

Digital Profile Survey

Default Report 

Displaying 5 of 5 respondents

Select a page to view below or [view all pages](#):

#2. Traffic Measurements 

Response Type:
Normal Response

Collector:
Digital Profile Survey
(Web Link)

Custom Value:
empty

IP Address:
12.147.18.121

Response Started:
Wednesday, June 30, 2010 11:54:44 PM

Response Modified:
Friday, July 2, 2010 1:46:25 AM

1. Do you measure traffic to your site? If so, with what tool(s)?

Google analytics, Eloqua (just started)

2. Who checks traffic and how often?

Stats emailed weekly to management team. Nobody is bottom lining. Editorial Director checks stats most days and keeps his own spreadsheet updated weekly, tracking key items.

3. How is traffic information integrated into your broader editorial or business practices?

Audience growth quality and quantity is core to business plan. Analytics prominent in periodic (monthly/quarterly) reviews, more so than in daily/realtime operations. Editorial gleens lessons from hits.

4. If you do track your web traffic, please provide the numbers for the average day:

- pageviews - see monthly

5. If you do track your web traffic, please provide the numbers for the average week:

- pageviews - see monthly

6. What are the top three traffic drivers (twitter, facebook, blogs, etc..) to your site? Please list in order.

Organic Search, Email*, Facebook, Twitter. **Email-driven visits are currently not well tracked -- they are hidden among the 'direct traffic' visits in google analytics. 'Direct' is #2 behind organic search and I'm reasonably sure Direct visits are at least half from email clicks and likely about the same as Facebook. The clickthru rates are in line with this. Exact email-driven visits will soon be revealed via Eloqua tracking.

7. If you do track your web traffic, please provide the numbers for the average month:

- pageviews - 220k

- unique visitors - 86k

- visits - 110k

- pageviews per visit - 1.9

8. If you produce embeddable video or audio content, do you track the views/streams? If so, how?

Youtube native views counter

9. How many views/streams do you get for your video or audio content on an average month?

10k-15k

10. What percentage of those views/streams are:

- on your site: - ?

- on a video/audio platform's site: - ?

- embedded on another media company's site: - ?
