

Page Analysis

July 7, 2014

EduGuide Homepage

The homepage peaked around the last week of March at 1,070 pageviews, declined in April, but then saw an increase to 814 pageviews towards the end of April and remained steady between 700 - 800 pageviews in May.

Of the visitors who landed on the homepage, 146 or 3.6% clicked on the scheduling link and 85 or 2.09% submitted their registration information for the Leadership Circle.

Other pages which were shown some interest include Terms of Use (4), Contact (34), and About Us (84).

The homepage has been seeing some returning traffic from other pages. Visitors have returned after visiting the Scheduling page (36) and the About Us page (28).

Scheduling Page

The scheduling page has seen 478 pageviews between April 16 and May 31. The majority of visitors are coming in from the homepage (58%|146) although some have viewed the page after joining the Leadership Circle mailing list (10%|26).

The majority of visitors to the scheduling page returned to the homepage via the navigation link at the top (74%|143). Other destinations included the About Us page, Leadership Circle registration, and the terms of use.

EduGuide Blog

During the last 90 days, our site referred a total of 301 visitors to eduguide.org/blog. Of that total, 200 visitors arrived directly from the homepage, 81 viewed the blog after take a conversion step on the homepage, 1 clicked "Blog" after landing on the Scheduling page, 5 visitors visited the blog after landing on a landing page for GearUp, and 11 viewed the blog after registering for the Leadership circle.