

# Website Analytics March 2014

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

160,365 individuals visited the site

523,789 visits were made by the individuals above

1,415,782 pages were viewed during those visits

18% of the visitors were new to the site.

The average number of pages visited on each visit was 2.70.

The average time spent on each page was 2:30.

Most visits came from the following countries:

1. United States
2. Canada
3. India
4. United Kingdom
5. Germany
6. Brazil
7. Philippines

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. Korean
2. Spanish
3. Ukraine
4. Japanese
5. Chinese

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 98,110 individual sessions that viewed 301,892 pages.

Sessions

523,789

% of Total: 100.00% (523,789)

Pageviews

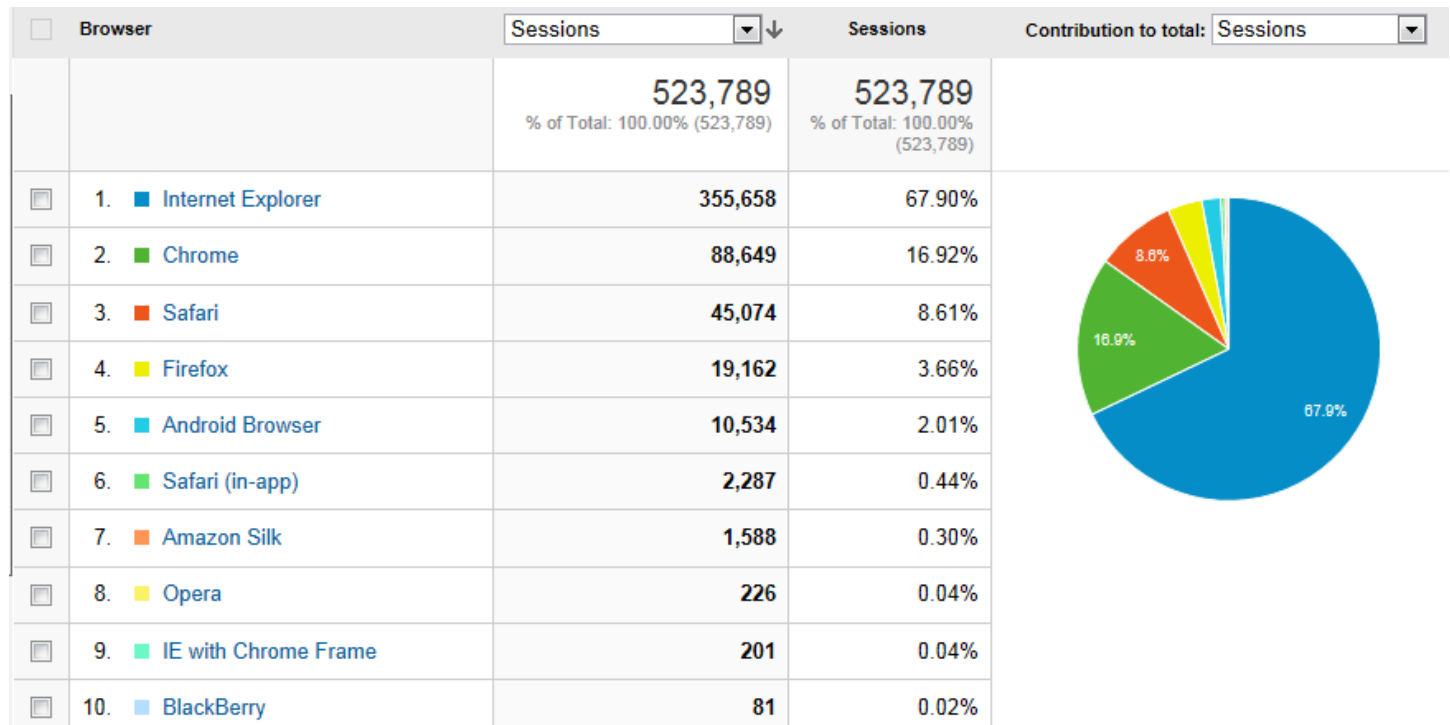
1,415,782

% of Total: 100.00% (1,415,782)

Count of Sessions	Sessions	Pageviews
1	94,937	286,850
2	40,132	113,558
3	26,753	73,409
4	20,432	56,655
5	16,649	44,262
6	14,079	37,633
7	12,337	33,076
8	11,000	29,779
9-14	48,446	128,240
15-25	54,646	151,364
26-50	50,983	138,016
51-100	43,493	113,865
101-200	37,068	93,164
201+	52,834	115,911

## Browsers

This data shows that Internet Explorer is still the most popular browser.



## Traffic

191,881 users enter directly (meaning they have bookmarked or know the URL they want).

100,273 were referred by Google

28,676 were referred by Bing

4,208 were referred by imbd.com

Operating System

Operating System		Sessions	↓	Sessions
		523,789 % of Total: 100.00% (523,789)		523,789 % of Total: 100.00% (523,789)
1.	Windows	443,147	<div></div>	84.60%
2.	iOS	39,356	<div></div>	7.51%
3.	Android	22,209	<div></div>	4.24%
4.	Macintosh	15,917	<div></div>	3.04%
5.	Windows Phone	1,603	<div></div>	0.31%
6.	Linux	658		0.13%
7.	Chrome OS	572		0.11%
8.	(not set)	111		0.02%
9.	BlackBerry	83		0.02%
10.	Nintendo Wii	30		0.01%

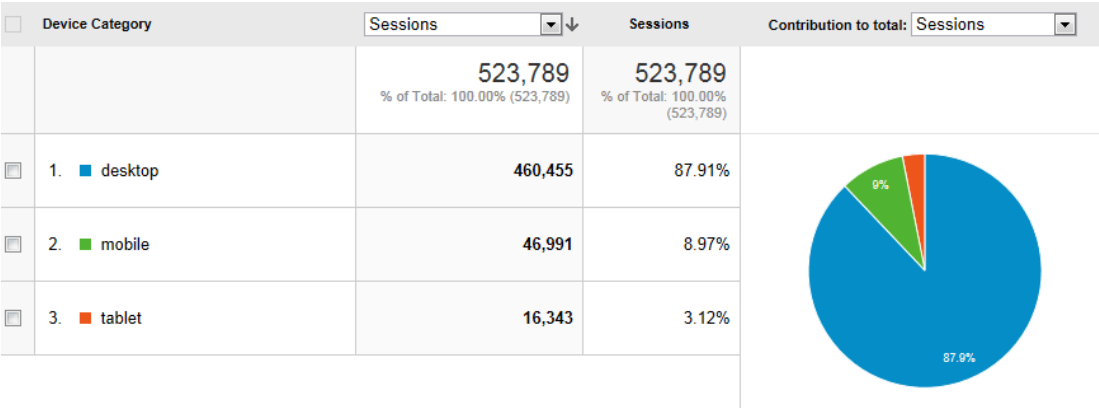
Screen Resolution

Screen Resolution		Sessions	↓	Sessions
		523,789 % of Total: 100.00% (523,789)		523,789 % of Total: 100.00% (523,789)
1.	1920x1080	232,466	<div></div>	44.38%
2.	1280x1024	49,516	<div></div>	9.45%
3.	1366x768	37,797	<div></div>	7.22%
4.	1600x900	20,307	<div></div>	3.88%
5.	1440x900	16,104	<div></div>	3.07%
6.	320x568	14,803	<div></div>	2.83%
7.	1680x1050	13,853	<div></div>	2.64%
8.	1280x800	12,015	<div></div>	2.29%
9.	768x1024	11,981	<div></div>	2.29%
10.	320x480	11,941	<div></div>	2.28%

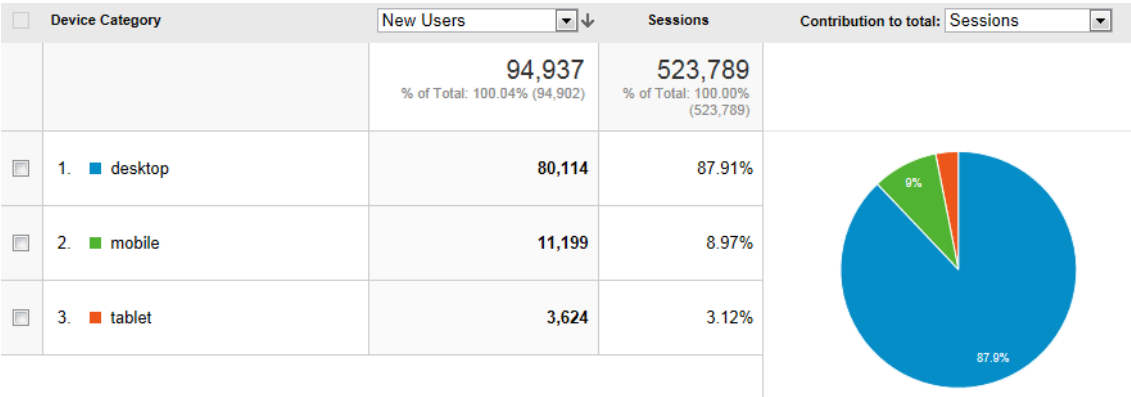
Devices

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

Statistics for all visits to website



For new visits to website

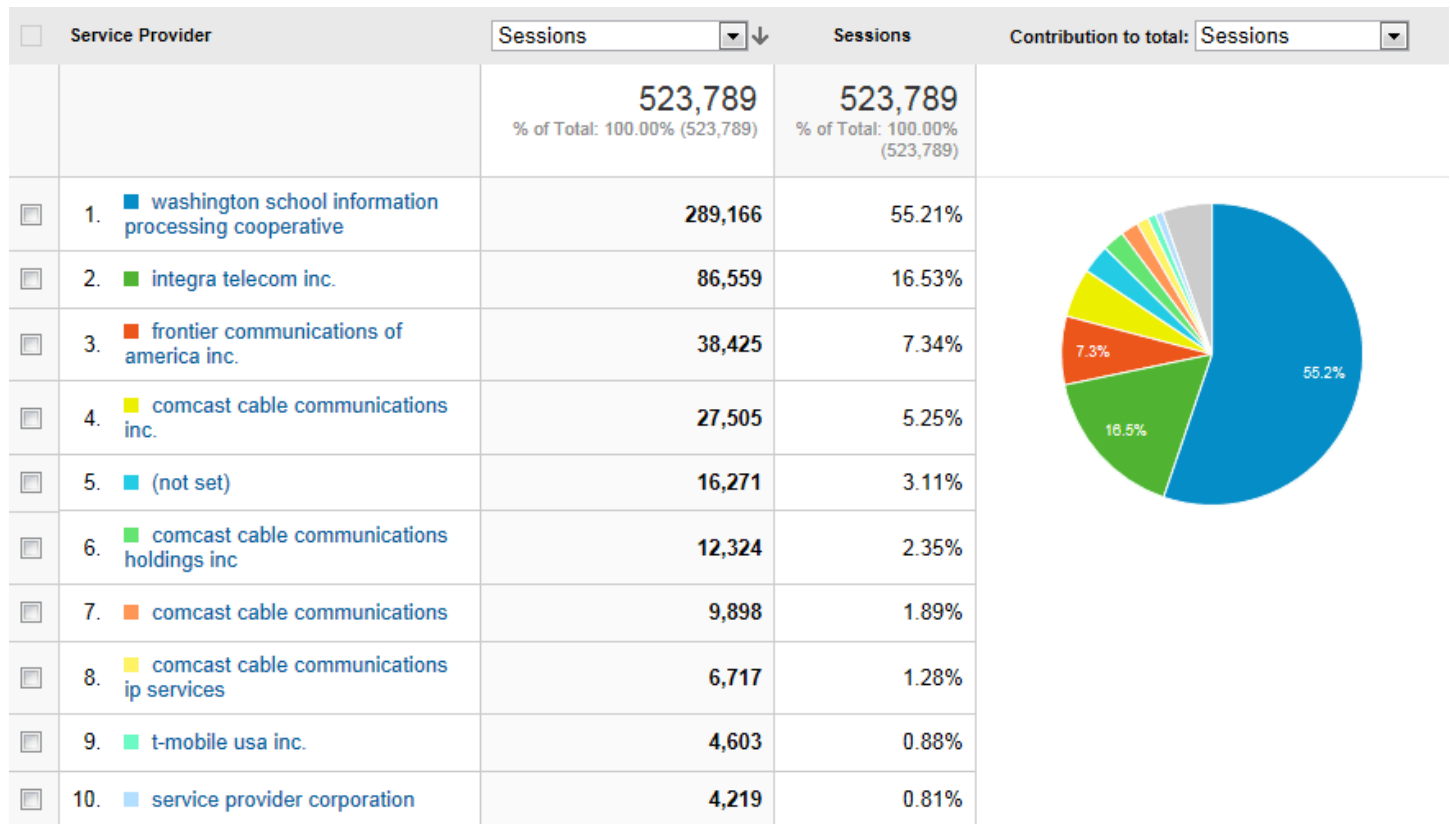


Mobile Device Info

Mobile Device Info		Sessions	↓	Sessions
		63,334 % of Total: 12.09% (523,789)		63,334 % of Total: 12.09% (523,789)
1.	Apple iPhone	23,130	36.52%	
2.	Apple iPad	12,232	19.31%	
3.	Apple iPod	3,993	6.30%	
4.	(not set)	1,552	2.45%	
5.	Samsung GT-I9300 Galaxy S III	1,467	2.32%	
6.	Samsung GT-I9500 Galaxy S IV	1,153	1.82%	
7.	Samsung SGH-I337 Galaxy S IV	1,018	1.61%	
8.	Samsung SGH-T999 Galaxy S III	898	1.42%	
9.	Samsung SPH-L710 Galaxy S III	688	1.09%	
10.	Samsung SGH-T999L Galaxy SIII LTE	596	0.94%	

## 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  
myView

<http://www.everettsd.org/Domain/15> HMS  
JHS teacher directory

<http://www.everettsd.org/Domain/9> EHS

<http://www.everettsd.org/Domain/13> EVE