WordCamp Europe
Basel 2025

What we learned from building Site Kit

and how you can apply this to your WordPress site

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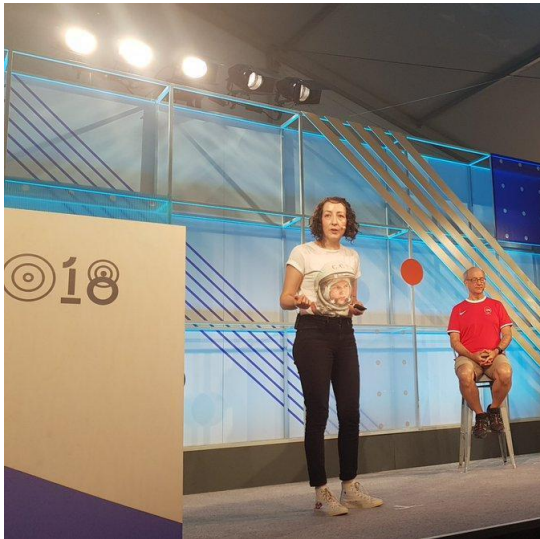
hi, i’m Mariya.

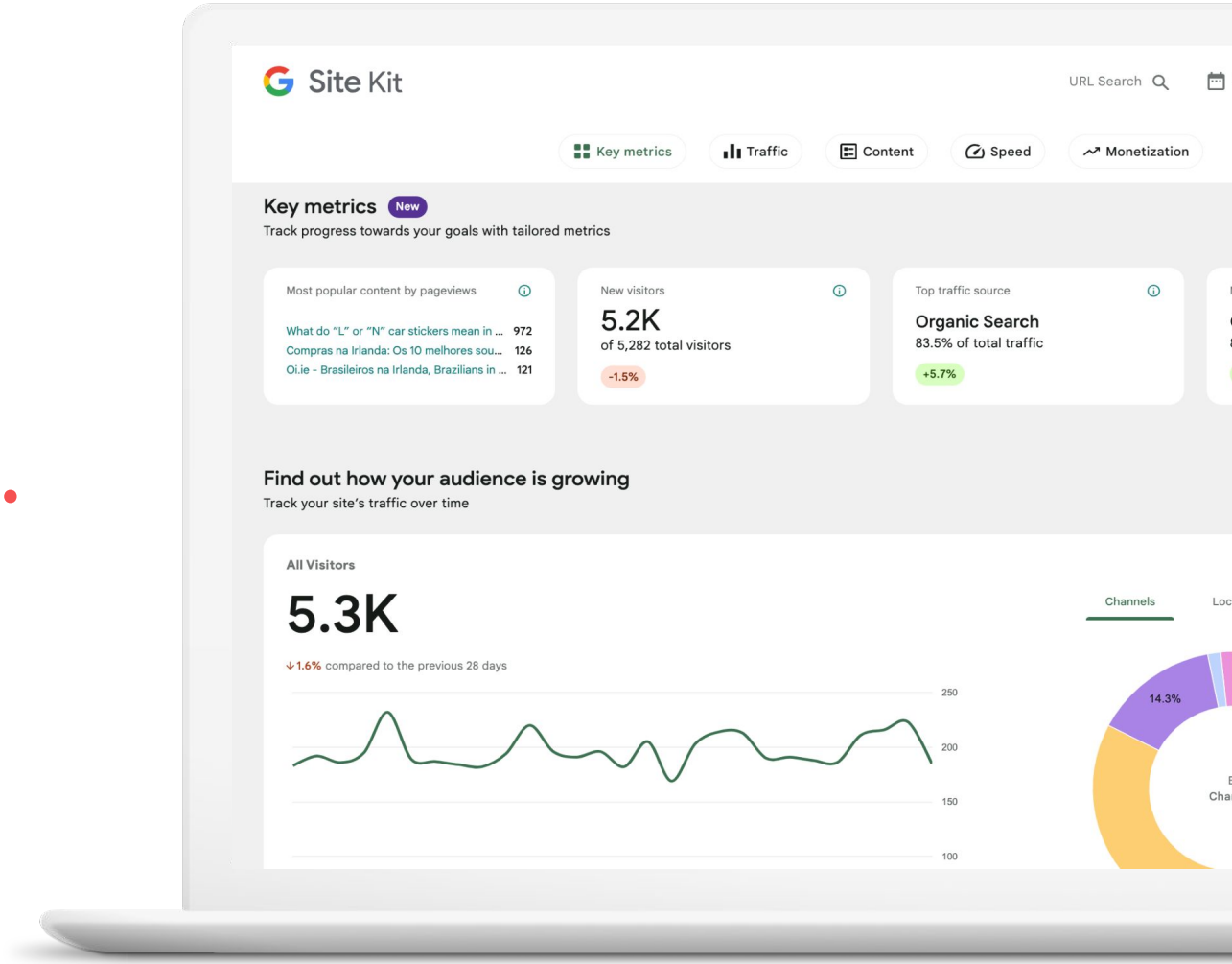


“give me everything I need from Google, but make it simple”

“i don’t know how to edit my site code”

“tell me how I’m doing and what to do next”

meet Site Kit.



1

deliver simplicity while maintaining security

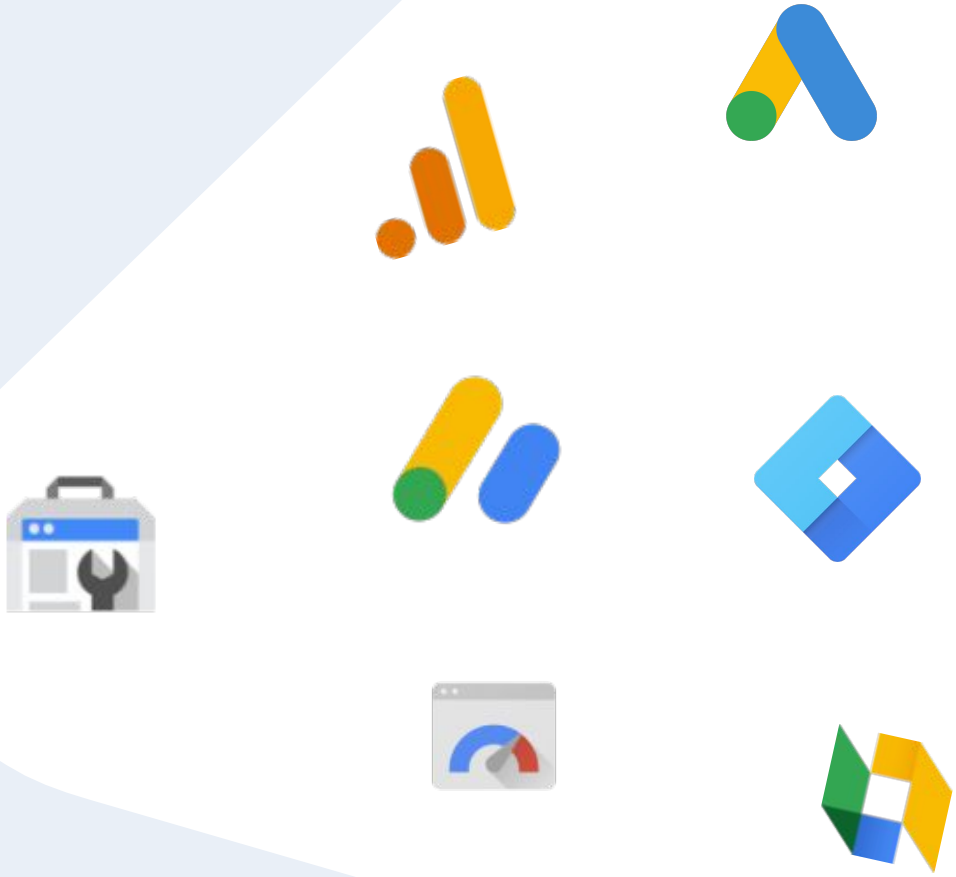
simplify + automate

minimise onboarding friction! setup in 60s 🤩

place tags, automate flows

save time: connect critical tools to your site

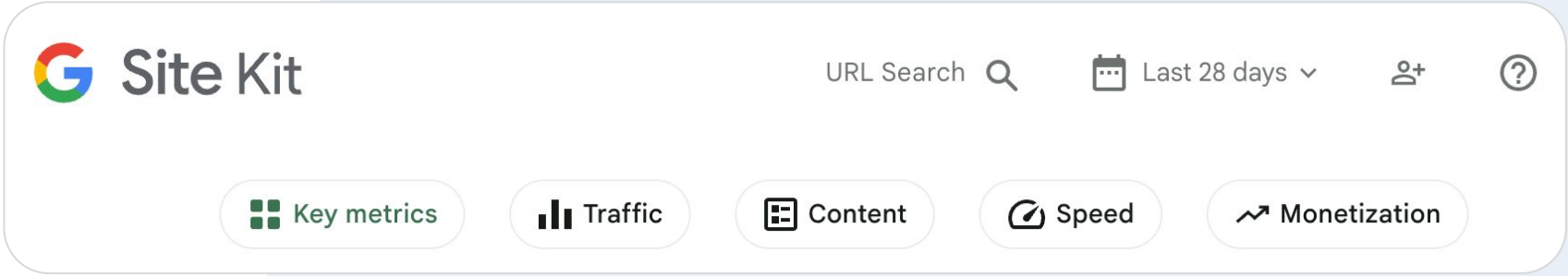
get access to the stats you need directly in wp-admin



2

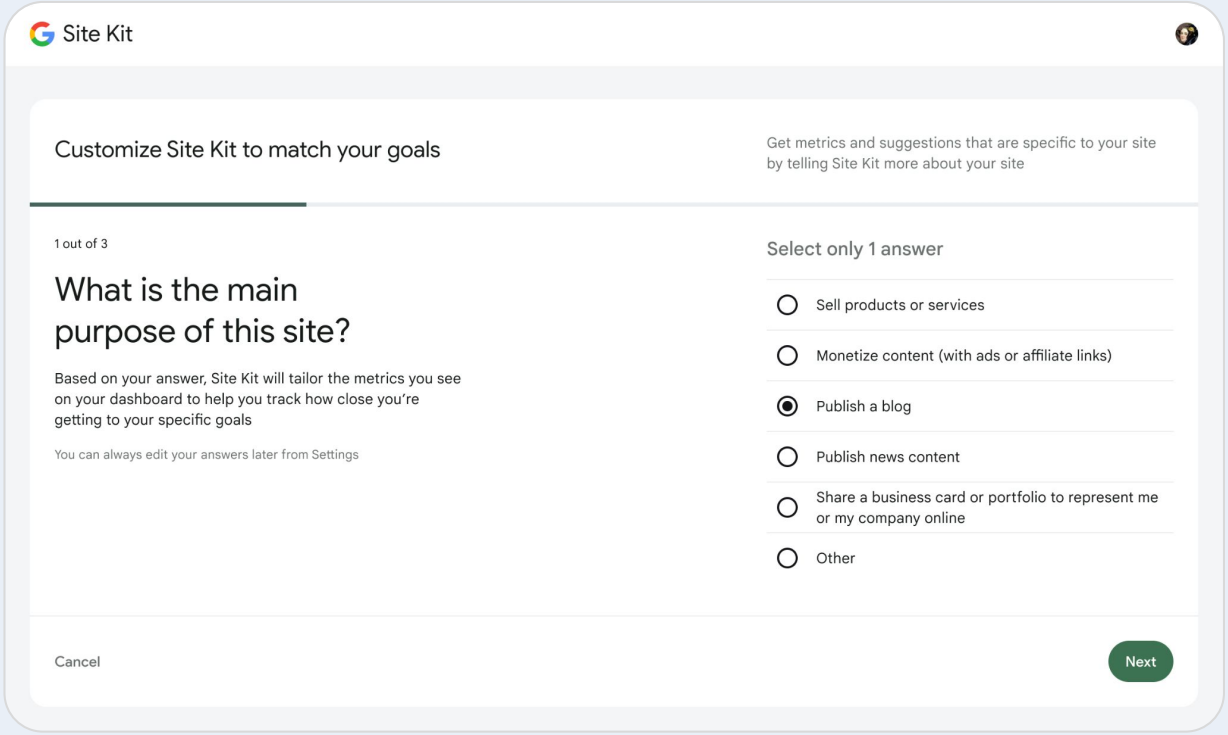
connect the dots from the user’s point of view

curate + tailor



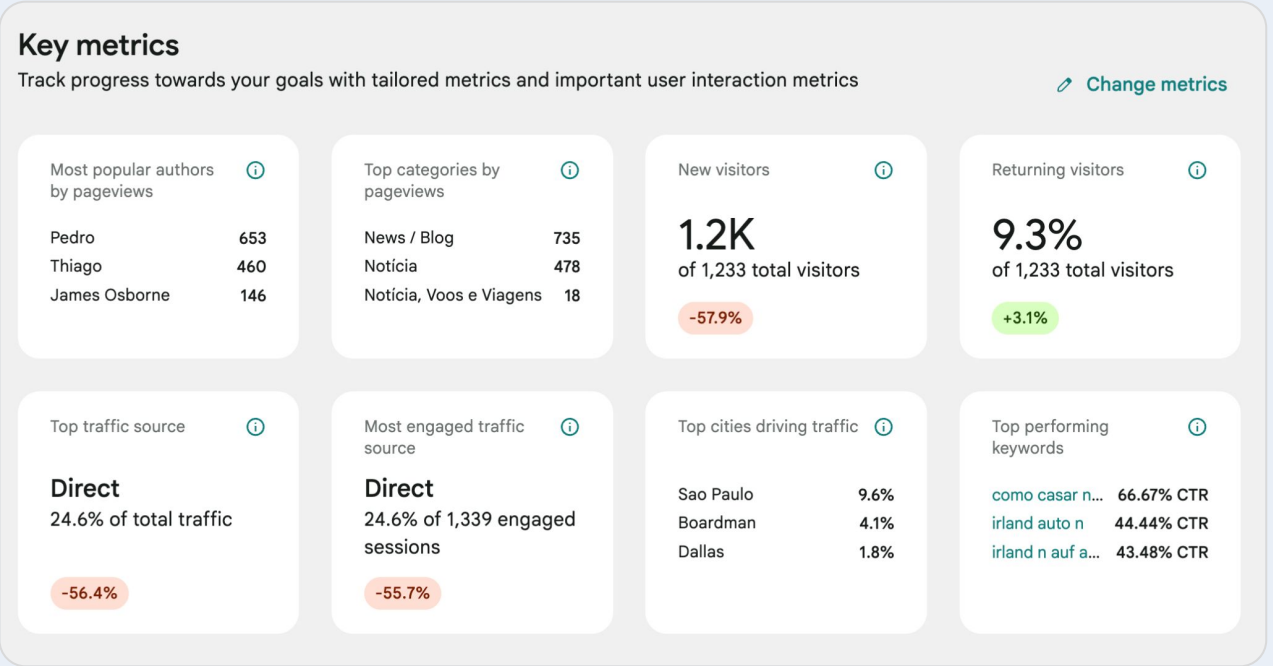
break product boundaries

curate + tailor



human questions → tailored metrics

curate + tailor



human questions → tailored metrics

measure what matters to
your business goals

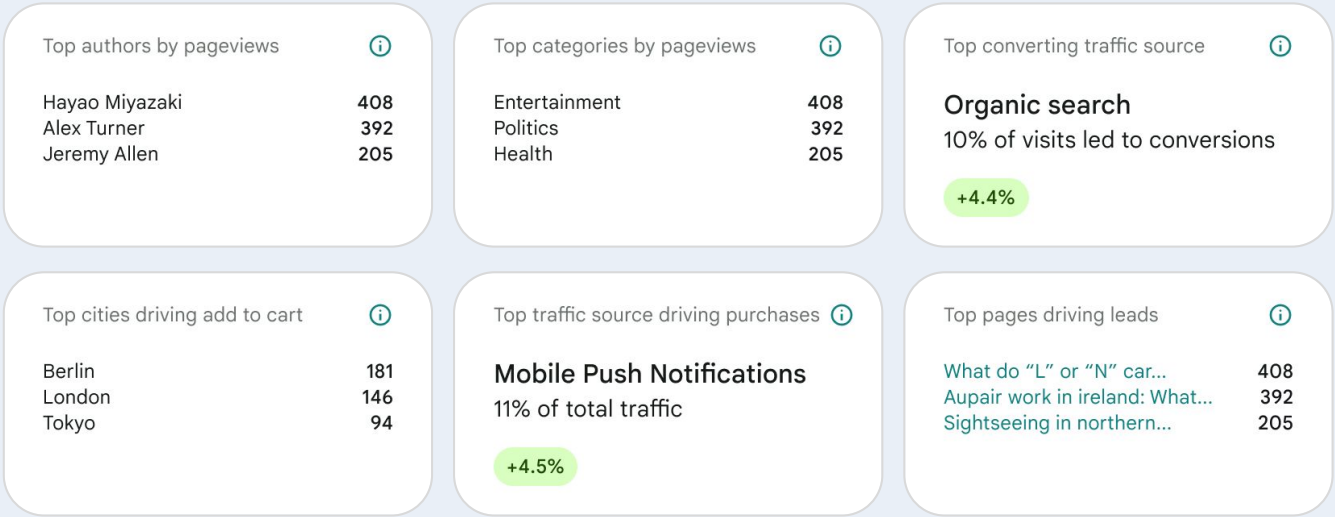
build out “top headline”
metrics to check regularly

3

tell the full story

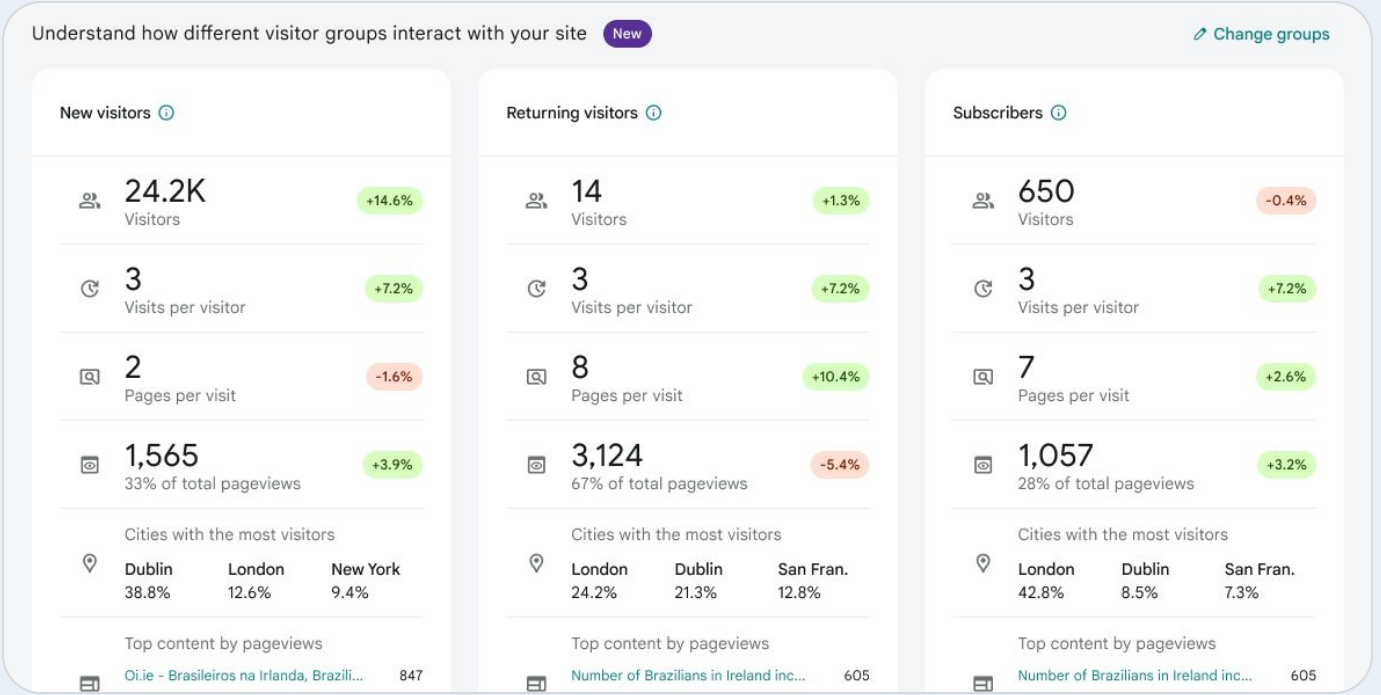
create + refine

track critical conversion events on behalf of users



create + refine

help site owners understand their visitors



look at the full funnel:
impressions to conversions

establish baselines for
each visitor segment

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thank you!

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