Analytics Jan-Dec 2014

OVERALL

Pageviews	Users	Sessions	Pages / Session	Avg. Session Duration	Bounce Rate
10,457,895	1,407,182	4,450,885	2.35	2min 48 s	51.69%

DEVICES

		%	Sessions	Pages / Session	Avg. Session Duration	Bounce Rate
1	desktop	68.58%	3,052,287	2.50	3min 14s	49.38%
2	mobile	26.00%	1,157,066	1.94	1min 40s	58.05%
3	tablet	5.32%	241,532	2.47	2min 34s	50.42%

USER FLOW

User flow metrics provides a way to identify how visitors use links and navigation to traverse web pages. It also helps to identify the depth level or, the specific web page where visitors exited the website. The metrics can be evaluated to improve navigation to child pages and links or, to identify particular audience patterns in order to build a new hierarchy of links and pages.

For example, during 2014, three different landing pages brought 139k sessions to /APPLY/ page. Of those 139k, 84.9k (60.9%) dropped-off and 54.5k (39.1%) became through traffic.
In checking user flow from the /APPLY/ page we observe how those sessions interacted on the site.

	Sessions	Drop-offs	Net Sessions
MTSAC website	4.45M	3.47M	.98M
(Step 1) via /APPLY/	139k	84.9k	54.5k
/ (home page)	25.5k	7.09k	18.4k
/admissions/enrollment.html	3.83k	579	3.26k
/schedule/	3.7k	713	2.99k
/admissions/	2.23k	579	1.65k
/financialaid/	1.69k	668	1.03k
>100 more pages	17.6k	4.73k	12.9k

(Step 2)

13.5k of the original 139k sessions that entered through apply and went to one of the pages above, returned to apply.

(Step 3)

Of the 13.5k sessions that returned to apply, 6.78k dropped off and 4.1k went back to the home page.
In addition, another 2.76k sessions that went to different pages, also returned back to the home page.
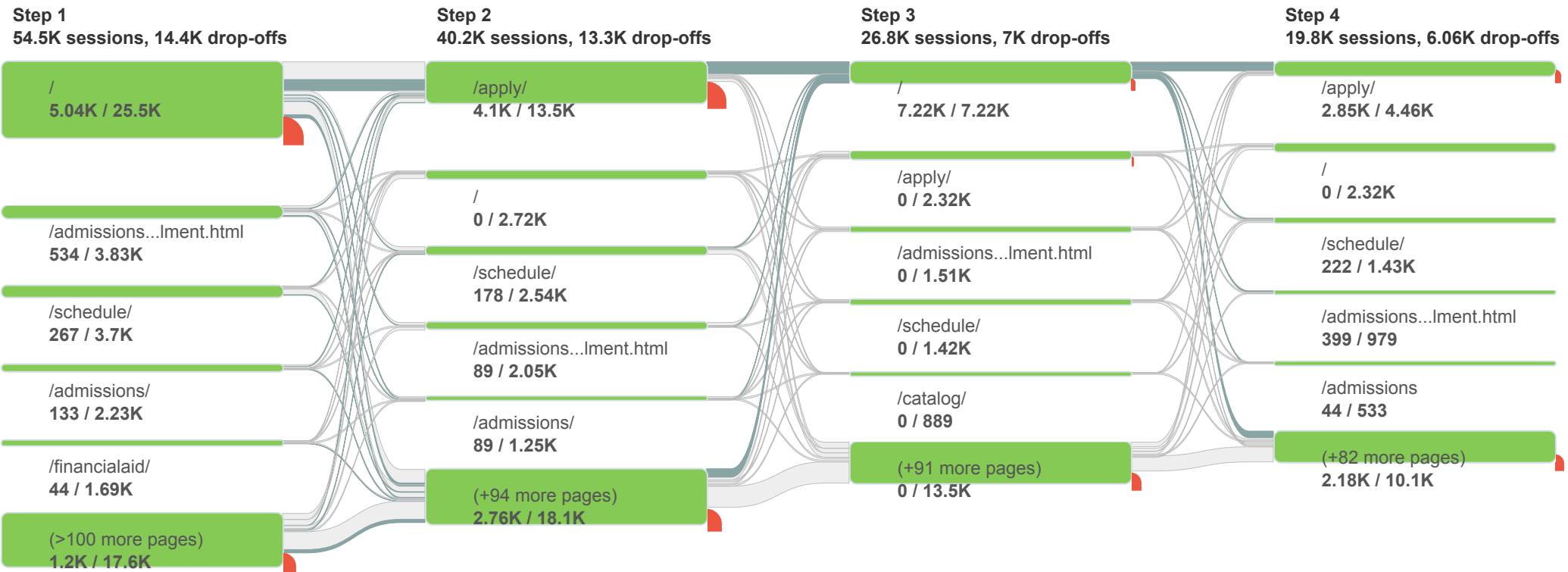
(Step 4)
Of the 4.1k that went back to the home page, 2.85k went back to apply.
In addition, another 980 sessions that had gone elsewhere came back to apply.

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APPLY Sessions Flow

Step 1
54.5K sessions, 14.4K drop-offs

Step 2
40.2K sessions, 13.3K drop-offs

Step 3
26.8K sessions, 7K drop-offs

Step 4
19.8K sessions, 6.06K drop-offs

Step 1	Step 2	Step 3	Step 4
/ 5.04K / 25.5K	/apply/ 4.1K / 13.5K	/ 7.22K / 7.22K	/apply/ 2.85K / 4.46K
/admissions...lment.html 534 / 3.83K	/ 0 / 2.72K	/apply/ 0 / 2.32K	/ 0 / 2.32K
/schedule/ 267 / 3.7K	/schedule/ 178 / 2.54K	/admissions...lment.html 0 / 1.51K	/schedule/ 222 / 1.43K
/admissions/ 133 / 2.23K	/admissions...lment.html 89 / 2.05K	/schedule/ 0 / 1.42K	/admissions...lment.html 399 / 979
/financialaid/ 44 / 1.69K	/admissions/ 89 / 1.25K	/catalog/ 0 / 889	/admissions 44 / 533
(>100 more pages) 1.2K / 17.6K	(+94 more pages) 2.76K / 18.1K	(+91 more pages) 0 / 13.5K	(+82 more pages) 2.18K / 10.1K

3

Bounce Rates

- Keep bounce rates as low as possible unless the workflow causes visitor to exit to another site.
- Use "Unique Pageviews" to enumerate audience size in order to right size product offerings.
- Reduce bounce rates and work towards matching "Pageviews" and "Unique Pageview" numbers.

Methods

- Identify desired share audience and, rank link navigation and location placement based on percentage of overall web audience.
- Create a web site navigational path that, leads desired audience starting at the home page or landing page until they arrive at the product or final page.
- Identify audience needs and write relevant easy to read copy text that will also promote SEO.
- Monitor metrics and user flow to make adjustments as necessary.
- If required, add occasional, (never longer than one week) single question polls that display results to voters in order to gauge effectivity.
- Define a call-to-action element that represents an indication that the visitors experience was completed in a satisfactory manner. (For example, for informational text, a small text prompt at the bottom that ask the visitor to check off a "yes/no" box that reads, "Was this information helpful?)

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HOME PAGE BOUNCE RATE

Page	Pageviews	Unique Pageviews	Avg. Mins. on Page	Bounce Rate
/	5,053,246	3,154,487	02:02	50.16%

HIGHEST BOUNCE RATE PAGES

Page	Pageviews	Unique Pageviews	Avg. Mins. on Page	Bounce Rate
/studyabroad/CostaRica1.html	20,179	17,731	01:36	88.55%
/as/discountedtickets.html	10,007	9,001	04:26	84.78%
/maps/	78,895	69,591	04:58	81.83%
/about/location.html	9,367	8,250	02:10	78.09%
/schedule/2015_spring.html	14,417	12,174	04:32	76.64%
/catalog/2014-15/index.html	56,837	50,181	04:29	75.87%
/gmail/	23,497	20,636	02:50	75.44%
/schedule/2015_winter.html	44,644	37,249	04:05	75.13%
/admissions/transcripts.html	26,848	21,660	03:49	74.67%
/instruction/facultyDir/	9,894	7,888	01:47	74.52%

(PAGEVIEWS OVER 100k) BOUNCE RATES

Page	Pageviews	Unique Pageviews	Avg. Mins. on Page	Bounce Rate
/schedule/2014_fall.html	111,952	89,589	04:06	68.43%
/schedule/calendar.html	144,406	123,337	02:28	66.46%
/apply/	205,522	138,061	04:21	60.63%
/library/	100,136	44,463	07:04	57.36%
/admissions/	105,555	81,013	01:23	39.95%

LOWEST BOUNCE RATE PAGES

Page	Pageviews	Unique Pageviews	Avg. Mins. on Page	Bounce Rate
/instruction/technology/	15,677	14,009	00:03	2.83%
/instruction/learning/	9,209	8,424	00:03	3.54%
/homepage/employees.html	27,014	1,654	00:01	4.01%
/it/livecam.html	70,394	354	04:13	4.86%
/medical/	8,742	6,060	00:31	16.26%
/catalog/	111,571	89,234	00:25	16.71%
/scholarships/	13,303	10,890	00:47	22.46%
/nursing/	29,130	22,625	01:00	23.49%
/admissions/registration.html	12,311	10,163	01:05	24.06%
/instruction/course_offerings.html	9,595	6,798	00:28	24.33%
/schedule/	355,030	280,281	01:01	27.01%
/instruction/continuinged/	17,351	12,393	00:43	28.88%

Page Ranking

Single digit page rankings or number of clicks are not, a true indication that a web page is working in a way that supports the organization's marketing strategy.

In an organization with multiple products or services, these items are all individual market items and their intended audiences may be a lot smaller than the overall number of clients served.

There are other factors that contribute to page ranking:

a) SEO

b) Visibility (both by location & contrast visibility on screen)

c) Number of other links on page and their visibility

d) Context and relevancy to the audience

e) Degrees of separation from home page

In preparing the layout of a web site, there are factors that need to be considered before simply adding links or graphics to a page. If current analytics exist, they are a good sating point that will help the organization to identify a baseline.

A list of goods and services should be created along with the intended market share size and a marketing strategy that supports growth in the desired areas. This list and its created hierarchy can then be integrated into the pre-defined "brand" layout, in a manner that positions and markets products and services to intended audiences.

Sessions and Durations

Average session duration and page / session metrics are good indicators of the following:

a) How engaged the visitor was with the content

b) A high ratio of pages per session and short duration times may indicate that they user was searching for specific information. (In this case, the bounce rate or an ultimate metric on call-to-action conversions may reflect visitor reaction)

c) These metrics may be used to identify specific pages where additional help text or higher visibility is needed for content information.

d) These metrics can also be used to identify reference pages that maybe good candidates for customer surveys or online chat assistance dialogs in order to gather additional information to help build better content.

No Radical Changes

Metrics should not be used to effect drastic changes to a web site or to web pages. No matter how good or how bad a web page is in terms of navigation or, in terms of delivering information to visitors. The human factor means that current audiences have adjusted or adopted a methodology to navigate to where they wish to go. Taking that away will only lead to customer dissatisfaction.

A better approach is to renovate small portions of a web site or a few pages at a time. Then, on the old web page offer a link that takes the user to the new web page or site, as a "new experience." Then study the metrics on the new site and compare call-to-action conversions.

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Rank	Page	Pageviews	Unique Pageviews	Avg. Mins. on Page	Bounce Rate
1	/	5,053,246	3,154,487	02:02	50.16%
2	/schedule/	355,030	280,281	01:01	27.01%
3	/apply/	205,522	138,061	04:21	60.63%
4	/schedule/calendar.html	144,406	123,337	02:28	66.46%
5	/schedule/2014_fall.html	111,952	89,589	04:06	68.43%
6	/catalog/	111,571	89,234	00:25	16.71%
7	/admissions/	105,555	81,013	01:23	39.95%
8	/library/	100,136	44,463	07:04	57.36%
9	/library/index.html	89,210	65,778	06:32	66.65%
10	/schedule/2014_spring.html	86,446	67,421	03:33	66.74%
11	/maps/	78,895	69,591	04:58	81.83%
12	/financialaid/	75,929	63,853	02:25	58.79%
13	/searchforclasses/	75,248	50,968	03:37	64.03%
14	/administration/jobs/	71,948	52,520	01:31	55.28%
15	/about/contacts.html	70,991	58,129	01:57	55.50%
16	/it/livecam.html	70,394	354	04:13	4.86%
17	/schedule/2014_summer.html	68,507	55,997	03:34	68.03%
18	/counseling/	62,568	43,781	02:07	55.78%
19	/admissions/enrollment.html	61,701	49,016	01:36	35.37%
20	/catalog/2014-15/index.html	56,837	50,181	04:29	75.87%
21	/instruction/continuinged/noncredit/esl/	56,456	40,177	04:21	70.75%
22	/writingcenter/	54,378	26,395	04:20	54.20%
23	/bookstore/	53,636	34,513	02:01	49.03%
24	/instruction/learning/library/	53,303	34,048	03:04	67.22%
25	/assessment/	53,246	41,539	01:29	35.41%
26	/business/	45,893	29,200	02:00	62.59%
27	/schedule/2015_winter.html	44,644	37,249	04:05	75.13%
28	/assessment/testinfo.html	44,403	34,021	04:24	64.34%
29	/transfer/majorsheets.html	42,108	20,298	03:20	45.70%
30	/catalog/2013-14/index.html	41,677	36,509	04:05	68.86%
31	/404.html	41,111	20,184	02:23	55.49%

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Rank	Page	Pageviews	Unique Pageviews	Avg. Mins. on Page	Bounce Rate
32	/connection/	34,944	28,553	01:00	42.41%
33	/instruction/	30,539	22,207	00:57	37.37%
34	/nursing/	29,130	22,625	01:00	23.49%
35	/instruction/certificates.html	29,043	20,931	01:23	44.48%
36	/instruction/degrees.html	28,013	20,310	01:24	47.17%
37	/homepage/employees.html	27,014	1,654	00:01	4.01%
38	/admissions/transcripts.html	26,848	21,660	03:49	74.67%
39	/students/	25,040	19,615	01:01	43.08%
40	/transfer/	24,502	20,733	01:28	40.26%
41	/careerservices/	24,430	21,754	02:06	51.60%
42	/gmail/	23,497	20,636	02:50	75.44%
43	/about/	22,838	19,858	01:26	52.39%
44	/tech-health/	22,317	17,363	00:40	56.39%
45	/atoz/	20,992	17,708	00:21	31.49%
46	/studyabroad/CostaRica1.html	20,179	17,731	01:36	88.55%
47	/schedule/2014_winter.html	19,448	14,231	01:56	54.00%
48	/financialaid/forms.html	18,980	16,929	03:35	65.83%
49	/trending/2014-Fall-Schedule-of-Classes.html	18,566	16,906	00:29	30.41%
50	/assessment/testcalendar.html	17,692	15,246	03:40	59.05%
51	/sciences/	17,583	12,623	00:41	51.14%
52	/financialaid/programs.html	17,521	15,001	02:39	51.65%
53	/nursing/application.html	17,486	12,078	01:22	32.23%
54	/instruction/continuinged/	17,351	12,393	00:43	28.88%
55	/llr/	17,243	14,027	01:00	41.36%
56	/counseling/orientation.html	17,204	14,100	04:08	65.18%
57	/distancelearning/	16,924	12,367	01:54	42.23%
58	/nursing/adnprogram.html	16,579	13,051	02:51	64.12%
59	/go/	16,352	14,871	01:43	67.52%
60	/admissions/fees.html	15,957	13,569	02:18	59.79%
61	/scholarships/applynow.html	15,928	12,745	02:40	59.50%
62	/instruction/technology/	15,677	14,009	00:03	2.83%

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Rank	Page	Pageviews	Unique Pageviews	Avg. Mins. on Page	Bounce Rate
63	/radiologic/	14,998	10,242	02:03	58.22%
64	/international/	14,720	9,991	00:57	35.17%
65	/financialaid/feewaiver.html	14,654	12,547	05:26	70.18%
66	/admissions/faq.html	14,597	12,925	02:42	58.27%
67	/schedule/2015_spring.html	14,417	12,174	04:32	76.64%
68	/scholarships/	13,303	10,890	00:47	22.46%
69	/financialaid/process.html	12,830	11,441	02:27	53.98%
70	/studentlife/	12,712	9,896	01:19	40.14%
71	/mrsupport/	12,677	10,544	03:25	70.06%
72	/admissions/registration.html	12,311	10,163	01:05	24.06%
73	/arts/	11,907	8,239	00:28	33.53%
74	/bursars/	11,827	8,198	01:30	46.26%
75	/instruction/continuinged/noncredit/health/nursing_assistant.html	11,489	6,963	01:50	54.12%
76	/calendars/	11,378	7,635	01:16	50.84%
77	/instruction/continuinged/noncredit/esl/how_to_take_classes.html	11,184	7,621	01:47	53.45%
78	/eops/	10,965	7,803	01:04	34.49%
79	/financialaid/sap.html	10,944	9,733	04:59	67.95%
80	/instruction/learning/library/13searchdatabases_ie.html	10,453	8,487	03:15	59.56%
81	/administration/jobs/adjunct.html	10,405	6,634	01:11	52.04%
82	/careerservices/students/	10,211	8,664	02:24	60.13%
83	/international/application_process.html	10,030	7,236	01:09	36.57%
84	/as/discountedtickets.html	10,007	9,001	04:26	84.78%
85	/instruction/facultyDir/	9,894	7,888	01:47	74.52%
86	/international/tuition_fees.html	9,780	7,785	02:09	50.36%
87	/transfer/transfer_associate_degrees.html	9,719	8,157	02:59	56.41%
88	/instruction/course_offerings.html	9,595	6,798	00:28	24.33%
89	/dsps/	9,585	8,072	01:57	63.00%
90	/go/index-hp.html	9,567	8,087	01:06	65.97%
91	/medical/emt/index.html	9,476	6,618	02:09	57.47%
92	/about/location.html	9,367	8,250	02:10	78.09%
93	/instruction/learning/	9,209	8,424	00:03	3.54%

Rank	Page	Pageviews	Unique Pageviews	Avg. Mins. on Page	Bounce Rate
94	/instruction/learning/lac/services.html	9,087	7,222	01:56	62.01%
95	/vettech/	8,929	6,164	01:38	43.14%
96	/bookstore/services.html	8,870	7,220	01:15	44.79%
97	/assessment/testresults.html	8,834	7,380	03:26	62.71%
98	/medical/	8,742	6,060	00:31	16.26%
99	/aeronautics/	8,732	6,369	01:23	38.67%
100	/financialaid/need.html	8,590	7,868	02:13	50.05%

NOTES:

Analytics lists 25,294 pages in this category.

3   High bounce rate expected as APPLY link sends users to CCCApply

19   Of 49k potential users, 17k were left the website.

37   The employees page has a very low bounce rate and that signifies that the content is matching needs. However, the high number of pageviews as compared to the low number of employees accessing the site, means that some employees are constantly looking for the same information.

46   The Costa Rica travel abroad page was linked through the Trending feature off the home page. While it gained nearly 20k views, its abandon rate was 80% probably because the events page had no additional information links or contact information.

59   The /go/ campaing yielded over 14k views but its high bounce rate indicates that either a disconnect between the source, the visitor and the content of the landing page, or the landing page was not effective at conversion.

61   This scholarships link lost nearly 50% of its audience. In a time where financial assistance is essential to education, the call-to-action or the information on the page needs to be evaluated in order to ascertain how it can be improved to promote higher conversions.

Rank	Page	Pageviews	Unique Pageviews	Avg. Mins. on Page	Bounce Rate
65	Financial fee bogwaiver is another link similar to the above. This page does have a higher stay, meaning that the material is being read. If the call-to-action, is for the audience to only read the information then, it appears to be somewhat effective. The high bounce rate though means that visitors exited the website and that may or may not be the intended outcome that leads a prospective student through an A-to-Z process.				

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		2014	Sep-Nov only
Summary:	**Most clicked items**	**avg. per mo.**	**avg. per mo.**
	1. Home Icon	1,614,979	39,711
	2. Catalog	131,526	16,022
	2. Schedule menu links	120,938	17,268
	3. Apply menu links	67181 - 74706	15,754

Click popularity for news & event items is not conclusive due to their short lifespan.

Color Legend:
- number of clicks included in duplicate link
- dual links for /schedule/
- dual links for /apply/
- top clicked menu option

First Line Links	Link	2014 Year		Sep-Nov only	
		Clicks	Monthly Avg.	Clicks	Monthly Avg.
A-Z	/atoz/	12,151	4,050	3,397	1,132
Maps	/maps/	18,440	6,147	3,783	1,261
Employees	/connection/	20,578	6,859	10,138	3,379
Mt. SAC Home	/index.html	2,779	926	1,012	337

Menu Bar Links	Link	2014 Year		Sep-Nov only	
		Clicks	Monthly Avg.	Clicks	Monthly Avg.
HOME ICON	home page	**1,614,979**	**538,326**	**119,132**	**39,711**
ABOUT					
About Mt. SAC	/about/	6,663	2,221	1,867	622
Board of Trustees	/governance/trustees/			552	184
Administration & Governance	/governance/index.html			430	143
Our Location	/about/location.html			631	210
Contact Us	/about/contacts.html	11,474	3,825	2,048	683
		2014 Year		**Sep-Nov only**	

Menu Bar Links (cont.)	Link	Clicks	Monthly Avg.	Clicks	Monthly Avg.
APPLY NOW					
Apply Now	/apply/	**67,181**	**22,394**	**22,376**	**7,459**
ADMISSIONS					
Enrollment Process	/admissions/enrollment.html	20,133	6,711	3,275	1,092
Application	/apply/	**74,706**	**24,902**	**24,885**	**8,295**
Assessment	/assessment/	12,828	4,276	1,950	650
Orientation	/counseling/orientation.html	3,225	1,075		
Counseling	/counseling/	13,576	4,525	2,703	901
Financial Aid	/financialaid/	21,808	7,269	3,358	1,119
International Students	/international/	3,439	1,146	1,041	347
STUDENTS					
Student Services Home	/students/	8,427	2,809	2,346	782
Financial Aid	/financialaid/				
Counseling	/counseling/				
Student Life	/studentlife/	3,706	1,235	1,271	424
Writing Center	/writingcenter/	3,136	1,045	1,227	409
Disabled Student Programs & Services	/dsps/		0	445	148
Transfer & Career Services	/transfer/	6,895	2,298	1,950	650
Transfer & **Career Services**	/careerservices/	6,521	2,174	1,315	438
International Students Home	/international/				
Support Services	/international/				
Student & Campus Life	/studentlife/				
SacBookRac (Bookstore)	/bookstore/	11,670	3,890	1,212	404
ALUMNI & FRIENDS					
How To Join	/alumni/alumniform.html			499	166
Benefits of Joining	/instruction/learning/distlearn/			567	189
Online Classes (Distance Learning)	/schedule/			27,221	9,074
Schedule of Classes	/catalog/	131,526	43,842	8,324	2,775
College Catalog	/students/	33,888	11,296		

Menu Bar Links (cont.)	Link	Clicks	Monthly Avg.	Clicks	Monthly Avg.
ACADEMICS					
Instruction Office	/instruction/	3,350	1,117		
Arts	/arts/	3,724	1,241	1,095	365
Business	/business/	4,169	1,390	860	287
Humanities & Social Sciences	/instruction/humanities/			797	266
Kinesiology, Athletics, & Dance	/kinesiology/			738	246
Natural Sciences	/sciences/	4,151	1,384	1,232	411
Library & Learning Resources	/instruction/learning/	5,844	1,948	3,686	1,229
Technology & Health	/instruction/technology/	5,470	1,823	2,449	816
Certificate Programs	/instruction/certificates.html	7,679	2,560	2,987	996
Course Offerings	/instruction/course_offerings.html			767	256
Degree Programs	/instruction/degrees.html	7,162	2,387	2,933	978
Distance/Online Learning	/instruction/learning/distlearn				
CATALOG					
College Catalog Home	/catalog/	32,106	10,702	7,698	2,566
CLASS SCHEDULE					
Schedule of Classes	/schedule/	120,938	40,313	24,583	8,194
CALENDARS					
Academic Calendar	/schedule/calendar.html	30,484	10,161	8,831	2,944

		2014 Year		**Sep-Nov only**	
Feature Slider Links	Link	Clicks	Monthly Avg.	Clicks	Monthly Avg.
Go Anywhere Slides	/go/index-hp.html	7,197			
Go Campaign Slides	/go/index.html			6,446	2,149

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Shared Links	Link	2014 Year		Sep-Nov only	
		Clicks	Monthly Avg.	Clicks	Monthly Avg.
36 destinations, top 3 destinations are /news/2014_05_27_Jake_Tucker.html /news/2014-05-02_forensics.html /news/2014-10-16-ebola.html	Shared Destinations	3,585	1,195		
26 destinations, top 3 destinations are /news/2014-10-16-ebola.html /news/2014-10-27-message-about-ebola.html /news/2014-11-06-VeteransWeek.html	Shared Destinations			1,672	557
201 destinations, top 3 destinations are home page /schedule/ /transfer/majorsheets.html	Shared Destinations			6,233	2,078

Footer Links	Link	2014 Year		Sep-Nov only	
		Clicks	Monthly Avg.		
Disabled Student Programs & Services	/dsps/			435	145
Library	/instruction/learning/library	8,944	2,981		
Campus Directory	/about/contacts.html				
Employment Opportunities	/administration/jobs/	11,242	3,747	5,426	1,809
Student Services	/students/				

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Keyword	Network Domain	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
(not provided)	mtsac.edu	6753	54.08%	2.19	152.69
mtsac	mtsac.edu	606	52.97%	1.82	28.87
mt sac	mtsac.edu	428	54.21%	1.92	99.03
christine tunstall	mtsac.edu	392	77.30%	1.45	96.36
parking permit	mtsac.edu	392	86.48%	1.18	4.95
deadlinces	mtsac.edu	374	38.24%	2.57	279.21
mtsac.edu	mtsac.edu	321	49.84%	1.89	56.28
print services request form	mtsac.edu	321	38.94%	2.11	192.77
food services building	mtsac.edu	267	73.41%	1.33	16.75
library	mtsac.edu	267	26.59%	2.20	31.96
short term hourly	mtsac.edu	267	40.07%	2.54	127.66
2013 campus directory mt sac	mtsac.edu	249	57.43%	2.36	43.72
bridge	mtsac.edu	231	46.32%	2.55	122.94
counseling	mtsac.edu	214	50.00%	1.92	252.51
honors program	mtsac.edu	214	16.82%	3.50	315.87
mountie careersource	mtsac.edu	214	74.77%	1.25	168.26
mtsac business center	mtsac.edu	178	70.22%	1.50	59.96
campus map	mtsac.edu	160	22.50%	2.56	239.97
daniel chen math	mtsac.edu	160	89.38%	1.11	12.25
health center	mtsac.edu	160	55.63%	1.67	145.65
help desk	mtsac.edu	160	22.50%	1.78	0.78
nursing program	mtsac.edu	160	22.50%	3.56	312.91
testing center rules	mtsac.edu	160	89.38%	1.34	3.01
provenzano, maureeen	mtsac.edu	143	74.83%	2.49	339.52
study abroad mt sac	mtsac.edu	143	37.06%	2.62	164.09
yoga	mtsac.edu	143	62.24%	2.12	38.00
disneyland	mtsac.edu	125	85.60%	1.57	218.36
fall 2014	mtsac.edu	125	42.40%	1.71	410.36
graduation	mtsac.edu	125	56.80%	1.57	17.67
jons	mtsac.edu	125	42.40%	2.42	83.81
mt.sac.edu	mtsac.edu	125	56.80%	1.99	39.06
print services	mtsac.edu	125	14.40%	3.14	296.18
printing services	mtsac.edu	125	100.00%	1.00	0.00
box office	mtsac.edu	107	33.64%	2.50	322.20
bustudent registration info	mtsac.edu	107	49.53%	2.50	639.57
facilities planning	mtsac.edu	107	49.53%	3.17	69.27
arts division	mtsac.edu	89	40.45%	5.00	28.63
classified contract	mtsac.edu	89	20.22%	2.40	6.20

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Keyword	Network Domain	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
spring 2015 catalog	mtsac.edu	89	59.55%	1.40	5.40
welding department	mtsac.edu	89	0.00%	2.00	3.81
art nitta	mtsac.edu	71	50.70%	2.25	9.28
bog waiver	mtsac.edu	71	25.35%	2.01	1.00
bookstore	mtsac.edu	71	0.00%	2.51	6.27
help desk hours	mtsac.edu	71	25.35%	2.76	13.04
sign language	mtsac.edu	71	50.70%	2.76	14.80
transfer	mtsac.edu	71	25.35%	3.01	305.65
access mt sac diana felix	mtsac.edu	53	100.00%	1.00	0.00
angel lujan	mtsac.edu	53	100.00%	1.00	0.00
as club waiver mtsac	mtsac.edu	53	33.96%	2.70	59.17
child development	mtsac.edu	53	33.96%	3.36	552.66
college champion	mtsac.edu	53	67.92%	1.34	496.51
directory	mtsac.edu	53	33.96%	2.36	11.43
edwin romero	mtsac.edu	53	0.00%	3.70	1094.89
electric car stations	mtsac.edu	53	0.00%	2.70	133.79
fall 2014 registration	mtsac.edu	53	33.96%	1.68	0.68
federal work study student salary	mtsac.edu	53	33.96%	5.72	1379.62
foundation office	mtsac.edu	53	67.92%	2.02	7.40
industrialdesign.mtsac.edu	mtsac.edu	53	33.96%	3.02	68.91
linda chang	mtsac.edu	53	0.00%	2.02	21.51
manufacturing department chair	mtsac.edu	53	0.00%	2.36	7.40
placement test	mtsac.edu	53	0.00%	4.70	47.74
resources	mtsac.edu	53	100.00%	1.00	0.00
summer 2014 finals week	mtsac.edu	53	33.96%	1.68	0.68
summer schedule	mtsac.edu	53	0.00%	2.36	10.75
vetreans	mtsac.edu	53	67.92%	1.34	5.72
www.mtsac.edu	mtsac.edu	53	100.00%	1.00	0.00
a.c.e.s	mtsac.edu	36	50.00%	1.47	827.97
assesment	mtsac.edu	36	0.00%	2.47	73.75
bursars	mtsac.edu	36	50.00%	1.97	4.44
calworks	mtsac.edu	36	0.00%	6.44	604.28
community ed computer classes	mtsac.edu	36	100.00%	1.00	0.00
discounts	mtsac.edu	36	100.00%	1.00	0.00
esl	mtsac.edu	36	0.00%	2.47	9.42
fire	mtsac.edu	36	50.00%	1.97	8.42
fitness specialist	mtsac.edu	36	100.00%	1.00	0.00
health services	mtsac.edu	36	100.00%	1.00	0.00

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Keyword	Network Domain	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
icc mtsac	mtsac.edu	36	0.00%	2.47	1158.08
kinesiology	mtsac.edu	36	0.00%	4.44	704.25
manufacturing	mtsac.edu	36	0.00%	2.97	34.64
maria cetina	mtsac.edu	36	100.00%	1.00	0.00
mtsac lac faculty	mtsac.edu	36	0.00%	2.47	65.83
mtsac library	mtsac.edu	36	100.00%	1.00	0.00
mtsac.eduy	mtsac.edu	36	0.00%	2.97	181.64
pod	mtsac.edu	36	50.00%	2.97	11.39
robin barton	mtsac.edu	36	50.00%	3.47	43.56
staff directory	mtsac.edu	36	0.00%	2.47	18.31
student life	mtsac.edu	36	50.00%	2.97	381.08
wellness	mtsac.edu	36	50.00%	1.97	198.47
4/10	mtsac.edu	18	100.00%	1.00	0.00
academic calendar	mtsac.edu	18	100.00%	1.00	0.00
aces	mtsac.edu	18	0.00%	2.94	7.94
arise	mtsac.edu	18	0.00%	2.00	130.67
arise program	mtsac.edu	18	0.00%	3.94	40.56
associated students	mtsac.edu	18	100.00%	1.00	0.00
coun 2	mtsac.edu	18	0.00%	2.00	6.94
diana felix mtsac	mtsac.edu	18	100.00%	1.00	0.00
dsps	mtsac.edu	18	0.00%	2.94	12.89
eagle club	mtsac.edu	18	0.00%	2.00	5.94
employement	mtsac.edu	18	0.00%	2.94	47.50
facilities	mtsac.edu	18	0.00%	7.94	400.89
faculty evaluation	mtsac.edu	18	100.00%	1.00	0.00
foreign language	mtsac.edu	18	0.00%	3.94	49.50
global opportuieies	mtsac.edu	18	0.00%	2.94	129.67
hilmer lodge	mtsac.edu	18	0.00%	2.00	280.11
icc rep mtsac	mtsac.edu	18	0.00%	2.00	11.89
karyn kakiba-russell	mtsac.edu	18	0.00%	2.00	154.39
larc	mtsac.edu	18	0.00%	8.89	580.06
library]	mtsac.edu	18	0.00%	2.00	2.00
mt sac bill rowlands	mtsac.edu	18	100.00%	1.00	0.00
mt sac bond	mtsac.edu	18	0.00%	2.00	4.94
mt sac course catalog	mtsac.edu	18	0.00%	2.94	9.89
mt sac printing services	mtsac.edu	18	100.00%	1.00	0.00
mt.sac forms	mtsac.edu	18	0.00%	2.94	9.89
mtsac has how many students	mtsac.edu	18	100.00%	1.00	0.00

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Keyword	Network Domain	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
mtsac lead program	mtsac.edu	18	0.00%	2.94	275.17
mtsac portal	mtsac.edu	18	100.00%	1.00	0.00
mtsac robin cash	mtsac.edu	18	0.00%	3.94	109.89
mtsac spanish department	mtsac.edu	18	0.00%	2.00	2.00
mtsac spring 2015 class schedule	mtsac.edu	18	0.00%	2.94	6.94
mtsac students enrolled	mtsac.edu	18	100.00%	1.00	0.00
mtsac union	mtsac.edu	18	100.00%	1.00	0.00
mtsac.	mtsac.edu	18	100.00%	1.00	0.00
mymtsac	mtsac.edu	18	0.00%	2.00	2.00
mymtsac.edu	mtsac.edu	18	0.00%	2.00	436.50
parking	mtsac.edu	18	100.00%	1.00	0.00
pathways to transfer	mtsac.edu	18	0.00%	2.00	1254.11
public safety	mtsac.edu	18	100.00%	1.00	0.00
quickstop	mtsac.edu	18	100.00%	1.00	0.00
request to purchase	mtsac.edu	18	0.00%	6.94	124.72
scholarship	mtsac.edu	18	0.00%	12.89	918.56
sodexo	mtsac.edu	18	100.00%	1.00	0.00
student services	mtsac.edu	18	100.00%	1.00	0.00
the foundation	mtsac.edu	18	0.00%	2.94	32.67
time sheet	mtsac.edu	18	0.00%	2.94	206.89
writting center	mtsac.edu	18	0.00%	3.94	41.56
www.esl-lab	mtsac.edu	18	100.00%	1.00	0.00