

**WEBSITE USAGE REPORT FOR THIRD QUARTER 2017**

**Period:** July - September 2017

**Website:** [www.franknelte.net](http://www.franknelte.net)

1) **TOTAL VISITORS TO THE WEBSITE**

There were **7,216 visitors**, at an average of **78 per day**.

This is a **27% increase** over the previous Quarter.

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

Of these 7,216 visitors, there were:

New Visitors: **4,956 = 68.7%**

Returning Visits: **2,260 = 31.3%**

3) **TOTAL NUMBER OF PAGEVIEWS**

The total number of times articles were looked at was **12,397** at an average of **134 per day**. This is an almost **9% increase** over the previous Quarter.

4) **TOTAL NUMBER OF WEBSITE USERS**

For the period under review there were **5,093 different visitors**.

This is a **35% increase** over the previous Quarter.

5) **TOTAL NUMBER OF COUNTRIES REPRESENTED**

For this period the visitors came from **127 different countries**.

This is a **12% increase** over the previous Quarter.

6) **NUMBER OF CITIES WORLDWIDE**

For this period the visitors came from **2,069 different cities** and towns around the world. This is a **23% 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 **1,426 cities** and towns located throughout all of the 50 States. This is a **26% 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 out** the articles directly from the webpage. Below are these two statistics.

#### 8) NUMBER OF ARTICLES DOWNLOADED

For this period visitors downloaded **80 articles**.

This is a **1% increase** over the previous Quarter.

#### 9) NUMBER OF ARTICLES PRINTED OUT DIRECTLY

For this period visitors printed out **1,174 articles**.

This is a **51% decrease** over the previous Quarter.

#### 10) COMBINED TOTAL OF DOWNLOADS + PRINTED

For this period the combined total was **1,254 articles**.

This is a **49% decrease** over the previous Quarter.

#### 11) RATIO OF TOTAL VISITS TO (PRINTED + DOWNLOADS)

The 1,254 articles either printed out or downloaded, compared to the 7,216 total visitors represent **17%**. Put another way, the ratio of articles printed/downloaded to the number of visits is: **1 : 5.75**

#### 12) TOTAL NUMBER OF DIFFERENT ARTICLES VIEWED

At the end of this Quarter there were **323 different articles** on the website for visitors to read and to print/download. Of those 323 articles, during this period visitors again viewed more than 310.

#### 13) MAIN BROWSERS USED BY VISITORS

#1 = **CHROME** used by **46.6%** of visitors

#2 = **SAFARI** used by **25.9%** of visitors

#3 = **FIREFOX** used by **8.2%** of visitors

#4 = **INTERNET EXPLORER** used by **7.2%** of visitors

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

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

#7 = **MISC. OTHER BROWSERS** used by **5.1%** of visitors

On the whole the percentages for the different browsers have tended to hold fairly steady.

#### 14) ACQUISITION, HOW VISITORS CAME TO THE WEBSITE

Organic Search = **5,105 = 70.8%**

Direct Visits = **1,932 = 26.8%**

Referrals = **120 = 1.6%**

Social Media = **59 = 0.8%**

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

**39 out of every 40 visitors either already knew my website address, or they came as a result of a specific search they had executed in their browser. The greater number of visitors this Quarter was due to both more "organic searches" and more "direct visitors" than the previous Quarter. The ratio for direct visitors + organic searches to the total number of visitors increased slightly to 39 out of 40.**

### 15) TOP 5 MOST VIEWED ARTICLES

Of the 12,397 Pageviews during this period, the following were the top 5 most viewed articles.

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

Viewed = **533** times

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

Viewed = **458** times

**#3 = The Timing of the Barley Harvest in Israel**

Viewed = **443** times

**#4 = The Name Lucifer Has Never belonged To Satan**

Viewed = **421** times

**#5 = Significance of the Feeding of the 5000 & the 4000**

Viewed = **388** times

### ASSESSING THESE REPORTS

I draw the following conclusions from these reports:

1) The 7,216 visitors came from 127 different countries, representing 2,069 different cities or towns around the world. On average, there is 1 new town represented for every 3.5 visitors. This again shows a wide spread for visitors.

2) Around 60% of all visitors live in the U.S.A. (i.e. 4,205). Those visitors are spread around in 1,426 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 2.9 visitors from the U.S.A.

- 3) During this Quarter once again over 95% of all articles on the website were viewed at least once by visitors.
- 4) The 7,216 visitors either printed out or downloaded 1,254 articles. That represents 1 article printed or downloaded for every 5.75 visitors.
- 5) 72.5% 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 around 88%, or about 7 out of 8 of all visitors.
- 6) Approximately 69% of all visitors were new visitors, and 31% were returning visits.

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