

2nd Quarter Analytics Report (October-December, 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 (Oct-Dec: 2nd Quarter)
3,099	2,159	2:02	52%

Page views	Unique page views	Average Time	Bounce Rate (July-Sept: 1st Quarter)
3,499	2,349	2:06	45%

Top website content

PAGE NAME	PAGE VIEWS	UNIQUE PAGE VIEWS	AVG. TIME ON PAGE
Homepage	702	566	00:01:48
Pathway Programs	444	302	00:02:16
Hot Topics	310	255	00:02:49
Professional Affiliations	262	222	00:01:35
Campus Safety	222	174	00:03:55
Work Marketplace	209	178	00:01:16
Emergency Mgmt Cycle	202	156	00:03:39
About Us	153	142	00:02:18
Conferences/Webinars	138	109	00:01:36
Job Opportunities	128	109	00:03:12
Degree Programs	108	95	00:02:58
Our Staff	95	72	00:01:59
Contact Us	86	70	00:2:10

Traffic Type

PAGE NAME	DIRECT	REFERRAL	ORGANIC
Homepage Pathway	302	318	100
Pathway Programs	145	153	99
Hot Topics	126	118	65
Professional Affiliations	135	65	60
Campus Safety	100	65	48
Work Marketplace	69	80	59
Emergency Mgmt Cycle	98	100	-
About Us	80	73	-
Conferences/Webinars	109	25	-
Job Opportunities	73	52	-

Top Pages Viewed by New Visitors

PAGE NAME

Homepage
Professional Affiliations
Pathway Programs
Student's Jobs
Hot Topics
Emergency Management Cycle
Work Experience Marketplace

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 10 days was lost during the transition to the new website.
- The organic search percentage is increasing across multiple pages, which means more people are finding the website with search engines.
- Some of our most popular website referrals are from Google and the Center has moved into the top in search results.
- One of the most popular pages this last quarter was the professional affiliations page.
- People are spending a good amount of time on our Campus safety and hot topics pages this quarter.
- The blog continues to get exposure with the most popular posts being Jim Mullen's entries and the Center's event posts.