

NATIONAL SECONDARY TRANSITION TECHNICAL ASSISTANCE CENTER

Webpage Stats

Access to www.nsttac.org

Visits: 10956 (+3069, 08/09) Direct Traffic: 3313 (30.24%) Ave. Time on Site: 2:57
 Unique Visits: 8163 (+2276, 08/09) Search Engine: 5986 (54.64%) Ave Page/Visits: 3.15
 New Visitors: 62.76% Referring Sites: 1,657 (15.12%) Bounce Rate: 55.10%
 Page views: 34482 (+11812, 08/09) Overall Unique Visitors: 166078

Get your answers quickly!

- Who is visiting?
- What are they viewing?
- How are they reaching us?
- How much do they visit?
- How often do they return?
- How long do they stay?

Who September 2009 September 2008

International Visits	537	124
US Visits	7,350	5001
New Visitors	60.72%	56.53%

What September 2009 September 2008

Welcome	5244	3805
I-13: Checklist Form B	3144	2637
TAG	2770	934
I-13	2141	887
Lesson Plan Library	1227	NA
EBP	1517	1335
Post Sec. Ed.	952	516
NSTTAC Search	535	473

How September 2009 September 2008

Direct	30.24% (3313)	41% (2109)
Search Engines	54.64% (5986)	40% (2063)
Referring Sites	15.12% (1657)	19% (953)

How Much September 2009 September 2008

Ave. Time on Page:	2:57	3:48
Page views:	34482	23517

How Often September 2009 September 2008

Visitor Loyalty		
9x-14	3.92% (430)	4.64% (238)
15x-25	2.22% (243)	3.10% (159)
26-50	1.60% (175)	.80% (41)
51-100	1.08% (118)	NA
101-200	.20 % (22)	NA

How Long September 2009 September 2008

Length of Visit		
10 mins. to 30 mins.	7.96% (872)	9.07% (465)
More than 30 mins.	1.57% (172)	2.20% (113)

Google Analytics: Content by Title

NSTTAC WELCOME	5244
I-13 Checklist Form B (2048+1096)	3144
Transition Assessment Guide	2770
Indicator 13 and Main-page (1772+369)	2141
Evidence-Based Practices (824+693)	1517
Indicator 13 Checklist	1376
Lesson Plan Library	1227
Post Secondary Education Main-page	952
Post Secondary Goals Video	682
NSTTAC Search	535
Predictors of Post-School Success	450
Secondary Transition Resource Guide	391
Products and Resources (main-page)	383
Student Development	374
Students and Families (main-page)	364
Summary of Performance	325
Teaching Functional Rdg. Skills/Sight Words	314
About Us	302
Postsecondary Goals: Education Training	279
NSTTAC State Transition Resource Map	269
Student Focused Planning	257
SOP Video	249
What Works Transition Research Synthesis	238
DAILY LIVING SKILLS	235
Teaching Life Skills General Practice	223
Teaching Functional Math Skills/ Gen. Practice	220
Data Collection Tool	201
2009 NSTTAC Planning Institute Presentations	197
Institute Table of Contents	178
Capacity Building (main-page)	170
Annual IEP Goals: Education	166
Annual IEP Goals: Employment	163
NSTTAC Related Internet Resources	162
Postsecondary Goals: Employment	154
FUNCTIONAL VOCATIONAL EVALUATION	153

Please send feedback to brazilp@appstate.edu.

2009 GOALS

Webpage

Visitors: 200,000 (**166,078**)

Visitor Loyalty: 5X (%)

Average Page Visits 6 (**3.15**)

New Visitors: 65% (**62.76%**)

State: Use 25% increase

(State information is available on the August Google Analytics Report located on the shared document site.)

Newsletter

Subscription: 4,000 (**2522**)

National Resource Map

100 % state participation

Videos: **September** Views

Post Sec. Goals 682

SOP 249

Website Overview 46

ACTIVITY BULLETIN: *September 2009*

Visitor Loyalty

6881	1x	62.81%
1416	2x	12.92%
615	3x	5.61%
376	4x	3.43%
252	5x	2.30%
187	6x	1.71%
137	7x	1.25%
104	8x	.95%
430	9-14x	3.92%
243	15-25x	2.22%
175	26-50x	1.60%
118	51-100x	1.08%
22	101-200x	.20%

Outcome: To increase the number of times a visitor returns to www.nsttac.org during the month

Objective: To increase percentages at higher "return" levels by 9% as compared to 2008 Analytics Summary data.

Visitor: Length of Visits: All Visitors Returning

0-10 seconds	6408	58.49%	1951	17.81%
11-30 seconds	586	5.35%	295	2.69%
31-60 seconds	632	5.77%	632	2.57%
1' 1" - 3 minutes	1139	10.40%	516	4.71%
3' 1" to 10 minutes	1147	10.47%	530	4.84%
10' 1" to 30 minutes	872	7.96%	407	3.71%
More than 30 minutes	172	1.57%	94	0.86%

Outcome: To increase the length of time per visit to www.nsttac.org during the month

Objective: To increase percentages at higher "time intervals" by 10%



Please remember to encourage consumer feedback!

Send suggestions for www.nsttac.org to korteringlj@appstate.edu

Benchmark As Compared to Sites of Similar Size

(Category Comparison by GoogleAnalytics.com)
Category: Business/Human Resource
Corporate Training

www.nsttac.org	Benchmark	Difference
10956 Visits	3156	+ 247.15%
3.15 Ave. Page Visits	2.86	+ 9.92%
34482 Page Views	9038	+ 281.52%
2:57 Ave. Time	2:05	+ 41.82%
62.76% New Visits	69.13	- 9.22%

NSTTAC has improved our analysis of the webpage by adding an EBP advance search feature via www.google.com/analytics. This will enable us to enhance how we evaluate consumer use of our products and resources. An individualized EBP monthly report is now available.

Please share these new resources whenever appropriate.



Pat Braziel, Bulletin Editor