

1st Quarter Analytics Report (July-September, 2017)

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 (July-Sept: 1st Quarter)
3,499	2,349	2:06	45%

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

Top website content

PAGE NAME	PAGE VIEWS	UNIQUE PAGE VIEWS	AVG. TIME ON PAGE
Homepage	944	665	00:01:58
Pathway Programs	369	339	00:02:26
Hot Topics	314	278	00:03:39
Our Services	272	242	00:01:45
Campus Safety	262	161	00:03:28
Work Marketplace	223	203	00:01:46
Degree Programs	212	186	00:03:19
About Us	173	152	00:02:58
Conferences/Webinars	163	152	00:01:56
Job Opportunities	153	119	00:03:32
Passing of Terry Egan	125	103	00:02:19
Our Staff	99	79	00:01:59
Emergency Cycle	96	77	00:3:10

Traffic Type

PAGE NAME	DIRECT	REFERRAL	ORGANIC
Homepage Pathway	366	418	140
Pathway Programs	125	193	49
Hot Topics	166	118	35
Our Services	155	102	42
Campus Safety	120	103	38
Work Marketplace	89	136	39
Degree Programs	131	81	-
About Us	120	73	-
Conferences/Webinars	129	45	-
Job Opportunities	63	52	-

Top Pages Viewed by New Visitors

PAGE NAME

Homepage
Campus Safety
Pathway Programs
Student's Jobs
Hot Topics
About Us
Our Services

Some of the top referral websites include:

<http://www.pierce.ctc.edu/>
<https://www.coewa.org/>
<http://wacareerpaths.com/>
<http://www.sbctc.edu/>
<http://www.washingtoncareerpathways.org>

Trends

- The data for approximately 7 days wasn't recorded during the transition to the new website.
- The website referrals are increasing, which means other websites continue to link to our pages.
- Some of our most popular website referrals are from Google, which indicates that more people have started to find our web pages with search engines.
- Since moving to the new website server, the web numbers have started to increase by a small amount.
- People are spending a good amount of time on our Campus safety and hot topics pages this quarter.
- The blog posts continue to get exposure with the most popular being the tribute to Terry Egan.