

2018

Frank W. Nelte

## **WEBSITE USAGE REPORT FOR THE FIRST QUARTER 2018**

**Period:** January - March 2018

**Website:** www.franknelte.net

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

There were **14,345 visitors**, at an average of **159 per day**.

This is a **38% increase** over the previous Quarter.

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

Of these 14,345 visitors, there were:

New Visitors: **10,455 = 73%**

Returning Visits: **3,890 = 27%**

### **3) TOTAL NUMBER OF PAGEVIEWS:**

The total number of times articles were looked at was **23,222** at an average of **258 per day**.

This is a **41% increase** over the previous Quarter.

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

For the period under review there were **10,553 different visitors**.

This is a **38% increase** over the previous Quarter.

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

For this period the visitors came from **147 different countries**.

This is a **18% increase** over the previous Quarter.

### **6) NUMBER OF CITIES WORLDWIDE:**

For this period the visitors came from **3,372 different cities** and towns around the world.

This is a **22% 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 **2,506 cities** and towns located throughout

all of the 50 States and D.C.

This is a **30% 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 **167 articles**.

This is a **15% increase** over the previous Quarter.

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

For this period visitors printed directly **2,315 articles**.

This is exactly 1 more than the previous Quarter, so identical for all practical purposes.

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

For this period the combined total was **2,482 articles**.

This is just **under 1% increase** over the previous Quarter.

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

The 2,482 articles either printed out or downloaded, compared to the 14,345 total visitors represent **17%**.

Put another way, the ratio of articles printed/downloaded to the number of visits was: **1 : 5.7**

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

At the end of this Quarter there were **337 different articles** on the website for visitors to read and to print/download. Of those 337 articles, during this period **visitors viewed over 330 articles**, in addition to visiting over 140 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 = <b>CHROME</b>             | used by <b>48%</b> of visitors  |
| #2 = <b>SAFARI</b>             | used by <b>28%</b> of visitors  |
| #3 = <b>INTERNET EXPLORER</b>  | used by <b>4.3%</b> of visitors |
| #4 = <b>FIREFOX</b>            | used by <b>6.5%</b> of visitors |
| #5 = <b>EDGE</b>               | used by <b>3.2%</b> of visitors |
| #6 = <b>OPERA MINI + OPERA</b> | used by <b>3%</b> of visitors   |

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

The percentages of visitors who use Chrome and Safari and Edge have increased, while the percentages of the other browsers have decreased.

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

**Organic Search = 10,854 = 75.6%**

**Direct Visits = 2,955 = 20.5%**

**Referrals = 214 = 2.3%**

**Social Media = 322 = 1.6%**

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

Thus **24 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.

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

Of the 23,222 Pageviews during this period, the following were the top 5 most viewed articles.

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

Viewed = **2,406** times

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

Viewed = **1,200** times

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

Viewed = **936** times

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

Viewed = **715** times

**#5 = 80 Mistranslations of the Bible & Their Significance**

Viewed = **667** times

#### **ASSESSING THESE REPORTS**

Here are some of the conclusions for this current Quarter.

1) The 14,345 visitors came from 147 different countries, representing 3,372 different cities or towns around the world. On average, there is 1 new town represented for every 4.2 visitors. This shows a wide spread for visitors.

- 2) While around 66% of all visitors for this Quarter live in the U.S.A. (i.e. 9,532), those visitors are spread around in 2,506 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 3.8 visitors from the U.S.A.
- 3) About 99% of all articles on the website were accessed during this three months period.
- 4) The 14,345 visitors either printed out or downloaded 2,482 articles. That represents **1 article printed out or downloaded for every 5.7 visitors**. Since the average length of the 337 articles on the website is 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 1:5.7 ratio shows that this is happening fairly frequently.
- 5) 76% of all visitors used either Chrome or Safari as their browser of choice.
- 6) 73% of the total number of visitors were new visitors, and 27% were returning visits.

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