WEBSITE REVIEW

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THE "OFFICIAL" GUIDE TO MONTANA'S HIGHER EDUCATION

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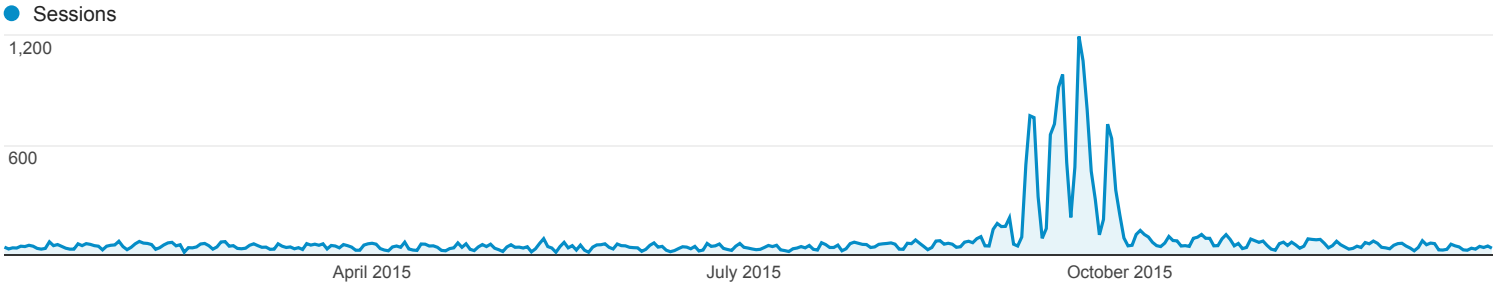
Audience Overview

Jan 1, 2015 - Dec 31, 2015

All Sessions
100.00%

Overview



Sessions
30,464

Users
24,294

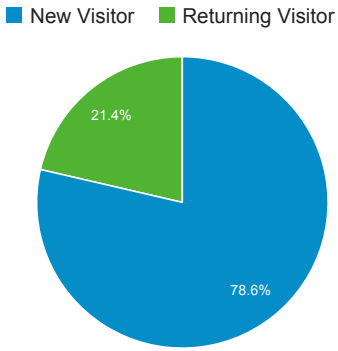
Pageviews
73,974

Pages / Session
2.43

Avg. Session Duration
00:02:07

Bounce Rate
54.80%

% New Sessions
78.61%



	Language	Sessions	% Sessions
1.	en-us	27,747	91.08%
2.	pt-br	727	2.39%
3.	en-gb	493	1.62%
4.	(not set)	334	1.10%
5.	en	137	0.45%
6.	it-it	117	0.38%
7.	en-ca	75	0.25%
8.	es-es	65	0.21%
9.	pt-pt	65	0.21%
10.	es	63	0.21%

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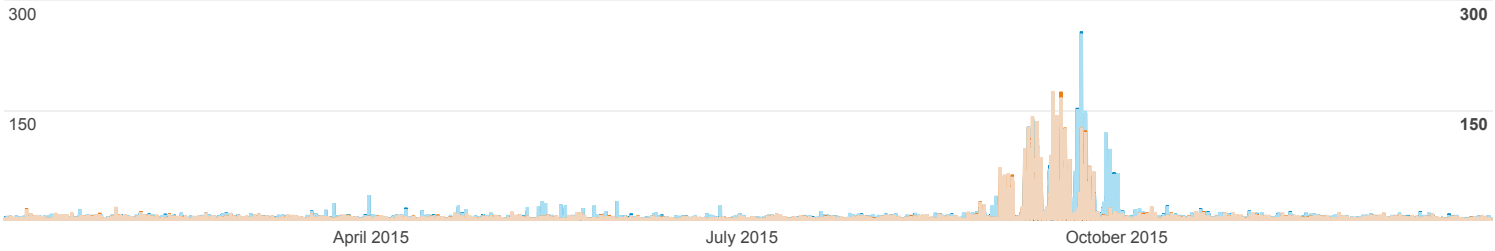
Audience Overview

Jan 1, 2015 - Dec 31, 2015
Compare to: Jan 1, 2014 - Dec 31, 2014

All Sessions
+0.00%

Overview

Jan 1, 2015 - Dec 31, 2015: Sessions Users
Jan 1, 2014 - Dec 31, 2014: Sessions Users



Sessions
22.92%
30,464 vs 24,783

Users
25.20%
24,294 vs 19,404

Pageviews
13.31%
73,974 vs 65,286

Pages / Session
-7.82%
2.43 vs 2.63

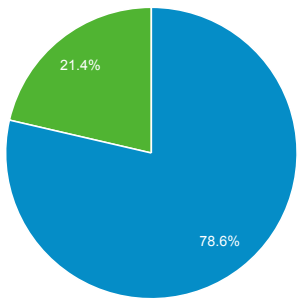
Avg. Session Duration
-17.46%
00:02:07 vs 00:02:34

Bounce Rate
7.53%
54.80% vs 50.96%

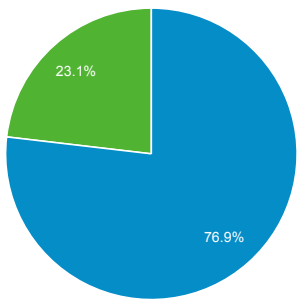
% New Sessions
2.29%
78.61% vs 76.85%

New Visitor Returning Visitor

Jan 1, 2015 - Dec 31, 2015



Jan 1, 2014 - Dec 31, 2014



	Language	Sessions	% Sessions
1.	en-us		
	Jan 1, 2015 - Dec 31, 2015	27,747	91.08%
	Jan 1, 2014 - Dec 31, 2014	23,064	93.06%
	% Change	**20.30%**	**-2.13%**
2.	pt-br		
	Jan 1, 2015 - Dec 31, 2015	727	2.39%
	Jan 1, 2014 - Dec 31, 2014	677	2.73%
	% Change	**7.39%**	**-12.64%**
3.	en-gb		
	Jan 1, 2015 - Dec 31, 2015	493	1.62%
	Jan 1, 2014 - Dec 31, 2014	131	0.53%
	% Change	**276.34%**	**206.16%**

4. (not set)			
	Jan 1, 2015 - Dec 31, 2015	334	1.10%
	Jan 1, 2014 - Dec 31, 2014	2	0.01%
	% Change	**16,600.00%**	**13,485.74%**
5. en			
	Jan 1, 2015 - Dec 31, 2015	137	0.45%
	Jan 1, 2014 - Dec 31, 2014	122	0.49%
	% Change	**12.30%**	**-8.65%**
6. it-it			
	Jan 1, 2015 - Dec 31, 2015	117	0.38%
	Jan 1, 2014 - Dec 31, 2014	107	0.43%
	% Change	**9.35%**	**-11.05%**
7. en-ca			
	Jan 1, 2015 - Dec 31, 2015	75	0.25%
	Jan 1, 2014 - Dec 31, 2014	23	0.09%
	% Change	**226.09%**	**165.28%**
8. es-es			
	Jan 1, 2015 - Dec 31, 2015	65	0.21%
	Jan 1, 2014 - Dec 31, 2014	78	0.31%
	% Change	**-16.67%**	**-32.21%**
9. pt-pt			
	Jan 1, 2015 - Dec 31, 2015	65	0.21%
	Jan 1, 2014 - Dec 31, 2014	45	0.18%
	% Change	**44.44%**	**17.51%**
10. es			
	Jan 1, 2015 - Dec 31, 2015	63	0.21%
	Jan 1, 2014 - Dec 31, 2014	45	0.18%
	% Change	**40.00%**	**13.89%**

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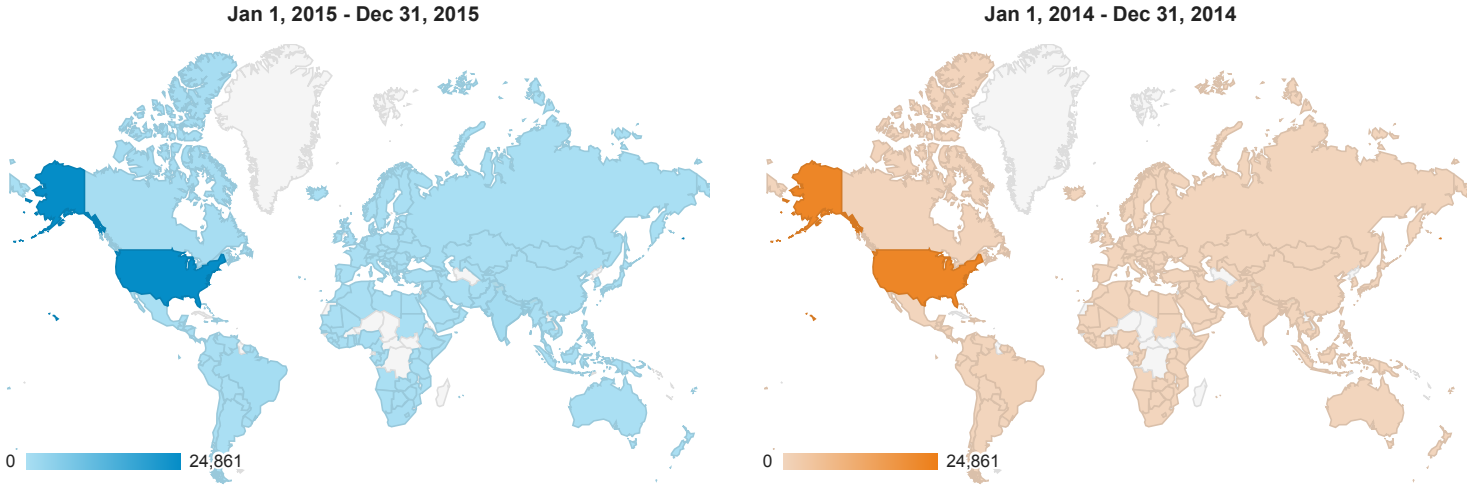
Location

Jan 1, 2015 - Dec 31, 2015
Compare to: Jan 1, 2014 - Dec 31, 2014

All Sessions
+0.00%

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	22.92% ↑ 30,464 vs 24,783	2.31% ↑ 78.63% vs 76.86%	25.76% ↑ 23,953 vs 19,047	7.53% ↓ 54.80% vs 50.96%	7.82% ↓ 2.43 vs 2.63	17.46% ↓ 00:02:07 vs 00:02:34	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. United States									
Jan 1, 2015 - D	**24,861** (81.61%)	75.82%	18,849 (78.69%)	50.52%	2.60	00:02:22	0.00%	0 (0.00%)	$0.00 (0.00%)
Jan 1, 2014 - D	**22,484** (90.72%)	75.08%	16,881 (88.63%)	47.83%	2.74	00:02:45	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**10.57%**	**0.98%**	**11.66%**	**5.63%**	**-5.15%**	**-13.69%**	**0.00%**	**0.00%**	**0.00%**
2. India									
Jan 1, 2015 - D	**917** (3.01%)	91.38%	838 (3.50%)	62.49%	1.94	00:01:21	0.00%	0 (0.00%)	$0.00 (0.00%)
Jan 1, 2014 - D	**171** (0.69%)	77.19%	132 (0.69%)	78.36%	1.53	00:01:06	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**436.26%**	**18.39%**	**534.85%**	**-20.26%**	**27.32%**	**22.93%**	**0.00%**	**0.00%**	**0.00%**
3. Brazil									
Jan 1, 2015 - D	**751** (2.47%)	98.80%	742 (3.10%)	97.34%	1.05	00:00:03	0.00%	0 (0.00%)	$0.00 (0.00%)
Jan 1, 2014 - D	**668** (2.70%)	100.00%	668 (3.51%)	99.25%	1.13	00:00:02	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**12.43%**	**-1.20%**	**11.08%**	**-1.93%**	**-6.68%**	**54.31%**	**0.00%**	**0.00%**	**0.00%**
4. Canada									
Jan 1, 2015 - D	**462** (1.52%)	91.99%	425 (1.77%)	64.07%	1.98	00:00:59	0.00%	0 (0.00%)	$0.00 (0.00%)
Jan 1, 2014 - D	**202** (0.82%)	92.57%	187 (0.98%)	40.59%	3.50	00:03:06	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**128.71%**	**-0.63%**	**127.27%**	**57.83%**	**-43.56%**	**-68.53%**	**0.00%**	**0.00%**	**0.00%**
5. Nigeria									
Jan 1, 2015 - D	**268** (0.88%)	82.46%	221 (0.92%)	56.72%	1.98	00:02:40	0.00%	0 (0.00%)	$0.00 (0.00%)

Jan 1, 2015 - D	**268** (0.88%)	82.46%	221 (0.92%)	56.72%	1.98	00:02:40	0.00%	0 (0.00%)	$0.00 (0.00%)
Jan 1, 2014 - D	**36** (0.15%)	97.22%	35 (0.18%)	66.67%	2.00	00:01:55	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**644.44%**	**-15.18%**	**531.43%**	**-14.93%**	**-0.93%**	**38.71%**	**0.00%**	**0.00%**	**0.00%**
6. Pakistan									
Jan 1, 2015 - D	**247** (0.81%)	91.90%	227 (0.95%)	61.54%	1.91	00:01:39	0.00%	0 (0.00%)	$0.00 (0.00%)
Jan 1, 2014 - D	**26** (0.10%)	96.15%	25 (0.13%)	65.38%	1.85	00:01:13	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**850.00%**	**-4.42%**	**808.00%**	**-5.88%**	**3.51%**	**35.34%**	**0.00%**	**0.00%**	**0.00%**
7. United Kingdom									
Jan 1, 2015 - D	**167** (0.55%)	89.82%	150 (0.63%)	67.07%	1.78	00:01:04	0.00%	0 (0.00%)	$0.00 (0.00%)
Jan 1, 2014 - D	**23** (0.09%)	95.65%	22 (0.12%)	65.22%	2.00	00:00:50	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**626.09%**	**-6.10%**	**581.82%**	**2.83%**	**-11.08%**	**27.36%**	**0.00%**	**0.00%**	**0.00%**
8. South Africa									
Jan 1, 2015 - D	**161** (0.53%)	94.41%	152 (0.63%)	68.32%	1.73	00:01:06	0.00%	0 (0.00%)	$0.00 (0.00%)
Jan 1, 2014 - D	**55** (0.22%)	96.36%	53 (0.28%)	69.09%	1.60	00:00:46	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**192.73%**	**-2.03%**	**186.79%**	**-1.11%**	**8.31%**	**43.29%**	**0.00%**	**0.00%**	**0.00%**
9. Mexico									
Jan 1, 2015 - D	**133** (0.44%)	94.74%	126 (0.53%)	90.23%	1.15	00:00:10	0.00%	0 (0.00%)	$0.00 (0.00%)
Jan 1, 2014 - D	**63** (0.25%)	96.83%	61 (0.32%)	88.89%	1.19	00:00:12	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**111.11%**	**-2.16%**	**106.56%**	**1.50%**	**-3.37%**	**-15.43%**	**0.00%**	**0.00%**	**0.00%**
10. Philippines									
Jan 1, 2015 - D	**124** (0.41%)	87.90%	109 (0.46%)	80.65%	1.46	00:00:53	0.00%	0 (0.00%)	$0.00 (0.00%)
Jan 1, 2014 - D	**74** (0.30%)	77.03%	57 (0.30%)	72.97%	1.61	00:01:01	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**67.57%**	**14.12%**	**91.23%**	**10.51%**	**-9.23%**	**-12.67%**	**0.00%**	**0.00%**	**0.00%**

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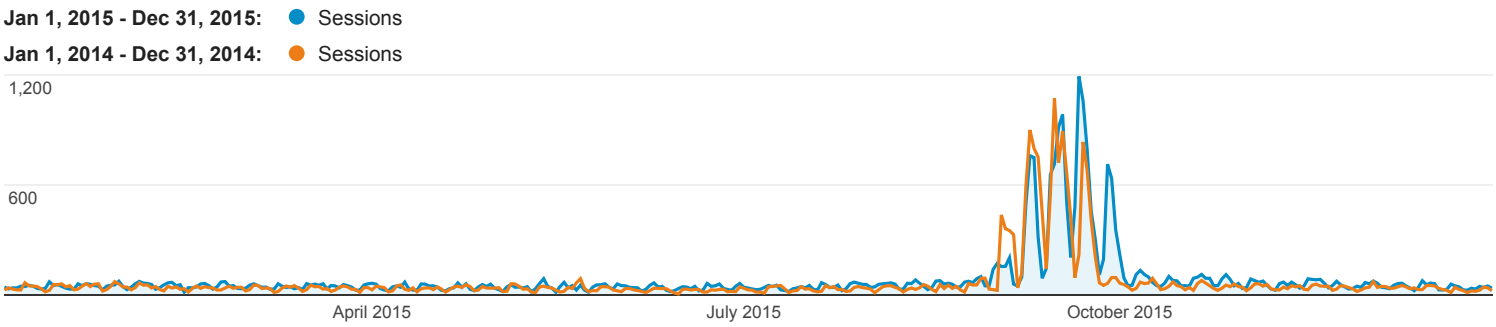
New vs Returning

Jan 1, 2015 - Dec 31, 2015
Compare to: Jan 1, 2014 - Dec 31, 2014

All Sessions
+0.00%

Explorer

Summary



User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	22.92% ↑ 30,464 vs 24,783	2.31% ↑ 78.63% vs 76.86%	25.76% ↑ 23,953 vs 19,047	7.53% ↓ 54.80% vs 50.96%	7.82% ↓ 2.43 vs 2.63	17.46% ↓ 00:02:07 vs 00:02:34	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. New Visitor									
Jan 1, 2015 -	**23,953** (78.63%)	100.00%	23,953 (100.00%)	54.25%	2.33	00:01:57	0.00%	0 (0.00%)	$0.00 (0.00%)
Jan 1, 2014 -	**19,047** (76.86%)	100.00%	19,047 (100.00%)	50.24%	2.56	00:02:21	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**25.76%**	**0.00%**	**25.76%**	**7.97%**	**-9.25%**	**-16.90%**	**0.00%**	**0.00%**	**0.00%**
2. Returning Visitor									
Jan 1, 2015 -	**6,511** (21.37%)	0.00%	0 (0.00%)	56.83%	2.80	00:02:42	0.00%	0 (0.00%)	$0.00 (0.00%)
Jan 1, 2014 -	**5,736** (23.14%)	0.00%	0 (0.00%)	53.35%	2.87	00:03:16	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**13.51%**	**0.00%**	**0.00%**	**6.52%**	**-2.31%**	**-17.03%**	**0.00%**	**0.00%**	**0.00%**

Rows 1 - 2 of 2

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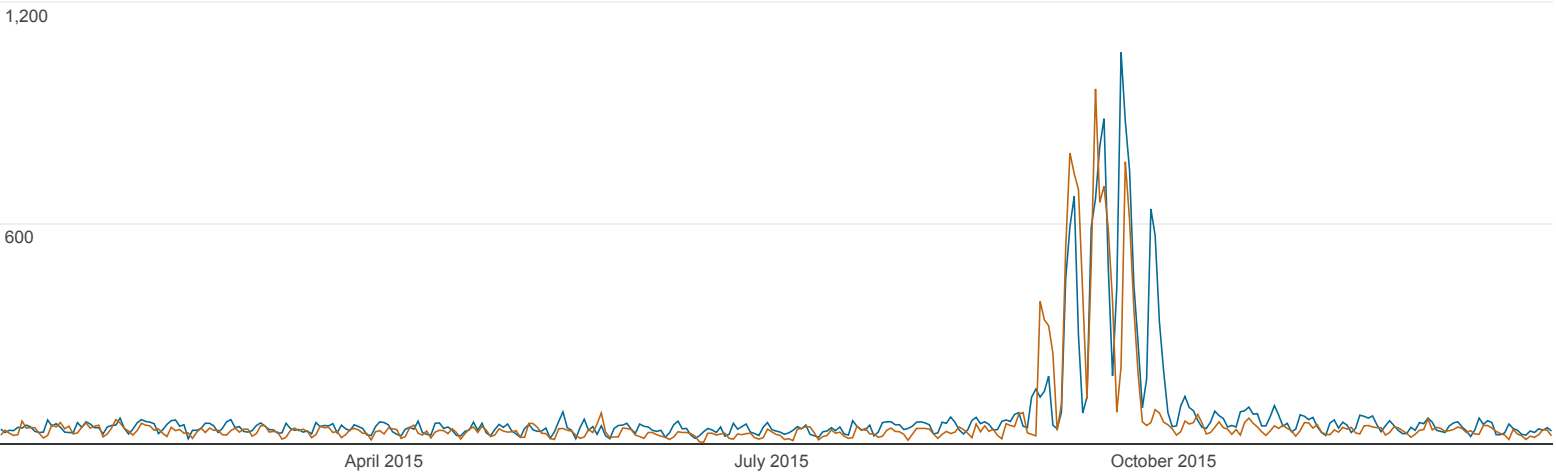
Active Users

Jan 1, 2015 - Dec 31, 2015
Compare to: Jan 1, 2014 - Dec 31, 2014

All Sessions
+0.00%

Active Users

1 Day Active Users | 7 Day Active Users | 14 Day Active Users | 30 Day Active Users



1 Day Active Users	7 Day Active Users	14 Day Active Users	30 Day Active Users
59.09%	39.08%	32.30%	25.57%
35 vs 22	242 vs 174	471 vs 356	1,203 vs 958

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Engagement

Jan 1, 2015 - Dec 31, 2015
Compare to: Jan 1, 2014 - Dec 31, 2014

All Sessions
+0.00%

Distribution

Session Duration

Sessions
22.92%
30,464 vs 24,783

Pageviews
13.31%
73,974 vs 65,286

Session Duration	Sessions	Pageviews
0-10 seconds		
Jan 1, 2015 - Dec 31, 2015	**18,629**	**20,745**
Jan 1, 2014 - Dec 31, 2014	**14,288**	**16,094**
11-30 seconds		
Jan 1, 2015 - Dec 31, 2015	**2,751**	**6,671**
Jan 1, 2014 - Dec 31, 2014	**2,511**	**5,962**
31-60 seconds		
Jan 1, 2015 - Dec 31, 2015	**2,096**	**6,317**
Jan 1, 2014 - Dec 31, 2014	**1,781**	**5,302**
61-180 seconds		
Jan 1, 2015 - Dec 31, 2015	**2,765**	**10,547**
Jan 1, 2014 - Dec 31, 2014	**2,188**	**8,342**
181-600 seconds		
Jan 1, 2015 - Dec 31, 2015	**2,184**	**10,718**
Jan 1, 2014 - Dec 31, 2014	**2,004**	**10,242**
601-1800 seconds		
Jan 1, 2015 - Dec 31, 2015	**1,739**	**11,544**
Jan 1, 2014 - Dec 31, 2014	**1,657**	**11,044**
1801+ seconds		
Jan 1, 2015 - Dec 31, 2015	**300**	**7,432**
Jan 1, 2014 - Dec 31, 2014	**354**	**8,300**

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Frequency & Recency

Jan 1, 2015 - Dec 31, 2015
Compare to: Jan 1, 2014 - Dec 31, 2014

All Sessions
+0.00%

Distribution

Count of Sessions

Sessions
22.92%
30,464 vs 24,783

Pageviews
13.31%
73,974 vs 65,286

Count of Sessions	Sessions	Pageviews
1		
Jan 1, 2015 - Dec 31, 2015	**23,953**	**55,728**
Jan 1, 2014 - Dec 31, 2014	**19,047**	**48,831**
2		
Jan 1, 2015 - Dec 31, 2015	**3,082**	**7,388**
Jan 1, 2014 - Dec 31, 2014	**2,643**	**7,403**
3		
Jan 1, 2015 - Dec 31, 2015	**1,028**	**2,913**
Jan 1, 2014 - Dec 31, 2014	**925**	**2,412**
4		
Jan 1, 2015 - Dec 31, 2015	**531**	**1,521**
Jan 1, 2014 - Dec 31, 2014	**469**	**1,363**
5		
Jan 1, 2015 - Dec 31, 2015	**329**	**1,066**
Jan 1, 2014 - Dec 31, 2014	**289**	**920**
6		
Jan 1, 2015 - Dec 31, 2015	**219**	**756**
Jan 1, 2014 - Dec 31, 2014	**195**	**562**
7		
Jan 1, 2015 - Dec 31, 2015	**164**	**711**
Jan 1, 2014 - Dec 31, 2014	**152**	**339**
8		
Jan 1, 2015 - Dec 31, 2015	**139**	**393**
Jan 1, 2014 - Dec 31, 2014	**114**	**347**
9-14		
Jan 1, 2015 - Dec 31, 2015	**437**	**1,648**
Jan 1, 2014 - Dec 31, 2014	**380**	**1,256**
15-25		
Jan 1, 2015 - Dec 31, 2015	**266**	**1,183**
Jan 1, 2014 - Dec 31, 2014	**227**	**917**
26-50		
Jan 1, 2015 - Dec 31, 2015	**168**	**394**
Jan 1, 2014 - Dec 31, 2014	**185**	**525**
51-100		
Jan 1, 2015 - Dec 31, 2015	**118**	**241**
Jan 1, 2014 - Dec 31, 2014	**115**	**293**

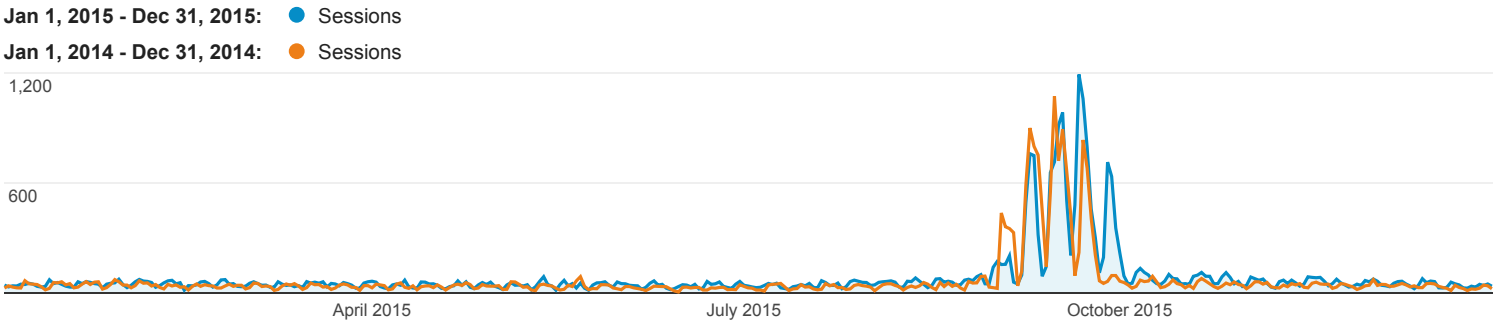
Overview

Jan 1, 2015 - Dec 31, 2015
Compare to: Jan 1, 2014 - Dec 31, 2014

All Sessions
+0.00%

Explorer

Summary



	Device Category	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		22.92% ↑ 30,464 vs 24,783	2.31% ↑ 78.63% vs 76.86%	25.76% ↑ 23,953 vs 19,047	7.53% ↓ 54.80% vs 50.96%	7.82% ↓ 2.43 vs 2.63	17.46% ↓ 00:02:07 vs 00:02:34	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1.	desktop									
	Jan 1, 2015 -	**22,836 (74.96%)**	79.70%	18,201 (75.99%)	52.85%	2.58	00:02:18	0.00%	0 (0.00%)	$0.00 (0.00%)
	Jan 1, 2014 -	**19,911 (80.34%)**	77.86%	15,503 (81.39%)	49.51%	2.76	00:02:46	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**14.69%**	**2.37%**	**17.40%**	**6.75%**	**-6.34%**	**-16.56%**	**0.00%**	**0.00%**	**0.00%**
2.	mobile									
	Jan 1, 2015 -	**6,255 (20.53%)**	75.68%	4,734 (19.76%)	62.19%	1.91	00:01:27	0.00%	0 (0.00%)	$0.00 (0.00%)
	Jan 1, 2014 -	**3,611 (14.57%)**	73.61%	2,658 (13.95%)	59.26%	1.98	00:01:27	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**73.22%**	**2.82%**	**78.10%**	**4.94%**	**-3.68%**	**-0.20%**	**0.00%**	**0.00%**	**0.00%**
3.	tablet									
	Jan 1, 2015 -	**1,373 (4.51%)**	74.14%	1,018 (4.25%)	53.61%	2.28	00:02:00	0.00%	0 (0.00%)	$0.00 (0.00%)
	Jan 1, 2014 -	**1,261 (5.09%)**	70.26%	886 (4.65%)	50.20%	2.60	00:02:37	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**8.88%**	**5.53%**	**14.90%**	**6.79%**	**-12.55%**	**-23.30%**	**0.00%**	**0.00%**	**0.00%**

Rows 1 - 3 of 3

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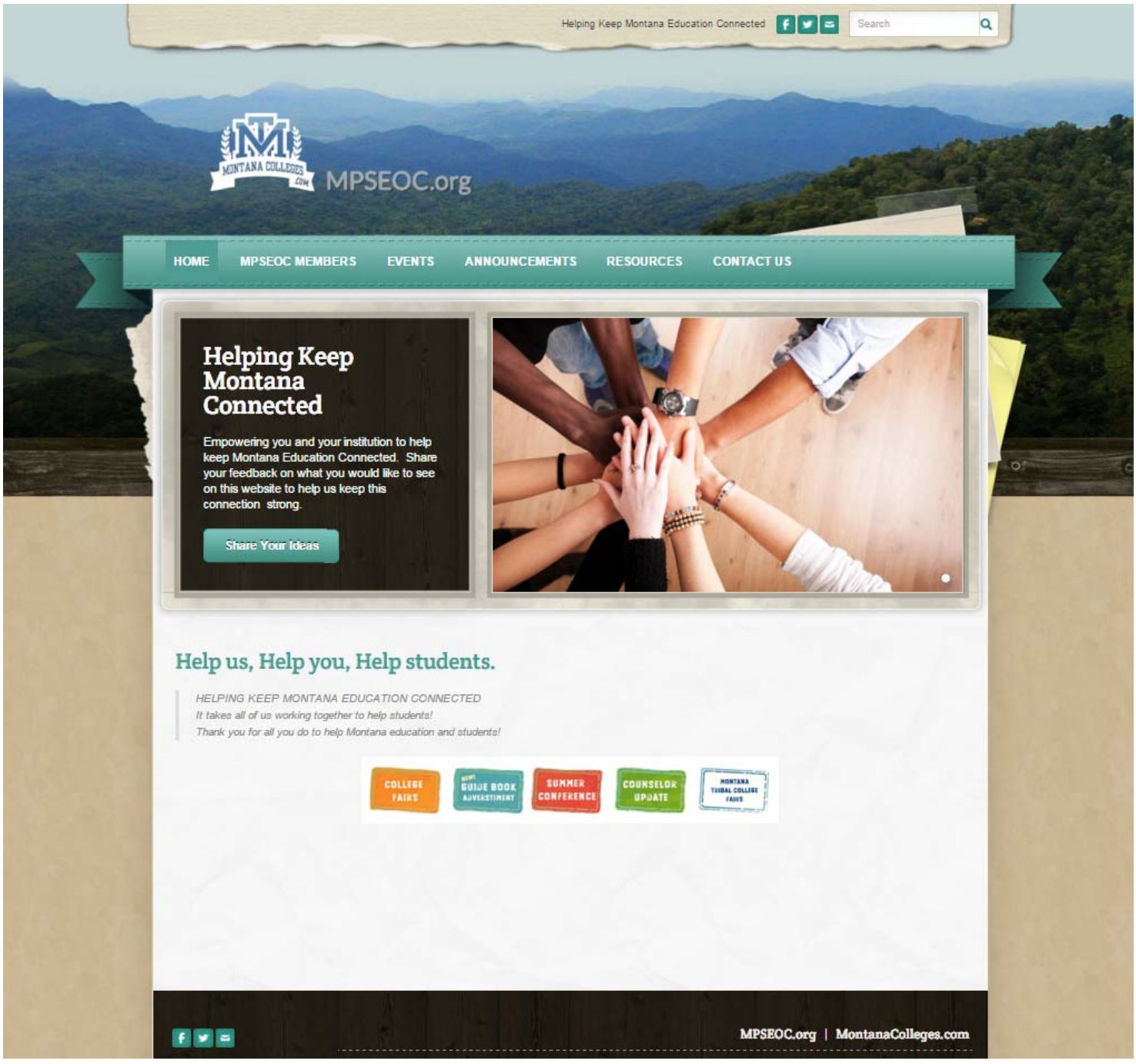

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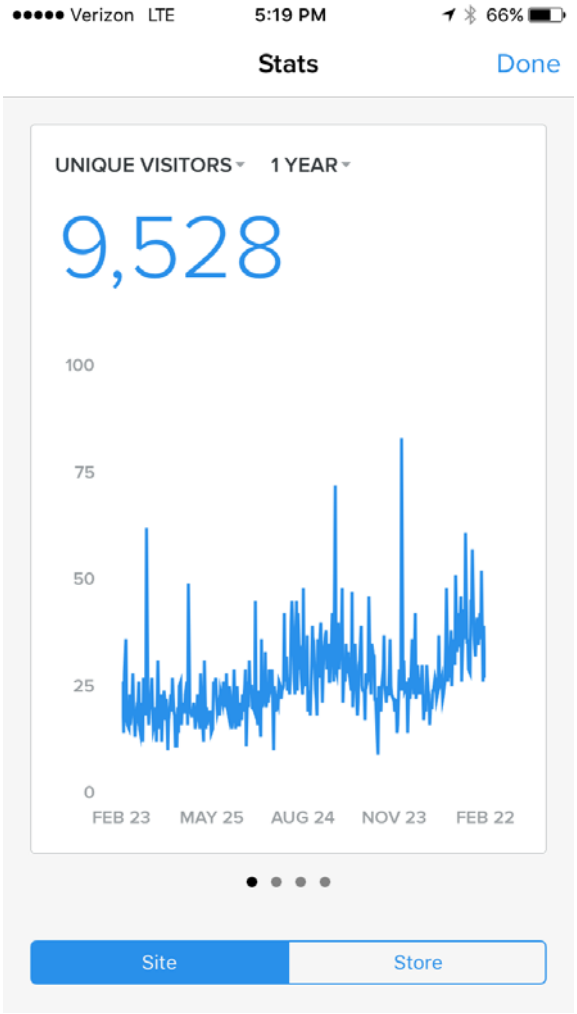

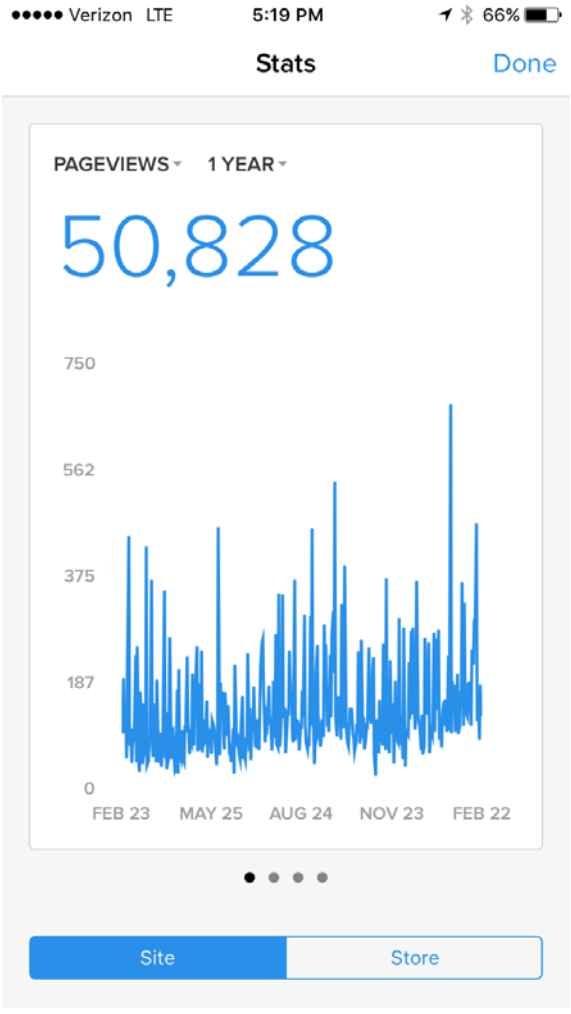

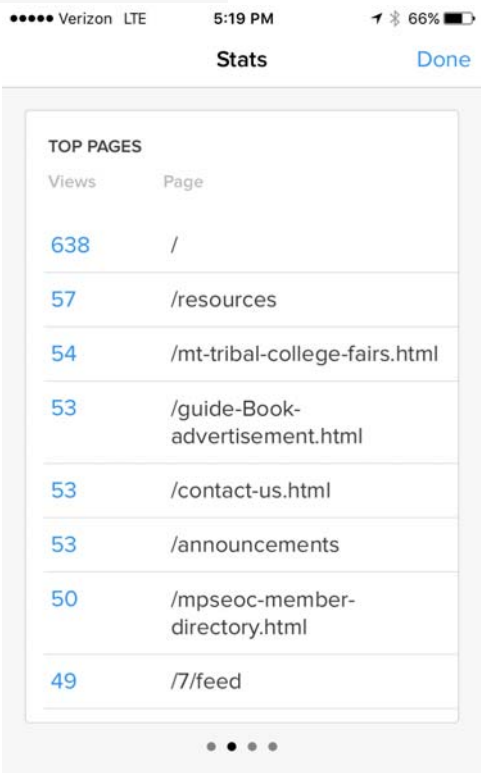

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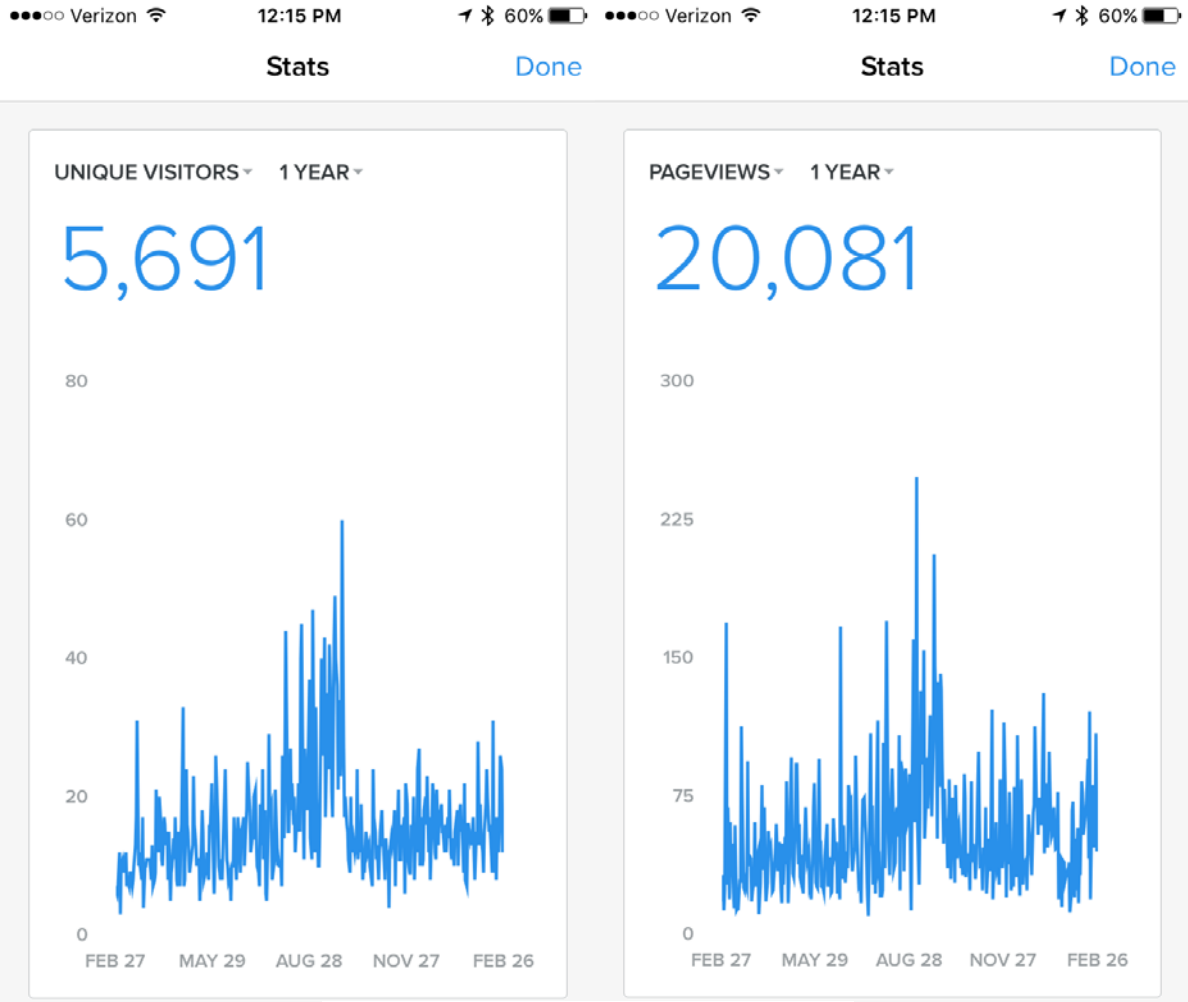

TOP PAGES

Views	Page
537	/
70	/registration.html
67	/about.html
65	/scanners.html
57	/contact-us.html
53	/faqs.html
52	/schedule.html
51	/advertisement.html
49	/confirmations.html

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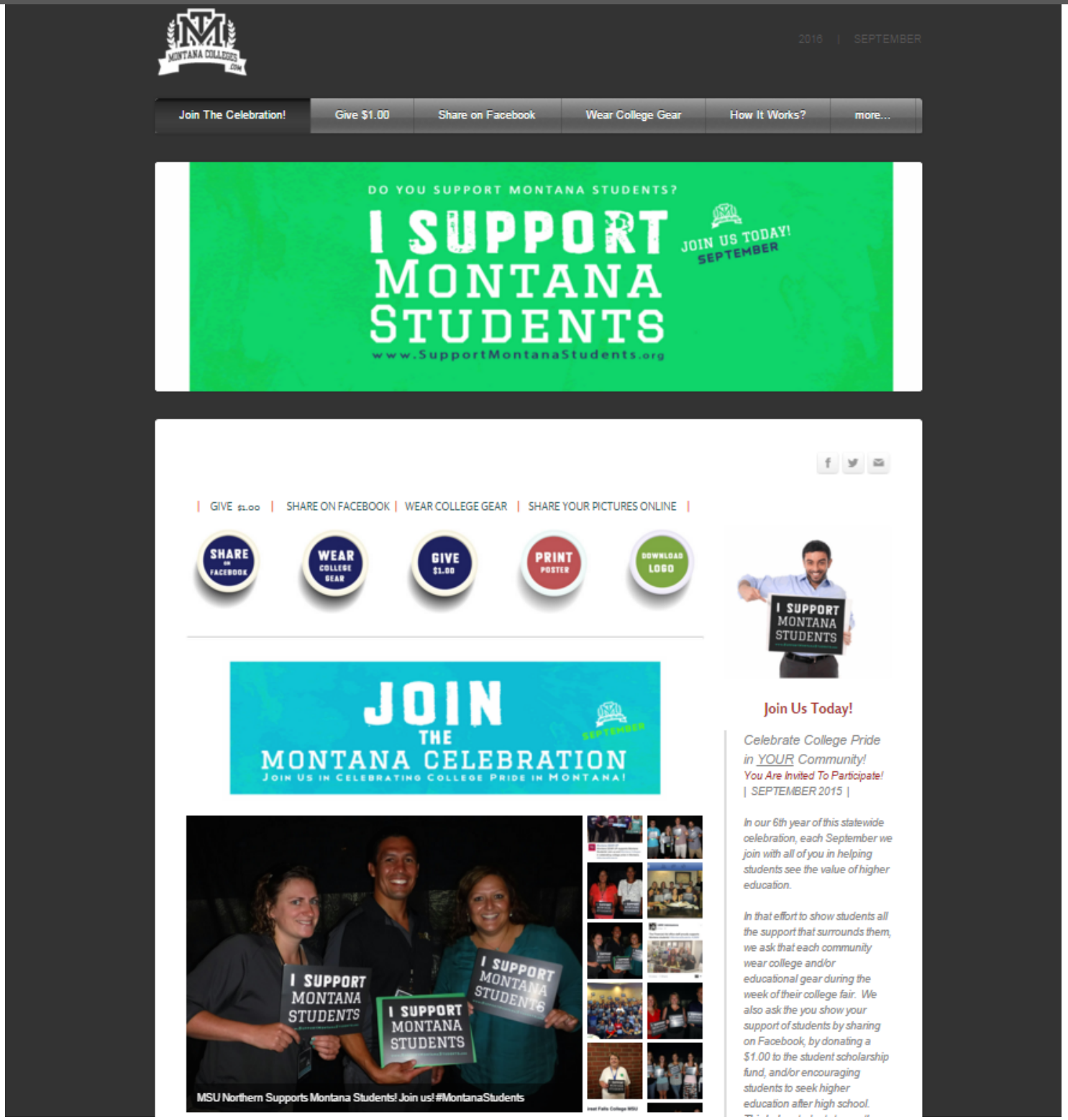

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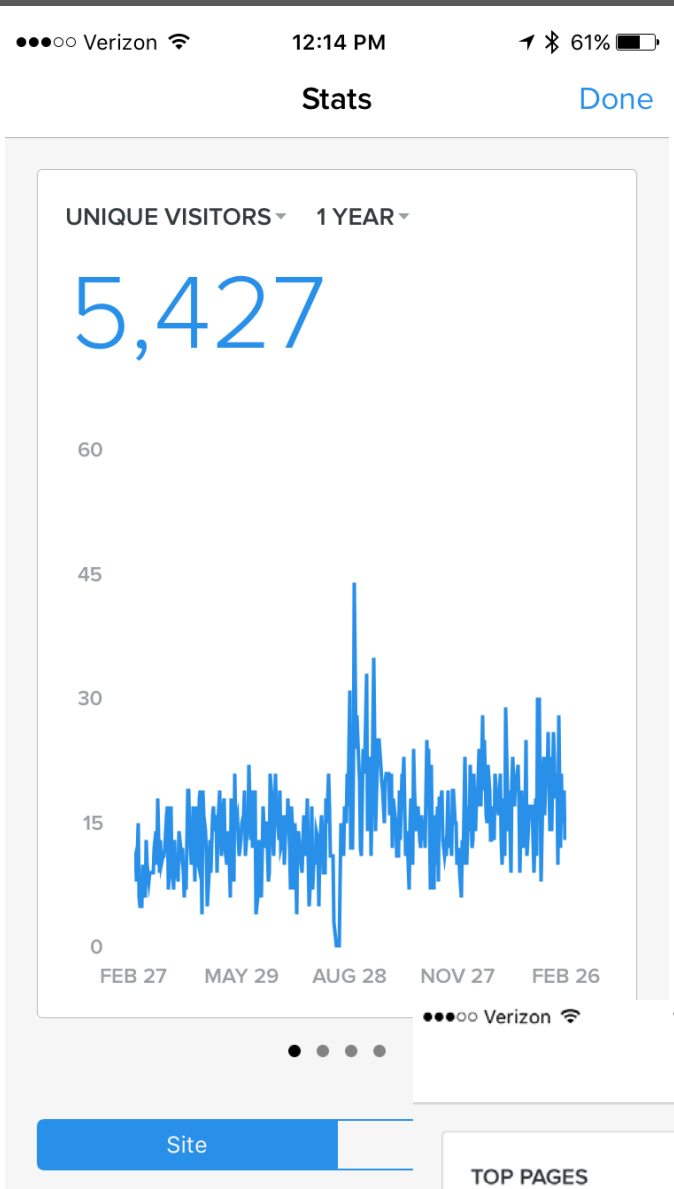

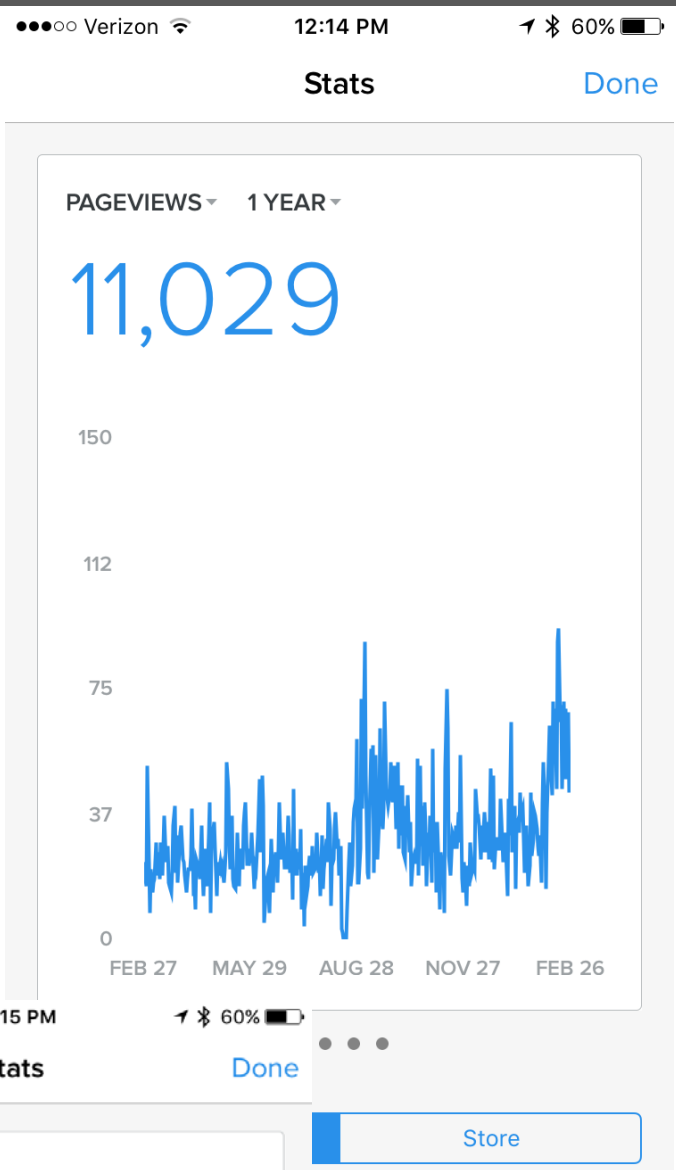

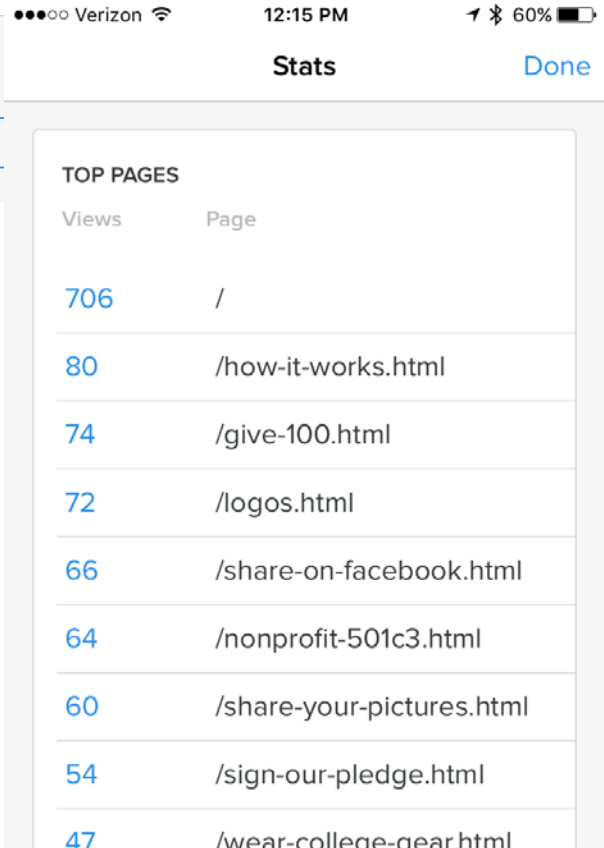

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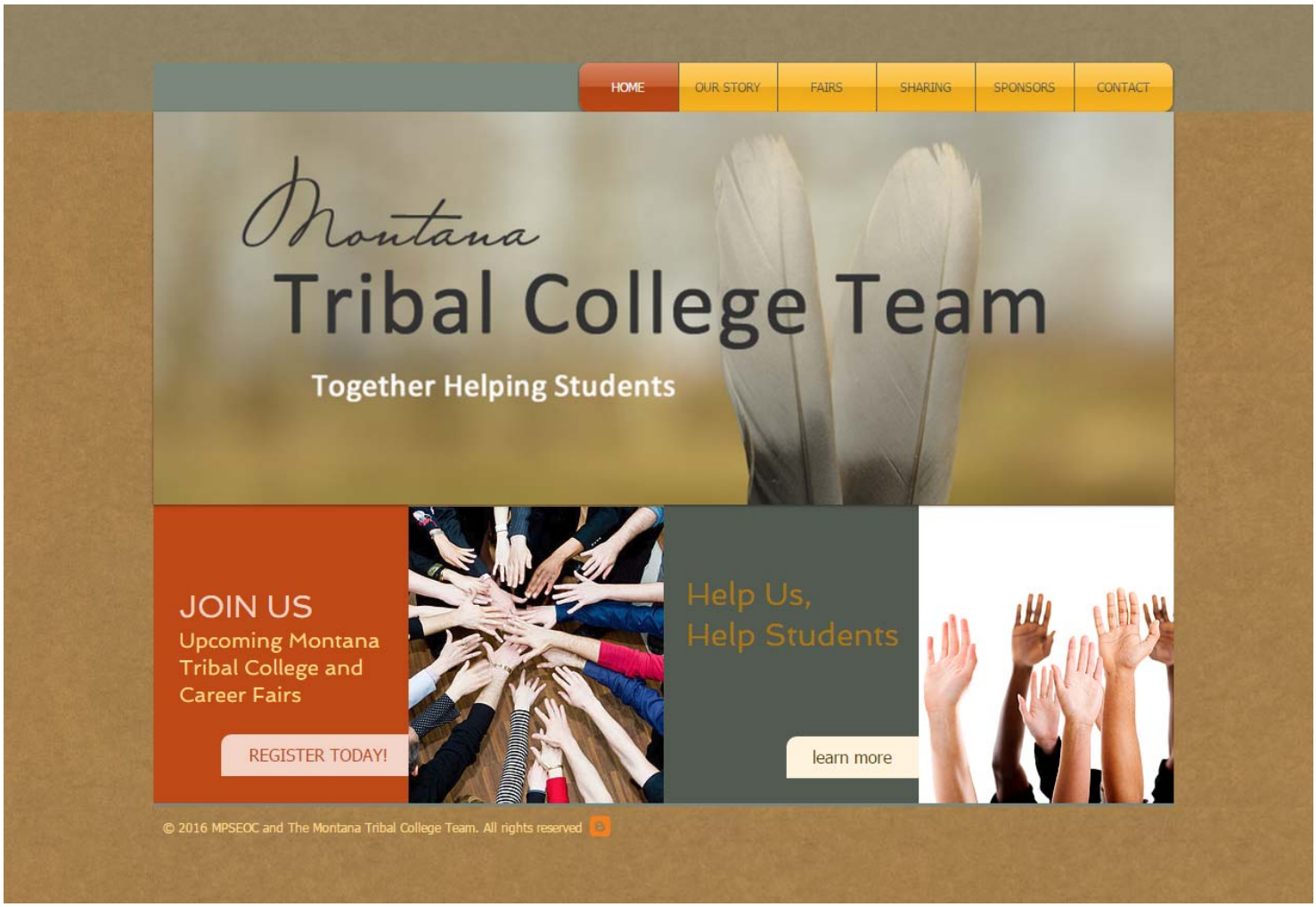
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