

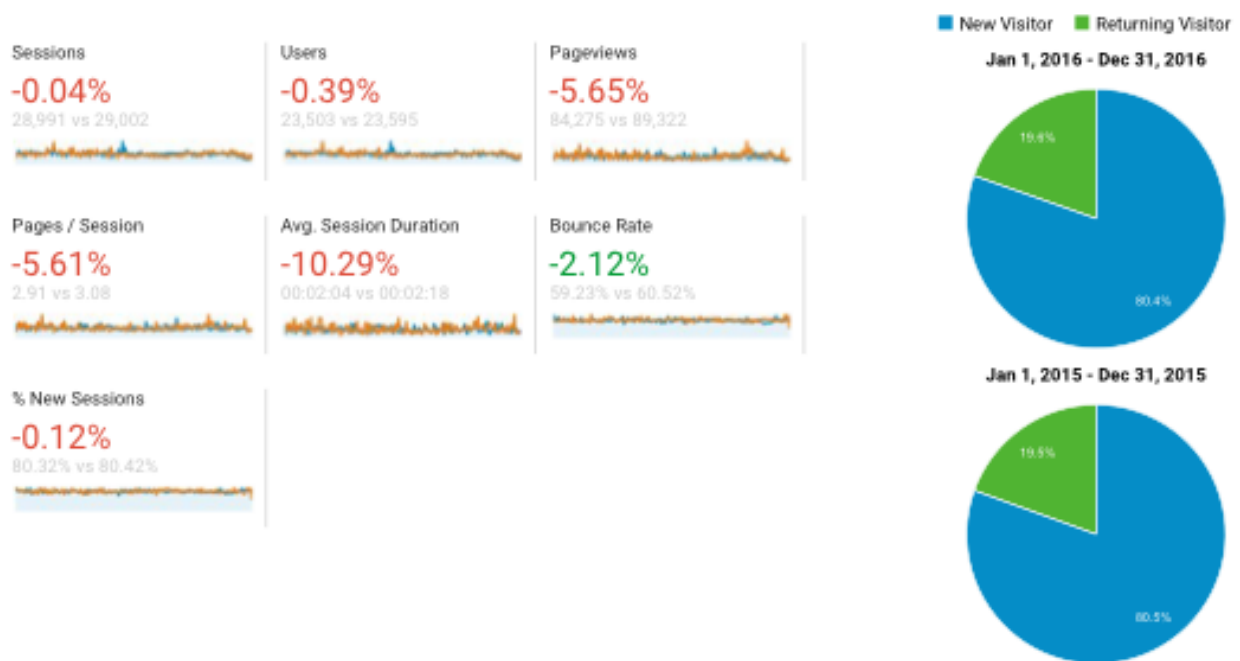
## Google Analytics Winter 2017 Report: A Review of Google Analytics Data from January 1 – December 31, 2016

### Overall

- Total Sessions: 28,991
- Total Users: 23,503
- Total Pageviews: 84,275

New visitors comprised 23,298 sessions, or 80.36% of total site visits. They viewed, on average, 2.39 pages during a session. Return visitors comprised 5,693 sessions, or 19.64% of total site visits. They viewed, on average, 5.03 pages per session.

When contrasted to last year (January 1 – December 31, 2015), the total number of sessions, users, pageviews, pages viewed per session, average session duration, percentage of new sessions, and bounce rate have all decreased (see image below).



### Demographics

*Country of origin* (top 10 by number of sessions)

- United States: 17,452
- Italy: 1,636
- United Kingdom: 1,013
- France: 848

- Canada: 839
- Germany: 503
- Spain: 452
- Australia: 434
- Philippines: 410
- Poland: 378

*Language* (top 10 by number of sessions)

- English (US): 20,097
- French: 964
- English (Great Britain): 952
- Italian: 732
- Italian (Italy): 814
- Spanish: 678
- Unknown: 675
- German: 364
- French (France): 346
- Polish: 331

Compared to last year (January 1 - December 31, 2015), the website saw an increase in the number of sessions originating in Africa (+65.17%), Oceania (+9.22%), and the Americas (+2.30%), whereas a decrease in sessions was seen in Europe (-7.17%) and Asia (-12.08%). Looking specifically at sessions originating from English speakers in the United States (which account for 69% of all sessions), this figure increased slightly by +0.90%.

Traffic Source and Medium

Traffic is brought in overwhelmingly through organic searches (73.75%) with Google as the primary search engine of choice (70.88%). Library guides and websites drive traffic to the CRRA website, but to a much smaller extent.

However, it is worth noting that traffic from organic searches using sites like Google and Bing tended to result in sessions lasting under a minute and a half, whereas traffic from sites like [guides.library.duq.edu](http://guides.library.duq.edu) and [guides.catholicresearch.net](http://guides.catholicresearch.net) resulted in sessions that lasted at least five minutes, with users viewing more pages per session compared to users who performed organic searches (see table below).

Session Source	Total Sessions	Avg. Session Duration	Avg. Pages / Session
Google	20,548	1:29	2.47
Bing	428	1:16	2.69
<a href="http://guides.library.duq.edu">guides.library.duq.edu</a>	193	5:58	5.63
<a href="http://guides.catholicresearch.net">guides.catholicresearch.net</a>	316	9:04	8.86

## Landing Pages

The top landing pages (pages with more than 500 sessions) are the Home page, the Catholic Newspapers Program page, the Catholic Newspapers Online page, and the Catholic Portal page.

## Searches

Visits where users conducted a search of the Catholic Portal were slightly up this year, from 11.1% to 13.3%. There were 3,843 sessions where a search was conducted, resulting in 7,081 total unique searches. This is up from 3,231 sessions and 5,519 unique searches in 2015. Users spent approximately 2 minutes and 17 seconds on the website following a search, and 33.86% of searches were further refined.

### 13.26% of your visits used site search

Sessions with Search

18.94%

3,843 vs 3,231



Total Unique Searches

28.30%

7,081 vs 5,519



Results Pageviews / Search

-1.28%

1.60 vs 1.62



% Search Exits

-3.15%

22.57% vs 23.30%



% Search Refinements

10.25%

33.86% vs 30.71%



Time after Search

-6.96%

00:02:17 vs 00:02:27



Average Search Depth

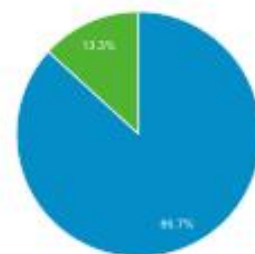
-13.65%

1.61 vs 1.87

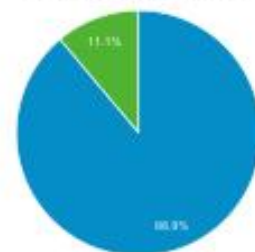


■ Visits Without Site Search ■ Visits With Site Search

Jan 1, 2016 - Dec 31, 2016



Jan 1, 2015 - Dec 31, 2015



## Top Search Terms

The top five Portal search terms were “Parish histories,” “[Unclassified Marian Library pamphlet collection],” “Novenas,” “Parish history,” and “Bilenge ya Mwindu.” Overall, there were 92 search terms that garnered 5 or more unique searches, while 26 terms were searched at least 10 times. These 26 terms are listed below.

<b>Search Term</b>	<b>Total Unique Searches</b>	<b>Resulting Pageviews / Search</b>
Parish histories	66	1.58
[Unclassified Marian Library pamphlet collection]	61	1.11
Novenas	37	1.19
Parish History	32	1.47
Bilenge ya Mwindi	23	1.17
Catholic Church	22	1.41
Catholic schools	21	1.29
Catholic universities and colleges	20	1.20
Catholic pamphlets	18	1.67
St. Clement's Mission House	16	1.38
Bible	16	1.56
PAHRC	15	1.20
Vatican Council. 2 <sup>nd</sup> , 1962-1965	15	1.60
Collection jeune chretien	14	1.14
Dorothy day	14	1.79
St. Gemma's Church (Detroit, Mich.) History	13	1.15
Monasticism and religious orders for women	13	1.38
Nostra aetate	13	1.54
Church social problems	12	1.67
Canon law studies (Catholic University of America: licentiate dissertations)	12	1.25
Jesuitica	12	1.25
Parish Histories	11	2.27
Eucharistic Congresses (41 <sup>st</sup> : 1976 : Philadelphia, Pa.)	11	1.36
Catholic literature	11	1.91
Christ the King Seminary (West Chicago, Ill.)	10	1.20
St. Gemma's Church (Detroit, Mich.)	10	1.40

The following table shows the top 10 search terms paired with geographic information (by city) about where the searches originated.

Search Term	Total Unique Searches	Number of Unique Cities Where Searches Originated	Cities with More than One Unique Search
Parish histories	66	54	Pittsburgh (8) Notre Dame (3) London (2) Chicago (2) St. Louis (2)
[Unclassified Marian Library pamphlet collection]	61	55	unknown (2) Mexico City (2) Newport (2) Grand Prairie (2) Harlingen (2) Martinsburg (2)
Novenas	37	29	unknown (3) Ambato (3) Port-of-Spain (3) Bogota (2) Mexico City (2)
Parish History	32	29	New York (2) Bethlehem (2) Pottsville (2)
Bilenge ya Mwindi	23	7	unknown (15) Kinshasa (3)
Catholic Church	22	21	Chicago (2)
Catholic schools	21	15	San Diego (5) Notre Dame (2) Owensboro (2)
Catholic universities and colleges	20	16	Chicago (3) Spokane (2) Clayton (2)
Catholic pamphlets	18	18	
St. Clement's Mission House	16	13	Philadelphia (3) Towson (2)

Finally, the table below lists the top 10 search terms initiated using the Portal search bar, which is found on the CRRA homepage, embedded in the header of each webpage on the CRRA website, and that can also be embedded in member websites, such as on the Catholic Peacebuilding Network's [Resources for Scholars, Clergy, and Practitioners](#) webpage. While most of the 7,081 total searches were initiated once a user was already in the Portal, there were 1,854 searches that were initiated by users who utilized the Portal search bar.

Search Term	Total Unique Searches
Parish histories	18
PAHRC	14
congregazione	8
jesuitica	7
Oxford University	6
Catholic schools	6
bible	5
mother teresa	5
Jewish relations	4
love	4