Grady College
THE UNIVERSITY OF GEORGIA

TARGET AUDIENCE
Primary: Grady students and faculty at UGA, alumni and students interested in applying to Grady
Secondary: Students and professors outside of Grady and UGA, Journalism professionals

GOALS
- Determine what website pages visitors are viewing, how long they are staying and where they are located.
- Decrease bounce rate
- Increase page depth per visit

↑ **3.92%** from August
Bounce rate
9/1 - 10/1: 51.91%

↓ **5.54%** from August
Pages viewed per visit
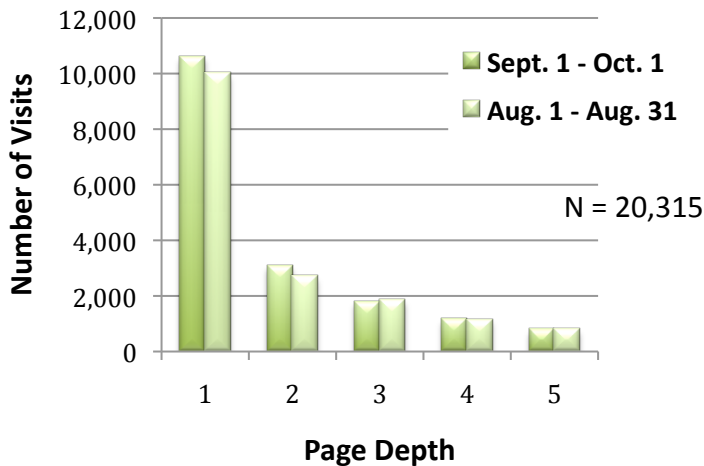9/1 - 10/1: 2.99

↑ **4.68%** from August
Average time spent on site
9/1 - 10/1: 3:33

↑ **12.26%** from August
Unique Visitors
9/1 - 10/1: 10,245

Site Visits: September: N = 20,315
August: N = 19,250

How many pages are visitors viewing?

N = 20,315

Where is our audience located?

Top 5 Cities Visiting the Site	Visits from Sept. 1 – Oct. 1 N = 20,315	% Change from Aug. 1 – Aug. 31
1. Athens	11,159	+ 2.95%
2. Atlanta	938	- 8.04%
3. New York	216	+ 6.90%
4. Marietta	126	- 3.82%
5. Washington	116	- 42.86%

This means that most website visitors are students, faculty, or community members in close proximity to Grady. Cities outside of Athens are where many Grady alumni are located.

What pages are the most viewed?

Page Title
1. Home page
2. Departments
3. Students
4. Majors
5. Graduate Studies

58.16% of visits last 0-10 seconds

OBJECTIVES
- Decrease bounce rate by 6 percent by Nov. 1, 2013.
- Increase page depth per visit by one page by Nov. 1, 2013.
- Increase average time spent on site by 30 seconds by Nov. 1, 2013

ACTION PLAN FOR CLIENT
The following are ways to achieve goals and objectives:
- Make the scrolling news bar more noticeable by including pictures and moving static items below it on the home page.
- Include hyperlinks and trying to avoid pages only contain links. Make these more engaging and interactive.
- Move site directory to the top of the page.

Where are people coming from?

Organic search is the main channel of visitor acqusition.

Google **Google is the No. 1 source**