

WEBSITE USAGE REPORT FOR THE SECOND QUARTER 2018

Period: April - June 2018

Website: www.franknelte.net

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

There were **15,599 visitors**, at an average of **171 per day**.

This is a **8.7% increase** over the previous Quarter.

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

Of these 15,599 visitors, there were:

New Visitors: **11,074 = 71%**

Returning Visits: **4,525 = 29%**

3) **TOTAL NUMBER OF PAGEVIEWS:**

The total number of times articles were looked at was **27,320** at an average of **300 per day**.

This is a **17% increase** over the previous Quarter.

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

For the period under review there were **11,375 different visitors**.

This is an **8% increase** over the previous Quarter.

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

For this period the visitors came from **151 different countries**.

This is a **2% increase** over the previous Quarter.

6) **NUMBER OF CITIES WORLDWIDE:**

For this period the visitors came from **3,534 different cities** and towns around the world.

This is a **5% increase** over the previous Quarter.

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

For this period the visitors from within the U.S.A. came from **2,705 cities** and towns located throughout

all of the 50 States and D.C.

This is a **8% increase** over the previous Quarter.

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 **157 articles**.

This is a **6% decrease** over the previous Quarter.

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

For this period visitors printed directly **1,892 articles**.

This is **18% decrease** over the previous Quarter.

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

For this period the combined total was **2,049 articles**.

This is a **17% decrease** over the previous Quarter.

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

The 2,049 articles either printed out or downloaded, compared to the 15,599 total visitors represent **13%**.

Put another way, the ratio of articles printed/downloaded to the number of visits was: **1 : 7.6**

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

At the end of this Quarter there were **346 different articles** on the website for visitors to read and to print/download. Of those 346 articles, during this period **visitors viewed over 340 articles**, in addition to visiting over 120 non-article reference pages on the website. So every part of the website is being used by visitors.

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

#1 = **CHROME** used by **50.2%** of visitors

#2 = **SAFARI** used by **28.2%** of visitors

#3 = **FIREFOX** used by **5.3%** of visitors

#4 = **OPERA MINI + OPERA** used by **3.7%** of visitors

#5 = **INTERNET EXPLORER** used by **3.6%** of visitors

#6 = **EDGE** used by **2.7%** of visitors

#7 = MISC. OTHER BROWSERS used by **6.3%** of visitors

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

Organic Search = 11,889 = 76.2%

Direct Visits = 3,225 = 20.6%

Referrals = 263 = 1.7%

Social Media = 222 = 1.5%

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

Thus **3 out of every 4 visitors** came to my website as a result of specific searches they had executed in their browsers.

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

Of the 27,320 Pageviews during this period, the following were the top 5 most viewed articles.

#1 = The Name Lucifer Has Never belonged To Satan

Viewed = **2,390** times

#2 = 80 Mistranslations of the Bible & Their Significance

Viewed = **1,138** times

#3 = The Timing of the Barley Harvest in Israel

Viewed = **924** times

#4 = Significance of the Feeding of the 5000 & the 4000

Viewed = **758** times

#5 = What Are the Names of Blasphemy?

Viewed = **623** times

ASSESSING THESE REPORTS

Here are some of the conclusions for this current Quarter.

1) The 15,599 visitors came from 151 different countries, representing 3,534 different cities or towns around the world. On average, there is 1 new town represented for every 4.4 visitors. This shows a wide spread for visitors.

2) While around 67% of all visitors for this Quarter live in the U.S.A. (i.e. 10,569), those visitors are spread around in 2,705 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 3.9 visitors from the U.S.A.

- 3) About 99% of all articles on the website were accessed during this three months period.
- 4) The 15,599 visitors either printed out or downloaded 2,049 articles. That represents **1 article printed out or downloaded for every 7.6 visitors**. Since the average length of the 346 articles on the website is about 20 pages, 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 1:7.6 ratio shows that this is happening fairly frequently.
- 5) 78% of all visitors used either Chrome or Safari as their browser of choice.
- 6) 71% of the total number of visitors were new visitors, and 29% were returning visits.

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