CALIFORNIA STATE UNIVERSITY SAN MARCOS

PROJECT SIGNATURE PAGE

PROJECT SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE

MASTER OF SCIENCE

IN

BIOTECHNOLOGY

PROJECT TITLE: Optimizing Website Design to Enhance Company Visibility

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DATE OF SUCCESSFUL DEFENSE: April 18th, 2016

THE PROJECT HAS BEEN ACCEPTED BY THE PROJECT COMMITTEE IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF
SCIENCE IN BIOTECHNOLOGY.

GLEN H. BRODOWSKY
PROJECT COMMITTEE CHAIR

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DATE
Optimizing Website Design to Enhance Company Visibility

NEUROPORE THERAPIES, INC.

KYLE LEBLANC

MAY 11TH, 2016
This project was conducted at Neuropore Therapies, Inc. Neuropore is located in San Diego, CA and the business focus is on curing neuro-degenerative diseases, namely Parkinson’s Disease and Alzheimer’s Disease. Project goals included becoming certified with Google Analytics, learning about digital analytics and website design, and determining if Neuropore’s new website was worth their investment. General conclusions from this project are that Neuropore Therapies, Inc. has promising digital analytics results from their new website. Despite shortcomings with the total amount of data, the data points to a significant increase in overall web traffic and visibility of the business. The actual design changes are supported by current literature, and their investment may prove to be more significant in the future. With an improved Google Analytics study that encompasses a full year of data, Neuropore will be better able to ascertain whether their investment has made a significant impact on their online visibility.
Neuropore researches treatments for neuro-degenerative disorders.

**Top therapeutic candidate:**
- NPT200-11
- Parkinson’s Disease
- Completed Phase 1 of clinical trials on March 7th, 2016
Neuropore had their website redesigned in hopes of enhancing company visibility.

Figure 2. Old Website (Neuropore, 2015).

Figure 3. New Website (Neuropore, 2016).
Research reveals that web design is composed of three categories.

Customer Satisfaction

- Visual Appeal
  - Color choice influences trust and satisfaction (Cyr et al., 2010)
- Structure
  - Complexity affects user viewing pleasure (Messinger, 1998)
- Content
  - Audiovisual information enhances memory recall (Bol et al., 2013)
Google Analytics was used to collect all website data.

Data collection:
Old Website: October 6\textsuperscript{th}, 2015 - March 9\textsuperscript{th}, 2016
New Website: March 10\textsuperscript{th}, 2016 – April 12\textsuperscript{th}, 2016

Certification courses were taken:
1. Digital Analytics Fundamentals
2. Platform Principles

Figure 4. Google Analytics Logo (DOMO + Google Analytics, 2016).
Neuropore has traffic from a variety of sources.

Figure 5. Comparison of web traffic sources for old (A) and new (B) website.
Neuropore Therapies, Inc. has site visitors from around the globe.

Figure 6. User language (A), geography (B) and world map (C).
The total size of Neuropore’s audience and the number of new users significantly increased.

Figure 7. Audience size for unique users (A) and new users (B).
Users spent significantly more time on the new website and the total number of sessions significantly increased.

Figure 8. User session (A), session duration (B) and pages viewed (C).
The new website is mobile friendly and overall bounce rate saw a significant reduction.

Figure 9. User bounce rate (A) and bounce rate per device (B).
Was the investment worth it?

The investment: ~$17,000

- Literature supported the redesign
- Significant differences in most user metrics
- No immediate feedback in terms of $
- Alternatives do exist for web design - Squarespace ($200/year)

Limitations of project:

- Time span
- Ghost spam