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## Sector Statistics



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## Objectives

Benchmarking the sector against the web

Benchmarking your institution

Future trends



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## First Sector Statistics Snapshot

22 institutions

7 days, March 2006



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## Second Sector Statistics Snapshot

22 institutions

May 2006

Some of the Organisations included are:



- Anglia Ruskin University,
- Aston University,
- Canterbury Christ Church University College
- Cass Business School,
- City University,
- Northampton University,
- St Martins College,
- Thames Valley University,
- University College London,
- University of Aberdeen,

- University of Newcastle upon Tyne
- University of Sheffield,
- University of Westminster
- Thames Valley University,
- University College London,
- University of Aberdeen,
- University of Sheffield,



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## Details of the Second Sector Statistics

Page views	Visits	Visitors
25,057,592	6,243,979	4,065,222

## What should we measure?

Relevant data? "Lies, Damn Lies, and Web Statistics"

Business critical?

CSFs

Critical Success Factors - the few measures that define absolute organisational success or failure

KPIs

Key Performance Indicators - quantifiable measurements set in advance

Who are your clients/customers?

New technologies, are they worth the spend?



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## How do we measure?

Single pixel method

IP database

Visitor Cookie

## Visitors Accepting Cookies

**Overall:**

Accept 95.93%

Decline 4.07%

**External:**

Accept 94.64%

Decline 5.36%

**Internal:**

Accept 97.90%

Decline 2.10%

**2006 Average**

Accept 96.8%

Decline 3.2%

## How do people find my site?

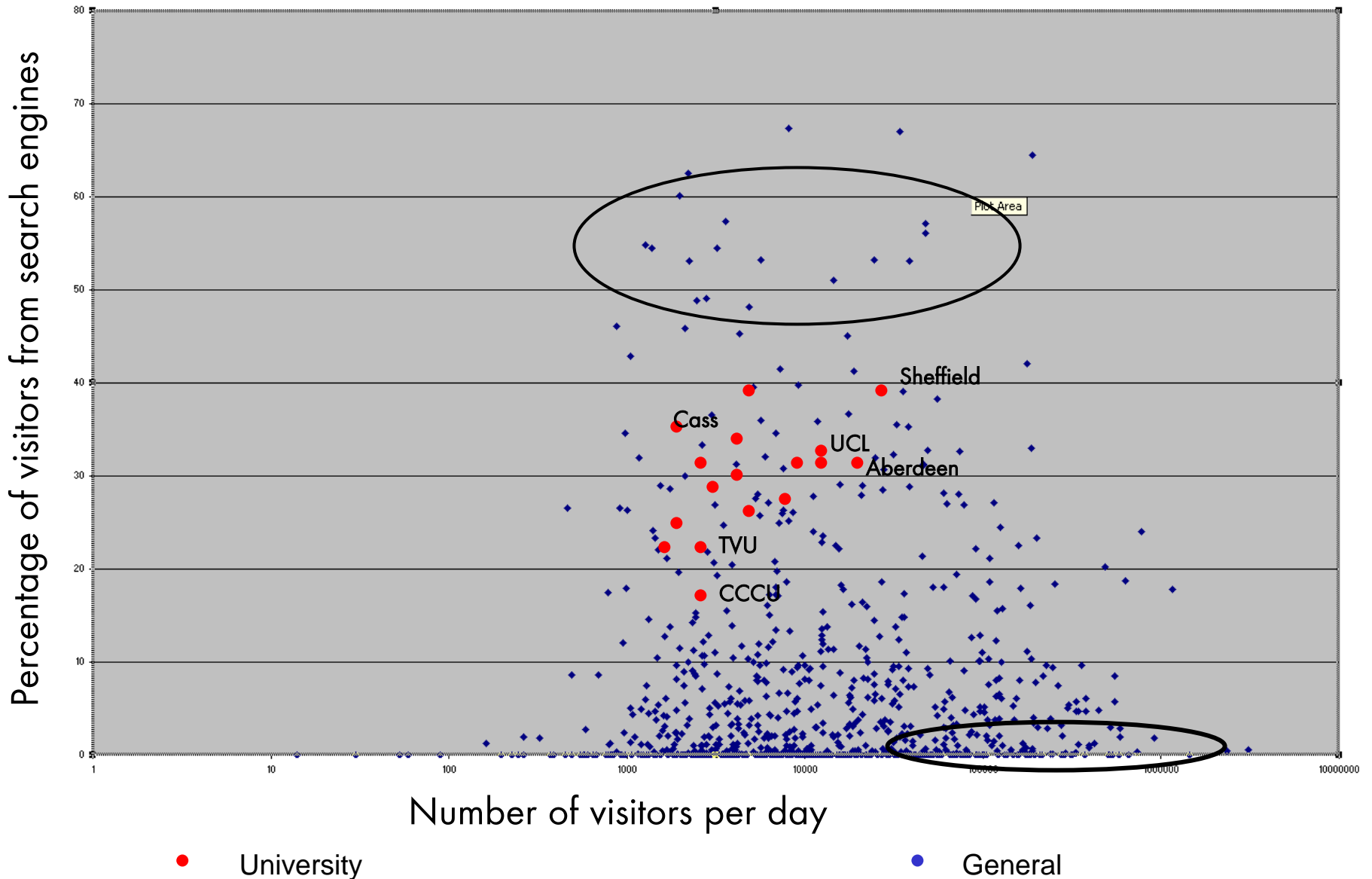
### Three basic ways

Direct Entry                      56.29%

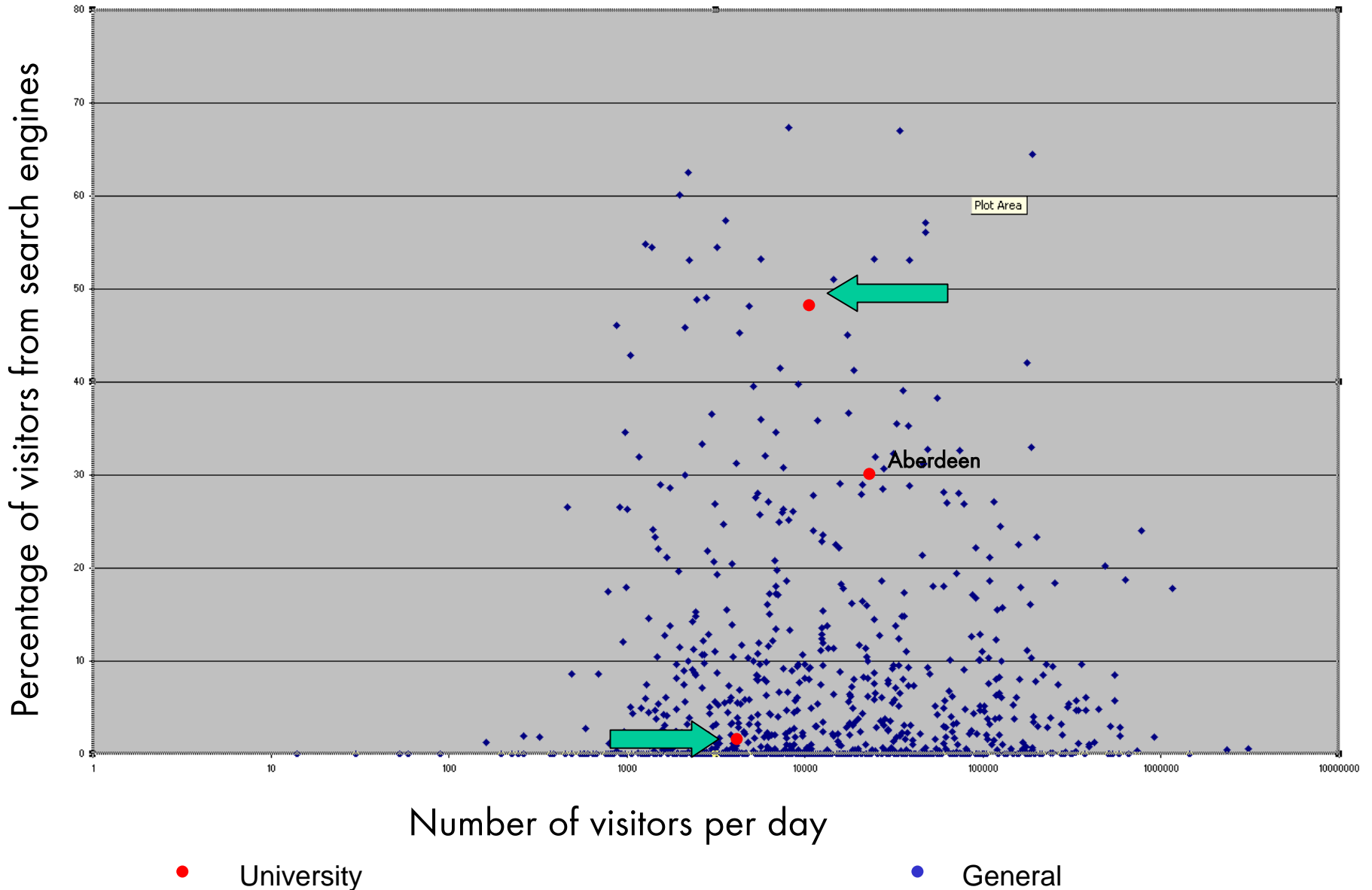
External Referrer                20.93

Search Engines                    28.66

# Visitors from search engines – Number of visitors



# Visitors from search engines – Number of visitors





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## How do people find my site?

Three basic ways	Overall	External
Direct Entry	56.29%	39.98%
External Referrer	20.93%	21.62%
Search Engines	28.66%	38.38%



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Which search terms are my visitors using?

What is your name?

University of \* \* \* \* \*  
\* \* \* \* \* University

Short name or long name?

What about course titles?

ac.uk?



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Sheffield:

sheffield university  
university of sheffield  
sheffield  
sheffield uni  
University of Sheffield  
www.shef.ac.uk  
shef  
sheffield map  
Sheffield university  
[relationship problems](#)  
shef.ac.uk  
university sheffield  
map of sheffield  
university  
SHEFFIELD  
the university of sheffield  
SHEFFIELD UNIVERSITY  
sheffield.ac.uk  
midwifery  
www.sheffield.ac.uk

Cass:

cass business school  
cass  
Cass  
Cass Business School  
london business school  
cass business  
city university cass  
cass university  
cass mba  
CASS business school  
City University: Cass  
CASS  
city business school  
city university  
cass city  
cass business school london  
London Business School  
city cass  
CASS BUSINESS SCHOOL  
cass.city.ac.uk

## Geographical

	Average	High	Low
UK	77.3	90.0	58.0
USA	4.8	10.5	2.8
India	1.0	2.4	0.2



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## Geographical

Germany	0.8	China	0.7
Canada	0.7	France	0.7
Greece	0.5		
Others	0.5 to 0.3		

Australia, Taiwan, Spain, Italy, Netherlands, Nigeria, Pakistan,  
Malaysia, Hong Kong, Ireland, Portugal

## Cass Business School

### Internal plus External traffic

United Kingdom

60.50%

United States

6.60%

India

2.90%

Greece

2.50%

Germany

1.90%

Italy

1.70%

France

1.40%

China

1.10%

Canada

1.10%

Hong Kong S.A.R.

1.00%

Norway

0.80%

## University of Aberdeen

Internal plus External traffic

United Kingdom

82.40%

United States

2.90%

External traffic

United Kingdom

58.30%

United States

9.20%

Germany

2.30%

India

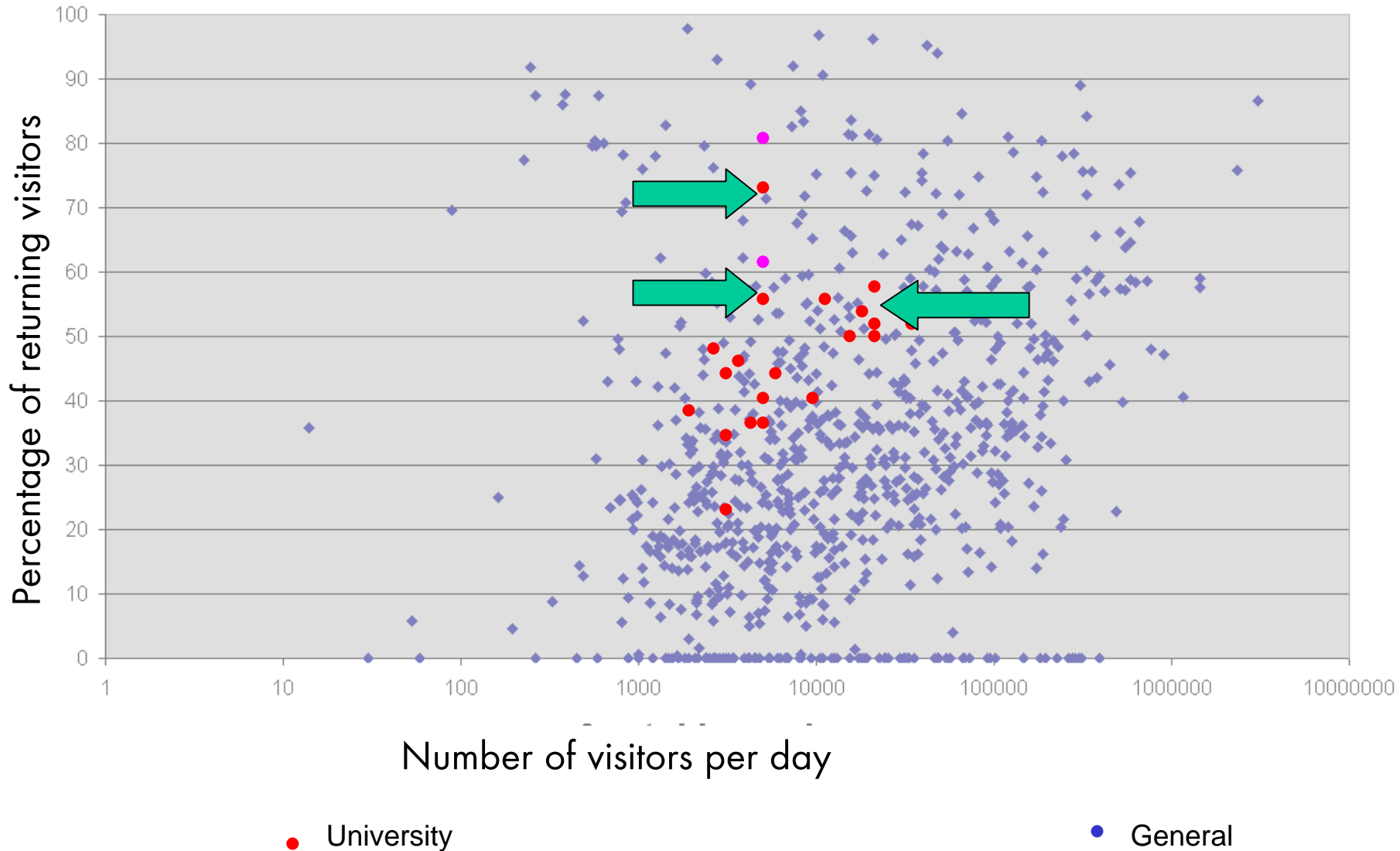
2.00%

Canada

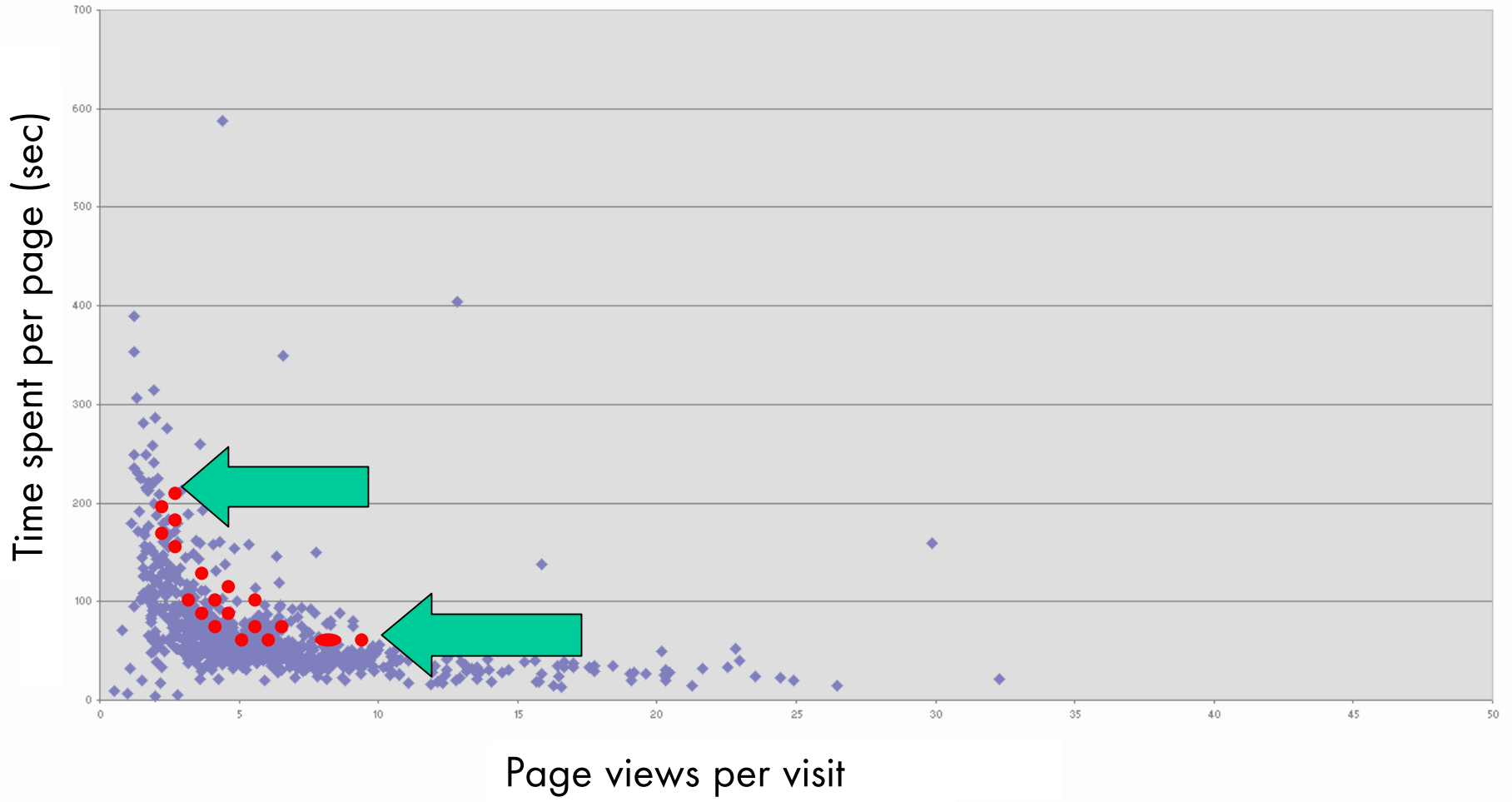
France

1.20%

# Returning visitors - Total website visitors



# Visit duration - Number of page views per visit

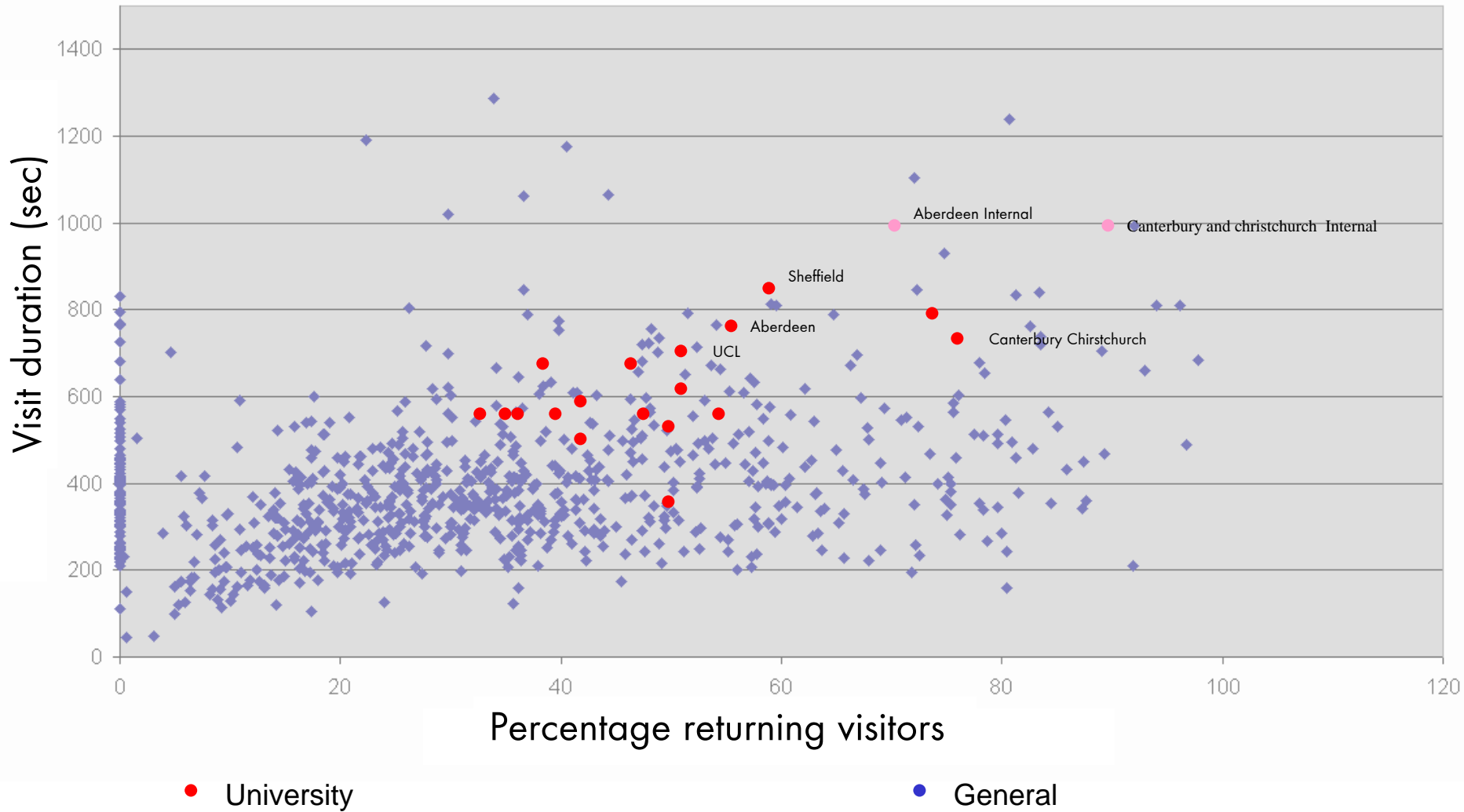


● University

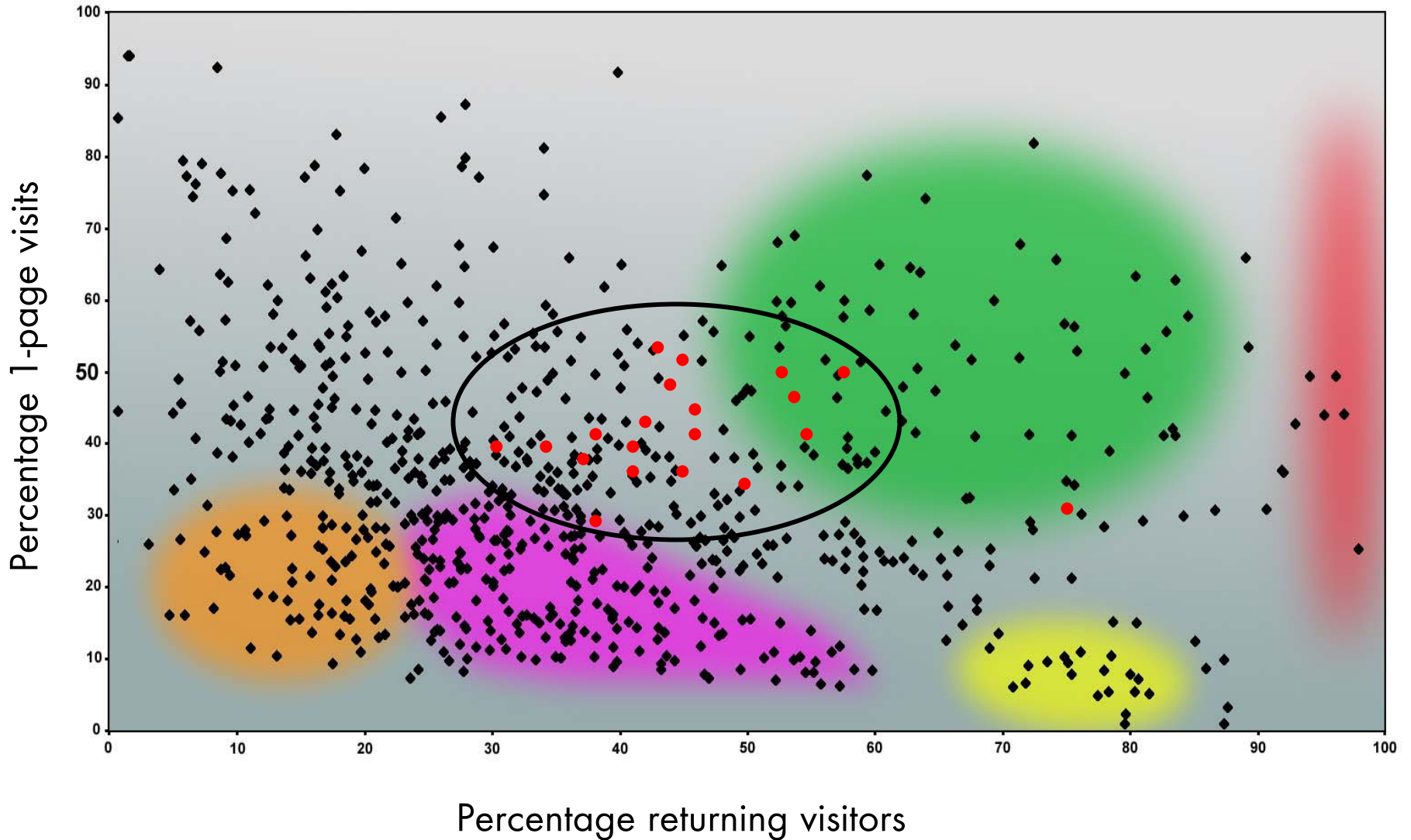
● General



# Visit duration - Percentage returning visitors



# Visitor Loyalty – Site Activity



## Top 10 Browser Names

1. Microsoft Internet Explorer 6.0	86.6%	6. Safari 4.17.8	0.5%
2. Mozilla Firefox 1.5.0.1	4%	7. Microsoft Internet Explorer 5.01	0.5%
3. Mozilla Firefox 1.0.7	1.9%	8. Safari 4.17.9.2	0.4%
4. Microsoft Internet Explorer 5.5	0.8%	9. Safari 3.12.6	0.4%
5. Mozilla Firefox 1.0.6	0.6%	10. Other	4.3%

## Top Available Screen Sizes

1.	1024 x 738	36.4%
2.	1024 x 740	11.6%
3.	1024 x 734	7.5%
4.	800 x 570	6.9%
5.	1280 x 770	5.8%
6.	1280 x 994	5.2%

## Colour Depth

32	79.5%
24	6.9%
16	13.3%
8	0.3%

## Loading Time HTML Pages

0	74.8%
1	16.6%
2	3.8%
More	4.8%

## Java Script

On	99.4%
Off	0.6%



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Thank you

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