

# Homepage site definition

Page scope included in reference to 'Homepage site'

- Homepage (uwaterloo.ca , Home | University of Waterloo)
  - Future students pathway (uwaterloo.ca/future-students, Future students | University of Waterloo)
  - Current students pathway (uwaterloo.ca/current-students, Current students | University of Waterloo)
  - Faculty pathway (uwaterloo.ca/faculty, Faculty | University of Waterloo)
  - Staff pathway (uwaterloo.ca/staff, Staff | University of Waterloo)
- About Waterloo (uwaterloo.ca/about, Home| About Waterloo)
  - All subsidiary content in About Waterloo
- Faculties and Academics (uwaterloo.ca/faculties-academics, Faculties and Academics | University of Waterloo)
- Offices and Services (uwaterloo.ca/offices-services, Offices and Services | University of Waterloo)
- Social Media (uwaterloo.ca/social-media, Social Media | University of Waterloo)

# September Homepage site usage

September 1-30 2012

- 705k visits with 246k unique visitors (67k uwaterloo visitors) for 1M unique pageviews
- Top 5 pages after homepage:
  1. Faculties and Academics
  2. Current Students
  3. Email
  4. Offices and Services
  5. Campus map
- Google primary entry point even for uwaterloo hosts (3:2 over direct visits)
- Primary user path is Homepage > Pathway or Directory > exit
- Secondary user path is exiting the homepage directly

# September Homepage exits

## Top homepage exits

1. findoutmore/programs
2. graduate-studies
3. hr/mycareer
4. campaign
5. findoutmore/ouf
6. bookstore
7. findoutmore/coop#video
8. feds/welcomeweek
9. In the media: Nature article  
Quantum teleportation
10. varsity/registration

## Associated content type:

- Future students panel: 1,2,5,7
- Current students panel: 8,10
- Header link: 4
- Staff panel: 3
- Call to action: 6
- News item: 9

NOTE: 35% of homepage visits resulted in a tracked event, 45% resulted in an exit

Sept 1-30 2012

# October Homepage site usage

Oct 1-31 2012

- 724k visits with 227k unique visitors (63k uwaterloo visitors) for 1M unique pageviews
- Top 5 pages after homepage:
  1. Current students pathway
  2. Email
  3. Staff pathway
  4. Offices and Services
  5. Faculties and Academics
- Google primary entry point even for uwaterloo hosts (roughly 3:2 to direct traffic)
- Primary user path is Homepage > Pathway or Directory > exit
- Secondary user path is exiting the homepage directly

# October Homepage exits

## Top homepage exits

1. findoutmore/programs
2. graduate-studies
3. hr/mycareer\*
4. findoutmore/experience
5. findoutmore/falopenhouse
6. campaign
7. stratford/grandopening
8. wise electric highways
9. In the media: Globe & Mail ranking
10. feds/foodbank

\* = two links presenting hr.uwaterloo.ca/mycareer in 3<sup>rd</sup> spot and mycareer.uwaterloo.ca in 10<sup>th</sup> spot

## Associated content type:

- Future students panel: 1,2,4,5
- Feature story: 7,8
- Staff panel: 3
- Current students panel: 10
- Header link: 6
- News item: 9

NOTE: 30% of homepage visits resulted in a tracked event, 47% resulted in an exit

Oct 1-31 2012

# November Homepage site usage

Nov 1-30 2012

- 644k visits with 204k unique visitors (53k uwaterloo visitors) for 950k unique pageviews
- Top 5 pages after homepage\*:
  1. Current students pathway
  2. Email
  3. Staff pathway
  4. Offices and Services
  5. Faculties and Academics
- Google primary entry point even for external visitors (roughly 3:2 to direct traffic)
- ◆ uWaterloo traffic roughly 1:1 direct:google
- Primary user path continues to be Homepage > Pathway or Directory > exit
- Secondary user path is exiting the homepage directly

\*identical to October

# November Homepage exits

## Top homepage exits

1. findoutmore/programs
2. Graduate studies
3. hr/mycareer\*
4. findoutmore/falopenhouse
5. findoutmore/experience
6. Campaign Waterloo
7. Jessie WH Zou Memorial award (Math site)
8. OHD
9. In the Media: Record technology spotlight.
10. In the Media: Polyani prize

\* = two links presenting hr.uwaterloo.ca/mycareer in 3<sup>rd</sup> spot (Staff panel) and mycareer.uwaterloo.ca in 7<sup>th</sup> spot (footer)

## Associated content type:

- Future students panel: 1,4,5
- News item: 9,10
- Feature story: 7
- Staff panel: 3
- Current students panel: 10
- Header link: 6

NOTE: 25% of homepage visits resulted in a tracked event, 48% resulted in an exit

Nov 1-30 2012