

2nd Quarter 2018-19 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)
4,558	3,820	2:00	72%	

Page views	Unique page views	Average Time	Bounce Rate	(July-Sept - 1st Quarter)
4,675	3,758	1:43	69%	

Top website content

PAGE NAME	PAGE VIEWS	UNIQUE PAGE VIEWS	AVG. TIME ON PAGE
Homepage	1,185	978	00:01:57
Emergency Cycle	498	455	00:07:47
Marketplace Jobs Page	432	352	00:01:33
Scholarships	375	353	00:01:55
Pathway Programs	320	298	00:02:31
Job Outlook	288	250	00:01:44
Why Recover Exercises...	232	182	00:04:49
Degree Programs	202	165	00:02:47
Our Services	169	134	00:03:43
Confluence News	144	131	00:02:29
Work Experience Market	129	87	00:02:49

Top Pages Viewed by New Visitors

PAGE NAME

1. Homepage
2. Students Jobs
3. Scholarships
4. Hot Topics
5. Why Recovery Exercises Fall Short
6. Degrees
7. Services
8. Confluence

Some of the top referral websites include:

<http://www.pierce.ctc.edu/>
<http://washingtoncareerpathways.org/>
<https://www.coewa.org/>
<http://fliphtml5.com/>
<https://careers.google.com/>
<https://www.bing.com/>

Trends

- The total number of new users for the quarter was 1,992.
- Over the last 6 months, the most popular days of the week for views are Tuesday, Wednesday, Monday, Thursday, Friday, Sunday, and then Saturday.
- 59% used a desktop to access the website, 36% mobile, 5% tablet.
- People spent the most time on our emergency management cycle, hot topics, how to prepare, Pierce College foundation scholarships, resources, and skills centers pages.
- The most popular browsers include Chrome, Safari, Internet Explorer, Edge, then Firefox.
- The top regions in the United States for views include Washington, California, Texas, Pennsylvania, New York, then Oregon.