

## **Website Analytics - October**

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**

170,427 individuals visited the site

595,973 visits were made by the individuals above

1,778,071 pages were viewed during those visits

22.02% of the visitors were new to the site.

The average number of pages visited on each visit was 2.98.

The average time spent on each page was 3:02.

Most visits came from the following countries:

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

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. Chinese
4. Japanese
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.

Sessions

595,973

% of Total: 100.00% (595,973)











Pageviews

1,778,071

% of Total: 100.00% (1,778,071)

Count of Sessions	Sessions	Pageviews
1	131,272 <div></div>	408,847 <div></div>
2	58,017 <div></div>	177,629 <div></div>
3	38,552 <div></div>	117,169 <div></div>
4	28,892 <div></div>	88,940 <div></div>
5	23,107 <div></div>	70,404 <div></div>
6	19,153 <div></div>	59,306 <div></div>
7	16,103 <div></div>	49,329 <div></div>
8	13,907 <div></div>	42,408 <div></div>
9-14	58,272 <div></div>	180,100 <div></div>
15-25	60,705 <div></div>	186,594 <div></div>
26-50	65,143 <div></div>	186,615 <div></div>
51-100	50,876 <div></div>	136,505 <div></div>
101-200	21,149 <div></div>	53,657 <div></div>
201+	10,825 <div></div>	20,568 <div></div>

## Browsers

Browser	Sessions	% Sessions
1. Internet Explorer	421,952	 70.80%
2. Chrome	82,946	 13.92%
3. Safari	44,269	 7.43%
4. Firefox	26,179	 4.39%
5. Android Browser	13,317	 2.23%
6. Safari (in-app)	2,787	 0.47%
7. Amazon Silk	1,441	 0.24%
8. Mozilla	1,031	 0.17%
9. IE with Chrome Frame	865	 0.15%
10. Opera	300	 0.05%

## Traffic

237,687 users enter directly (meaning they have bookmarked or know the URL they want.

87,127 were referred by Google

28,193 were referred by Bing

6,472 were referred by heraldnet.com

## Operating Systems

	Operating System	Sessions	% Sessions
1.	Windows	516,218	<div><div></div></div> 86.62%
2.	iOS	36,860	<div><div></div></div> 6.18%
3.	Android	21,101	<div><div></div></div> 3.54%
4.	Macintosh	18,647	<div><div></div></div> 3.13%
5.	Windows Phone	1,250	<div><div></div></div> 0.21%
6.	Linux	681	<div><div></div></div> 0.11%
7.	Chrome OS	498	<div><div></div></div> 0.08%
8.	(not set)	470	<div><div></div></div> 0.08%
9.	BlackBerry	79	<div><div></div></div> 0.01%
10.	Playstation Vita	50	<div><div></div></div> 0.01%

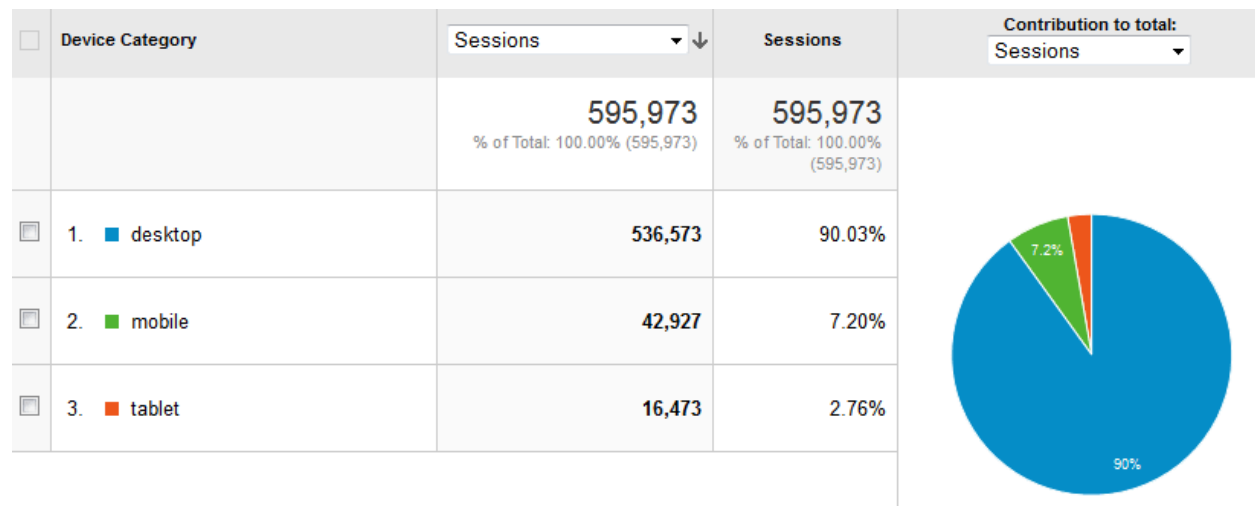
## Screen Resolutions

Screen Resolution		Sessions	↓	Sessions
		595,973 % of Total: 100.00% (595,973)		595,973 % of Total: 100.00% (595,973)
1.	1920x1080	248,265	<div><div></div></div>	41.66%
2.	1280x1024	65,896	<div><div></div></div>	11.06%
3.	1366x768	46,410	<div><div></div></div>	7.79%
4.	1600x900	28,983	<div><div></div></div>	4.86%
5.	1440x900	22,694	<div><div></div></div>	3.81%
6.	1680x1050	21,450	<div><div></div></div>	3.60%
7.	1280x800	16,029	<div><div></div></div>	2.69%
8.	320x480	14,635	<div><div></div></div>	2.46%
9.	768x1024	12,975	<div><div></div></div>	2.18%
10.	1024x768	11,809	<div><div></div></div>	1.98%

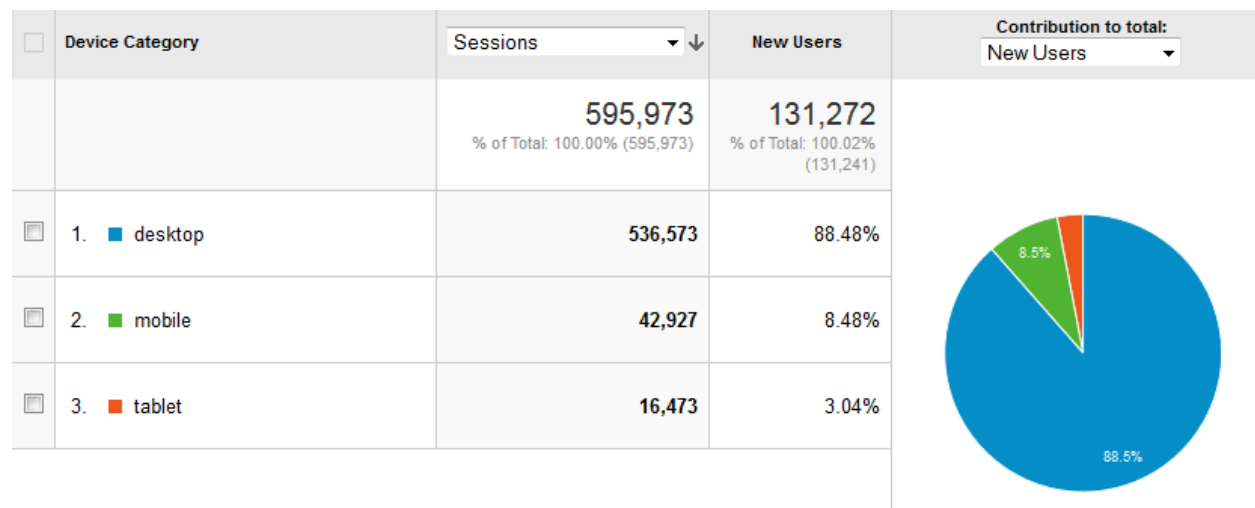
## Devices

While desktops are still primarily used for accessing the website. Mobile and tablet use is rising, especially with new visitors






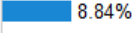













### Statistics for all visits to website



### For new visits to website













## Mobile Device Info

Mobile Device Info			Sessions	↓	Sessions
			59,400 % of Total: 9.97% (595,973)		59,400 % of Total: 9.97% (595,973)
1.	Apple iPhone		18,405		30.98%
2.	Apple iPad		13,204		22.23%
3.	Apple iPod		5,251		8.84%
4.	Samsung GT-I9300 Galaxy S III		1,423		2.40%
5.	(not set)		1,075		1.81%
6.	Samsung GT-I9500 Galaxy S IV		860		1.45%
7.	Samsung SGH-T989 Galaxy SII		806		1.36%
8.	Samsung SGH-T999 Galaxy S III		739		1.24%
9.	Samsung SGH-I337 Galaxy S IV		674		1.13%
10.	LG P769 Optimus L9		552		0.93%

## Service Providers

This tells us what provider the visitor is using.

	Service Provider	Sessions	% Sessions
1.	washington school information processing cooperative	318,771	 53.49%
2.	fibercloud	95,132	 15.96%
3.	frontier communications of america inc.	50,874	 8.54%
4.	comcast cable communications inc.	40,777	 6.84%
5.	comcast cable communications holdings inc	15,136	 2.54%
6.	comcast cable communications	14,445	 2.42%
7.	(not set)	12,251	 2.06%
8.	comcast cable communications ip services	10,216	 1.71%
9.	t-mobile usa inc.	4,236	 0.71%
10.	service provider corporation	4,013	 0.67%

## 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/Page/6672> directory of schools