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Analysis of Cancon webpages September and October 2015

Summary

The average amount of visitors on the Cancon webpages in September and October was 629 per month. There were 770 visitors in September and 489 in September. The amount of visitors declined by 36 % from September to October.

During the two previous months, July and August, the average amount of visitors was 393 per month. There were 362 visitors in July and 424 in August.

October is aligned with July and August, and there is even a slight rise from these months which are usually holiday months. However there is a peak in the amount of visitors in September.

There seems to be at least couple of reasons for this: in September there was a news item on breast cancer published on the website which drove a lot of traffic to the website. Also in September Cancon was featured in the Health EU newsletter of the Commission which also acquired visitors to the website. This is supported also by the fact that most of the visitors on the website in September were new ones.

However, the amount of pages viewed per visitors grew from September to October by 10 %. In addition the average duration of session grew from 3:03 in September to 3:51 in October; the visitors stayed on the pages approx. 25 % longer in October.

The Cancon newsletter drives a lot of traffic to the webpages. When the amount of visitors and from which channels they came to the Cancon webpages are examined, it can be seen that in both months there is a clear peak in the statistics when the newsletter is published with the most visitors on the webpages during that day.

Most of the visitors come to the Cancon webpages via organic search, i.e. using search engines such as Google. When the different channels are compared, the social media channels have grown most in the acquisition of traffic to the webpages.

Of these, Facebook is the biggest channel and Twitter is the second biggest. Also most of the growth in the social media channels has been in Twitter: the amount of visitors via Twitter has grown almost 300 % (285.71 %) from September to October.

When the social media channels are examined, the average session duration has grown by over 400 % from 1:28 to 7:35, meaning that visitors arriving to the Cancon webpages via social media stay there a longer time. The growth was biggest with visitors acquired by Facebook (574 %) and Twitter (227 %).

General information about the visitors

The selected dates for the comparison are between 3 of September and 29 of September; and between 1 of October and 27 of October. This time range is chosen because the amount of days is the same and the days are same (from Thursday to Tuesday).

There were 770 visitors (incl. users/visitors that have had at least one session within the selected date range, includes both new and returning visitors) in September and 489 visitors in October. The amount of visitors declined by 36 % from September to October.

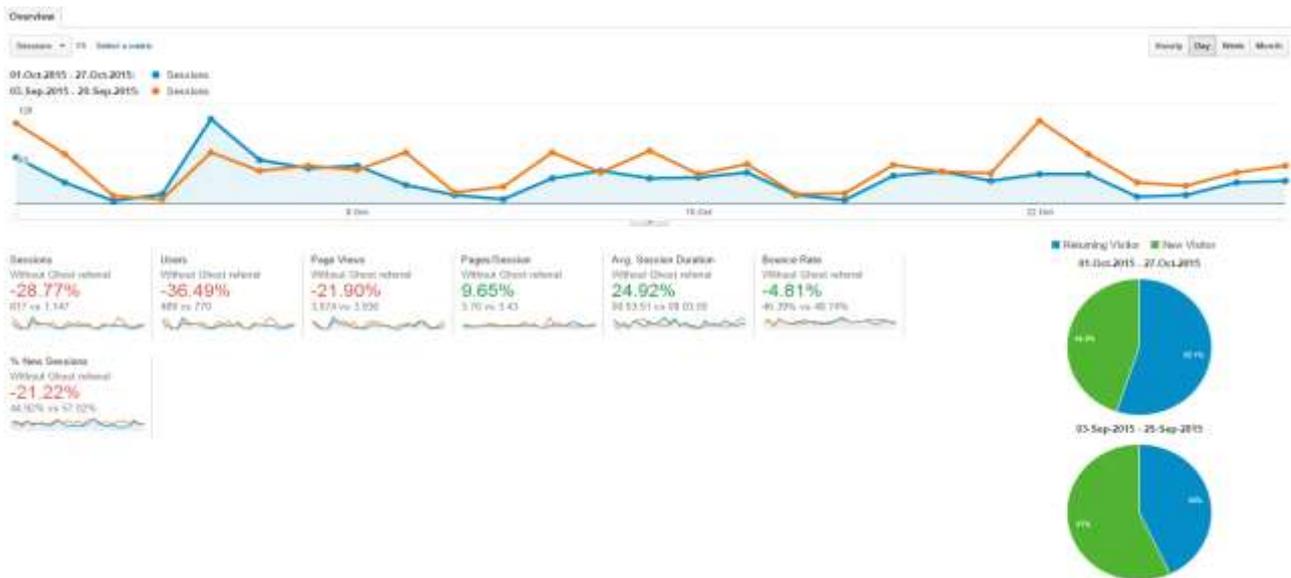


Figure 1. Cancon webpage users in September and October 2015

The highest peak of visitors was on 5 of October, altogether 102 users, the reason for this was the Cancon newsletter sent on that day. The third highest peak, 97 visitors, was on 3 of September and also then the newsletter was sent.

The second highest peak in visitors was on 24 of September with 100 visitors on the webpages. The reason for this was a news item published on previous day about breast cancer (link: <http://www.cancercontrol.eu/news/36/26/Breast-cancer-screening-a-complicated-puzzle/d,news>). The news was shared on Cancon Facebook account on 24 of September, and there is clear peak on the website traffic on that day; altogether 31 sessions via Facebook.

Also the amount of new sessions dropped, it was in September 57 % and in October almost 45 % (44.92 %). In October 55.1 % of visitors were returning visitors. In September most of the visitors were new (57 %) and 43 % were returning visitors on the webpages.

The amount of sessions dropped in October by almost 29 % from September. The amount of sessions was in September 1 147 and in October 817.

The bounce rate measures the percentage of single-page visits (i.e. visits in which the person left the site from the entrance page without interacting with the page). There is a decline of approx. 5 % in the bounce rate between September and October when the rate dropped from 48.7 % in September to 46.4 % in October. It means that almost 5 % less of the visitors left the site straight after the entrance page.

Those who stayed on the pages viewed approx. 3.43 pages in September and 3.76 pages in October. There were almost 10 % more pages viewed in October than in September. Also the average duration of session grew from 3:05 in September to 3:51 in October; the visitors stayed on pages in October approx. 25 % longer.

The amount of page views dropped from September to October almost 22 %; when in September there were 3 936 page views and in October there were 3 074 page views.

Landing Page	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
Without Ghost referral	28.77% ↓ <small>817 vs 1,147</small>	21.22% ↓ <small>44.82% vs 57.57%</small>	43.88% ↓ <small>307 vs 424</small>	4.81% ↑ <small>46.38% vs 46.74%</small>	9.65% ↑ <small>3.76 vs 3.47</small>	24.92% ↑ <small>09:03:01 vs 09:03:03</small>
1. /						
01-Oct-2015 - 27-Oct-2015	351 (43.88%)	43.02%	151 (43.18%)	34.47%	4.21	00:03:16
03-Sep-2015 - 29-Sep-2015	487 (36.44%)	58.23%	237 (48.68%)	40.95%	3.51	00:03:00
% Change	-13.76%	-24.12%	-36.29%	-13.92%	19.85%	9.07%
2. /news/36/26/Breast-cancer-screening-complicated-puzzle/d,news						
01-Oct-2015 - 27-Oct-2015	53 (6.89%)	47.17%	25 (47.17%)	50.94%	1.94	00:01:44
03-Sep-2015 - 29-Sep-2015	73 (6.38%)	73.57%	54 (74.29%)	80.82%	1.67	00:01:56
% Change	-27.40%	-36.23%	-53.70%	-36.97%	16.29%	-9.65%
3. /index.php						
01-Oct-2015 - 27-Oct-2015	38 (6.89%)	86.84%	33 (86.84%)	42.11%	4.45	00:04:59
03-Sep-2015 - 29-Sep-2015	53 (4.82%)	62.26%	33 (61.89%)	50.94%	3.85	00:03:51
% Change	-28.30%	35.47%	0.80%	-17.35%	15.54%	25.62%
4. /news/35/26/The-supplements-to-European-guidelines-for-cervical-cancer-screening-published-by-Commission/d,news						
01-Oct-2015 - 27-Oct-2015	36 (4.41%)	33.33%	12 (33.33%)	66.67%	1.92	00:01:52
03-Sep-2015 - 29-Sep-2015	13 (1.12%)	61.54%	8 (61.54%)	92.31%	1.62	00:00:20
% Change	176.92%	-45.83%	50.00%	-27.78%	18.65%	458.68%
5. /news/35/26/The-supplements-to-European-guidelines-for-cervical-cancer-screening-published-by-Commission/d,uutinen						
01-Oct-2015 - 27-Oct-2015	30 (3.87%)	90.00%	27 (90.00%)	83.33%	1.30	00:00:39
03-Sep-2015 - 29-Sep-2015	11 (0.95%)	100.00%	11 (100%)	45.45%	1.91	00:01:50
% Change	172.73%	-10.00%	145.45%	83.33%	-31.90%	-64.57%

Figure 2. Five most popular landing pages i.e. the pages through which visitors entered Cancon site.

The most popular landing page i.e. the page through which visitors entered Cancon site was the front page both in September and October. Both #1 and #3 landing pages in the figure 2 above refer to the front page. One reason for this could be the use of search engines: they offer the front page as the first option.

The second most popular landing page was a news item about the publication of the supplements to the second edition of the European guidelines for cervical cancer screening (<http://www.cancercontrol.eu/news/35/26/The-supplements-to-European-guidelines-for-cervical-cancer-screening-published-by-Commission/d,news>). For some reason it is on the results twice with the Finnish url ending “d,uutinen” as #5 and English “d,news” as #4.

Although the news item about breast cancer was published on 23 of September, it was the third most popular landing page in September (<http://www.cancercontrol.eu/news/36/26/Breast-cancer-screening-a-complicated-puzzle/d,news>).

After landing page the route of the visitors varies. Most of those whose landing page was the front page moved next to the several other pages, among which are for example News page (<http://www.cancercontrol.eu/news-events/news/>), information about Cancon (<http://www.cancercontrol.eu/who-we-are/>, and <http://www.cancercontrol.eu/who-we-are/mission-statement>).

Where does the traffic to the webpages come from?

When the acquisition (from which channels the visitors come to the Cancon webpages) is examined and compared between September, October, August and July, it can be seen from the pie charts (figure 3 below) that in every month the organic search has brought most of the traffic to the webpages. Organic search means traffic via search engines; usually via Google.

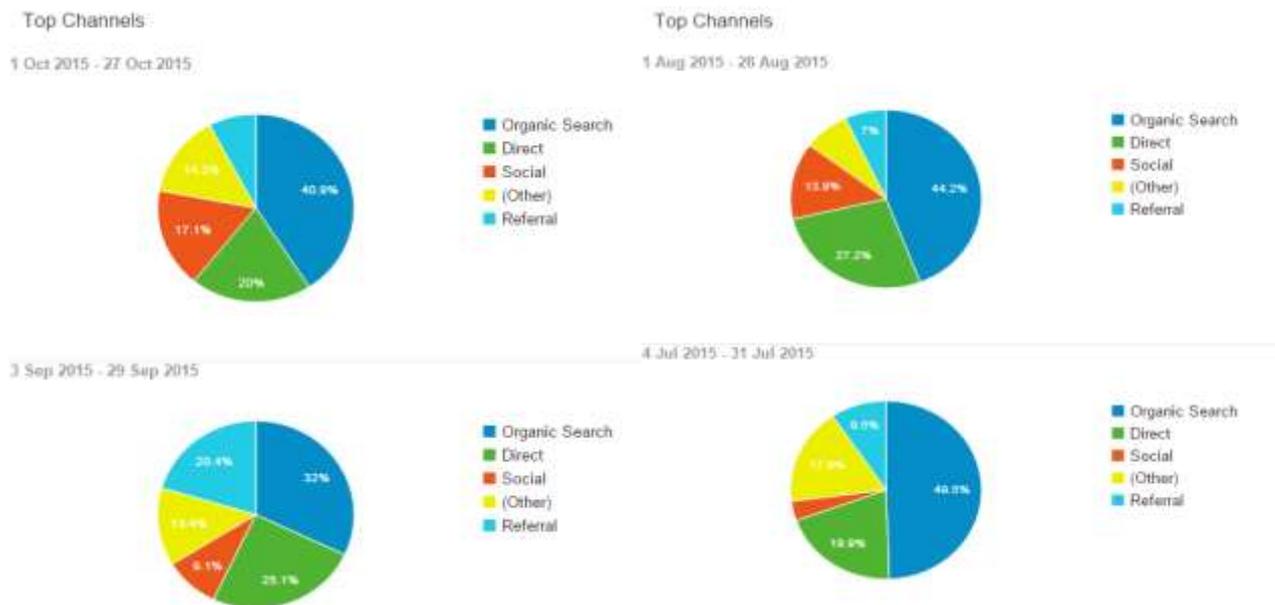


Figure 3. Top channels of acquisition: Oct, Sep, Aug and Jul 2015.

When the visitor is using the search engine to find Cancon webpages, the most used search terms are 'cancon', 'joint action', 'can con', 'cancer control' and 'cancon cancer'.

The second biggest channel is Direct during the four months. It means visitors who come to Cancon site by entering the domain name into the web browser.

In August and October Social was the third biggest, meaning the social media channels. In July the third biggest channel was Other (meaning Emailer newsletter system). In September Referral was the third biggest channel driving visitors to the webpages. Referral means traffic coming from a link on another website, mostly from ec.europa.eu and europeancancerleagues.org sites.

In October and September Other was the fourth biggest channel, and in August and July the fourth channel was Referral.

The biggest changes between September and October are in Referral, there has been quite a lot of traffic from ec.europa.eu and europeancancerleagues.org sites to Cancon webpages. One reason for this is that Cancon was featured in Health EU newsletter of the Commission in September.

There was also a drop in the amount of acquisition via Direct channels. The acquisition via Social media channels grew by almost 35 %. When all the channels are compared, the bounce rate has decreased by almost 5 % (4.81 %), which means that visitors do not leave the website straight after visiting one page.



Figure 4. Changes in the acquisition and behaviour by channels.

When the social media channels are examined in detail (figure 5), Facebook is the most popular and the second most popular channel is Twitter with big increase by almost 300 % (285.71 %) from September to October. Also there was growth in the third most popular channel, LinkedIn by 200 %.

Social Network	Acquisition			Behaviour		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
Without Ghost referral	34.62% 140 vs 104	52.83% 28.57% vs 88.58%	36.51% 49 vs 65	35.27% 43.57% vs 67.31%	164.21% 5.18 vs 1.95	415.64% 00:07:35:44 vs 00:01:28
1 Facebook						
01-Oct-2015 - 27-Oct-2015	83 (88.29%)	20.48%	17 (67.31%)	32.53%	6.27	00:10:41
03-Sep-2015 - 29-Sep-2015	88 (94.02%)	57.95%	51 (80.63%)	68.18%	1.99	00:01:35
% Change	-5.68%	-64.66%	-66.67%	-52.29%	215.04%	574.81%
2 Twitter						
01-Oct-2015 - 27-Oct-2015	54 (58.57%)	40.74%	22 (85.00%)	61.11%	3.56	00:03:12
03-Sep-2015 - 29-Sep-2015	14 (14.89%)	71.43%	10 (11.63%)	57.14%	1.80	00:00:59
% Change	285.71%	-42.86%	120.00%	6.94%	91.45%	227.75%
2 LinkedIn						
01-Oct-2015 - 27-Oct-2015	3 (3.19%)	33.33%	1 (7.69%)	33.33%	3.33	00:00:48
03-Sep-2015 - 29-Sep-2015	1 (1.06%)	100.00%	1 (1.59%)	100.00%	1.00	00:00:00
% Change	200.00%	-66.67%	0.00%	-66.67%	233.33%	=%
4 Blogger						
01-Oct-2015 - 27-Oct-2015	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00
03-Sep-2015 - 29-Sep-2015	1 (1.06%)	100.00%	1 (1.59%)	100.00%	1.00	00:00:00
% Change	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	0.00%

Figure 5. Acquisition from the social media channels.

There is decrease in the amount of new sessions and visitors via the social media channels. However, there is increase in the amount of pages/sessions, average session duration and bounce rate. Growth in the bounce rate is not positive, because it means the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).

The average session duration has grown by over 400 % from 1:28 to 7:35, meaning that visitors arriving to the Cancon webpages stay there a longer time. The growth was biggest with visitors acquired by Facebook (574 %) and Twitter (227 %).

Page	Page Views	% Page Views
1 /		
01-Oct-2015 - 27-Oct-2015	409	13.31%
03-Sep-2015 - 29-Sep-2015	501	12.73%
% Change	-18.36%	4.53%
2 /news-events/news/		
01-Oct-2015 - 27-Oct-2015	172	5.60%
03-Sep-2015 - 29-Sep-2015	239	6.07%
% Change	-28.03%	-7.05%
3 /tools/		
01-Oct-2015 - 27-Oct-2015	118	3.84%
03-Sep-2015 - 29-Sep-2015	182	4.62%
% Change	-35.16%	-16.90%

Figure 6. Top 3 pages with the highest number of views.

The page with the highest number of views is the front page <http://www.cancercontrol.eu/>. The page views of the front page have declined a bit from September to October by approx. 18%. The popularity of the front page may be due to the use of search engines in the acquisition: the search engines suggest the front page as the entrance page.

The second most popular page is the news page <http://www.cancercontrol.eu/news-events/news/>. The page views of the news page have declined from September to October by 28%.

The third most popular page is the tools page <http://www.cancercontrol.eu/tools/>. However the page views of the tools page have declined from September to October by 35.16%.