

## 3rd Quarter Analytics Report (January-March, 2018)

### 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 (Jan-Mar: 3rd Quarter)</b>
4,396	3,645	2:04	60%

<b>Page views</b>	<b>Unique page views</b>	<b>Average Time</b>	<b>Bounce Rate (Oct-Dec: 2nd Quarter)</b>
3,099	2,159	2:02	52%

### Top website content

PAGE NAME	PAGE VIEWS	UNIQUE PAGE VIEWS	AVG. TIME ON PAGE
Homepage	880	720	00:01:38
Emergency Management Cycle	484	389	00:06:18
Professional Affiliations	381	366	00:09:00
Jobs Page	284	210	00:01:51
Hot Topics	222	144	00:02:55
Work Marketplace	208	188	00:01:26
Pathways Programs	195	166	00:02:39
Jobs - Home Safety Inspector	143	122	00:02:18
Degree Programs	128	104	00:01:56
Job Outlook	108	101	00:02:12
Job - Student Internship	92	76	00:02:28
Our Services	84	68	00:03:49
About Us	50	39	00:1:30

## Traffic Type

PAGE NAME	DIRECT	REFERRAL	ORGANIC
Homepage	390	440	60
Emergency Management Cycle	60	382	30
Professional Affiliations	48	358	15
Jobs Page	72	185	28
Work Experience Marketplace	165	40	
Job - Home Safety Inspector	20	123	
Pathways Programs	98	100	
Our Services	80	73	
Job - Student Internship	20	72	
Event - Network Reception	5	61	

## Top Pages Viewed by New Visitors

### PAGE NAME

Homepage  
Emergency Management Cycle  
Professional Affiliations  
Student's Jobs  
Hot Topics  
Job - Home Safety Inspector  
Our Services

### Some of the top referral websites include:

<http://www.google.com>  
<https://www.washingtoncareerpathways.org>  
<http://bing.com>  
<http://www.yahoo.com>  
[google jobs apply](#)

## Trends

- The website statistics were up 30% this quarter largely due to search engine exposure for new pages and postings.
- The search referrals percentage across the website increased almost two-fold, which means more people are finding the website with search engines, including Google, Bing, and Yahoo.
- Some of our most popular website referrals are from the Google jobs page and the individual job postings are seeing more exposure in regular web searches.
- Two of the most popular pages this last quarter were the professional affiliations page and the emergency management cycle page. The average amount of time spent on the professional affiliations page was 9 minutes.
- People are spending a good amount of time on our hot topics and our services pages this quarter.