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Nonprofit

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Goal

Increase the number of visitors to our website per month by 6% from online advertisements.

Measurement

Collect data on how many people visit the website per month for six months, average it, have a survey on why they came to our site in the sidebar, and collect data for another six months.

What I hope to learn

I hope to learn how to advertise to get more visitors. If most of the visitors go to the website because of our events, how can I make the online advertisements more effective?