# 2nd Quarter 2015-16 Report (October-December)

**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, Organic – is when people find the page with a search engine, and Social - comes from social media.

# Website Traffic - Comparison

|  |  |  |  |
| --- | --- | --- | --- |
| **Page views** | **Unique page views** | **Average Time** | **Bounce Rate (Oct-Dec – 2nd Quarter)** |
| 6,322 | 3,883 | 1:55 | 39% |

|  |  |  |  |
| --- | --- | --- | --- |
| **Page views** | **Unique page views** | **Average Time** | **Bounce Rate (July-Sept - 1st Quarter)** |
| 3,553 | 2,063 | 2:03 | 45% |

**Top website content**

|  |  |  |  |
| --- | --- | --- | --- |
| **PAGE NAME** | **PAGE VIEWS** | **UNIQUE PAGE VIEWS** | **AVG. TIME ON PAGE** |
| Homepage | 1,296 | 678 | 00:01:38 |
| Work Marketplace | 822 | 530 | 00:01:48 |
| Marketplace Jobs Page | 665 | 372 | 00:02:03 |
| Pathway Programs | 559 | 342 | 00:01:55 |
| Hot Topics | 496 | 303 | 00:02:31 |
| Job Outlook | 325 | 230 | 00:01:44 |
| Criminal Justice Pathway | 257 | 192 | 00:02:49 |
| Internships Page | 228 | 145 | 00:02:47 |
| Job Opportunities | 188 | 124 | 00:01:16 |
| Jim’s Post Number 2 | 134 | 101 | 00:02:29 |
| 10 Centers Page | 109 | 87 | 00:02:49 |
| Resilience | 88 | 58 | 00:00:59 |
| About Us | 86 | 58 | 00:02:03 |
| HSEM Pathway | 74 | 46 | 00:02:51 |

# Top Pages Viewed by New Visitors

## PAGE NAME

Homepage

Work Marketplace Marketplace Jobs Page Pathways Page

Criminal Justice Pathway

Internships Jim’s Posts

## 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/> <http://www.emergencymgmt.com/emergency-blogs/disaster-> zone/wantaninternorinternshipinemergencymanagement.html

# Trends

* The total amount of page views for the website has almost doubled since last quarter.
* We should try to include more links to our website events inside of social media.
* Some of our most popular new pages are the work marketplace and pathway pages.
* We have started to get some of our pages showing up in Google (organic searches). This will help get more viewers to the website.
* Our bounce rate has dropped, which means more people are visiting multiple pages.
* People are staying on the pathway web pages for an extended period of time.