

## 4th Quarter Analytics Report (April-June)

### 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

<b>Page views</b>	<b>Unique page views</b>	<b>Average Time</b>	<b>Bounce Rate (Apr-June: 4th Quarter)</b>
3,719	2,759	1:56	49%

<b>Page views</b>	<b>Unique page views</b>	<b>Average Time</b>	<b>Bounce Rate (Jan-Mar: 3rd Quarter)</b>
4,299	3,024	2:01	47%

### Top website content

PAGE NAME	PAGE VIEWS	UNIQUE PAGE VIEWS	AVG. TIME ON PAGE
Homepage	994	710	00:01:43
Pathway Programs	360	309	00:02:06
Students Jobs	329	285	00:02:59
Hot Topics Blog	290	269	00:01:55
Our Services	262	181	00:04:58
Work Marketplace	233	209	00:01:26
Advisory Board	212	166	00:03:36
About Us	193	172	00:02:31
Degree Programs	174	148	00:02:26
Job Opportunities	129	109	00:03:12
Job Outlook	115	103	00:01:19
Our Staff	97	68	00:02:45
Emergency Cycle	92	77	00:10:10

## Traffic Type

PAGE NAME	DIRECT	REFERRAL	ORGANIC
Homepage	406	488	110
Pathway Programs	125	206	30
Students Jobs	156	129	45
Hot Topics Blog	135	122	33
Our Services	130	112	20
Work Marketplace	99	108	26
Advisory Board	131	81	-
About Us	120	73	-
Degree Programs	129	45	-
Job Outlook	63	52	-

## Top Pages Viewed by New Visitors

### PAGE NAME

Homepage  
Our Staff  
Pathway Programs  
Student's Jobs  
Emergency Cycle  
About Us  
Advisory Board

### Some of the top referral websites include:

<http://www.pierce.ctc.edu/>  
[beta.pierce.ctc.edu](http://beta.pierce.ctc.edu)  
<https://www.coewa.org/>  
<http://www.sbctc.edu/>  
<http://www.washingtoncareerpathways.org>

## Trends

- Page views are down a small margin from last quarter, but that can be expected with summer.
- The website referrals are steady, which means other websites continue to create links to our pages.
- Some of our most popular website referrals are from social media, which is great because people are starting to find some of our web pages through social media postings.
- Organic searches (search engines) still account for the smallest percentage of views.
- People are spending a lot of time on our Emergency Cycle, our services, and advisory board pages.
- The everyday blog posts have started to get more exposure with views for each individual post.