



CALIBRATION REPORT

AUG 2025–JAN 2026



WEBSITE REFRESH

SITE REFRESH

Since the site refresh on Oct 25th, 2025, performance comparing pre- and post-site refresh has remained steady with slight fluctuations across some key metrics:

- Average engagement rate across the site stayed flat
- Average engagement rate on the home page increased by 5%
- Average engagement time decreased by 17%

These metrics indicate a **smooth site transition** with a slight lift in user engagement on the home page due to UX improvements and a total average decrease of average engagement time on the site due to users finding information faster.

Oct 24, 2025 - Jan 31, 2026

Site Performance Data			
#	Metric	Value	vs prev
1	Avg. Engagement Rate: Full Site	19.2%	0%
2	Avg. Engagement Rate: Home Page	26.8%	▲ 5%
3	Avg. Engagement Time	0m 23s	▼ 17%

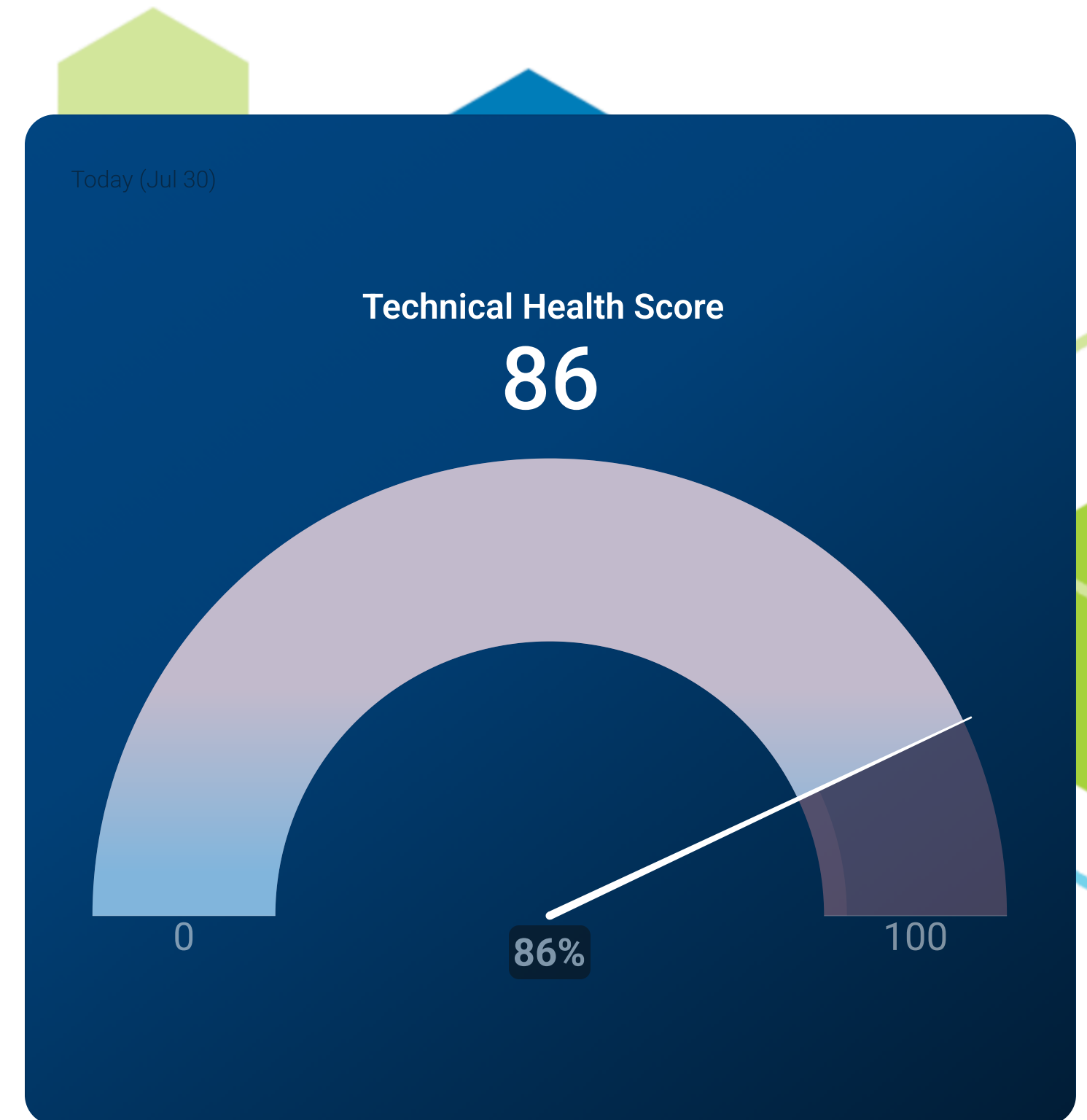


SITE TECHNICAL HEALTH

TECHNICAL/SEO IMPROVEMENTS

Following various technical and SEO-oriented improvements, the website's technical health score jumped from an 80 to 86. Positive growth that demonstrates a rise in **improved user experience** from decreased load speed times, optimized metadata, and additions of headers, along with other various fixes and updates.

- Went from 62 4XX pages to 0
- Went from 455 pages with links to broken pages to 0
- Removed 18 instances of multiple H1s on the same page
- Added 15 H1s where they were missing or empty
- Updated 68 meta descriptions where they were too long, too short or missing
- Optimized file sizes on 6 images that were too large



SOCIAL MEDIA

SOCIAL PERFORMANCE

While total combined reach is down (-32%) due to a decrease in post volume, total engagements (+18%)—and thus **engagement rate (+71% for LinkedIn and +117% for Facebook)**—are up comparing pre- and post-Element partnership in September. Additionally, follower counts continue to rise steadily, demonstrating continued audience engagement and resonance with branded social content.

Sep 1, 2025 - Jan 31, 2026

Social Followers

LinkedIn

3,500

▲ 5% vs previous period (3,334)

Facebook

819

▲ 2% vs previous period (804)



PUBLIC RELATIONS

REGIONAL MEDIA AND SPEAKING OPPORTUNITIES

PR efforts have focused on connecting with water and healthcare organizations in Michigan, Minnesota, and Wisconsin and providing opportunities for the client to connect within these organizations. To date, we've secured two written article opportunities and two speaking opportunities, with an additional four speaking opportunities pending.

Secured two contributed articles:

- Minnesota Rural Water Association—(Circulation is ~2600 operators)
- Michigan Water Environment Association—Submitted for the winter issue, which ended up not being published in 2025. Held for spring issue publishing in March 2026.

Secured two speaking opportunities:

- Minnesota Rural Water Association Operator Expo—August 2025
- American Water Works Association (MI-AWWA) and the Michigan Water Environment Association (MWEA), Joint Expo & Operator Days—February 2026



EMAIL

EMAIL MIGRATION TO ACTIVE CAMPAIGN

Historically you were averaging solid email engagement rates in Mailchimp (31% open rate, 5% click rate, and 0.27% unsubscribe rate).

Since transitioning to ActiveCampaign, you've experienced **improvements on all engagement metrics**, especially click rate. Over your first 9 emails sent with Active Campaign, you are averaging:

- 33% open rate (6% better than Mailchimp)
- 7.53% click rate (50% better than Mailchimp)
- 0.22% unsubscribe rate (19% better than Mailchimp)

Campaigns 9	Emails sent 40,167
Open rate 33.13%	Click Rate 7.53%
Click-to-open 22.72%	Bounces 0.57%
Unsubscribes 0.22%	Revenue --



KEY INSIGHTS & OPPORTUNITIES

KEY INSIGHTS

Overall, the website refresh and technical improvements are showing positive engagement trends and a solid overall technical health improvement. Social performance is increasing even with fewer total posts, PR has secured four total opportunities with four more in the pipeline, and the email platform migration to ActiveCampaign has shown growth and improvements for open, click, and unsubscribe rates.

OPPORTUNITIES

- A)** To maintain and continuously improve the site's rankability and performance on search engines, continue an ongoing SEO program to regularly monitor for SEO-related issues, create fixes, and implement content best practices.
- B)** We identified a portion of your website traffic as bot or AI crawler traffic and are actively working on a solution to clean this data from your web reporting.
- C)** To maintain brand cohesion across marketing and to further expand the reach and awareness of the brand, continue to utilize and grow fully integrated marketing tactics for 2026 and beyond. Especially consider continuing and building on social, SEO, and PR momentum.



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