# Glossary

* **Bounce rate:** The percentage of visitors to a particular website who navigate away from the site after viewing only one page.
* **Page views:** the total number of pages views. Repeated views of a single page are counted.
* **Sessions:** A session is the period of time a user is actively engaged with your website. A single session can contain multiple screen or page views.
* **Unique page views:** Refers to the number of individual visitors who have looked at your pages.

Repeat viewers will only be counted once.

* **Traffic Type:** Tells where the traffic is coming from. Direct - is typing the web address directly into the URL box, Referral - is when people click on links inside of other websites, and Social - comes from social media.

# Website Traffic

This report is for the 3 months from July-September.

|  |  |  |  |
| --- | --- | --- | --- |
| **Page views** | **Unique page views** | **Average Time** | **Bounce Rate** |
| 3,553 | 2,063 | 2:03 | 45% |

Here is a look at the numbers for September, which have been increasing.

|  |  |  |  |
| --- | --- | --- | --- |
| **Page views** | **Unique page views** | **Average Time** | **Bounce Rate** |
| 1,768 | 938 | 2:02 | 47% |

# Top website content

## PAGE NAME PAGE VIEWS UNIQUE PAGE VIEWS AVG. TIME ON PAGE

Homepage 1,023 478 00:01:57

Education/Hot Topics 362 148 00:01:38

Job Outlook 238 121 00:01:43

Work Marketplace 145 109 00:02:25

Women in HSEM Forum 134 91 00:03:11

10 Centers of Excellence 112 78 00:01:24

Find a Job 109 74 00:00:54

Degree Programs 106 68 00:02:47

Job Opportunities 101 58 00:01:06

Pathway Programs 98 65 00:02:39

Video Library 72 37 00:02:49

Resilience 65 32 00:00:59

About Us 53 32 00:02:03

Military 46 32 00:05:51

Our Staff 38 24 00:01:25

|  |
| --- |
|  |
|  |
|  |

# Top Pages Viewed by New Visitors

## PAGE NAME

Homepage Job Outlook Hot Topics

Work Marketplace Women in HSEM Forum Degree Programs

## Some of the top referral websites include:

<http://www.pierce.ctc.edu/> <http://www.pierce.ctc.edu/dept/hsem/> <https://www.coewa.org/> <http://www.pierce.ctc.edu/studentlife/studentprograms/>

# Trends

* A high percentage of users are previewing the website with a desktop and not through a mobile device.
* We should try to include more links to our website events inside of social media.
* A large percentage of viewers are in the Washington region.
* We should attempt to get more websites to include links to our pages on their sites. This will help to improve our Google standing.
* The amount of views and length of time on the website is increasing in September.
* People are staying on the military web page for an extended period of time.