

Analyzing Website Traffic

Joan Feldman, Director of
Communication, Beth Tfiloh Dahan
Community School

Matt Toy, Director of Production Services,
WhippleHill Communications



Where do these stats come from?

- ▶ The following stats come from the “WhippleHill Rollup” report within Omniture SiteCatalyst. This report suite collects all the data from all the WhippleHill schools and rolls it together into one master report. We use this report to see changing trends within the independent school universe.



How should you use Data? Depends who you ask.

- ▶ I never guess. It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts. – Sherlock Holmes
- ▶ You can use all the quantitative data you can get, but you still have to distrust it and use your own intelligence and judgment. – Alvin Toffler



Completely Expected,
Seriously



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Browser Height

▶ 600 Pixels

- June 2004 – 24.9%
- June 2005 – 28.4%
- June 2006 – 29.4%
- June 2007 – 28.1% (Internet Avg: 28.5%)

▶ 650 Pixels

- June 2004 – 19.8%
- June 2005 – 22.7%
- June 2006 – 23.7%
- June 2007 – 24.1% (Internet Avg: 22.9%)



Browser Width

▶ 800 Pixels

- June 2004 – 15.2%
- June 2005 – 11.3%
- June 2006 – 7.7%
- June 2007 – 5.8% (Internet Avg: 12.0%)

▶ 900 Pixels

- June 2004 – 8.3%
- June 2005 – 22.3%
- June 2006 – 17.3%
- June 2007 – 11.2% (Internet Avg: 8.8%)

▶ 1000+ Pixels

- June 2004 – 39.9%
- June 2005 – 51.3%
- June 2006 – 58.6%
- June 2007 – 70.0% (Internet Avg: 68.3%)



Not Expected But Not
Totally Surprising



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Browser Selection

▶ Internet Explorer

- June 2004 – 79.5 %
- June 2005 – 76.3%
- June 2006 – 71.8%
- June 2007 – 70.7% (Internet Avg: 80.0%)

▶ FireFox

- June 2004 – 2%
- June 2005 – 8.7%
- June 2006 – 11.9%
- June 2007 – 15.7% (Internet Avg: 11.4%)

▶ Safari

- June 2004 – 3.1%
- June 2005 – 5.4%
- June 2006 – 8.9%
- June 2007 – 10.7% (Internet Avg: 5.0%)



Operating Systems

▶ Windows

- June 2004 – 88.7%
- June 2005 – 89.6%
- June 2006 – 87.5%
- June 2007 – 86.1% (Internet Avg: 93.1%)

▶ Mac

- June 2004 – 11.1%
- June 2005 – 10.2%
- June 2006 – 12.1%
- June 2007 – 13.6%* (Internet Avg: 6.4%)

* includes 0.01% from iPhone



Search Engines

- ▶ Google (US)
 - June 2004 – 76.3%
 - June 2005 – 77.4%
 - June 2006 – 80.9%
 - June 2007 – 81.4% (Internet Avg: 42.4%)
- ▶ Yahoo
 - June 2004 – 5.8%
 - June 2005 – 7.1%
 - June 2006 – 10.2%
 - June 2007 – 8.4% (Internet Avg: 11.3%)
- ▶ MSN
 - June 2004 - 0.8%
 - June 2005 – 1.4%
 - June 2006 – 2.6%
 - June 2007 – 4.6% (Internet Avg: 5.5%)



Monitor Resolutions

▶ 1024 x 768

- June 2004 – 55.1%
- June 2005 – 60.3%
- June 2006 – 58.7%
- June 2007 – 51.9% (Internet Avg: 47.4%)

▶ 1280 x 800

- June 2004 – 2.6%
- June 2005 – 2.5%
- June 2006 – 5.4%
- June 2007 – 11.8% (Internet Avg: 9.4%)



Monitor Resolutions

▶ 1280 x 1024 *

- June 2004 – 6.6%
- June 2005 – 8.3%
- June 2006 – 11.0%
- June 2007 – 13.1% (Internet Avg: 13.9%)

▶ 800 x 600

- June 2004 – 24.7%
- June 2005 – 18.5%
- June 2006 – 11.4%
- June 2007 – 6.7% (Internet Avg: 9.4%)

* My Personal Setting



Surprising



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Connection Speeds

(T-1, DSL and Cable Modem)

- ▶ June 2004
 - 77.0%
- ▶ June 2005
 - 84.6%
- ▶ June 2006
 - 88.9%
- ▶ June 2007
 - 93.5% (Internet Avg: 89.3%)

