## Website Analytics September 2016

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

224,708 individuals visited the site

550,910 visits were made by the individuals above

1,676,643 pages were viewed during those visits

34.74% 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 3:03.

Most visits came from the following countries:

- 1. United States
- 2. India
- 3. Canada
- 4. Philippines
- 5. United Kingdom
- 6. Not set
- 7. South Korea
- 8. Indonesia
- Israel
- 10. 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. Japanese
- 4. Chinese
- 5. Russian

## **Browsers**

This data shows that Chrome is the most popular browser.

Browser	Sessions	% Sessions
1. Chrome	337,395	61.24%
2. Internet Explorer	94,220	17.10%
3. Safari	91,045	16.53%
4. Edge	13,772	2.50%
5. Firefox	11,168	2.03%
6. Amazon Silk	1,291	0.23%
7. Android Browser	1,043	0.19%
8. Safari (in-app)	528	0.10%
9. Opera	202	0.04%
10. UC Browser	65	0.01%

# **Operating System**

Operating System	Sessions	% Sessions
1. Windows	291,053	52.83%
2. Chrome OS	107,731	19.56%
3. iOS	81,732	14.84%
4. Android	45,868	8.33%
5. Macintosh	22,905	4.16%
6. Windows Phone	790	0.14%
7. Linux	679	0.12%
8. (not set)	74	0.01%
9. BlackBerry	34	0.01%
10. Xbox	24	0.00%

### **Service Providers**

This tells us what provider the visitor is using.

Sessions	% Sessions
179,599	32.60%
124,564	22.61%
94,844	17.22%
58,193	10.56%
16,344	2.97%
14,219	2.58%
8,878	1.61%
7,648	1.39%
5,040	0.91%
4,923	0.89%
	179,599 124,564 94,844 58,193 16,344 14,219 8,878 7,648

# Mobile Operating Systems (32% of sessions viewed over Mobile device)

Operating System	Sessions % Sessions
1. iOS	82,019 60.92%
2. Android	46,769 34.74%
3. Windows	5,054 3.75%
4. Windows Phone	749   0.56%
5. BlackBerry	38   0.03%
6. (not set)	9   0.01%
7. Playstation Vita	2   0.00%
8. Samsung	2   0.00%

### **Overall Screen Resolution**

S	creen Resolution ?	Sessions ⑦ ↓
		550,910 % of Total: 100.00% (550,910)
1.	1920x1080	139,599 (25.34%)
2.	1366x768	136,183 (24.72%)
3.	1600x900	38,877 (7.06%)
4.	375x667	36,460 (6.62%)
5.	360x640	32,711 (5.94%)
6.	320x568	21,919 (3.98%)
7.	1280x1024	14,033 (2.55%)
8.	1440x900	12,325 (2.24%)
9.	768x1024	11,533 (2.09%)
10.	1280x800	11,077 (2.01%)

## **Mobile Screen Resolution**

Screen Resolution	Sessions	% Sessions
1. 375x667	37,182	27.62%
2. 360x640	33,091	24.58%
3. 320x568	22,372	16.62%
4. 768x1024	10,781	8.01%
5. 414x736	10,754	7.99%
6. 412x732	3,417	2.54%
7. 320x570	2,161	1.61%
8. 1280x853	1,859	1.38%
9. 320x534	1,600	1.19%
10. 320x480	1,041	0.77%

## **Mobile Devices**

N	Nobile Device Info ?	Sessions ? ↓
		133,708 % of Total: 24.27% (550,910)
1.	Apple iPhone	69,385 (51.89%)
2.	Apple iPad	11,485 (8.59%)
3.	Microsoft Xbox One	3,485 (2.61%)
4.	(not set)	3,076 (2.30%)
5.	Samsung SM-G900V Galaxy S5	1,485 (1.11%)
6.	Samsung SM-G920V Galaxy S6	1,436 (1.07%)
7.	Samsung SM-G920T Galaxy S6	1,262 (0.94%)
8.	Samsung SM-G900T Galaxy S5	1,228 (0.92%)
9.	Samsung SM-G930V Galaxy S7	1,152 (0.86%)
10.	Samsung SM-G930T Galaxy S7	1,065 (0.80%)

## **Device Category**

Device Category ?	Sessions ? ↓
	550,910 % of Total: 100.00% (550,910)
1. desktop	417,202 (75.73%)
2. mobile	117,830 (21.39%)
3. tablet	15,878 (2.88%)

## Most visited pages

Р	age ?		Pageviews ?
			1,676,643 % of Total: 100.00% (1,676,643)
1.	1	P	309,875 (18.48%)
2.	/Page/4701	P	139,744 (8.33%)
3.	/jacksonhigh	P	37,157 (2.22%)
4.	/myview/default.aspx	P	33,491 (2.00%)
5.	/site/Default.aspx?PageType=1& SiteID=10&ChannelID=203&DirectoryType=6	P	32,198 (1.92%)
6.	/site/Default.aspx?PageType=7& SiteID=4&IgnoreRedirect=true	P	30,186 (1.80%)
7.	/Domain/10	P	26,077 (1.56%)
8.	/Domain/14	P	17,860 (1.07%)
9.	/cascade	P	15,123 (0.90%)
10.	/Domain/9	P	13,475 (0.80%)

District home page
LMS welcome page
Jackson High
MyView (must login to see)
Web Directory
Login page
Jackson High
Gateway Middle
Cascade
Everett High