

WEBSITE USAGE REPORT FOR THE FIRST QUARTER 2017

Period: January - March 2017

Website: www.franknelte.net

1) **TOTAL VISITORS TO THE WEBSITE:**

There were **4,745 visitors**, at an average of **52 per day**.

2) **BREAKDOWN INTO NEW VISITORS & RETURNING VISITS:**

Of these 4,745 visitors, there were:

New Visitors: **2,941 = 62%**

Returning Visits: **1,804 = 38%**

3) **TOTAL NUMBER OF PAGEVIEWS:**

The total number of times articles were looked at was **10,184** at an average of **113 per day**.

4) **TOTAL NUMBER OF WEBSITE USERS:**

For the period under review there were **3,021 different visitors**.

5) **TOTAL NUMBER OF COUNTRIES REPRESENTED:**

For this period the visitors came from **103 different countries**.

6) **NUMBER OF CITIES WORLDWIDE:**

For this period the visitors came from **1,493 different cities** and towns around the world.

7) **NUMBER OF CITIES IN THE U.S.A.:**

For this period the visitors from within the U.S.A. came from **1,024 cities** and towns located throughout all of the 50 States.

Visitors to the website who do not wish to read the articles online have the choice: they can **either download** the articles to their own computers, **or** they can **print** the articles directly from the webpage. Below are these two statistics.

8) **NUMBER OF ARTICLES DOWNLOADED:**

For this period visitors downloaded **76 articles**.

9) **NUMBER OF ARTICLES PRINTED OUT DIRECTLY:**

For this period visitors printed out **1,664 articles**. Clearly, most visitors prefer to directly print out the articles that are of interest to them, rather than to download those articles to their own computers.

10) **COMBINED TOTAL OF DOWNLOADS + PRINTED:**

For this period the combined total was **1,740 articles**.

11) **RATIO OF TOTAL VISITS TO (PRINTED + DOWNLOADS):**

The 1,740 articles either printed out or downloaded, compared to the 4,745 total visitors represent **36%**. Put another way, the ratio of articles printed/downloaded to the number of visits was: **1 : 2.72**

12) **TOTAL NUMBER OF DIFFERENT ARTICLES VIEWED:**

At the end of this Quarter there were **319 different articles** on the website for visitors to read and to print/download. Of those 319 articles, during this period visitors viewed 310.

13) **MAIN BROWSERS USED BY VISITORS:**

#1 = **CHROME** used by **45%** of visitors

#2 = **SAFARI** used by **24%** of visitors

#3 = **INTERNET EXPLORER** used by **8%** of visitors

#4 = **FIREFOX** used by **8%** of visitors

#5 = **EDGE** used by **3%** of visitors

#6 = **OPERA MINI + OPERA** used by **3%** of visitors

#7 = **MISC. OTHER BROWSERS** used by **9%** of visitors

14) **ACQUISITION, HOW VISITORS CAME TO THE WEBSITE:**

Organic Search = **2,978 = 62.7%**

Direct Visits = **1,610 = 34.0%**

Referrals = **104 = 2.2%**

Social Media = **53 = 1.1%**

(For an explanation of these 4 terms see the "My Goals for the Website" page.)

Thus **29 out of every 30 visitors** either already knew my website address, or they came as a result of a specific search they had executed in their browser.

15) **TOP 5 MOST VIEWED ARTICLES:**

Of the 10,184 Pageviews during this period, the following were the top 5 most viewed articles.

#1 = The Timing of the Barley Harvest in Israel

Viewed = **410** times

#2 = Isaiah 14:12 (in Mistranslated Scriptures)

Viewed = **380** times

#3 = What Does the Bible Say About Eating Fat?

Viewed = **216** times

#4 = The New Moon Nearest to the Spring Equinox

Viewed = **156** times

#5 = The Real Story Behind the Translation of 2 Timothy 3:16

Viewed = **148** times

ASSESSING THESE REPORTS

This January to March 2017 Quarterly Report is the very first report I have ever compiled for my website, as data had previously not been available to me. So there are no comparison figures for previous Quarters.

Here are some of the conclusions for this current Quarter.

- 1) The 4,745 visitors came from 103 different countries, representing 1,493 different cities or towns around the world. On average, there is 1 new town represented for every 3.2 visitors. This shows a wide spread for visitors.
- 2) While around 60% of all visitors for this Quarter live in the U.S.A. (i.e. 2,848), those visitors are spread around in 1,024 different towns and cities in the U.S.A., spread across all 50 states. On average, there is 1 new town in the U.S.A. represented for every 2.8 visitors from the U.S.A.
- 3) Over 95% of all articles were accessed during this three months period.
- 4) The 4,745 visitors either printed out or downloaded 1,740 articles. That represents **1 article printed out or downloaded for every 2.7 visitors**. Since most of my articles exceed 20 pages in length (and a number exceed 50 pages in length), it is desirable to have visitors print out or download the articles that are of interest to them, so that they may examine them at their own leisure. This 1:2.7 ratio shows that this is indeed happening very frequently.
- 5) Almost 70% of all visitors used either Chrome or Safari as their browser of choice. When we include Internet Explorer and Firefox in the group, then that accounts for 85%, or approximately 6 out of 7 of all visitors.
- 6) 62% of the total number of visitors were new visitors, and 38% were returning visits.

