



National Institutes of Health

Division of Program Coordination, Planning, and Strategic Initiatives



Office of Administrative Management and Communications (OAMC)

November 2016

Google Analytics Report





Executive Summary

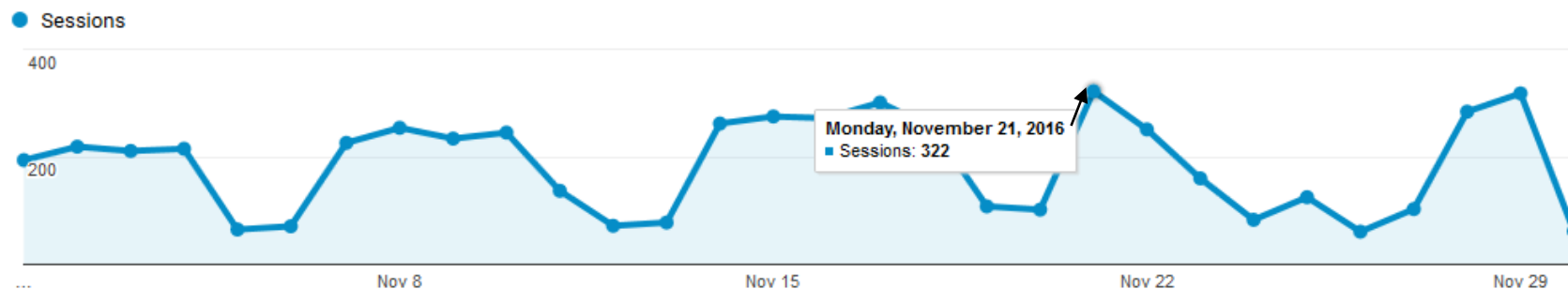
- I. General DPCPSI Site Data
- II. OAMC Site Data
- III. Location Data
 - a. Heat Map: Number of Sessions per City
- IV. Technology
- V. User Behavior
- VI. Site Speed
- VII. Key Search Terms

Reporting Period: 11/1/2016–11/30/2016

I. General DPCPSI Site Data

In November 2016, the main DPCPSI site and all subpages received a total of 11,424 page views over 8,441 sessions.









- Average number of pages visited per session: 2.05
- Average session duration: 1 minute, 45 seconds
- New visitors: 62.2 percent
- Returning visitors: 37.8 percent
- Highest number of sessions: 322 (November 21)



II. OAMC Site Data

In November 2016, the OAMC site received a total of 329 page views, 264 of which were unique.

- Average session duration: 1 minute, 9 seconds
- Highest number of daily page views: 46 (November 10)
- Most popular page: OAMC Quick Links (92 views)

Page path level 2 ?	Pageviews ? ↓	Unique Pageviews ?
	329 % of Total: 2.88% (11,436)	264 % of Total: 3.12% (8,451)
1.  /quicklinks	92 (27.96%)	83 (31.44%)
2.  /administrative	80 (24.32%)	60 (22.73%)
3.  /index	77 (23.40%)	65 (24.62%)
4.  /about	43 (13.07%)	33 (12.50%)
5.  /contact	18 (5.47%)	8 (3.03%)
6.  /communication	10 (3.04%)	9 (3.41%)
7.  /dpcpsi_hints	5 (1.52%)	3 (1.14%)
8.  /info	4 (1.22%)	3 (1.14%)



III. Location Data

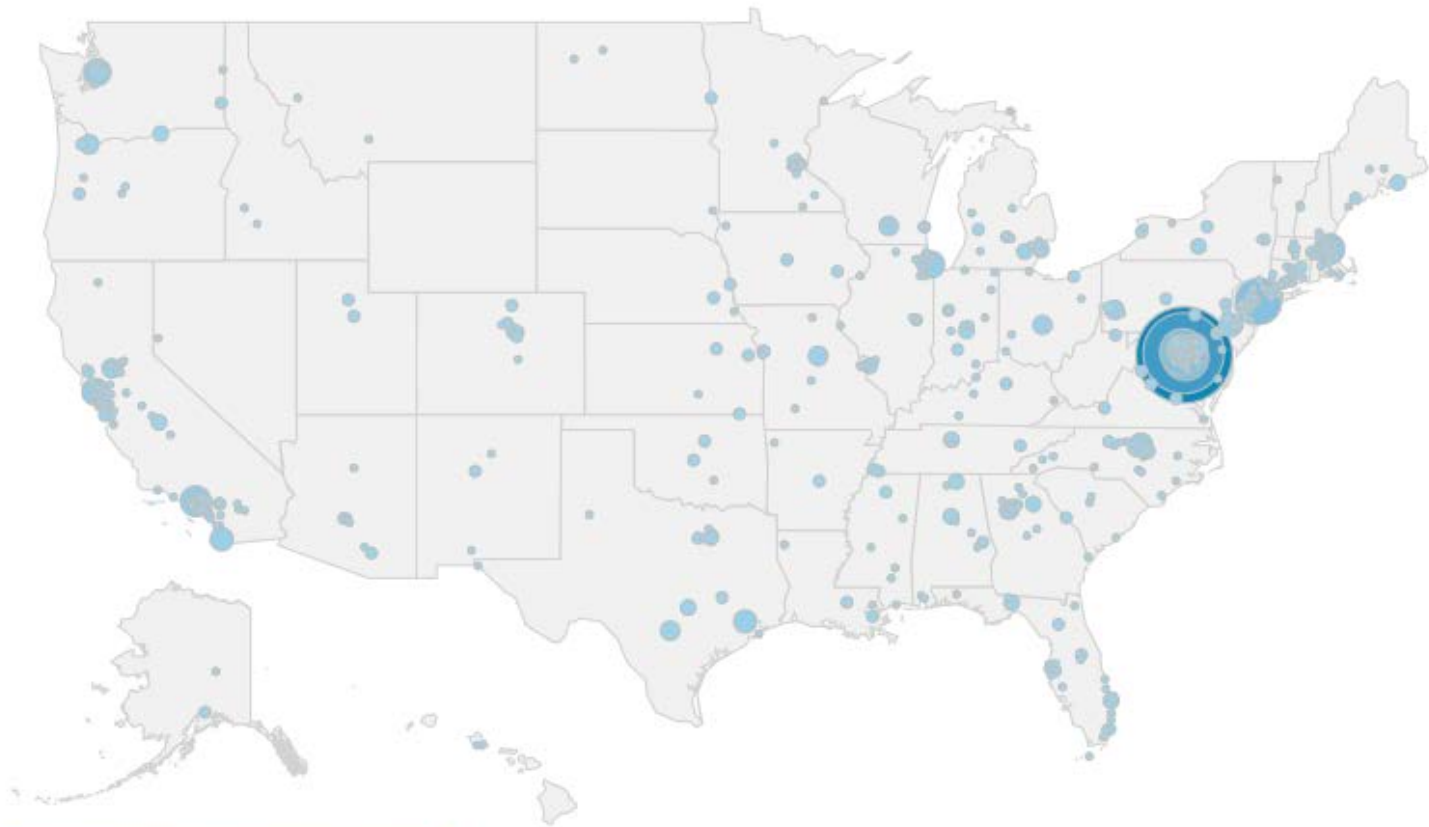
In November 2016, 80 percent of sessions originated in the United States. The cities with the most sessions were Bethesda, MD; North Bethesda, MD; and Washington, DC.

Country ?	Sessions ? ↓	% New Sessions ?
	5,570 % of Total: 100.00% (5,570)	62.17% Avg for View: 62.14% (0.06%)
1. United States	4,453 (79.95%)	58.01%
2. China	240 (4.31%)	95.42%
3. Russia	107 (1.92%)	11.21%
4. Canada	80 (1.44%)	86.25%
5. India	66 (1.18%)	89.39%
6. Germany	65 (1.17%)	90.77%
7. United Kingdom	57 (1.02%)	77.19%
8. Japan	52 (0.93%)	82.69%
9. (not set)	36 (0.65%)	94.44%
10. Italy	35 (0.63%)	82.86%

City ?	Sessions ? ↓	% New Sessions ?
	4,454 % of Total: 79.96% (5,570)	58.02% Avg for View: 62.14% (-6.63%)
1. Bethesda	749 (16.82%)	31.91%
2. North Bethesda	534 (11.99%)	27.90%
3. Washington	171 (3.84%)	61.99%
4. Rockville	161 (3.61%)	29.81%
5. New York	157 (3.52%)	74.52%
6. Boston	75 (1.68%)	76.00%
7. Los Angeles	69 (1.55%)	81.16%
8. Gaithersburg	68 (1.53%)	42.65%
9. Seattle	61 (1.37%)	72.13%
10. Chicago	59 (1.32%)	77.97%



a. Heat Map: Number of Sessions per City



1  749

IV. Technology

In November 2016, Google Chrome was the most frequently used Web browser (44%). Internet Explorer (20%), Safari (14%), and Firefox (12%) also were popular. The majority of users accessed the sites through Windows (63%) on a desktop or laptop computer (83%). Users on mobile devices and tablets represented about 14 percent of visitors and most frequently used an iPhone/iOS device (38%).



Mobile Operating System

- 14% of Users
- 58% Android
 - 38% iPhone/iOS
 - 3% Windows

Computer/Browser

- 83% of Users
- **Operating System:** 63% Windows, 20% Macintosh, 10% Android
 - **Browser:** 44% Google Chrome, 20% Internet Explorer, 14% Safari, 12% Firefox

Mobile Device Type

- 2% of Users
- 28% iPhone, 8% iPad,
 - 9% HTC Devices,
 - 3% Motorola

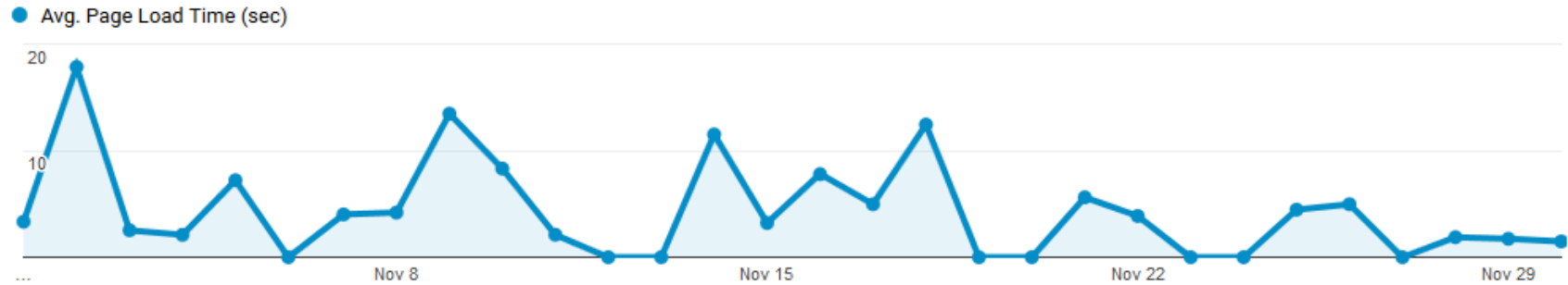
V. User Behavior

In November 2016, organic searches for information comprised 52 percent of site traffic, and direct searches made up 39 percent. Of the OAMC home page and subpages, the OAMC “Quick Links” page was the most frequent landing page (40%) and the most frequent exit page (37%).

	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	5,568	62.12%	3,459	67.22%	2.05	00:01:45
1 Organic Search	2,878			64.42%		
2 Direct	2,183			74.21%		
3 Referral	435			52.18%		
4 Social	57			56.14%		
5 Email	15			66.67%		

VI. Site Speed

In November 2016, the site had an average page load time of 5.49 seconds and an average redirect time of 0.69 seconds. The average server connection time was 0.10 seconds, and the average server response time was 0.82 seconds. The average page download time was 0.46 seconds.



VII. Key Search Terms

The majority of keyword searches used (93%) were not standardized or repeated frequently enough to determine comprehensive statistics. Frequent organic searches throughout all of the DPCPSI subpages included “Robin Kawazoe” and “Sharene Brash.”

Keyword ?	Sessions ? ↓	% New Sessions ?
	5,574 % of Total: 100.05% (5,571)	62.16% Avg for View: 62.14% (0.03%)
1. (not set)	2,696 (48.37%)	68.99%
2. (not provided)	2,512 (45.07%)	58.76%
3. robin kawazoe	48 (0.86%)	0.00%
4. share buttons sharebutton.to	25 (0.45%)	100.00%
5. sharene brash	18 (0.32%)	0.00%
6. g20 program nih	15 (0.27%)	0.00%
7. orip.nih.gov	14 (0.25%)	7.14%
8. challenges	10 (0.18%)	0.00%
9. rppr	9 (0.16%)	0.00%
10. social share buttons sharebutton.to	9 (0.16%)	100.00%