

Analysis of Cancon webpages July and August 2015

Summary

The average amount of users on the Cancon webpages in July and August 2015 was 393 per month. There were 362 users in July and 424 users in August. The amount of users grew by 17 % from July to August.

The Cancon newsletter drives a lot of traffic to the webpages. When July and August 2015 are compared, there is a clear peak in the statistics when the newsletter is published with the most users 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 LinkedIn is the second biggest before Twitter.

General information about the visitors

The selected dates for the comparison are between 4 of July and 31 of July; and between 1 of August and 28 of August. This time range is chosen because the amount of days is the same and the days are same (from Saturday to Friday).

There were 362 users (incl. users/visitors that have had at least one session within the selected date range, includes both new and returning users) in July and 424 users in August. The amount of users grew by 17.13 % from July to August.



Figure 1. Cancon webpage users in July and August 2015

The highest peak of users was on 29 of July, altogether 53 users, the reason for this was the Cancon newsletter sent on that day.

The most of the users came from Belgium in July and August but there was decline in the amount of users in August by 20 % from 168 users to 120. This is probably due to holiday season in Europe. The second biggest user group comes from Finland, and the amount of users grew by 56 % from July (53) to August (83).

Most of the users were female both in July 63.2 % and in August 60.8 %. The biggest (approx. 36 % in July and 39 % in August) age group was 25-34 years old, the second biggest is 35-44 and third one 44-54 year old.

When the amount of new versus returning visitors/users are examined (figure 1, two pie charts on right), there were in July more returning visitors (52.5 %) than new ones, and in August there were more new visitors (57 %) than new ones. The amount of new sessions grew by approx. 20 % from July to August.

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 in the bounce rate between July and August by 9.64 % which is good. It means that almost 10 % less of the visitors left the site straight after the entrance page.

However in July almost half of the visitors (49.26 %) left from the webpages after the entrance page. In August the amount is a bit lower, 44.93 % of the visitors left from the webpages after the entrance page. This could mean that the visitor found what s/he was looking for from the entrance page and there was no need to view other pages.

Those who stayed on the pages viewed 3.3 pages in August and 3.9 pages in July (Pages/Session; the average number of pages viewed during a session. Repeated views of a single page are counted.). When Pages/Session are compared in July and August, there were 15.45 % less pages viewed in August.

The average session duration was almost 14 % less in August than in July; visitors stayed on pages in July for approx. 03:38 and in August 03:08 seconds (figure 1).

Landing Page	Acquisition			Behaviour		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
Without Ghost referral	3.21% ▲ 611 (+4 102)	19.99% ▲ 58.95% vs 47.47%	23.84% ▲ 348 vs 281	9.64% ▲ 49.26% vs 44.93%	15.45% ▲ 3.33 vs 3.89	13.85% ▲ 99:01:38 vs 93:53:33
1 /						
01-Aug-2015 - 28-Aug-2015	289 (9.00%)	58.57%	164 (+7 13%)	44.29%	3.34	00:02:33
04-Jul-2015 - 31-Jul-2015	306 (10.00%)	52.94%	162 (+7 13%)	40.20%	4.58	00:04:04
% Change	-8.50%	10.63%	1.23%	10.17%	-27.86%	-37.17%
2 /news/10/26/Call-for-experts-in-cancer-control-inequalities/news						
01-Aug-2015 - 28-Aug-2015	53 (16.87%)	60.38%	32 (+2.23%)	83.02%	1.45	00:01:19
04-Jul-2015 - 31-Jul-2015	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00
% Change	+=	+=	+=	+=	+=	+=
3 /index.php						
01-Aug-2015 - 28-Aug-2015	34 (10.96%)	70.59%	24 (+1.89%)	41.18%	3.12	00:02:28
04-Jul-2015 - 31-Jul-2015	49 (15.93%)	59.18%	29 (+2.32%)	32.65%	3.57	00:02:32
% Change	-30.61%	15.27%	-17.24%	26.10%	-12.71%	-2.68%
4 /external						
01-Aug-2015 - 28-Aug-2015	31 (9.87%)	100.00%	31 (+2.11%)	70.97%	1.35	00:08:43
04-Jul-2015 - 31-Jul-2015	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00
% Change	+=	+=	+=	+=	+=	+=
5 /external/						
01-Aug-2015 - 28-Aug-2015	30 (9.66%)	36.67%	11 (+1.10%)	30.00%	7.47	00:06:33
04-Jul-2015 - 31-Jul-2015	6 (1.93%)	86.67%	4 (+1.42%)	16.67%	3.00	00:02:11

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 July and August. 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 in August was a news item about call for experts in cancer control inequalities (<http://www.cancercontrol.eu/news/30/26/Call-for-experts-in-cancer-control-inequalities/d.news>). On the fourth and fifth places is Cancon extranet page.

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 [/how-we-work/screening](#), [/who-we-are/associated-partners](#), and [/extranet](#). The second most favorite page was the news page (<http://www.cancercontrol.eu/news-events/news/>).

Almost all of those who landed on the news item about call for experts in cancer control inequalities (<http://www.cancercontrol.eu/news/30/26/Call-for-experts-in-cancer-control-inequalities/d.news>) left the site directly. It seems that visitor came to read the certain news and did not want to view other pages.

Where does the traffic to the webpages come from?

When the acquisition (from which channels the visitors come to the Cancon webpages) is examined, it can be seen from the pie charts (figure 3 below) that in both months the organic search has brought most of the traffic to the webpages. Organic search means traffic via search engines; usually via Google.

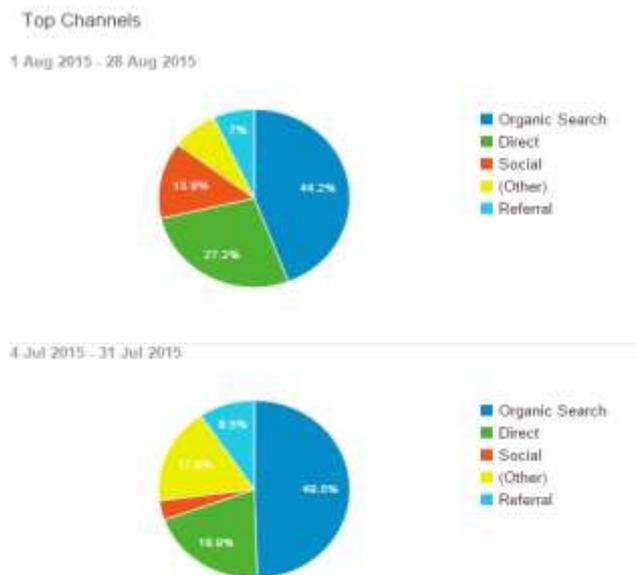


Figure 3. Top channels of acquisition.

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

The second biggest channel is Direct both in July and August which means users who come to Cancon site by entering the domain name into the web browser.

In July the third biggest channel was Other (meaning Emaileri newsletter system), fourth was Referral (i.e. traffic coming from a link on another website), and fifth was Social media channels (Facebook, Twitter and LinkedIn).

The most of the referral traffic came from ec.europa.eu, europeanleague.org and cancer.fi sites.

In August the order changes and Social is the third biggest channel, next comes Other and last Referral.

The biggest changes between July and August are in social media channels and Other group (meaning Emaileri newsletter system) (see figure 4). The amount of traffic to the webpages via social media channels has grown by over

300 % (304.76 %) from July to August. The main reason for this is the amount of posts shared via these channels. July was clearly more silent month compared with August; the main reason for this was the holidays.

The reason for decline in the other group (i.e. the newsletter system) is that there were no newsletters sent in August. When the newsletter was sent on 29 of July, there was a clear peak on the webpages caused by it.

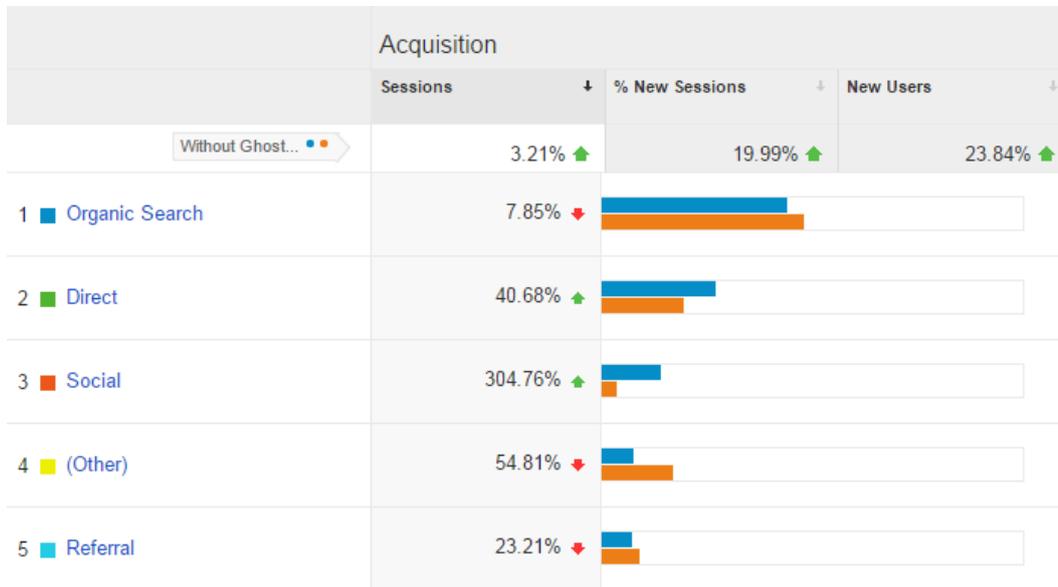


Figure 4. Changes in the acquisition by channels.

When the social media channels are examined in detail (figure 5), Facebook is the most popular with the largest growth on acquisition (616.67 %; from 6 in July to 43 sessions in August). The second most popular channel is LinkedIn also with big increase by almost 300 % (288.89 %) from July to August. However, there is only slight growth in Twitter by 16.67 %.

Social Network	Acquisition			Behavior		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
	304.76% ↑ <small>85 vs 21</small>	30.82% ↓ <small>32.94% vs 47.82%</small>	180.00% ↑ <small>28 vs 16</small>	171.76% ↓ <small>51.76% vs 19.05%</small>	10.89% ↑ <small>4.54 vs 4.10</small>	50.73% ↑ <small>00:08:27 vs 00:05:37</small>
1. Facebook						
01-Aug-2015 - 28-Aug-2015	43 (86.30%)	53.49%	23 (82.14%)	67.44%	3.21	00:02:55
04-Jul-2015 - 31-Jul-2015	6 (28.57%)	66.67%	4 (80.00%)	66.67%	1.50	00:01:58
% Change	616.67%	-19.77%	475.00%	1.16%	47.29%	48.52%
2. LinkedIn						
01-Aug-2015 - 28-Aug-2015	35 (11.8%)	0.00%	0 (0.00%)	22.86%	8.11	00:16:58
04-Jul-2015 - 31-Jul-2015	9 (42.86%)	11.11%	1 (10.00%)	0.00%	5.78	00:07:42
% Change	288.89%	-100.00%	-100.00%	→%	40.44%	120.21%
3. Twitter						
01-Aug-2015 - 28-Aug-2015	7 (8.24%)	71.43%	5 (17.86%)	100.00%	1.00	00:02:00
04-Jul-2015 - 31-Jul-2015	6 (28.57%)	83.33%	5 (50.00%)	0.00%	4.17	00:06:07
% Change	16.67%	-14.29%	0.00%	→%	-76.00%	-100.00%

Figure 5. Acquisition from the social media channels.

All in all there is increase in the amount of new users via the social media channels, pages/session and average session duration. When the figures are examined, it can be seen that the LinkedIn users view more pages (even 8 pages per session) and stay on the webpages longer (16:58 compared with 02:55 of FB users) than Facebook or Twitter users. LinkedIn seems to be quite good channel for driving more traffic to the webpages.

On the other hand, there is decline in the amount of new sessions and bounce rate, which is good because the bounce rate measures visits in which the person left your site from the entrance page without interacting with the page. In other words, the lower the rate the more pages visitor has interacted with.

Page	Page Views	% Page Views
1. /		
01-Aug-2015 - 28-Aug-2015	320	15.88%
04-Jul-2015 - 31-Jul-2015	336	14.64%
% Change	-5.33%	8.49%
2. /news-events/news/		
01-Aug-2015 - 28-Aug-2015	110	5.46%
04-Jul-2015 - 31-Jul-2015	87	3.77%
% Change	26.44%	44.88%
3. /news-events/calendar/		
01-Aug-2015 - 28-Aug-2015	81	4.02%
04-Jul-2015 - 31-Jul-2015	69	2.99%
% Change	17.39%	34.52%

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 July to August by 5.33%. 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 grown from July to August by 26.44%.

The third most popular page is the calendar page <http://www.cancercontrol.eu/news-events/calendar/>. The page views of the calendar page have grown from July to August by 17.39%.