



WordCamp
Europe
Basel 2025

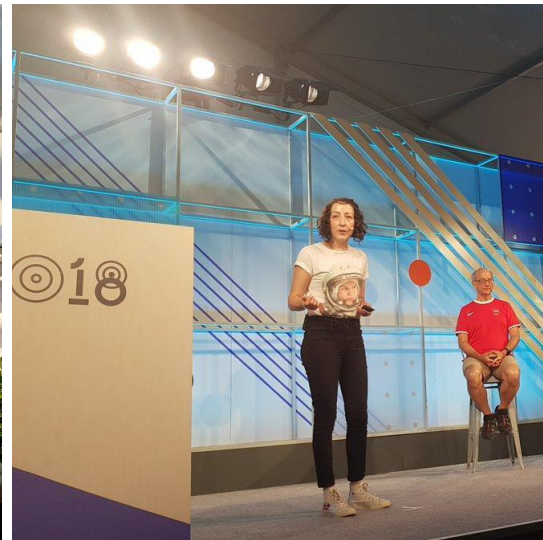
What we learned from building Site Kit

**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”**

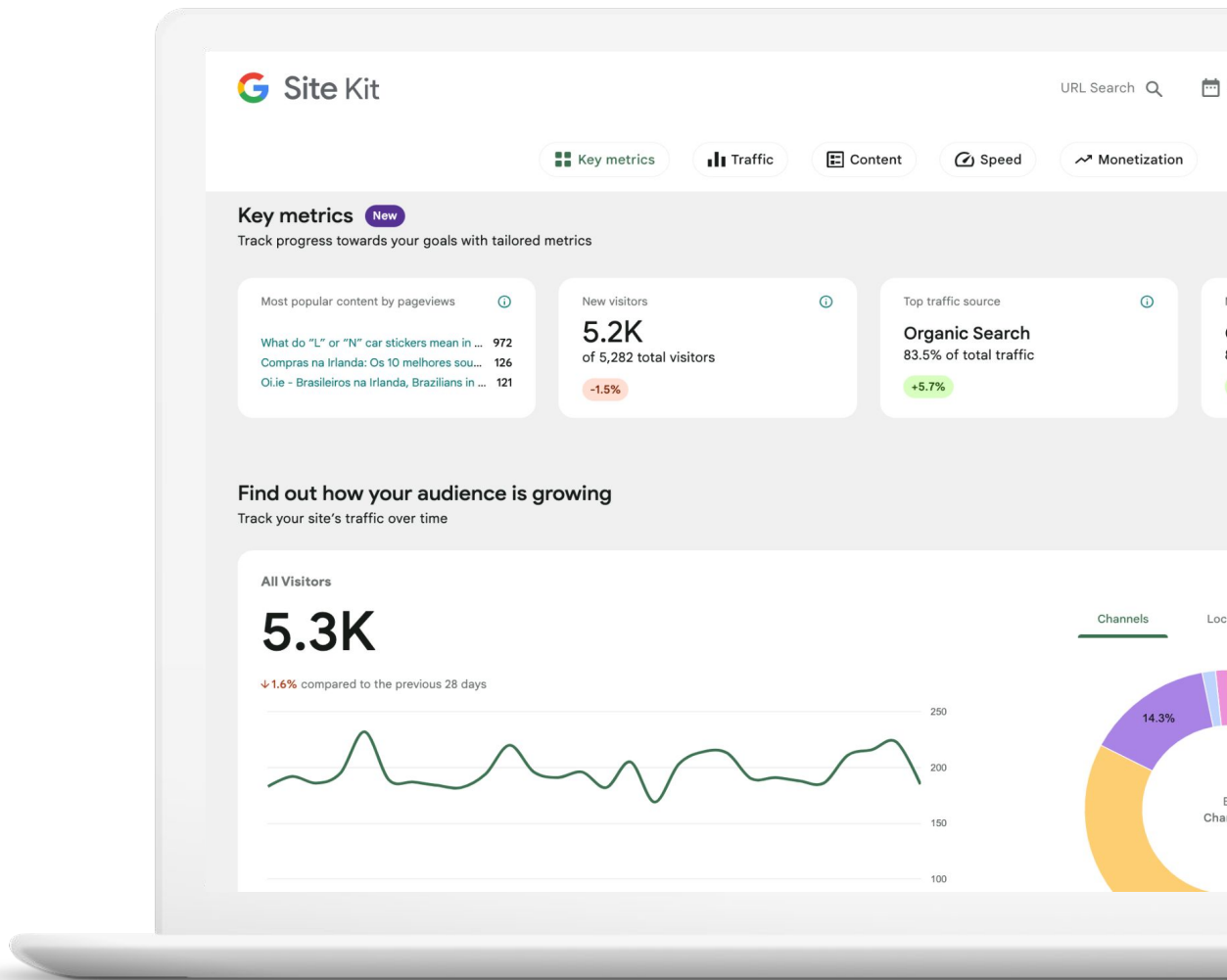
**“i don’t know how to edit my
site code”**

**“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



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save time: connect
critical tools to your
site

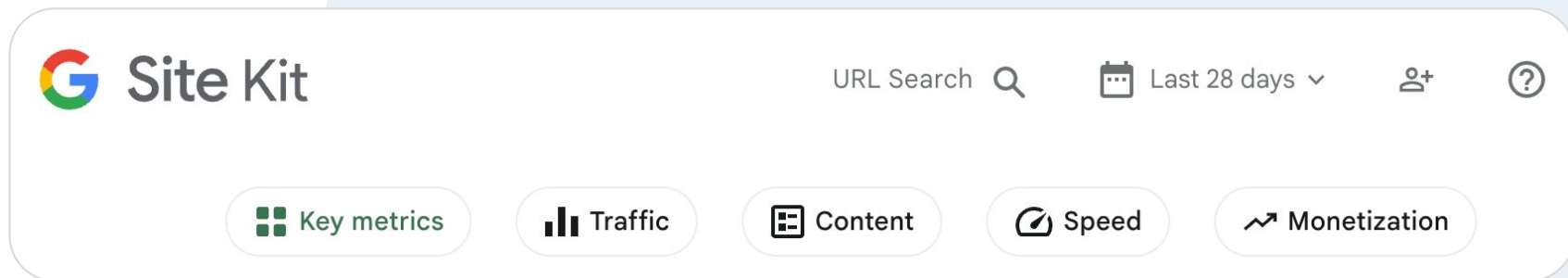
get access to the
stats you need
directly in wp-admin



2

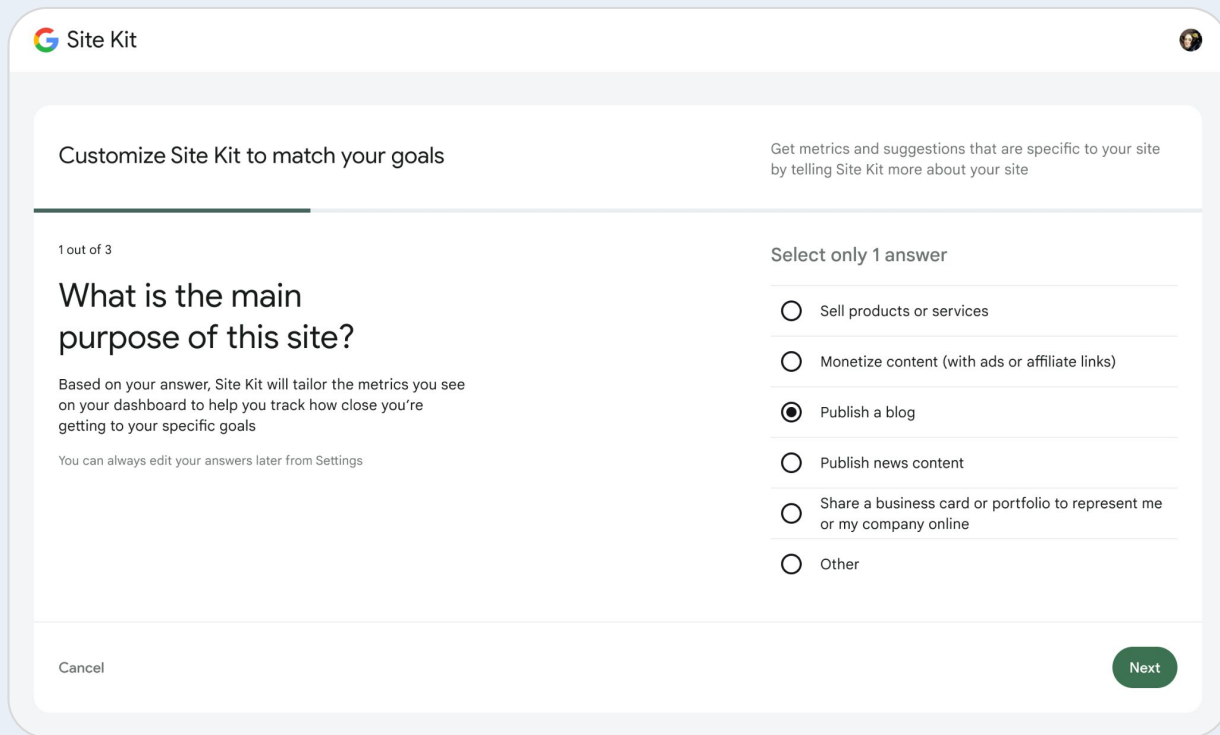
**connect the dots from the
user's point of view**

**curate +
tailor**



break product
boundaries

**curate +
tailor**



The screenshot shows the Google Site Kit customization interface. At the top, the 'Site Kit' logo is on the left and a user profile icon is on the right. The main heading is 'Customize Site Kit to match your goals'. Below this, a progress bar indicates '1 out of 3' steps. The first question is 'What is the main purpose of this site?'. Below the question, explanatory text states: 'Based on your answer, Site Kit will tailor the metrics you see on your dashboard to help you track how close you're getting to your specific goals'. A note at the bottom of this section says 'You can always edit your answers later from Settings'. To the right of the question, a heading 'Select only 1 answer' is followed by a list of six radio button options: 'Sell products or services', 'Monetize content (with ads or affiliate links)', 'Publish a blog' (which is selected), 'Publish news content', 'Share a business card or portfolio to represent me or my company online', and 'Other'. At the bottom left is a 'Cancel' link, and at the bottom right is a green 'Next' button.

Site Kit

Customize Site Kit to match your goals

Get metrics and suggestions that are specific to your site by telling Site Kit more about your site

1 out of 3

What is the main purpose of this site?

Based on your answer, Site Kit will tailor the metrics you see on your dashboard to help you track how close you're getting to your specific goals

You can always edit your answers later from Settings

Select only 1 answer

- ☐ Sell products or services
- ☐ Monetize content (with ads or affiliate links)
- ☒ Publish a blog
- ☐ Publish news content
- ☐ Share a business card or portfolio to represent me or my company online
- ☐ Other

Cancel

Next

human questions → tailored metrics

curate +
tailor

Key metrics

Track progress towards your goals with tailored metrics and important user interaction metrics

[Change metrics](#)

Most popular authors
by pageviews ⓘ

Pedro	653
Thiago	460
James Osborne	146

Top categories by
pageviews ⓘ

News / Blog	735
Noticia	478
Noticia, Voos e Viagens	18

New visitors ⓘ

1.2K
of 1,233 total visitors

-57.9%

Returning visitors ⓘ

9.3%
of 1,233 total visitors

+3.1%

Top traffic source ⓘ

Direct
24.6% of total traffic

-56.4%

Most engaged traffic
source ⓘ

Direct
24.6% of 1,339 engaged
sessions

-55.7%

Top cities driving traffic ⓘ

Sao Paulo	9.6%
Boardman	4.1%
Dallas	1.8%

Top performing
keywords ⓘ

como casar n...	66.67% CTR
irland auto n	44.44% CTR
irland n auf a...	43.48% CTR

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

Top authors by pageviews ⓘ

Hayao Miyazaki	408
Alex Turner	392
Jeremy Allen	205

Top categories by pageviews ⓘ

Entertainment	408
Politics	392
Health	205

Top converting traffic source ⓘ

Organic search
10% of visits led to conversions

+4.4%

Top cities driving add to cart ⓘ

Berlin	181
London	146
Tokyo	94

Top traffic source driving purchases ⓘ

Mobile Push Notifications
11% of total traffic

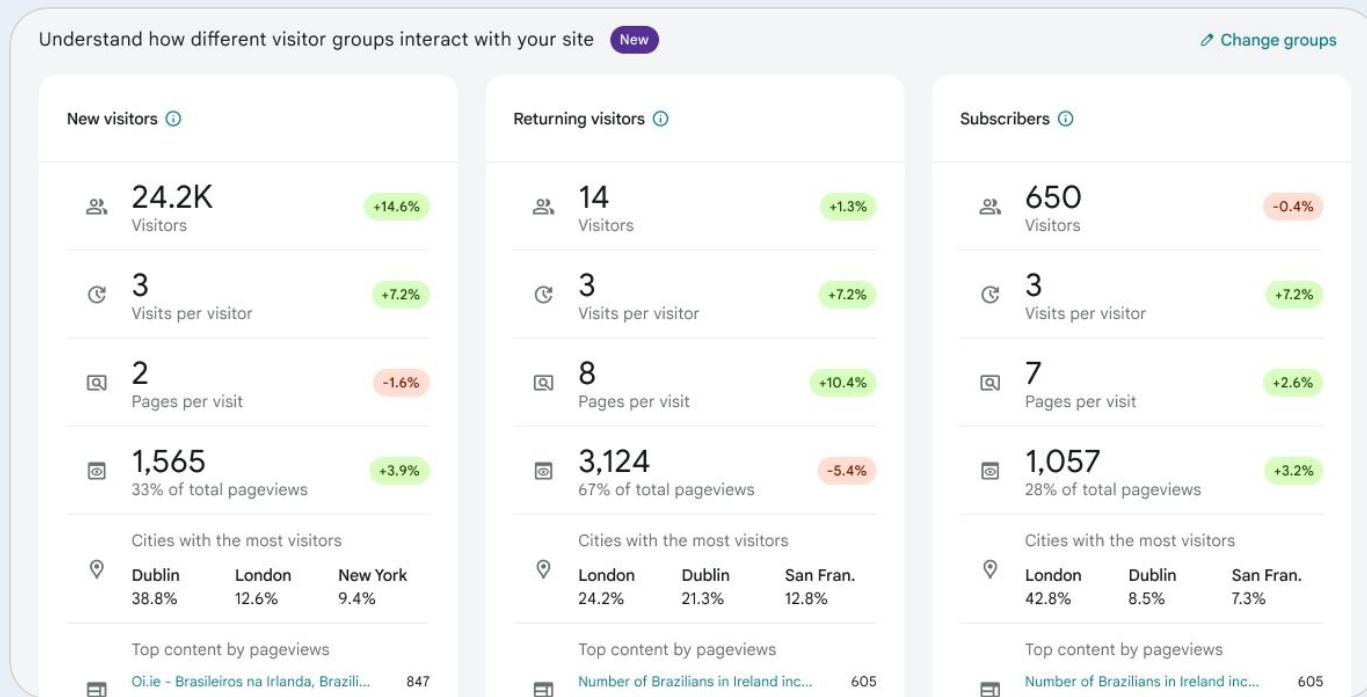
+4.5%

Top pages driving leads ⓘ

What do "L" or "N" car...	408
Aupair work in ireland: What...	392
Sightseeing in northern...	205

**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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Thank you!