

## "WIP - Web Content Report"

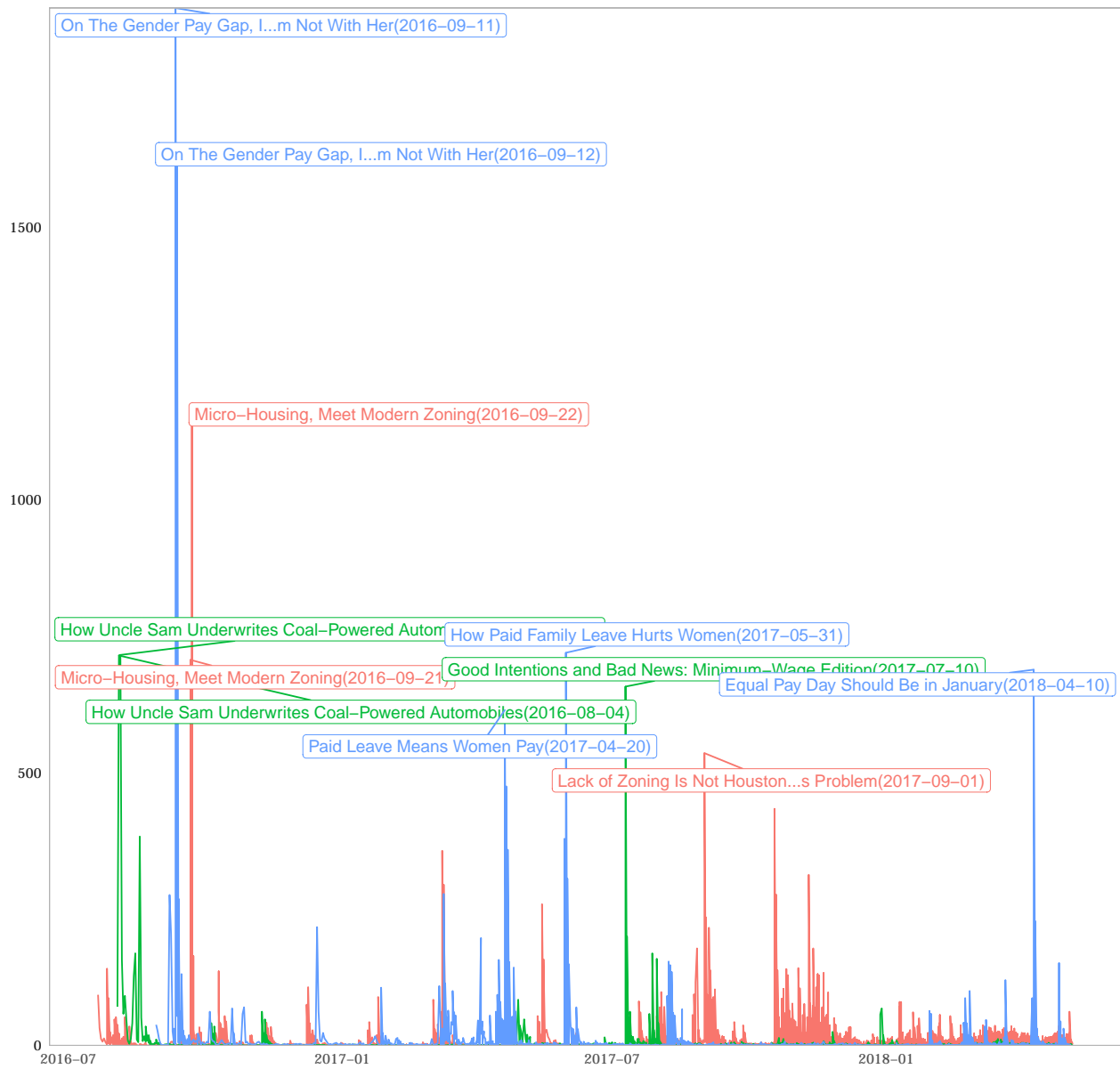
2018-05-09



This is Vanessa Brown Calder's web analytics report from between the dates 2016-07-21 and 2018-05-06.

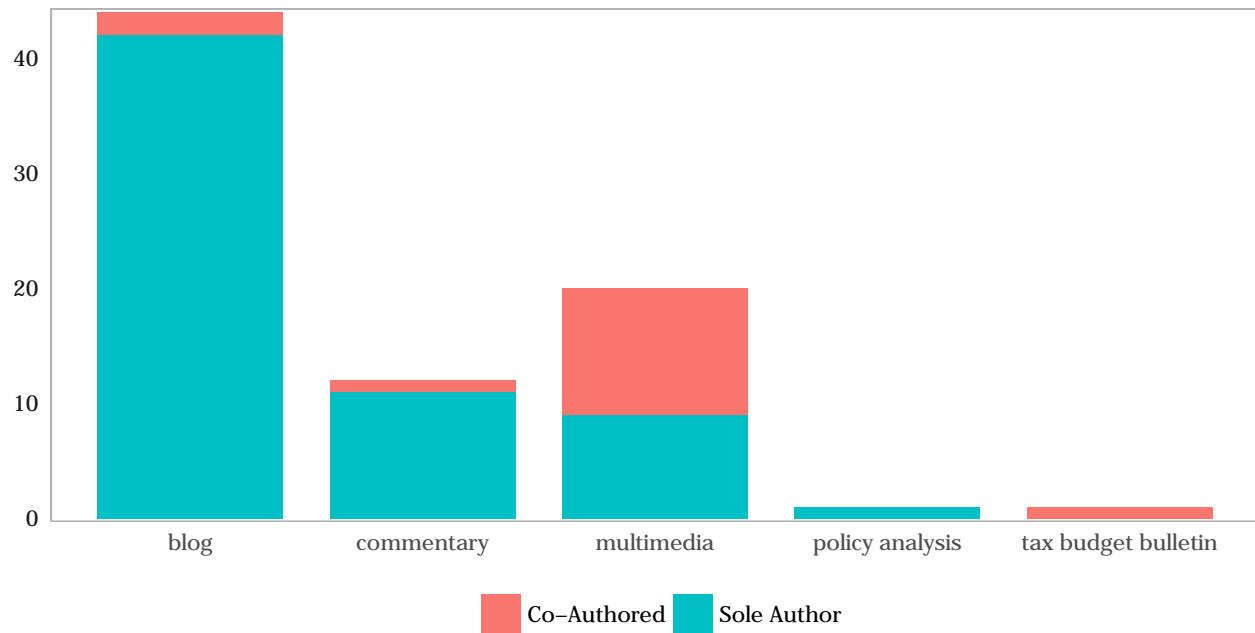
## Total unique viewers with top content on high traffic days highlighted

Colored by topic between the dates 2016-07-21 and 2018-05-06.

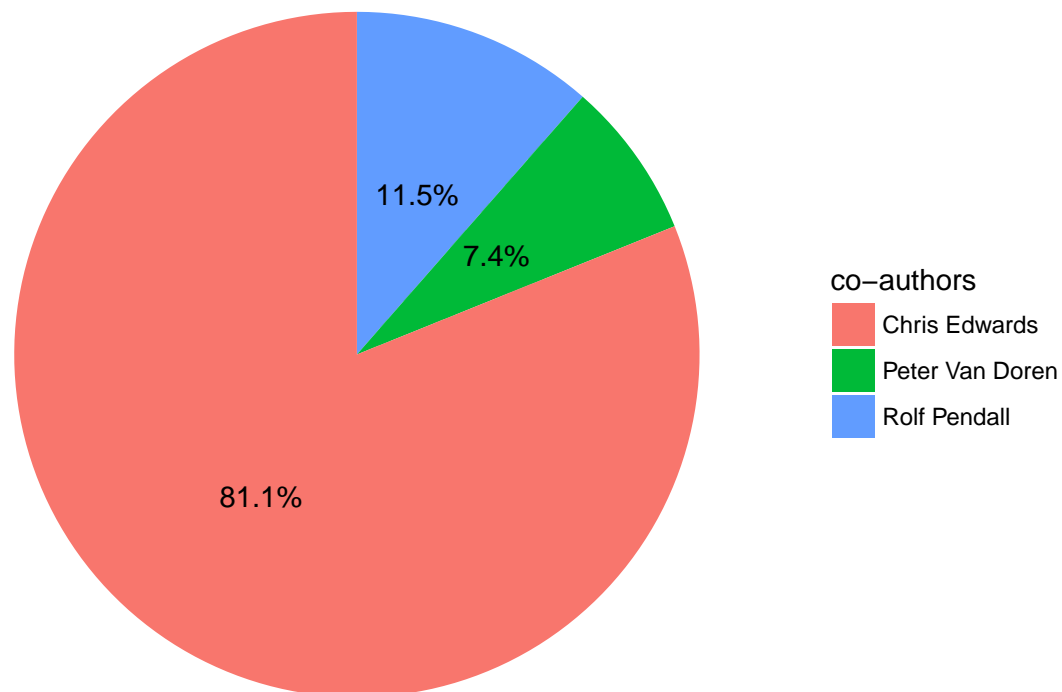


### Count of published content by Vanessa Brown Calder, colored by co-authorship

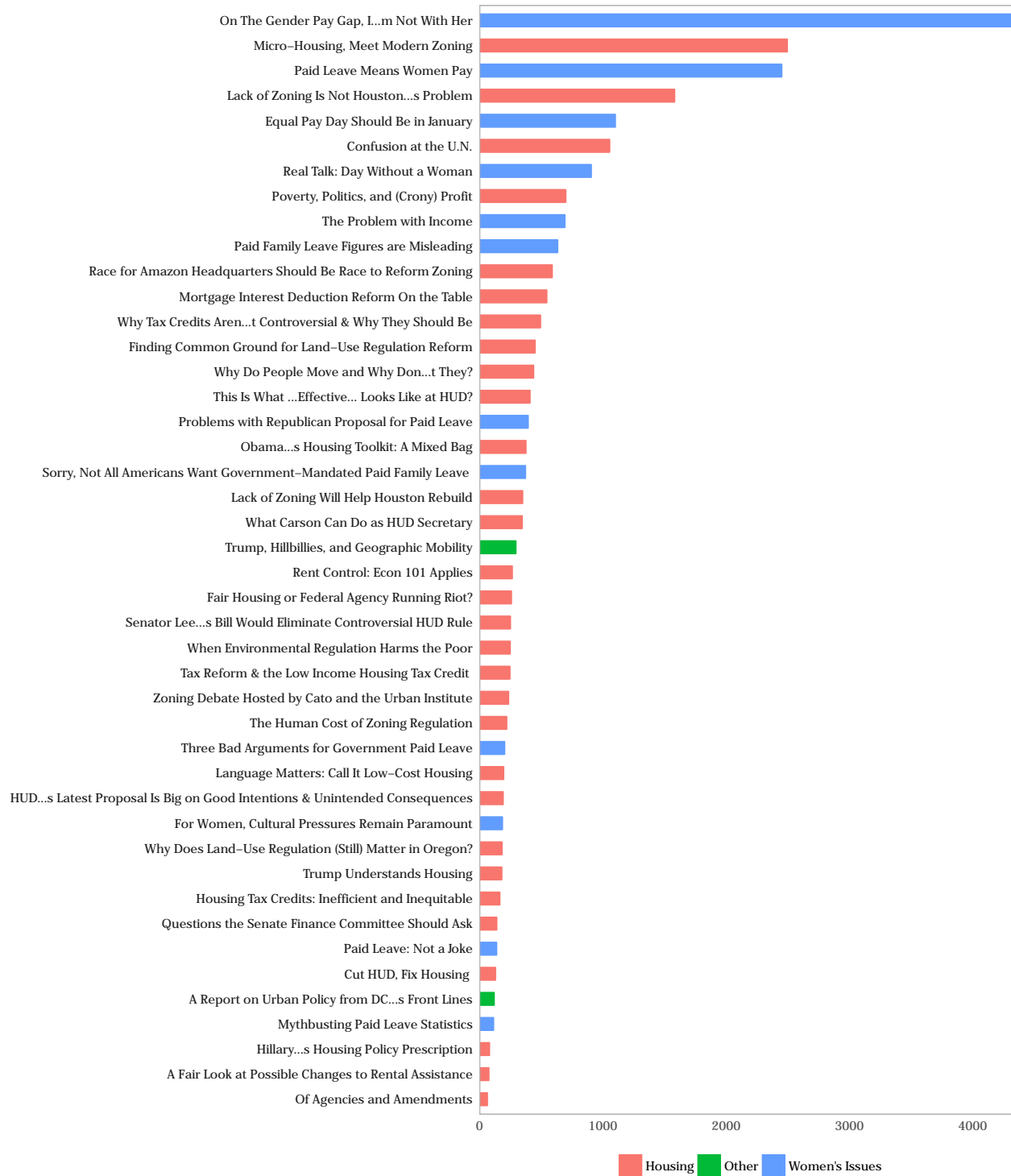
Total Content: 78



### Popular Co-Authors for Vanessa Brown Calder (Multimedia Excluded)

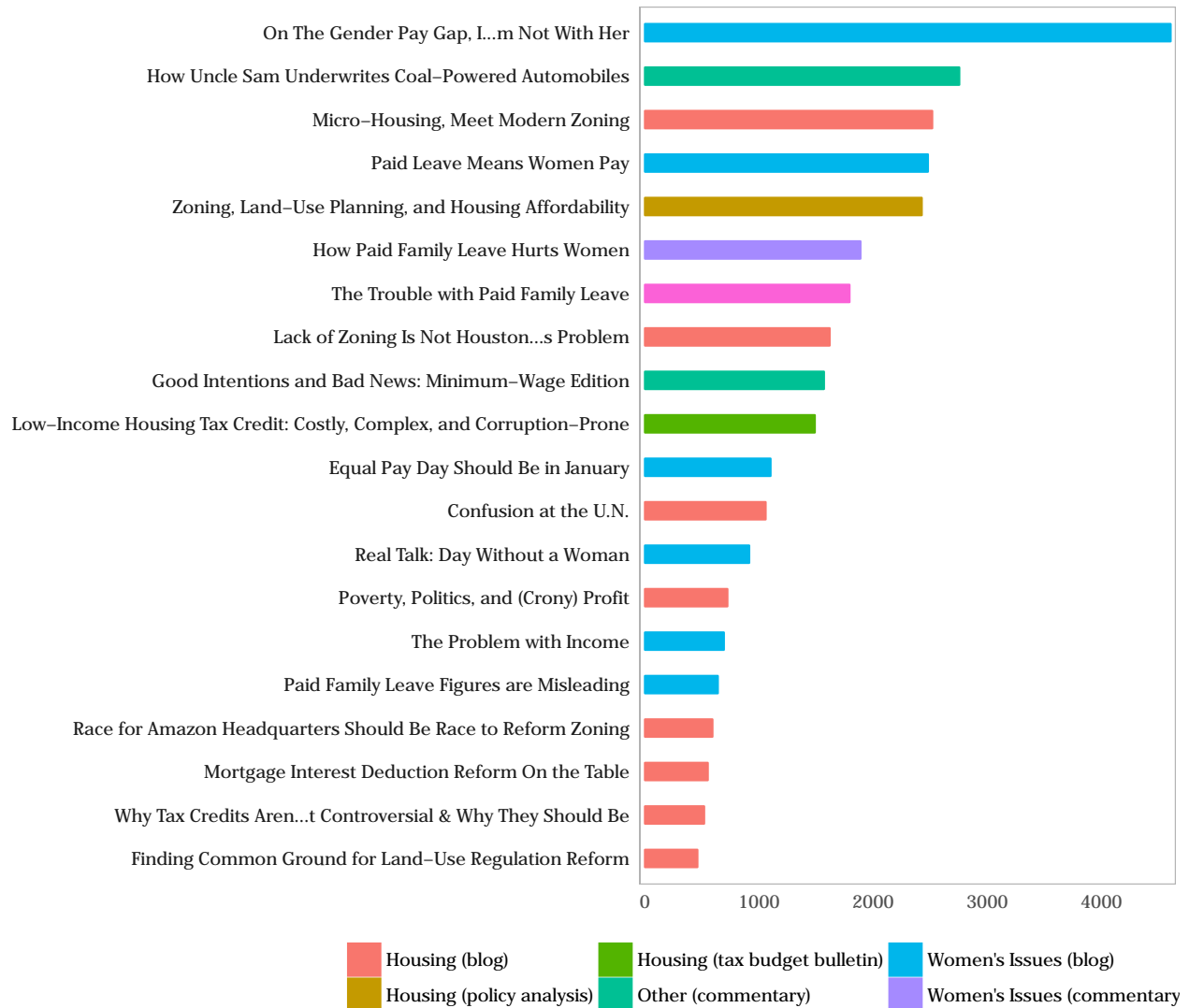


Blog performance within 30 Days of Publication



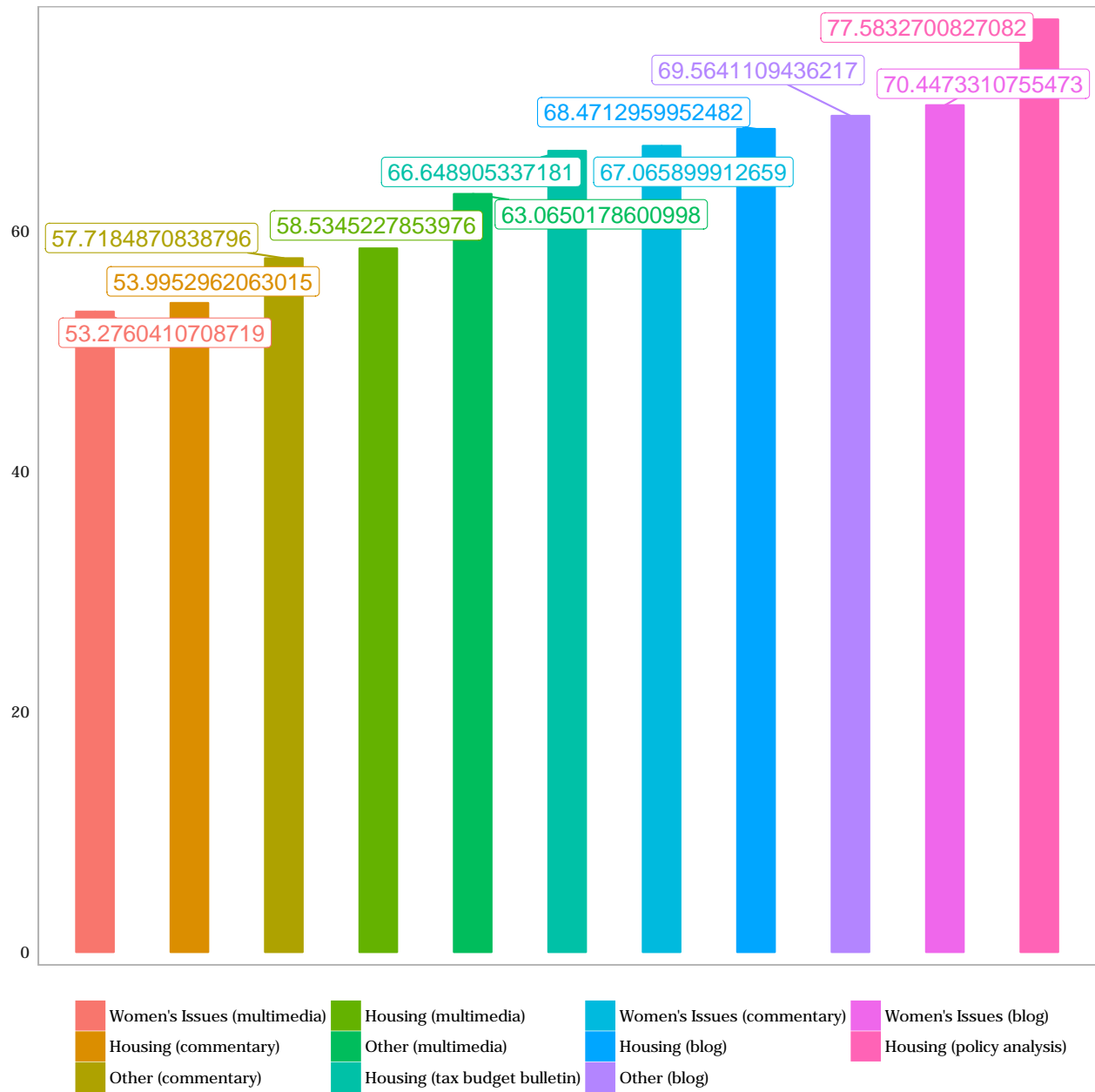
## Content performance within first 45 Days of Publication

Unique User Visits



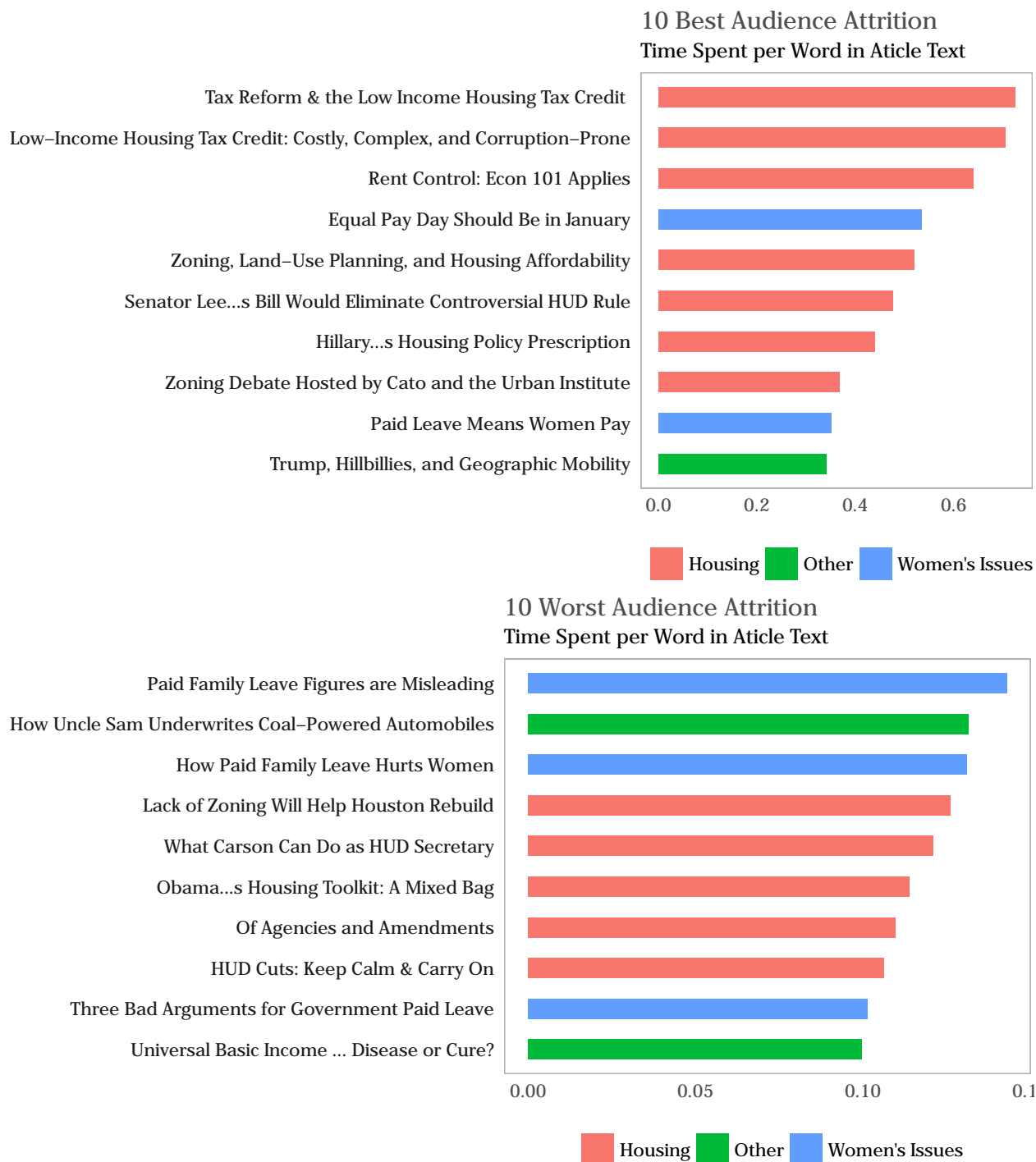
Multimedia has a noticeably lower exit rate. A likely explanation for why this is the case has to do with the fact that links to other Cato web-content are prominently displayed for media. This insight strongly suggests that links to related content ought to be similarly placed in other forms content (blogs, commentary, policy analyses, etc.)

Average Exit Rate



This section examines time spent on reading an article relative to the number of words of text in the article. Below are the 10 best and worst performing articles. Multimedia (e.g. Podcasts) are ignored. This measure is designed to give you a rough idea of the types of articles people are likely to read through.

**Note:** This measure has some methodological issues related to sample size that need to be addressed and thus should be treated solely as an illustration.



More to come on this...