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Sector Statistics

Objectives

Benchmarking the sector against the web

Benchmarking your institution

Future trends

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:

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- 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,

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?

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:
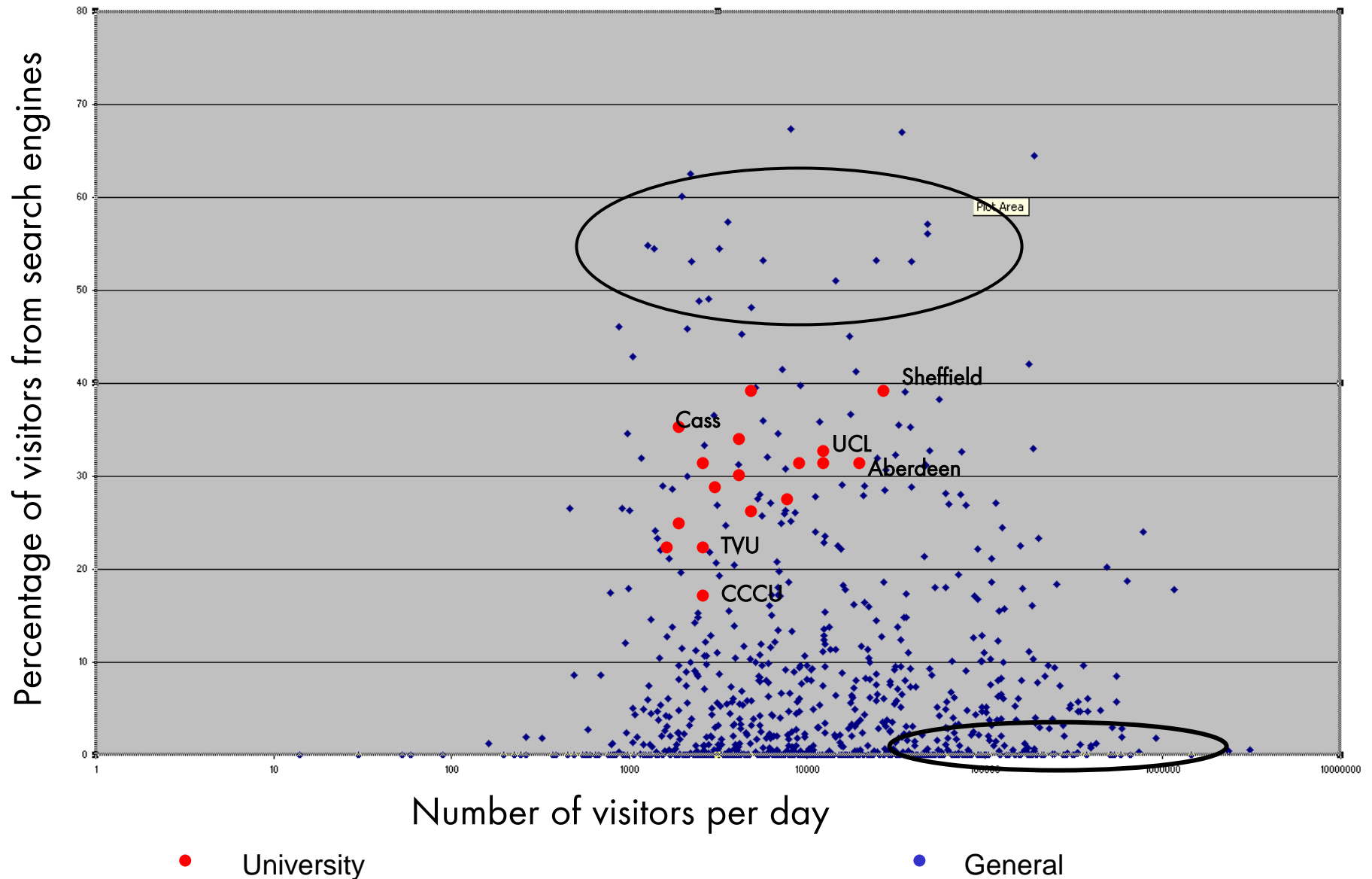Accept   97.90%
Decline   2.10%

2006 Average
Accept   96.8%
Decline   3.2%

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How do people find my site?

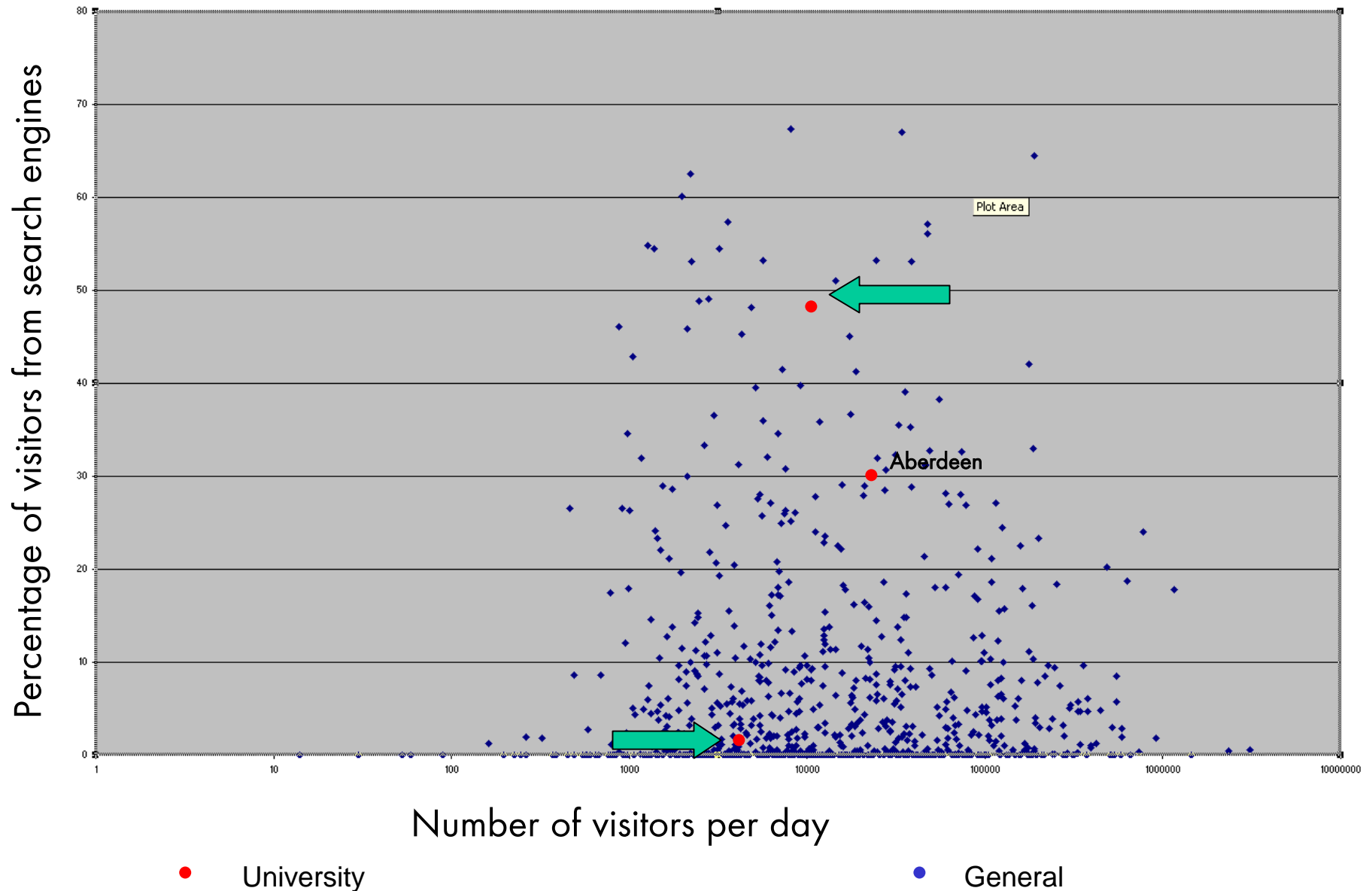**Three basic ways**

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

Percentage of visitors from search engines

Plot Area

Aberdeen

Number of visitors per day

- University
- General

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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:	Cass:
sheffield university	cass business school
university of sheffield	cass
sheffield	Cass
sheffield uni	Cass Business School
University of Sheffield	london business school
www.shef.ac.uk	cass business
shef	city university cass
sheffield map	cass university
Sheffield university	cass mba
relationship problems	CASS business school
shef.ac.uk	City University: Cass
university sheffield	CASS
map of sheffield	city business school
university	city university
SHEFFIELD	cass city
the university of sheffield	cass business school london
SHEFFIELD UNIVERSITY	London Business School
sheffield.ac.uk	city cass
midwifery	CASS BUSINESS SCHOOL
www.sheffield.ac.uk	cass.city.ac.uk

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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

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Cass Business School

Internal plus External traffic

United Kingdom	Italy
60.50%	1.70%
United States	France
6.60%	1.40%
India	China
2.90%	1.10%
Greece	Canada
2.50%	1.10%
Germany	Hong Kong S.A.R.
1.90%	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%
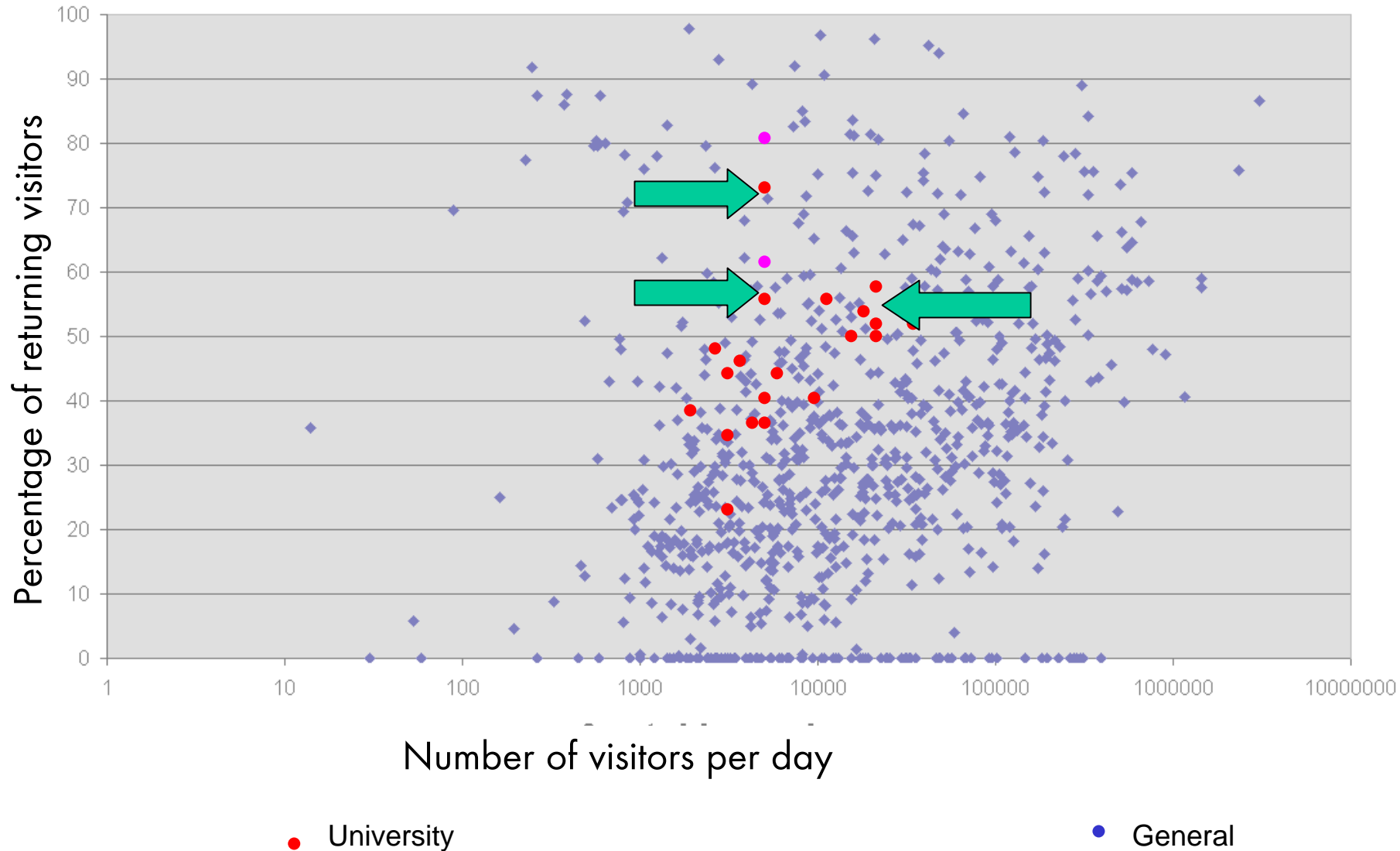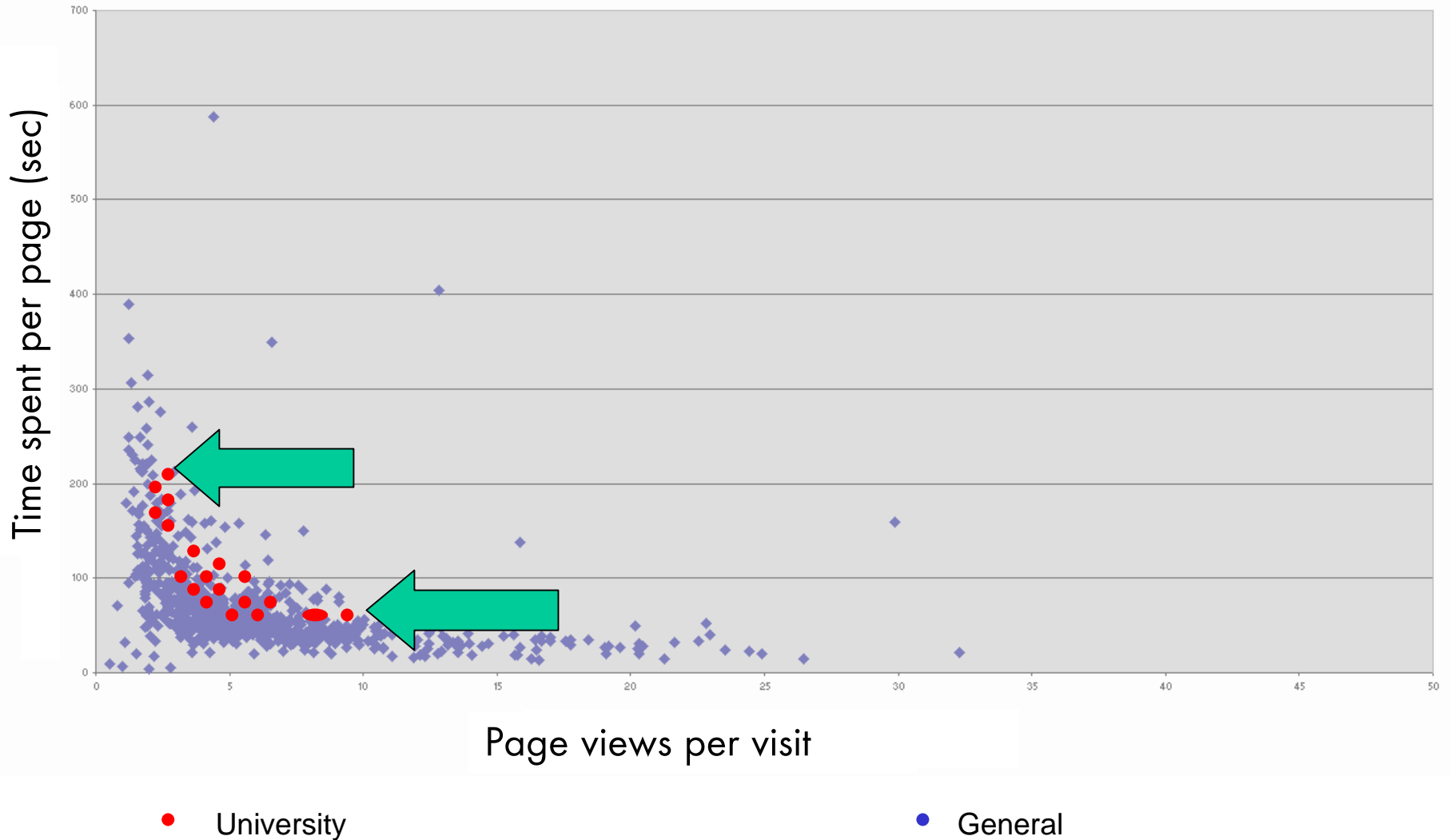United States
9.20%
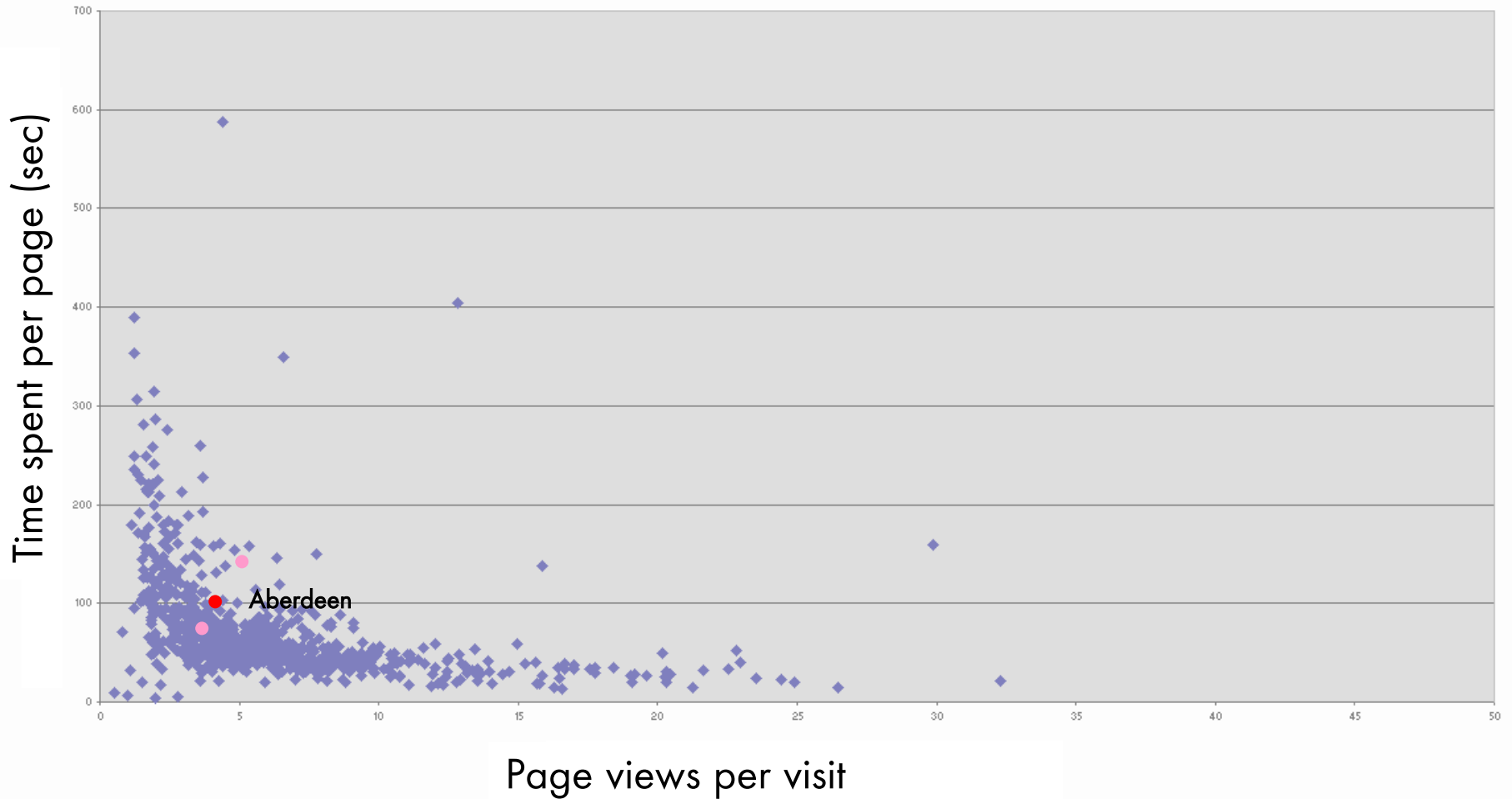Germany
2.30%
India
2.00%
Canada
France
1.20%

Returning visitors – Total website visitors

Percentage of returning visitors

Number of visitors per day

University   General

Visit duration – Number of page views per visit

Time spent per page (sec)

Page views per visit

● University   ● General

Visit duration – Number of page views per visit

Time spent per page (sec) vs Page views per visit

Aberdeen

University

General
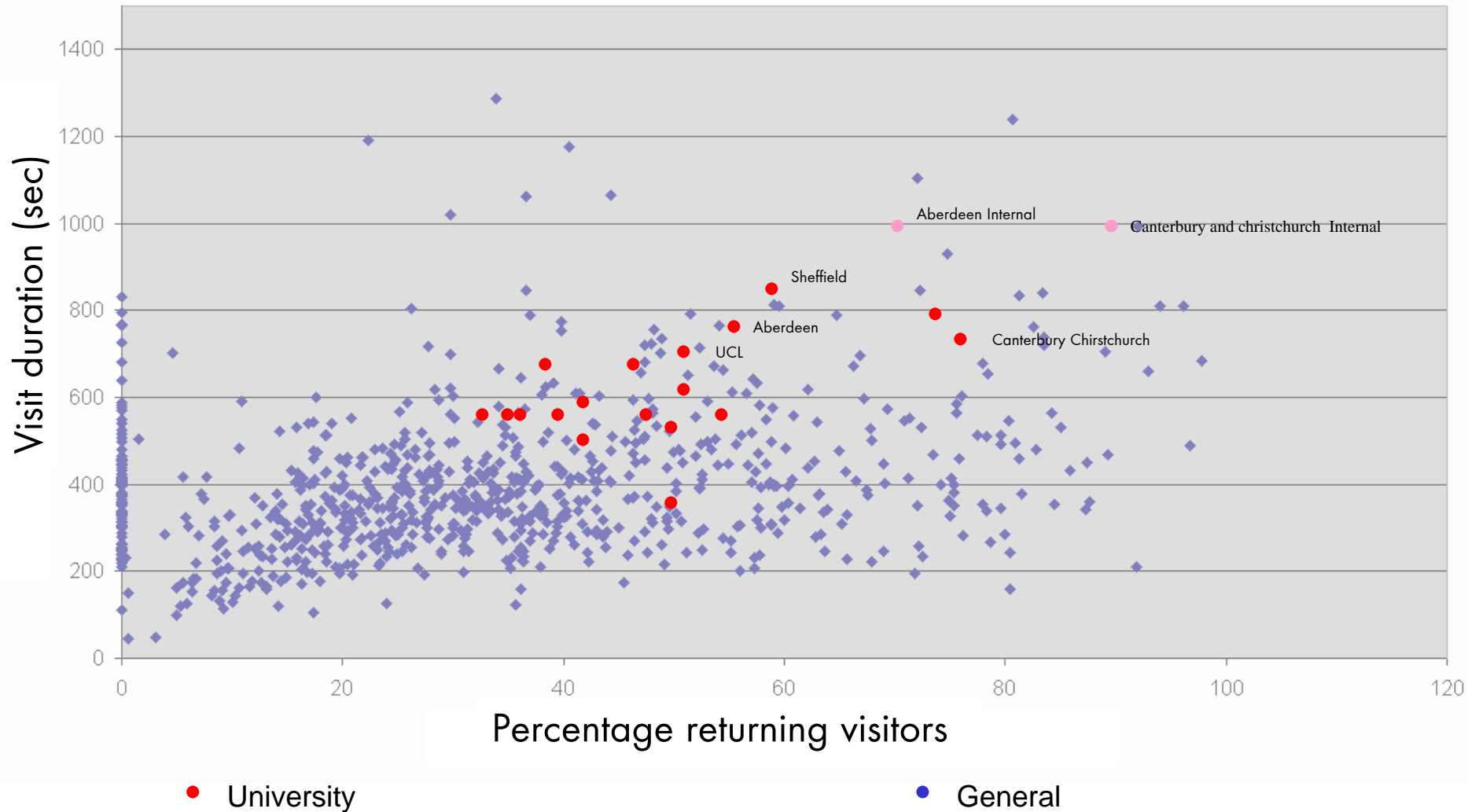
Visitor Loyalty – Site Activity
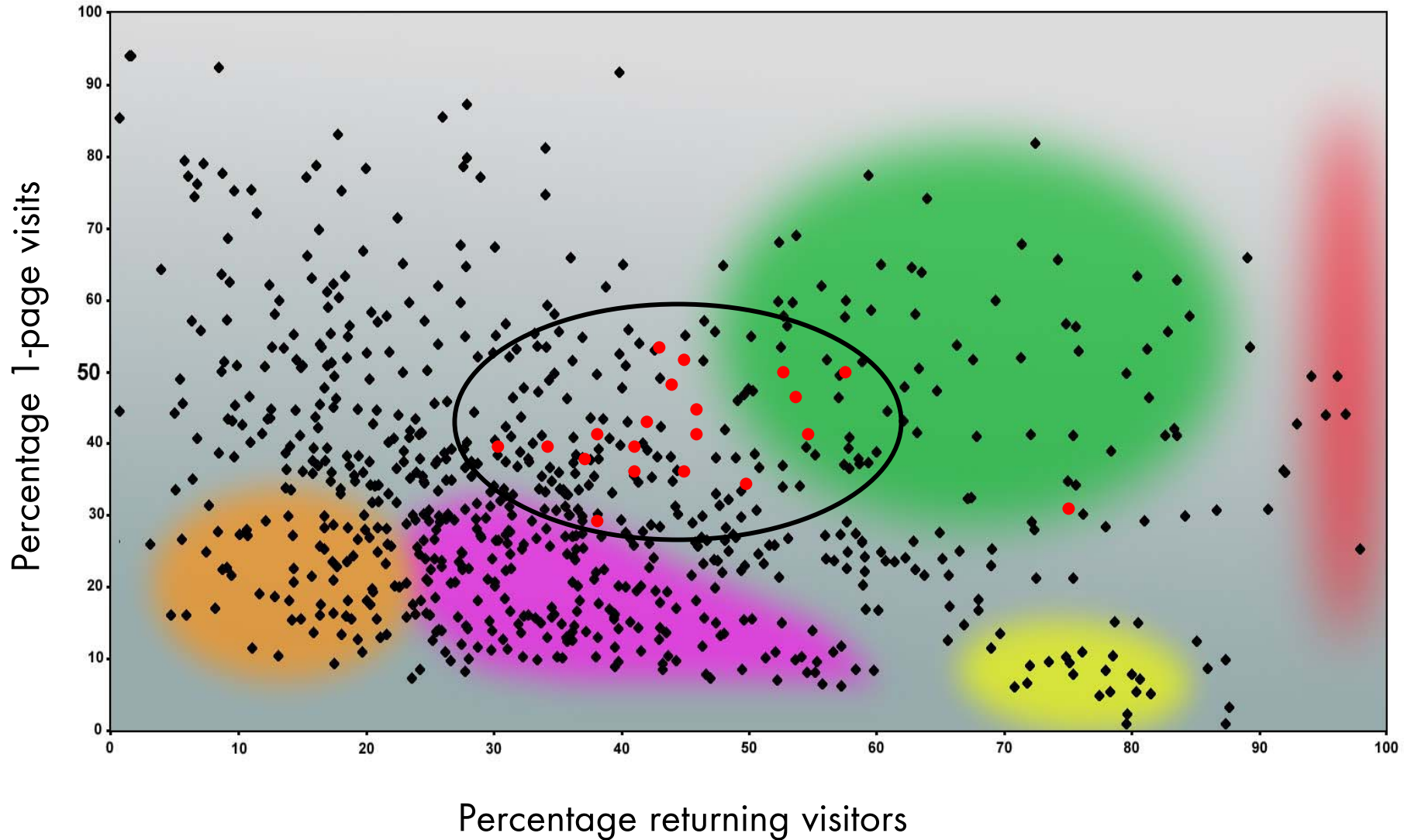
Top 10 Browser Names

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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