

Looking at our website's performance

[Print](#)

It has been a very long time since I last logged into the Google Analytics - a service that allows easy tracking of the traffic on your website and generation of various statistics about the visitors to a website. I thought it might be a good idea to measure SN group website's performance. I decided to look at the last 12 months (Jun 1, 2011 - Jun 1, 2012) and also to compare them to the previous 12 months (May 30, 2010 - May 31, 2011).

Overall, in the last 12 months we had more than 6,000 visits to the website (15,000 page views). 52% of the visitors were returning visitors, which is quite nice. Most of the visits were from computers located in New Zealand (but not just ourselves), followed by visits from Germany, US, UK, Poland, Brazil, Australia, France, Canada and many other countries. [Here](#) is a file with a .pdf of the saved visitors overview, which is just a small bit of the huge amount of information that Google Statistics can generate (if you want to play with the latter and hasn't got the access just get in touch with me).



Half of the visitors got to the website via the search engines, most often searching for a keyword "shinichi nakagawa". Sounds good, but SN told me that this is a quite common name in Japan, so probably many of these visitors didn't really look for our website. The same probably applies to other searches that lead people to our site, as approx. 60% of our visitors spent on the website 0 to 10 seconds - basically just were not interested. Those who stayed for longer, usually started looking from our homepage and if then decided to see other pages, most often looked at our Publications (see the image above, showing in orange squares percentage of clicks per link within our homepage, plus some other stuff - the numbers at the very top of the image are actually the % difference between the two time periods compared). Next came the Members page and the Blog, which, I think, is pretty encouraging (in terms of making sense of writing this blog as a joint effort). By the way, do you think it's a good idea to make links from individual members pages to their blog entries? Also, shall we add a link (with a title) to the latest blog post on the homepage?

Anyway, in comparison to previous 12 months the number of the visits increased by 40%, and all other statistics also show that the traffic is slowly going up. And it looks like that there are still people out there who want to check out who we are and what we do. And that's great news.

Details

Written by Malgorzata (Losia) Lagisz

Category: General

Created: 04 June 2012

Last Updated: 03 February 2015

Hits: 1506294