Website Analytics - September (analytics did not pick up new site until the 9/18)

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

53,382 individuals visited the site

173,566 visits were made by the individuals above

567,090 pages were viewed during those visits

30.64% of the visitors were new to the site.

The average number of pages visited on each visit was 3.27.

The average time spent on each page was 3:20.

Most visits came from the following countries:

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

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. Romanian
5. Japanese

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	Pageviews
173,566	**567,090**
% of Total: 100.00% (173,566)	% of Total: 100.00% (567,090)

Count of Sessions	Sessions	Pageviews
1	53,193	183,274
2	23,295	78,144
3	14,128	46,176
4	10,013	32,150
5	7,639	24,345
6	6,137	20,040
7	5,082	16,749
8	4,242	13,569
9-14	17,055	55,014
15-25	14,087	43,155
26-50	11,985	37,282
51-100	5,139	14,011
101-200	805	1,697
201+	766	1,484

Browsers

Browser	Sessions	% Sessions
1. Internet Explorer	117,731	67.83%
2. Chrome	25,721	14.82%
3. Safari	14,335	8.26%
4. Firefox	9,677	5.58%
5. Android Browser	3,950	2.28%
6. Safari (in-app)	861	0.50%
7. Amazon Silk	556	0.32%
8. IE with Chrome Frame	320	0.18%
9. Opera	117	0.07%
10. Mozilla	76	0.04%

Traffic

74,019 users enter directly (meaning they have bookmarked or know the URL they want.

25,380 were referred by Google

7,905 were referred by Bing

1,533   were referred by heraldnet.com

Operating Systems

	Operating System	Sessions	% Sessions	
1.	Windows	148,422		85.51%
2.	iOS	11,616		6.69%
3.	Macintosh	6,591		3.80%
4.	Android	6,012		3.46%
5.	Windows Phone	400		0.23%
6.	Linux	193		0.11%
7.	Chrome OS	132		0.08%
8.	(not set)	121		0.07%
9.	BlackBerry	33		0.02%
10.	UNIX	9		0.01%

Screen Resolutions

	Screen Resolution	Sessions ▾	↓	Sessions ▾
		173,566 % of Total: 100.00% (173,566)		173,566 % of Total: 100.00% (173,566)
1.	1920x1080	67,115		38.67%
2.	1280x1024	20,169		11.62%
3.	1366x768	14,136		8.14%
4.	1600x900	9,584		5.52%
5.	1440x900	7,682		4.43%
6.	1680x1050	5,166		2.98%
7.	1280x800	5,155		2.97%
8.	320x480	4,791		2.76%
9.	768x1024	4,228		2.44%
10.	1024x768	3,818		2.20%

Devices

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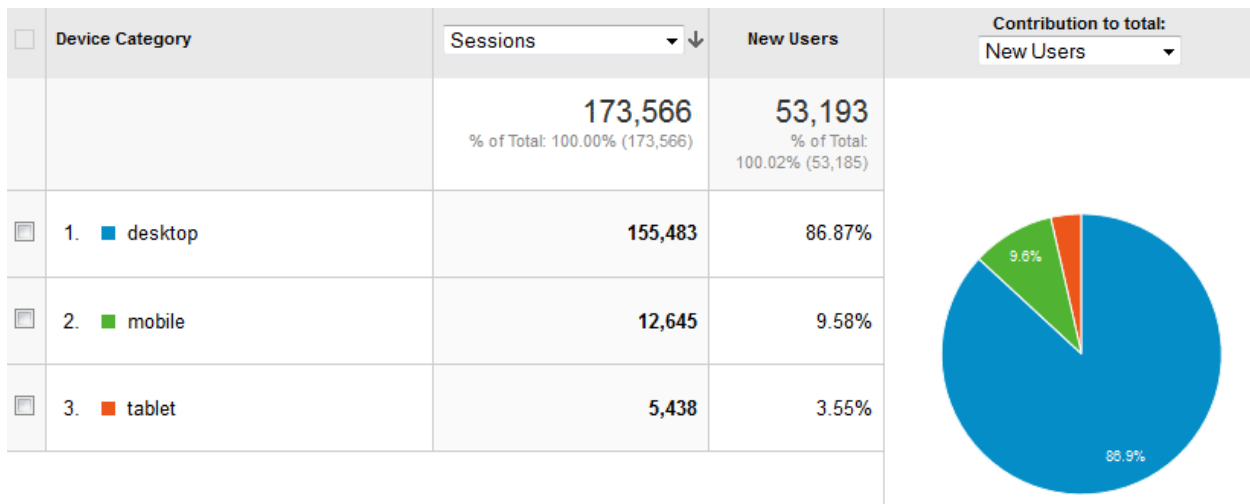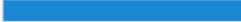
Statistics for all visits to website

	Device Category	Sessions ▼↓	Sessions	Contribution to total: Sessions ▼
		173,566 % of Total: 100.00% (173,566)	173,566 % of Total: 100.00% (173,566)	
☐	1. ■ desktop	155,483	89.58%	
☐	2. ■ mobile	12,645	7.29%	
☐	3. ■ tablet	5,438	3.13%	
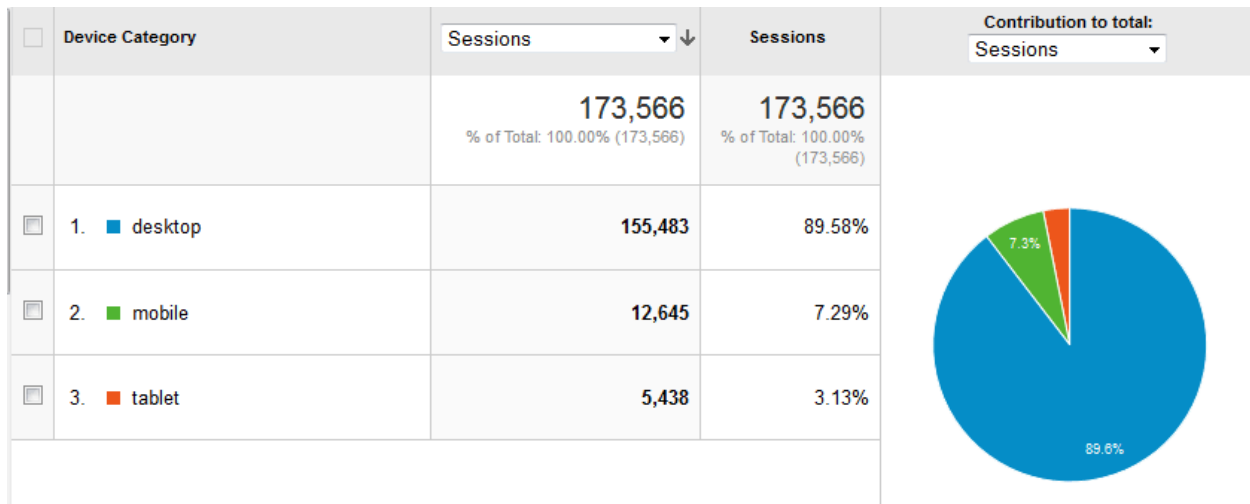
For new visits to website

	Device Category	Sessions ▼↓	New Users	Contribution to total: New Users ▼
		173,566 % of Total: 100.00% (173,566)	53,193 % of Total: 100.02% (53,185)	
☐	1. ■ desktop	155,483	86.87%	
☐	2. ■ mobile	12,645	9.58%	
☐	3. ■ tablet	5,438	3.55%	

Mobile Device Info

	Mobile Device Info	Sessions ▾	↓		Sessions ▾	
		18,083 % of Total: 10.42% (173,566)			**18,083** % of Total: 10.42% (173,566)	
1.	Apple iPhone	5,755				31.83%
2.	Apple iPad	4,261				23.56%
3.	Apple iPod	1,600				8.85%
4.	Samsung GT-I9300 Galaxy SIII	541				2.99%
5.	(not set)	302				1.67%
6.	Samsung SGH-T999 Galaxy SIII	288				1.59%
7.	Samsung GT-I9500 Galaxy S IV	272				1.50%
8.	Samsung SGH-T989 Galaxy SII	229				1.27%
9.	Amazon KFOT Kindle Fire 7	202				1.12%
10.	Samsung SPH-L710 Galaxy SIII	181				1.00%

Service Providers

This tells us what provider the visitor is using.

	Service Provider	Sessions	% Sessions	
1.	washington school information processing cooperative	80,717		46.51%
2.	fibercloud	30,945		17.83%
3.	frontier communications of america inc.	17,600		10.14%
4.	comcast cable communications inc.	14,266		8.22%
5.	comcast cable communications	5,130		2.96%
6.	comcast cable communications holdings inc	4,891		2.82%
7.	(not set)	4,253		2.45%
8.	comcast cable communications ip services	3,517		2.03%
9.	service provider corporation	1,259		0.73%
10.	clear wireless llc	1,126		0.65%

Most visited pages

http://www.everettsd.org/Page/4701   LMS
http://www.everettsd.org/Domain/10   JHS
myView
JHS teacher directory
http://www.everettsd.org/Domain/8   CHS
http://www.everettsd.org/Domain/9   EHS
http://www.everettsd.org/Page/6672 directory of schools