Form Approved

OMB No. 0920-xxxx

Exp. Date xx/xx/201x

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| Website Analytics |
| Purpose: Standardized reported web statistics enables network-wide statements and conclusions about Tracking’s impact, successes, popular topics, and potential future direction(s). This document describes standardized statistics to be report to CDC annually. |

CDC estimates the average public reporting burden for this collection of information as 1 hour per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-xxxx).

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| **Required Statistics** | | | | |
| **#** | **Statistic Topic** | **Statistic** | **Time frame** | **Importance** |
| 1 | Sessions | Total number of sessions | monthly | Great measure of overall usage; can be used to show change over time |
| 2 | Referrals/Source | Top 3\* referring sites | monthly | May assist in identifying partnerships or user base; shows partnerships effective at driving traffic to the portal |
| 3 | Popular Content – Content Pages | Report number of sessions, page views, OR events for each NCDM Content Area (see list\*\*) | monthly | Identify and rank areas of interest/concern among audience; possibly prioritize content; promote areas less visited |
| 4 | Popular Content – Data Query | Report number of sessions, page views, OR events for each NCDM Content Area (see list\*\*) | monthly | Identify and rank areas of interest/concern among audience; possibly prioritize content; promote areas less visited |
| 5 | Visitors – Total | Total number of visitors | monthly | Great measure of overall usage; can be used to show change over time |
| 6 | Visitors – Unique | Total number of unique visitors (i.e. new visitors, not returning) | monthly | Shows impact of Network outreach; informs if users return to the portal within a month |
| 7 | Search Referrals | Top 3\* relevant search terms or search phrases leading visitors to site | monthly | Can inform areas of concern/interest among audience |
| 8 | Page Views – Total | Total page views for all site pages, summed | monthly | Great measure of overall usage; can be used to show change over time |
| **Optional Statistics** | | | | |
| 1 | Visitors – Operating System | Top 3\* platforms used to explore portal (Windows, Android, iOS, Blackberry, etc.) | monthly | Identify which type of platform people are on—mobile or desktop; Optimization |
| 2 | Visitors – Agency Employees | Number of state employee visitors | monthly | Help in identification of the user base |
| 3 | Page Views – Average | Average number of pages viewed per visit | monthly | Shows how active users are on the site; number of pages viewed may inform interest level |
| 4 | User Location | Number of out-of-state/city users | monthly | Help in identification of the user base; who is the active audience? Who from outside of the jurisdiction is using data? |
| 5 | User Affiliation | Top 3\* user affiliations by number of sessions (university, federal organization, news station, medical center, business, etc.) | monthly | Help in identification of the user base; may assist in identifying partnerships or target audiences; |
| 6 | Popular Content – Data Query | Top 3\* most viewed/queried Content Areas, non-NCDM list, including number of views/queries | monthly | Identify areas of interest/concern among audience; possibly prioritize content; could inform future NCDMs or data workgroups |

\*Top 3 at a minimum (can report more than three)

\*\*NCDM List includes the following categories:

* Asthma
* Myocardial Infarction
* Carbon Monoxide Poisoning
* Heat Stress
* Air pollutants
* Drinking water contaminants
* Birth defects
* Cancer
* Child blood lead levels
* Reproductive health outcomes from vital statistics
* Mortality from vital statistics