

WEBSITE USAGE REPORT FOR THE FOURTH QUARTER 2017

Period: October - December 2017

Website: www.franknelte.net

1) **TOTAL VISITORS TO THE WEBSITE**

There were **10,398 visitors**, at an average of **113 per day**.

This is a **44% increase** over the previous Quarter.

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

Of these 10,398 visitors, there were:

New Visitors: **7,492 = 72.0%**

Returning Visits: **2,906 = 28.0%**

3) **TOTAL NUMBER OF PAGEVIEWS**

The total number of times articles were looked at was **16,459** at an average of **179 per day**. This is a **33% increase** over the previous Quarter.

4) **TOTAL NUMBER OF WEBSITE USERS**

For the period under review there were **7,654 different visitors**.

This is a **50% increase** over the previous Quarter.

5) **TOTAL NUMBER OF COUNTRIES REPRESENTED**

For this period the visitors came from **124 different countries**.

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

6) **NUMBER OF CITIES WORLDWIDE**

For this period the visitors came from **2,763 different cities** and towns around the world. This is a **33% 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 **1,922 cities** and towns located throughout all of the 50 States and D.C. This is a **34% 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 **145 articles**.

This is an **81% increase** over the previous Quarter.

9) NUMBER OF ARTICLES PRINTED OUT DIRECTLY

For this period visitors printed out **2,314 articles**.

This is a **97% increase** over the previous Quarter.

10) COMBINED TOTAL OF DOWNLOADS + PRINTED

For this period the combined total was **2,459 articles**.

This is a **96% increase** over the previous Quarter.

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

The 2,459 articles either printed out or downloaded, compared to the 10,398 total visitors represent **23.6%**. Put another way, the ratio of articles printed/downloaded to the number of visits is: **1 : 4.2**

12) TOTAL NUMBER OF DIFFERENT ARTICLES VIEWED

At the end of this Quarter there were **335 different articles** on the website for visitors to read and to print/download. Of those 335 articles, during this period visitors viewed more than 320.

13) MAIN BROWSERS USED BY VISITORS

#1 = **CHROME** used by **46.3%** of visitors

#2 = **SAFARI** used by **26.2%** of visitors

#3 = **FIREFOX** used by **7.1%** of visitors

#4 = **INTERNET EXPLORER** used by **5.0%** of visitors

#5 = **OPERA MINI + OPERA** used by **3.5%** of visitors

#6 = **EDGE** used by **2.3%** of visitors

#7 = **MISC. OTHER BROWSERS** used by **9.6%** of visitors

On the whole the percentages for the different browsers have tended to hold steady, except that Internet Explorer continues to decrease.

14) ACQUISITION, HOW VISITORS CAME TO THE WEBSITE

Organic Search = **7,072 = 68.0%**

Direct Visits = **2,519 = 24.2%**

Referrals = **186 = 1.8%**

Social Media = **621 = 6.0%**

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

Slightly more than **23 out of every 25 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.

15) **TOP 5 MOST VIEWED ARTICLES**

Of the 16,459 Pageviews during this period, the following were the top 5 most viewed articles.

#1 = The Name Lucifer Has Never belonged To Satan

Viewed = **1,403** times

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

Viewed = **1,344** times

#3 = The Timing of the Barley Harvest in Israel

Viewed = **867** times

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

Viewed = **584** times

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

Viewed = **405** times

ASSESSING THESE REPORTS

The following conclusions emerge from these reports:

1) The 10,398 visitors came from 124 different countries, representing 2,763 different cities or towns around the world. On average, there is 1 new town represented for every 3.76 visitors. This again shows a wide spread for visitors.

2) Around 60% of all visitors live in the U.S.A. (i.e. 6,237). Those visitors are spread around in 1,922 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 3.2 visitors from the U.S.A.

3) Once again over 95% of all articles on the website were accessed at least once by visitors during this Quarter.

4) The 10,398 visitors either printed out or downloaded 2,459 articles. That represents 1 article printed or downloaded for every 4.2 visitors.

5) 72.5% of all visitors used either Chrome or Safari as their browser of choice.

6) 72% of all visitors were new visitors, and 28% were returning visits.

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