

## 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).

<b>Required Statistics</b>				
<b>#</b>	<b>Statistic Topic</b>	<b>Statistic</b>	<b>Time frame</b>	<b>Importance</b>
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
<b>Optional Statistics</b>				
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