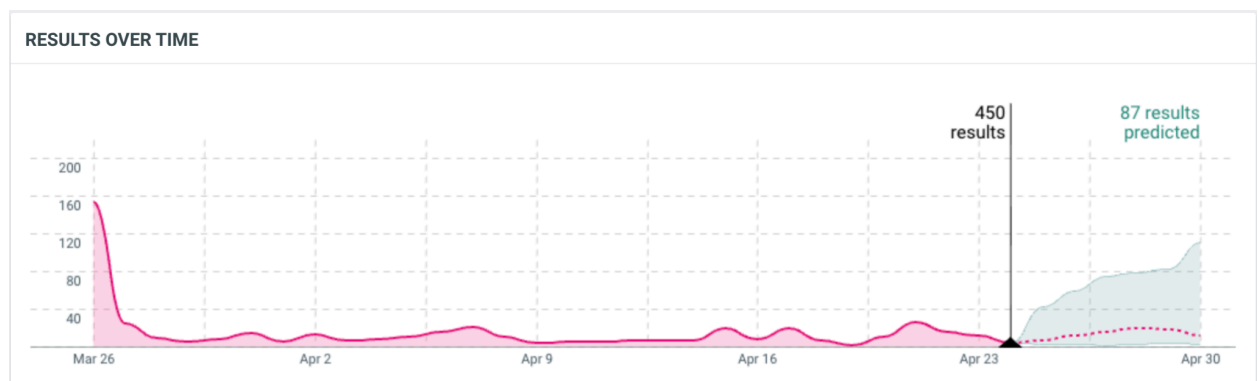
	Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count All events
☒	Total	437,808 100% of total	323,871 100% of total	1.35 Avg 0%	29s Avg 0%	1,379.81 100% of tot
☒	1 /noticias/2026-04-10/aumenta-la-actividad-de-serpientes-a-medida-que-suba-la-temperatura	282,965 (64.63%)	245,171 (75.7%)	1.15	20s	903,180 (65.46%)
☒	2 /	22,373 (5.11%)	5,184 (1.6%)	4.32	1m 57s	62,276 (4.51%)
☒	3 /live-updates/updates-2026-04-10/alachua-county-and-north-central-florida-wildfires	7,736 (1.77%)	5,725 (1.77%)	1.35	33s	24,676 (1.79%)
☒	4 /transportation/2026-04-09/gainesville-seeks-public-input-on-dangerous-34th-street-intersection	6,423 (1.47%)	5,239 (1.62%)	1.23	9s	19,588 (1.42%)
☒	5 /environment/2026-04-15/florida-joins-growing-national-push-to-stop-the-spread-of-sewage-sludge	6,251 (1.43%)	5,474 (1.69%)	1.14	48s	19,303 (1.4%)
☐	6 /schedules	2,448 (0.56%)	676 (0.21%)	3.62	2m 49s	9,357 (0.68%)
☐	7 /fresh-take-florida/2025-05-14/pope-leos-florida-brother-right-wing-politics-edgy-social-media-and-certain-his-sibling-is-best-man-for-job	2,425 (0.55%)	2,125 (0.66%)	1.14	1m 56s	8,527 (0.62%)
☐	8 /donate	2,266 (0.52%)	1,176 (0.36%)	1.93	26s	5,076 (0.37%)
☐	9 /business-news/2026-04-12/local-chef-brings-japanese-flavors-to-downtown-gainesville	2,114 (0.48%)	1,611 (0.5%)	1.31	49s	6,073 (0.44%)
☐	10 /search	1,973 (0.45%)	412 (0.13%)	4.79	42s	3,514 (0.25%)

When analyzing WUFT's most-visited pages over the last 28 days, the article titled "Aumenta la actividad de serpientes a medida que sube la temperatura" is clearly the top-performing page. This Spanish article about rising snake activity had 282,965 page views, making up 64.63% of total views, and attracted 245,171 active users, making up 75.7% of users. This article did significantly better than other content, which showed that it went viral and captured public attention. However, the average engagement time was 20 seconds and 1.15 views per user, which shows that users interacted with the content for a short amount of time, even though it accumulated a large amount of traffic.

A modest amount of traffic was created by other pages like wildfire live updates (7,736 views), a transportation news article (6,423 views), and an environment-related article (6,251 views). They varied in engagement levels with the environment article having the most engagement at 48 seconds, while the transportation article had only 9 seconds of engagement.

Pages like "/schedules" and "/search" had a high amount of views per user, at 3.62 and 4.79, which shows that users navigate through the site and seek information by exploring the website rather than just relying on links or passively consuming content on the homepage.

Social Media Analytics (WUFT Presence)



By analyzing data of online conversations about WUFT over the last 30 days, it is clear that spikes in mentions are caused by specific news topics and local issues. The biggest spike was on March 26, when conversation volume reached 153 mentions.

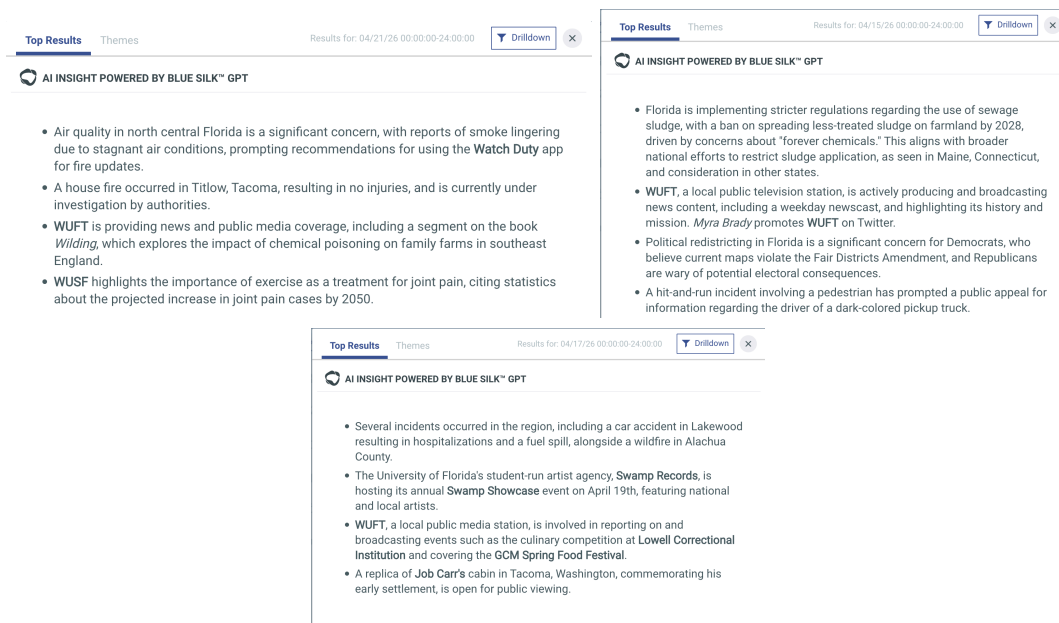


- Tacoma police are increasing impaired-driving patrols due to a grant from the Washington Traffic Safety Commission, reflecting a concern about DUI offenses within the city.
- Alachua County is planning to honor Vietnam War veterans on March 29th, emphasizing the need for community support and benefit access for veterans.
- HCA Florida Healthcare has partnered with Air Method to implement HCA Florida AirLife, a "Flying ICU" service to improve emergency response times in north central Florida.
- The documents cover local initiatives related to public safety (impaired driving, emergency response) and veteran recognition.

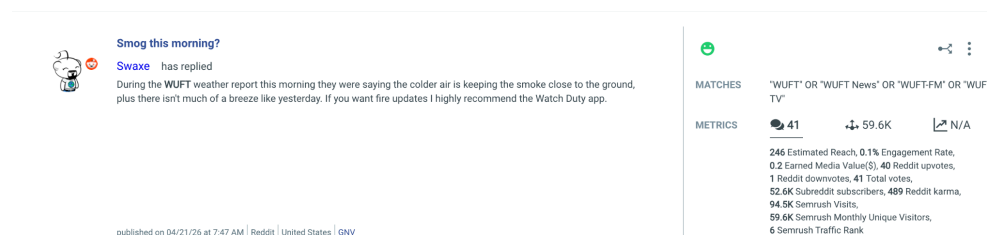
This content insight and March 26's "Top Results" showed that the spike was caused by local public safety and community topics, such as a Vietnam War veteran service in Alachua County and emergency response initiatives.

After this spike, the conversation volume declines to a stable low in early April. This shows that there was limited conversation about news events covered by WUFT.

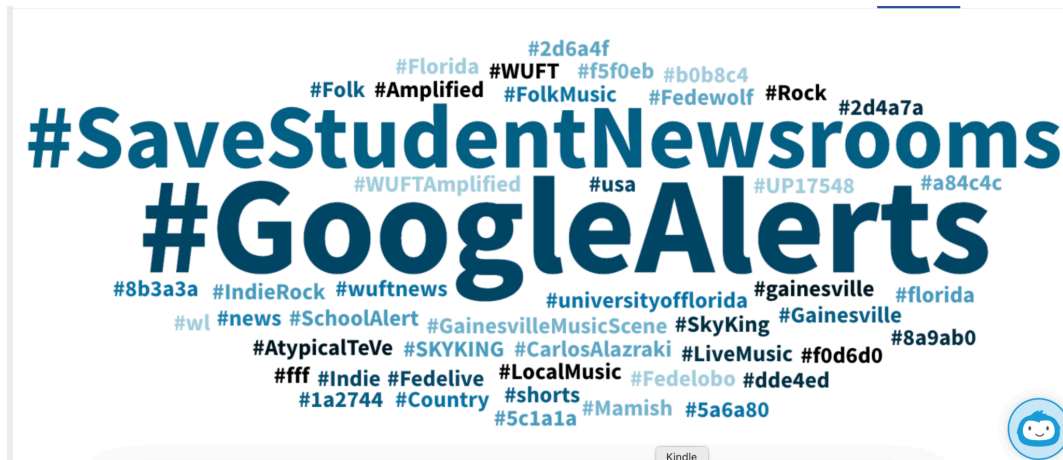
Smaller spikes in mid-to-late April were due to specific coverage of certain news events that got the public's attention.



The spike in online conversation about WUFT on April 15 was due to articles about environmental policy and sewage sludge regulations. On April 17, online conversations about WUFT spiked because of WUFT programming, which broadcast popular events such as a local culinary competition and the GCM Spring Food Festival. On April 21, conversations spiked about air quality and wildfire smoke, which WUFT covered.



Overall, the pattern that emerges is that conversations about WUFT are not about the brand but about the news topics that are covered. Social media conversation about the brand is driven by the content WUFT covers, and conversation spikes when the content being reported is high-interest and relevant to local issues.

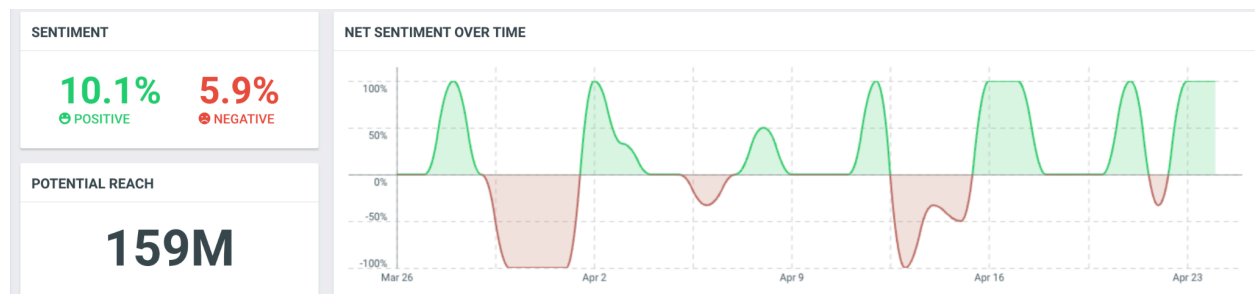


The most significant hashtags used in social media conversations about WUFT are #SaveStudentNewsrooms and #GoogleAlerts.

The #SaveStudentNewsrooms hashtag is part of a movement advocating for the protection of student-run journalism associations, like WUFT. The use of this hashtag shows that social media users connect WUFT with the movement's initiative and are trying to support and protect it. This is major because it can reveal that conversations about WUFT go beyond news stories to the value of student journalism. It shows that social media users view WUFT as a symbol of student-run media that needs to be protected and supported.

The hashtag #GoogleAlerts is prominent in social media discussions about WUFT related to how WUFT content is being shared. The hashtag #GoogleAlerts is related to news-tracking and monitoring tools.

Other popular hashtags include #WUFT, #WUFTNews, and #WUFTAmplified, which are mentions about the brand, its media content, and its programming. The hashtags #Gainesville and #Florida relate to conversations about local content. #Folk, #LocalMusic, and #LiveMusic are popular hashtags in conversations about WUFT that show popularity surrounding media coverage about entertainment and music events.



Overall, WUFT user sentiment is mostly neutral but slightly positive, with 10.1% positive sentiment and 5.9% negative sentiment.

Smog this morning?

Swaxe has replied

During the WUFT weather report this morning they were saying the colder air is keeping the smoke close to the ground, plus there isn't much of a breeze like yesterday. If you want fire updates I highly recommend the Watch Duty app.

published on 04/21/26 at 7:47 AM | [Reddit](#) | [United States](#) | [GNV](#)

MATCHES

"WUFT" OR "WUFT News" OR "WUFT-FM" OR "WUFT TV"

METRICS

41 59.6K N/A

246 Estimated Reach, 0.1% Engagement Rate, 0.2 Earned Media Value(\$), 40 Reddit upvotes, 1 Reddit downvotes, 41 Total votes, 52.6K Subreddit subscribers, 489 Reddit karma, 94.5K Semrush Visits, 59.6K Semrush Monthly Unique Visitors, 6 Semrush Traffic Rank

Ryan Hunt @rynhnt shared a link

Great to see both @grandstand_mag students @HandlerLiana and @JessicaGarcete, + pre-Grandstanders @jaxacastellano and @CooneyScarlett honored here for their work that came out of my class. x.com/UFJSchool/stat...

@UFJSchool: Multiple UFJC student journalists and recent graduates from WUFT, Fresh Take Florida, Atrium Magazine, Grandstand Magazine and The Independent Florida Alligator were recognized in the 2026 Florida Society of News Editors Journalism Contest. <https://t.co/thXRLHDpDz>

published on 04/07/26 at 9:39 AM | [X](#) | [United States](#) | [twitter.com](#)

MATCHES

"WUFT" OR "WUFT News" OR "WUFT-FM" OR "WUFT TV"

METRICS

12 2.8K 0/10

297 Estimated Reach, 0.4% Engagement Rate, 2.1 Earned Media Value(\$), 4 X Reposts, 8 X Likes, 934 X Following, 2.8K X Followers, 424 X Impressions

A significant amount of sentiment is based on article headlines and content previews, and the tone of shared content. Even when searching for posts that reflect consumer sentiment, they lack direct user opinion. Positive spikes are driven by positive community and informational topics, and negative spikes are driven by coverage of controversial, political, or public safety issues. Since sentiment is mostly neutral, this further supports the idea that conversation about WUFT content is more about news than public opinion.

Strategic Recommendations

Increase online visibility

The web and social media analysis revealed important insights: webpage traffic spikes from viral, high-interest content, website traffic is mostly from direct traffic, and special traffic is low at under 2% but presents an opportunity for traffic growth. A strategy to increase online visibility is leveraging content that goes viral and expanding the distribution of content to social media. By creating high-interest, timely content, like the snake article, and immediately posting the stories on Instagram, TikTok, and X, the data shows that content could go viral. If this distribution strategy remains consistent, WUFT website traffic could maintain a stable upward trajectory.

To tap into untapped growth potential, WUFT should post 2-3 short-form videos per story. The social media posts should have a title with carefully selected keywords and a trackable link with a call to action. Moreover, to improve search engine optimization and increase website traffic, it is strategic to enhance headlines using keywords. Since Organic Search is already strong, making up 25% of web traffic, it is essential to build on it.

Improve audience engagement

Analysis of web data showed that the users tend to engage less with viral articles, as shown by the 20-second engagement time on the snake article. However, the homepage and search pages received high engagement, which shows that users don't explore beyond articles.

A possible strategy is adding a “Related Stories” or “You May Also Like” section within articles to encourage users to continue reading and spend more time exploring the WUFT website. Interactive content, like blogs or polls, could keep users engaged beyond just reading WUFT articles. An example of this could be a live blog of wildfire updates. Improving the homepage layout could encourage users to explore the website. Highlighting trending stories and adding a “Most Read Today” section on the homepage could pique user interest.

Strengthen brand positioning across platforms

According to Talkwalker data, conversations about WUFT are about news content topics, not the brand itself. Conversations also strongly associate WUFT with UF and student journalism, as shown by the popular hashtag #SaveStudentNewsrooms.

A recommended strategy is to lean into the student journalism conversation. Engaging with #SaveStudentNewsrooms and creating student-focused content, like student journalist features, could help connect the brand with the audience. Talkwalker data showed that conversations on social media focused on the content, not on the brand's opinion or sentiment. To encourage audience engagement and opinions, including questions like “What do you think?” on social media posts, could help spark conversations about WUFT among social media users. To strengthen brand visibility, content created by WUFT should further push the brand name, like logo watermarks on photos in articles.

Conclusion

WUFT's data shows a promising ability to engage interest through high-interest content that is posted in a relevant and timely manner. However, there is an opportunity for website traffic growth and an increase in brand visibility. By distributing content on social media, improving website engagement, and boosting brand awareness, WUFT can build a loyal audience and maintain consistent traffic spikes. These strategic recommendations will support long-term success for WUFT.