Overview

This report reviews key analytics data for Bates.edu over the 2012-13 fiscal year. It includes information about our users and their behavior, analysis of the role our site navigation, structure and content played in their visits, and goals for enhancements to the site that could improve our users’ experience down the line. The data was collected using Google Analytics and analyzed by the Bates Communications Office (BCO).

Because our site’s web analytics data is not available for the entire previous fiscal year (we have data beginning in November 2011), at the moment it is impossible to provide a comparison of our site’s performance and usage year-over-year. While such a comparison would be valuable, this report is intended in part to identify the key metrics to be tracked moving forward, with an eye toward serving as a benchmark for future analysis.

One important note about our users: Bates.edu has many audiences, both on and off campus. Those accessing our site from within the college tend to have very different goals on the site — and very different behaviors — than those visiting us from away. While serving both audiences is a very important function of our site, BCO’s primary role is to facilitate communication with the college’s external, public audiences. For this reason, most of the data reported here represents usage by our public users.

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Our Users

Analytics data can provide a sense of the scale of our audience, where they came from, what technology they used to visit us, and how they behaved while they were here.

**How many people visited the website in FY 2012-13?**

1,752,014 people visited Bates.edu.

They visited us a combined total of 3,885,841 times.

Public, off-campus users accounted for 53.5% of these visits.

**How engaged were they?**

Our users viewed 10,659,642 pages on our site.

Public users accounted for 63% of these views.

A typical public user visited 32 pages and stayed for 314 minutes.

A typical user visited 27 pages on each visit and stayed on the site for 320 minutes.

60% of all visits (50.4% of public visits) viewed only one page during their visit.

63.6% of all users (53.5% of public users) stayed on the site for 10 seconds or less.

**Where did they come from?**

The vast majority of our users are in the United States. While many are in New England, quite a few hail from further afield. This word cloud shows the top 10 states from which visits to our site originated, with the state name sized according to the number of visits.

About 41% of public users were visiting us for the first time. The rest were returning.

Among visits by our public users,

- 57% came through search engines
- 21% were the result of “direct traffic” — shared links in emails, bookmarks, etc.
- 18% were referred from another website

Of the 18% that were referred from another website:

- 53% came from social media sites
- The vast majority (91%) of this social referral traffic came from Facebook

Over the course of the fiscal year, the number of people on Facebook who liked the Bates College page grew by 29%, from 6,367 to 8,918. This was an average of 7 new fans per day.
How did they visit us?

Operating system:
- 45% of public users came in on Windows
- 37% came in on Macs
- 14% came from iOS (mobile)
- 2% came from Android (mobile)

This reflects 16% of our visits that took place on mobile devices, including 6% on tablets. Users on smartphones saw 2.2 pages per visit and stayed for 2:26 minutes. Tablet users were actually more engaged than desktop users, seeing 3.48 pages and staying for 3:42 minutes.

In terms of browsers, here’s how that broke down:
- 36.4% of public visits in Safari
- 21.7% viewed us in Chrome
- 19.2% viewed us in Firefox
- 18% viewed us in IE

Our Content

Looking at user behavior paints a picture of the types of content our audiences are seeking out and how they go about navigating through it. The data helps us understand how visits typically work, from where users entered the site, what they saw, and through to where they departed.

Where did visits begin?
- 37.6% of public users started their visit on the homepage
- 3.8% on Garnet Gateway
- 3.4% on Athletics
- 1.6% on Admission
- 1.4% on ILS’s PowerPoint Tips
- 1.3% on Employment

Where did they go from the homepage?
- For the 37.6% of visits that began on our homepage, public users then navigated to:
  - Athletics 6.2%
  - Garnet Gateway 4%
  - Academic Departments 3.9%
  - Admission 2.8%
When thinking about content, “unique pageviews” is the best indicator for understanding what specific pages were of greatest interest to our users.

### Top Pages

#### Top 20 Pages for Public Users:

<table>
<thead>
<tr>
<th>Page</th>
<th>Unique Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>836,264</td>
</tr>
<tr>
<td>/athletics/</td>
<td>164,954</td>
</tr>
<tr>
<td>/garnet-gateway/</td>
<td>127,475</td>
</tr>
<tr>
<td>/academics/departments/</td>
<td>77,391</td>
</tr>
<tr>
<td>/admission/</td>
<td>77,133</td>
</tr>
<tr>
<td>/employment/</td>
<td>49,762</td>
</tr>
<tr>
<td>/academics/</td>
<td>41,815</td>
</tr>
<tr>
<td>/directory/</td>
<td>36,834</td>
</tr>
<tr>
<td>/admission/apply/application-checklist/</td>
<td>36,141</td>
</tr>
<tr>
<td>/campus/</td>
<td>33,981</td>
</tr>
<tr>
<td>/admission/visiting/</td>
<td>33,207</td>
</tr>
<tr>
<td>/dining/menu/</td>
<td>31,143</td>
</tr>
<tr>
<td>/news/</td>
<td>29,870</td>
</tr>
<tr>
<td>/football/</td>
<td>29,064</td>
</tr>
<tr>
<td>/entering/academic-year-calendar/</td>
<td>25,115</td>
</tr>
<tr>
<td>/financial-services/</td>
<td>24,599</td>
</tr>
<tr>
<td>/m-lacrosse/</td>
<td>22,358</td>
</tr>
<tr>
<td>/about/</td>
<td>22,084</td>
</tr>
<tr>
<td>/baseball/</td>
<td>19,183</td>
</tr>
</tbody>
</table>

**Noteworthy in this list:**
- The dining menu (#12) is consistently a top page, especially on mobile devices (we recently made it mobile-friendly as a result)
- Four Athletics pages and three Admission pages make the top 20
- Two Academics pages make the top 10

### Top Sites

On Bates.edu, “sites” are collections of multiple pages. Looking at the most viewed sites (which aggregate the unique pageviews for all pages within that site) helps us understand more generally the types of content our audiences are consuming.

#### Top 20 Sites for Public Users:

<table>
<thead>
<tr>
<th>Site</th>
<th>Unique Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>836,264</td>
</tr>
<tr>
<td>Athletics</td>
<td>378,074</td>
</tr>
<tr>
<td>Admission</td>
<td>327,748</td>
</tr>
<tr>
<td>News</td>
<td>240,282</td>
</tr>
<tr>
<td>Entering</td>
<td>166,356</td>
</tr>
<tr>
<td>Academics</td>
<td>142,106</td>
</tr>
<tr>
<td>Garnet Gateway</td>
<td>127,475</td>
</tr>
<tr>
<td>iModules</td>
<td>106,407</td>
</tr>
<tr>
<td>Financial Services</td>
<td>101,506</td>
</tr>
<tr>
<td>Football</td>
<td>98,637</td>
</tr>
<tr>
<td>About</td>
<td>97,381</td>
</tr>
<tr>
<td>ILS</td>
<td>76,198</td>
</tr>
<tr>
<td>Men’s Lacrosse</td>
<td>71,266</td>
</tr>
<tr>
<td>Employment</td>
<td>62,000</td>
</tr>
<tr>
<td>Catalog</td>
<td>57,790</td>
</tr>
<tr>
<td>Baseball</td>
<td>57,451</td>
</tr>
<tr>
<td>Dining</td>
<td>54,952</td>
</tr>
<tr>
<td>Men’s Soccer</td>
<td>47,876</td>
</tr>
<tr>
<td>Men’s Basketball</td>
<td>47,682</td>
</tr>
<tr>
<td>Women’s Lacrosse</td>
<td>38,000</td>
</tr>
</tbody>
</table>

**Noteworthy in this list:**
- While no News page made the top 10 in terms of pageviews, the News site is the fourth most viewed
- iModules (#8) includes the Alumni Directory, registration for certain events, and the giving page (the giving page itself had 9,624 unique views)
- Despite being buried in the website footer, the About section of Bates.edu was the eleventh most viewed site
Our Goals

Next year we will have a chance to track our FY 2013-14 performance against the data outlined here. Based on what we learned from compiling this report, here are some top-line goals that will guide us in the coming year as we continually improve and enhance the content, structure and design of Bates.edu:

- Reduce the percentage of public users that stays on the site for fewer than 10 seconds from 53.5% to 48%.
- Reduce the percentage of public users that views only one page during their visit from 50.4% to 45%.
- Increase the average length of visits by public users from 3:14 minutes to 3:30 minutes.
- Reconsider the site’s global navigation so that it better reflects the clear needs of users. In particular, seek to elevate /athletics and /about, which are in high demand but not featured in the primary navigational elements.
- Given that Facebook and other social sites are driving nearly 10% of our traffic, develop our social media strategy and metrics to help us leverage those platforms.
- Increase the utility of the site search so that more users see it as a viable path to content.
- Expand responsive design to include all site templates in order to accommodate our rapidly growing mobile traffic.

What did they search for?

56% of public users searched for something using our internal site search.

This word cloud illustrates the top search terms:

- garnet
- gateway
- employment
- registrar
- human resources
- bookstore
- academic calendar
- calendar
- jobs
- tuition
- study abroad
- Reunion
- campus map
- athletics
- engineering
- financial aid
- Reunion
- application

Where did visits end?

Everyone leaves the site eventually. For 50.4% of our visits from public users, the visit ended from the page on which the user entered our site, and they saw no pages in between (that’s our “bounce rate”). Our homepage was the point of departure for 19% of our public users.