

# Website Analytics - January

Website analytics provides insight into who is visiting the website with details of traffic patterns, demographics and technology used. This tool provides the information to create and maintain an effective website.

Analytics are provided on a monthly basis. The following is for the last month.

## Overview

145,630 individuals visited the site

456,500 visits were made by the individuals above

1,288,056 pages were viewed during those visits

20% of the visitors were new to the site.

The average number of pages visited on each visit was 3.

The average time spent on each page was 2:46.

Most visits came from the following countries:

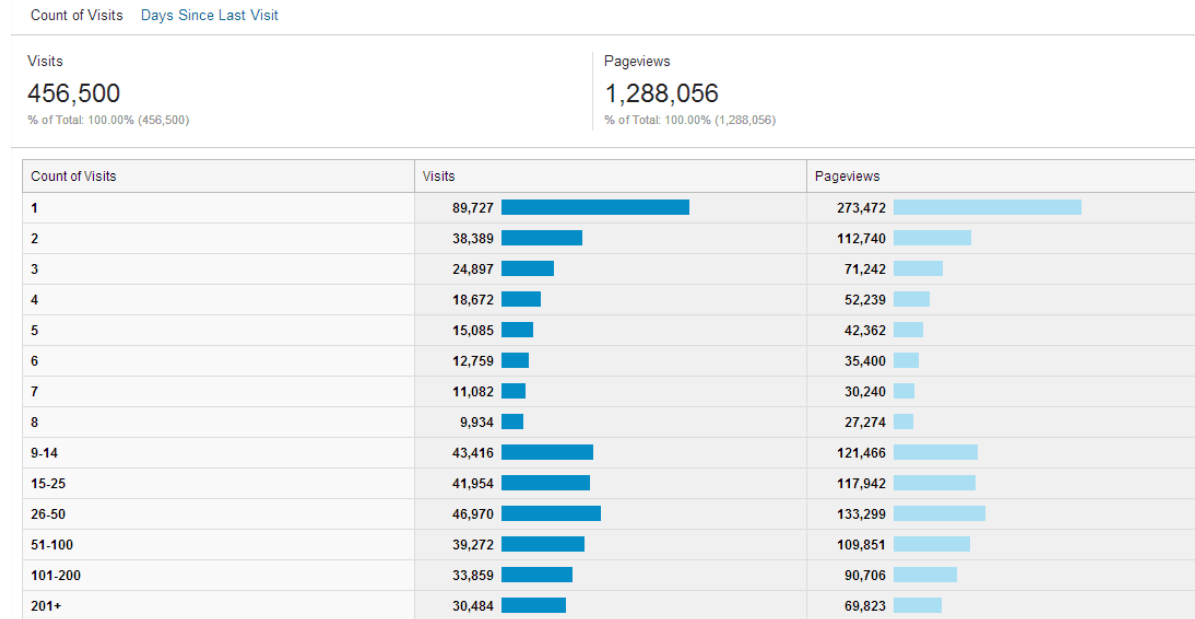
1. United States
2. Canada
3. India
4. Germany
5. Philipines

People who prefer to view the web with a different language have a setting on their computers that the analytic tool can read. The top five languages preferences that were not a variant of English (US, AU, UK) were:

1. Spanish
2. Korean
3. Japanese
4. Chinese
5. Romanian

## Page Count

This shows us how many visits made. *Visits* represent the number of individual sessions initiated by all the visitors to your site. Of the visitors who only visited once there were 89,727 individual sessions that viewed 273,472 pages.



## Page Depth

This shows the number of pages viewed in a session. In 3,305 session over 20 pages were viewed amounting to 105620 pageviews.

Visits

456,500

% of Total: 100.00% (456,500)

Pageviews

1,288,056

% of Total: 100.00% (1,288,056)

Page Depth	Visits	Pageviews
<1	2	0
1	200,744	200,744
2	111,087	222,174
3	47,471	142,413
4	30,423	121,692
5	17,771	88,855
6	12,502	75,012
7	8,136	56,952
8	6,198	49,584
9	4,414	39,726
10	3,289	32,890
11	2,607	28,677
12	2,045	24,540
13	1,554	20,202
14	1,243	17,402
15	1,062	15,930
16	890	14,240
17	694	11,798
18	592	10,656
19	471	8,949
20+	3,305	105,620

## Browsers

This data shows that Internet Explorer is still the most popular browser. However, among new visitors Safari was the most popular. This lets us know we need to increase our efforts to make sure that the website can be viewed and functions effectively on Safari

<input type="checkbox"/>	Browser ?	Acquisition		
		Visits ? ↓	% New Visits ?	New Visits ?
		<b>456,500</b> % of Total: 100.00% (456,500)	<b>19.66%</b> Site Avg: 19.65% (0.02%)	<b>89,727</b> % of Total: 100.02% (89,705)
<input type="checkbox"/>	1. Internet Explorer	298,838	19.24%	57,503
<input type="checkbox"/>	2. Chrome	76,827	16.90%	12,982
<input type="checkbox"/>	3. Safari	43,835	25.07%	10,991
<input type="checkbox"/>	4. Firefox	21,345	21.65%	4,621
<input type="checkbox"/>	5. Android Browser	11,274	21.24%	2,395
<input type="checkbox"/>	6. Safari (in-app)	1,723	33.49%	577
<input type="checkbox"/>	7. Amazon Silk	1,337	26.48%	354
<input type="checkbox"/>	8. IE with Chrome Frame	576	8.51%	49
<input type="checkbox"/>	9. Opera	230	15.65%	36
<input type="checkbox"/>	10. BlackBerry	88	21.59%	19

## Traffic





199,678 users enter directly (meaning they have bookmarked or know the URL they want.)

96,895 were referred by Google











27,647 were referred by Bing

4,824 were referred by heraldnet.com

## Operating Systems

Operating System		Sessions	Sessions
		416,491 % of Total: 100.00% (416,491)	416,491 % of Total: 100.00% (416,491)
1.	Windows	356,155	 85.51%
2.	iOS	28,328	 6.80%
3.	Android	16,955	 4.07%
4.	Macintosh	12,777	 3.07%
5.	Windows Phone	1,161	0.28%
6.	Linux	465	0.11%
7.	Chrome OS	370	0.09%
8.	(not set)	125	0.03%
9.	BlackBerry	80	0.02%
10.	Playstation Vita	23	0.01%

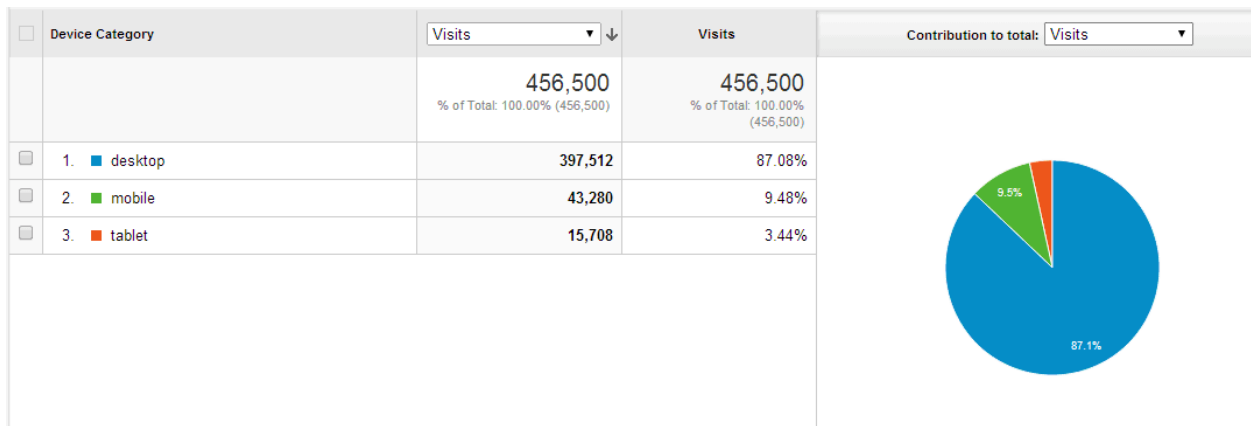
## Screen Resolutions

Screen Resolution		Sessions	Sessions
		416,491 % of Total: 100.00% (416,491)	416,491 % of Total: 100.00% (416,491)
1.	1920x1080	179,805	 43.17%
2.	1280x1024	42,501	 10.20%
3.	1366x768	28,540	 6.85%
4.	1600x900	18,492	 4.44%
5.	1680x1050	14,479	 3.48%
6.	1440x900	13,708	 3.29%
7.	1280x800	11,039	 2.65%
8.	320x480	9,986	 2.40%
9.	768x1024	9,688	 2.33%
10.	320x568	8,319	 2.00%

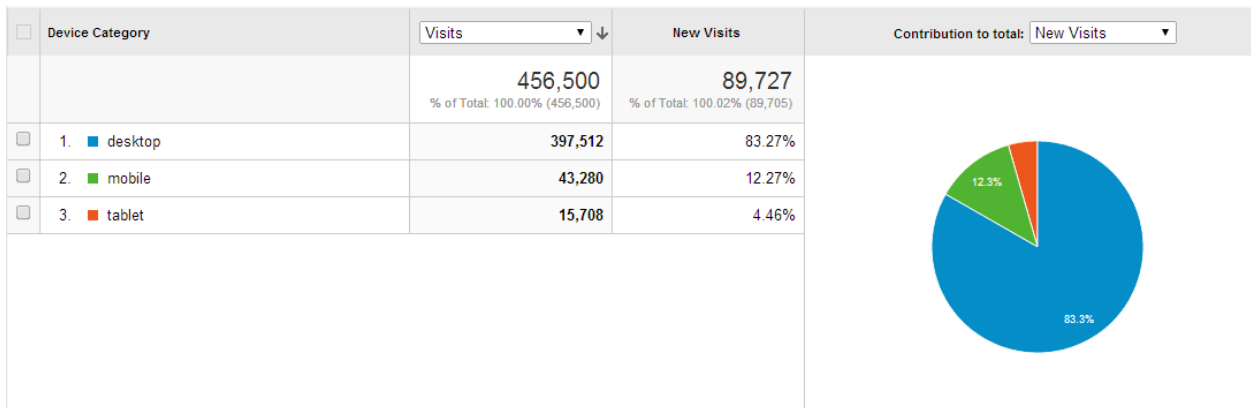
## Devices

While desktops are still primarily used for accessing the website. Mobile and tablet use is rising, especially with new visitors. Fortunately we made the new website a responsive design so that it functions effectively on all devices.

### Statistics for all visits to website



### For new visits to website

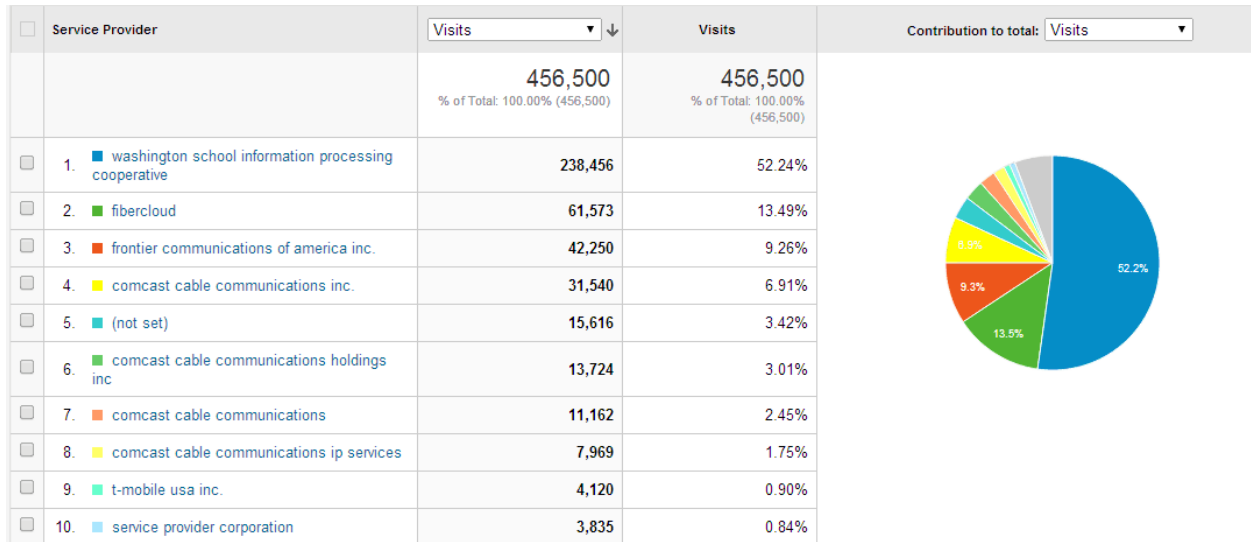


### Mobile Device Info

Mobile Device Info	Visits	Visits
	58,988 % of Total: 12.92% (456,500)	58,988 % of Total: 12.92% (456,500)
1. Apple iPhone	19,862	33.67%
2. Apple iPad	12,425	21.06%
3. Apple iPod	4,032	6.84%
4. Samsung GT-I9300 Galaxy S III	1,699	2.88%
5. (not set)	1,463	2.48%
6. Samsung GT-I9500 Galaxy S IV	1,305	2.21%
7. Samsung SGH-T999 Galaxy S III	836	1.42%
8. Samsung SGH-T989 Galaxy SII	656	1.11%
9. Samsung SPH-L710 Galaxy S III	654	1.11%
10. Samsung SGH-I337 Galaxy S IV	493	0.84%

### Service Providers

This tells us what provider the visitor is using.



### Most visited pages

- <http://www.everettsd.org/Page/4701> LMS
- <http://www.everettsd.org/Domain/10> JHS
- <http://www.everettsd.org/Domain/8> CHS
- JHS teacher directory
- myView
- <http://www.everettsd.org/Domain/9> EHS
- <http://www.everettsd.org/Domain/15> HMS