

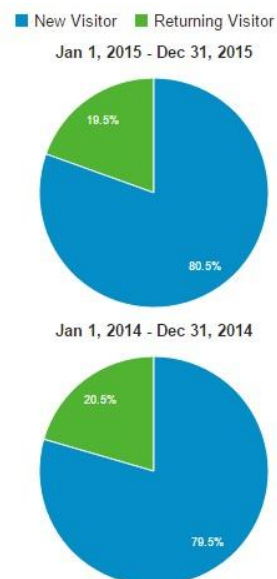
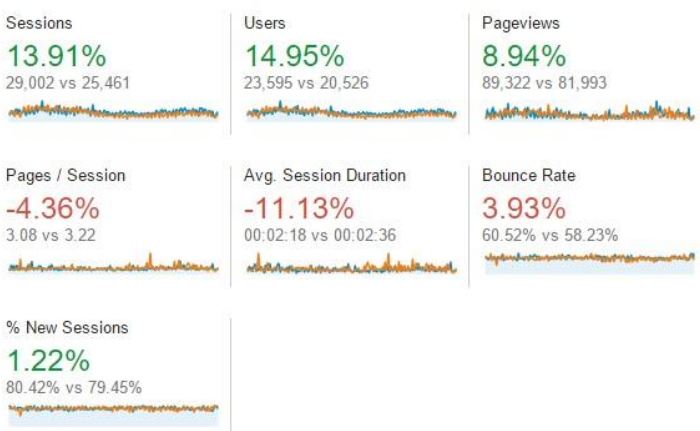
Google Analytics Winter 2016 Report: A Review of Google Analytics Data from January 1 – December 31, 2015

Overall

- Total Sessions: 29,002
- Total Users: 23,595
- Total Pageviews: 89,322

New visitors comprised 23,342 sessions, or 80.48% of total site visits. They viewed, on average, 2.28 pages during a session. Return visitors comprised 5,660 sessions, or 19.52% of total site visits. They viewed, on average, 6.36 pages per session.

When contrasted to last year (January 1 – December 31, 2014), the total number of sessions, users, and pageviews have all increased, while the pages viewed per session and the average session duration have each decreased. The percentage of new sessions increased slightly, and the bounce rate increased this year as well (see image below).



Demographics

Country of origin (by number of sessions)

- United States: 17,145
- Italy: 1,886
- France: 1,055
- Canada: 893
- United Kingdom: 880

Language (by number of sessions)

- English-US: 19,918
- French: 898
- English-Great Britain: 870
- Italian-Italy: 868
- Italian: 814

Compared to last year (January 1 - December 31, 2014), the number of sessions originating in all major geographic regions has increased as follows: Asia (+42.59%), Africa (+26.24%), Oceania (+21.37%), the Americas (+13.00%), and Europe (+8.49%). Looking specifically at sessions originating from English speakers in the United States, this figure has also increased by +9.93%.

Traffic Source and Medium

Traffic is brought in overwhelmingly through organic searches (77.43%) with Google as the primary search engine of choice (73.41%). 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 two minutes, whereas traffic from sites like guides.library.duq.edu and cportalpprd.library.nd.edu resulted in sessions that lasted at least four minutes on average, with users viewing at least twice the number of pages per session compared to users who performed organic searches (see table below).

Session Source	Total Sessions	Avg. Session Duration	Avg. Pages / Session
Google	21,289	1:50	2.70
Bing	479	1:02	2.38
guides.library.duq.edu	124	4:51	6.35
cportalpprd.library.nd.edu	172	11:52	10.07

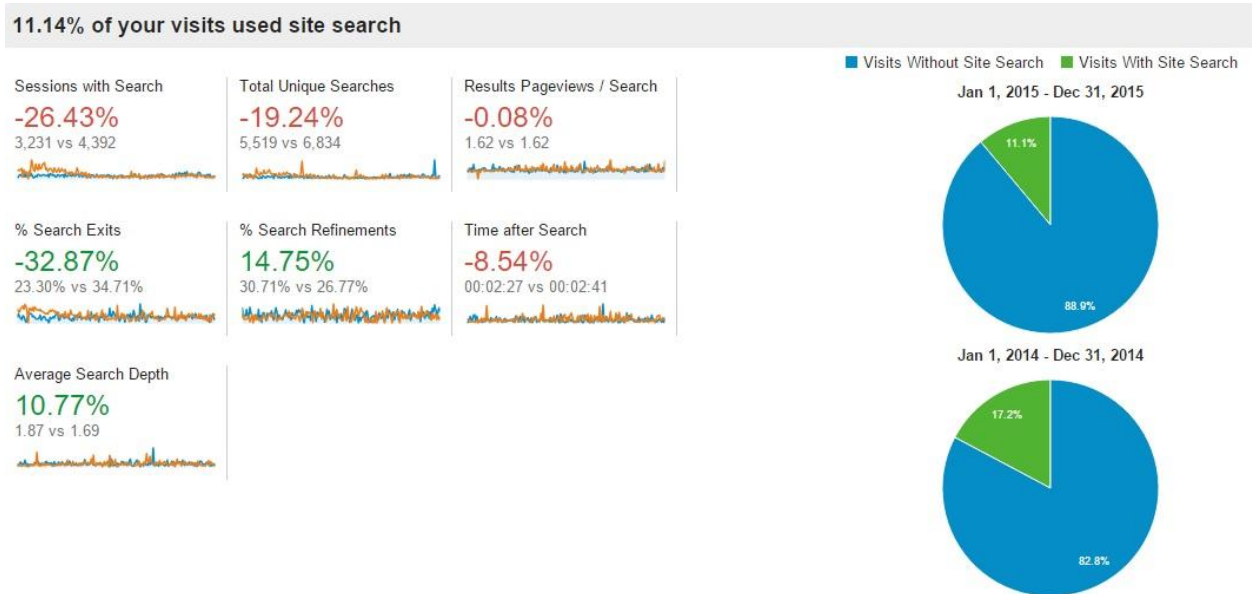
Landing Pages

The top five landing pages are the Home page, the Catholic Newspapers Online page, the Catholic Newspapers Program page, the News and Events page, and the Catholic Portal page.

Searches

A large majority of visits did not use site search (88.86%). For the small percentage of visits that did use site search (11.14%), there were approximately 3,231 sessions with search and 5,519 total unique searches. The average search depth was 1.87 pages and 30.71% of searches were further refined. Users spent approximately 2:27 minutes on the site following the search.

Compared to last year (January 1 – December 31, 2014), visits with site searches have decreased. In the previous period, 17.2% of visits included site searches versus 82.8% without a site search. However, search refinements and search depth have both increased in the current year (January 1 – December 31, 2015).



Top Search Terms

“Parish histories” and “Parish History” are the two most common search terms, followed by “Catholic Church,” “Catholic pamphlets,” and “liturgical art.” Overall, there were 68 search terms that garnered 5 or more unique searches, while 22 terms were searched at least 10 times. These 22 terms are listed below, followed by a table showing the top ten search terms paired with geographic information (by city) about where the searches originated.

Search Term	Total Unique Searches	Resulting Pageviews / Search
Parish histories	49	1.12
Parish History	34	1.35
Catholic Church	28	1.11
Catholic pamphlets	23	1.26
liturgical art	18	2.56
dorothy day	17	1.94
catholic universities and colleges	16	1.31
test	16	1.50
Canon law studies (Catholic University of America: licentiate dissertations)	15	1.07
jesuitica	15	1.60

pamphlets	15	1.80
bible	13	5.38
canon law	13	1.46
Bilenge ya Mwinda	12	1.42
Novenas	11	2.36
jesuit	11	2.18
Alberici, Diego	10	1.20
St. Clement's Mission House	10	1.00
St. Ludwig Parish (Philadelphia, Pa)	10	1.60
Catholic schools	10	1.30
holy cards	10	2.50
peace building	10	2.10

Search Term	Total Unique Searches	Number of Unique Cities Where Searches Originated	Cities with More than 1 Unique Search
Parish histories	49	45	Banbridge (2) Chicago (2) Gulf Gate Estates (2) Orlando (2)
Parish History	34	29	Lancaster (3) Palmerton (2) Philadelphia (2) Pottsville (2)
Catholic Church	28	28	n/a
Catholic pamphlets	23	21	unknown (3)
liturgical art	18	6	Notre Dame (11) Chicago (2) Mishawaka (2)
dorothy day	17	14	Kendallville (2) Notre Dame (2) South Bend (2)
catholic universities and colleges	16	13	South Bend (3) Chicago (2)
test	16	7	Notre Dame (6) Villanova (5)
Canon law studies (Catholic University of America: licentiate dissertations)	15	14	Bengaluru (2)
jesuitica	15	13	Boston (2) Madison (2)