# From Cluttered to Productive: How to Evaluate the Health of Your SharePoint Intranet

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Accessible content is available upon request.

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# We Are AvePoint

The most advanced platform for SaaS operations and secure collaboration

AvePoint is headquartered in Jersey City, NJ, with approximately 1,800 employees across 29 offices, 14 countries, and five continents.

**9M**
Cloud Users

**88**
Countries

**7**
Continents

Microsoft Partner
Microsoft

**5x**
Partner of the Year Award Winner

**AVPT**
Nasdaq Listed

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The Challenge

# Modern intranets anchor the digital workplace experience...

Improve employee experience, supporting and engaging a distributed workforce.

Give employees coordinated access to a broad array of information, services, and business applications.

Drive retention by delivering an optimized user experience, regardless of where and how the user is accessing the intranet

Source: PwC

The Macro Challenge

# ...but how can you measure success?

A whopping 72 percent of employees rate their intranet as “fair” or “poor.”

Generic solutions like Google Analytics offer a workaround but aren’t built with SharePoint in mind.

Native reporting offers numbers, not analytics, leaving admins and site owners without the context needed for informed decision-making.

Source: PwC

Our customers need to

# maximize the impact of their IT investment

**AvePoint can help**

## Potential Challenges

1. Modernizing legacy SharePoint Intranets suffering from outdated, static content
2. Understanding which devices and applications employees are using to access the intranet
3. Identifying which pages and content are performing well, as well as which areas could be improved or removed
4. Giving site owners the usage data that they're looking for

# Checking the Health of Your Intranet

# Scenario: AvePoint GTM Site

Quality

Content

Page Layout

Data-Driven Decisions

Adoption

Engagement

**BUSINESS VALUE...**

**GOALS**

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CHALLENGE: INCREASE USER ADOPTION

# What are the some of key performance indicators for user adoption?

# Devices & OS

Find out how users are accessing your content so you can optimize their experience and boost adoption and retention.

**Tip:** If 75% of your users are accessing SharePoint with a mobile device, it may be time to create mobile-friendly layouts.

# Unique Users

“Unique users” is the gold standard of adoption and the foundation for stickiness scores like Monthly Active Users (MAU) and Daily Active Users (DAU).

**Tip:** A significant drop in usage might indicate a performance issue, whereas a significant increase might align with a major
internal communications campaign. .

# Viva Connections

Viva Connections presents an excellent opportunity to draw new viewers to your content—right in the context of where people are working inside Microsoft Teams.

**Tip:** A significant drop in usage might indicate a performance issue, whereas a significant increase might align with a major internal communications campaign.

CHALLENGE: IMPROVE SITE PERFORMANCE

# What are the some of the key performance indicators for site performance?

# Page Load Performance

It’s difficult to grow an audience, but it’s even harder if you can’t retain them.

**Tip:** Campaigns might drive people to your content initially, but quality content will keep them coming back.

# Top Sites

It’s difficult to grow an audience, but it’s even harder if you can’t retain them.

**Tip:** Campaigns might drive people to your content initially, but quality content will keep them coming back.

Top Sites

Data

| Name | Visits |
|---|---|
| tyGraph Pages Demo Site - Home | 189 |
| SharePoint Page Analytics Comm Site - Home | 105 |
| Topics | 94 |
| tyGraph Team - Home | 89 |
| tyGraph Home - Home | 56 |
| Pages - Home | 31 |
| Customers | 15 |
| Coffee is for Closers - Home | 13 |
| Site Contents | 12 |
| Customer Success Portal: Learning Center - Home | 11 |

# Top Links

Linked content in SharePoint is a critical piece of users' navigation.

**Tip:** By understanding which content is getting the most engagement, site owners can identify their top assets, flag areas for improvement, and proactively create new content.

# Navigation

Sometimes we feel something is so important it deserves a link right at the top of our Intranet navigation.

But how do we know whether anyone is actually clicking on it?

**Tip:** The space at the top of your experiences is precious and should be scrutinized closely.

CHALLENGE: PROVIDING USAGE DATA TO STAKEHOLDERS

# How does it work?
# Let’s see it in action.

# One more thing…

Upgrade to **tyGraph Pages Standard** for advanced analytics using Power BI including the following KPIs:

- Audience Location
- User Churn
- Search Results

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# Audience Location

In global organizations, it's critical to understand the geographical distribution of your audience.

**Action:** Put the science back in your social strategy with regional usage trends and prioritize the languages you know will make the most difference.

Viewer Breakdown by Usage Location

| AD Country | Unique Page Viewers | % Change This Period |
|---|---|---|
| United States | 5 | 25% ⇧ |
| Germany | 3 | 50% ⇧ |
| United Kingdom | 3 | 200% ⇧ |
| France | 2 | |
| **Total** | **19** | **100% ⇧** |

# User Churn

It's difficult to grow an audience, but it's even harder if you can't retain them.

**Tip:** Campaigns might drive people to your content initially, but quality content will keep them coming back.

# Search Results

Check out what your audience is already looking for and use that search data to inform your content roadmap.

**Tip:** A high search volume might also indicate that your navigation isn't facilitating information discovery and needs to be re-examined.

## Client

**Industry:**
Pharmaceuticals

## Problem

After acquiring Shire, Takeda needed to consolidate both companies' Microsoft 365 data in a single environment. They only wanted to move necessary content to optimize the destination environment.

## Result

With tyGraph's insights, Takeda identified usage patterns and adoption metrics that helped scope their consolidation and determine where to invest their resources. This allowed them improve user experience in the new environment.

"The insights we gleaned from tyGraph helped us identify what was needed and what was not. By getting rid of redundant, outdated data and focusing our time and energy on recreating and designing used and relevant content, we were able to create a far better user experience in the new tenant."

***Dave Feldman***
*Head of Digital Workplace Delivery*
*Takeda*

*Click here for Case Study*

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# Resources

## Learn more about tyGraph Pages

*Visit our website*

## 10 Metrics Every SharePoint Admin Should Monitor

*Download the checklist*

## tyGraph Optimizes Takeda's Strategic Cloud Consolidation & Improves User Experience Post-Migration

*Read Case Study*

## Find out what else tyGraph has to offer

*Learn more*

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# thank you

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|---|---|---|---|---|
| Gracias | ευχαριστώ | Danke | Grazie | благодаря |
| Hvala | Obrigado | Kiitos | شكراً | Tak |
| Ahsante | Teşekkürler | متشكرم | Salamat Po | 감사합니다 |
| Cám ơn | شكريه | Terima Kasih | Dank u Wel | Děkuji |
| நன்றி | Köszönöm | ありがとうございます | ขอบคุณครับ | Dziękuję |
| 谢谢 | Tack | Mulţumesc | спасибо | Merci |
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