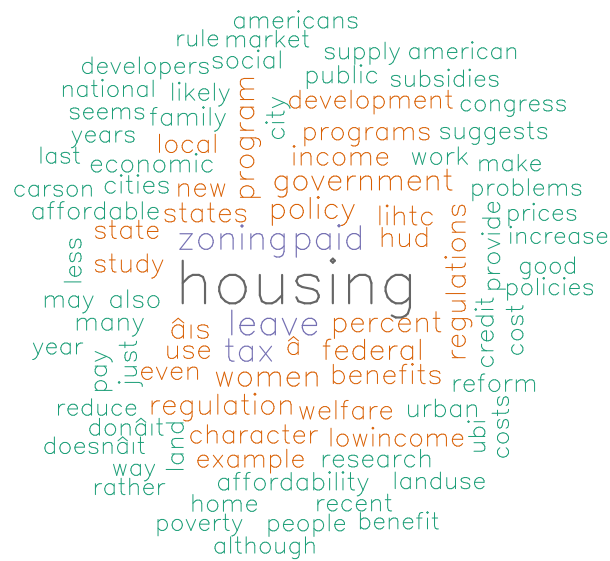


"Work In Progress - Web Content Report"

Robert Orr

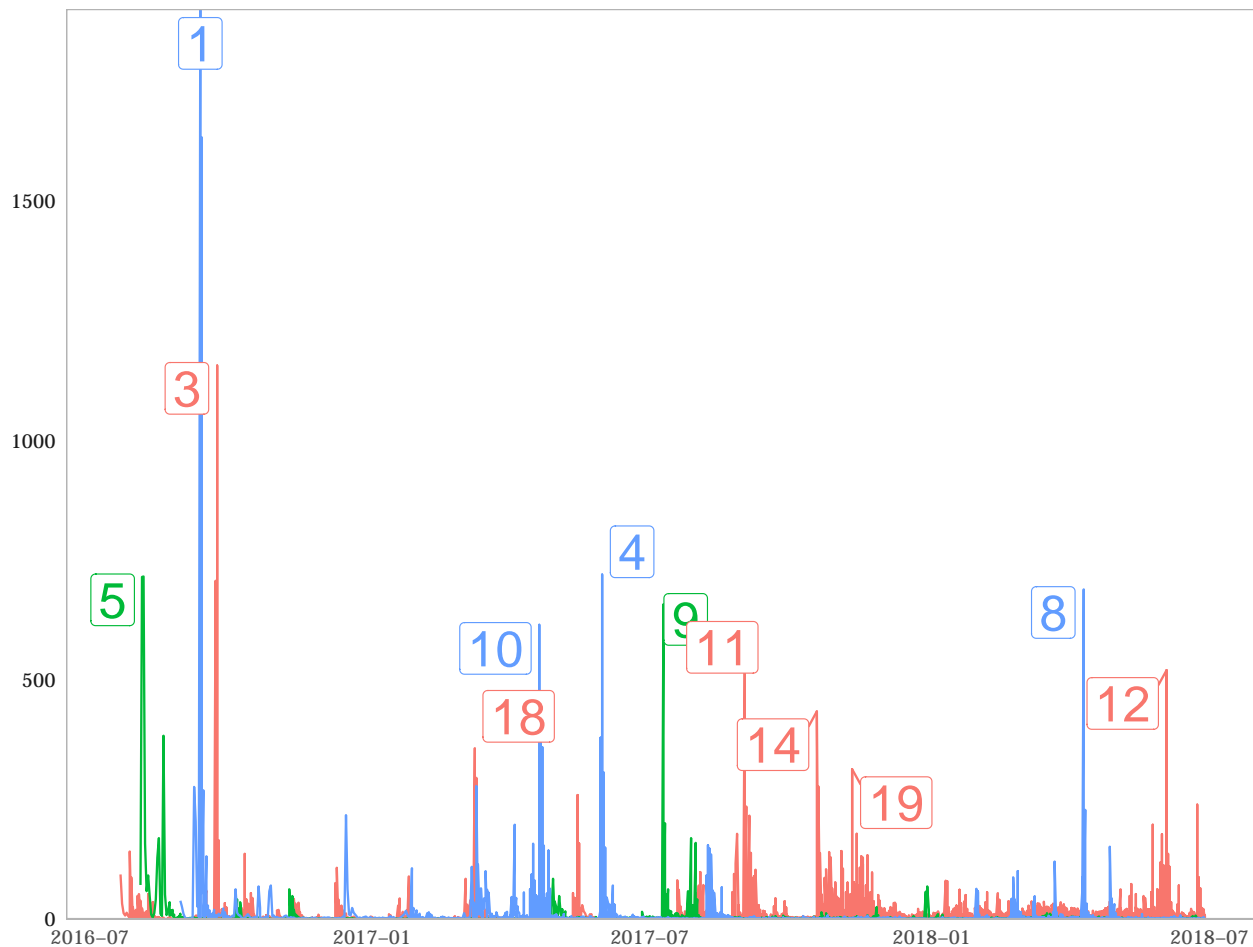
2018-06-28



This is Vanessa Brown Calder's web analytics report from between the dates 2016-07-21 and 2018-06-28.

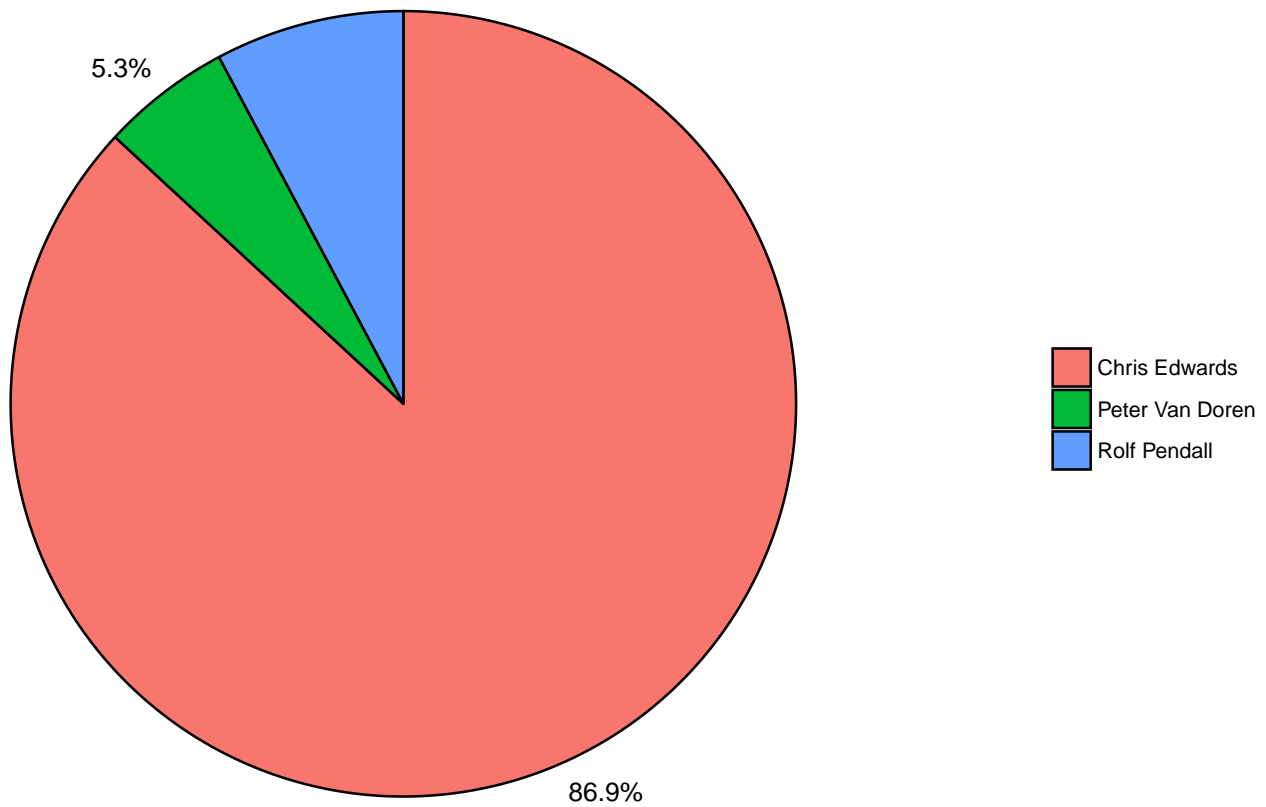
Total unique viewers by day (with top content on highly traffic days highlighted)

Colored by topic between the dates 2016-07-21 and 2018-06-28.



	title	obs_day	author_categories	rank_overall
451	Equal Pay Day Should Be in January	2018-04-10	Women's Issues	5
1009	Good Intentions and Bad News: Minimum-Wage Edition	2017-07-10	Other	6
1358	How Paid Family Leave Hurts Women	2017-05-31	Women's Issues	3
1564	How Uncle Sam Underwrites Coal-Powered Automobiles	2016-08-18	Other	NA
1565	How Uncle Sam Underwrites Coal-Powered Automobiles	2016-08-04	Other	NA
1566	How Uncle Sam Underwrites Coal-Powered Automobiles	2016-08-05	Other	4
1931	Lack of Zoning Is Not Houston's Problem	2017-09-01	Housing	8
2393	Micro-Housing, Meet Modern Zoning	2016-09-21	Housing	NA
2394	Micro-Housing, Meet Modern Zoning	2016-09-22	Housing	2
2494	Mortgage Interest Deduction Reform Worked; Sky Isn't Falling	2018-06-03	Housing	9
3182	On The Gender Pay Gap, I'm Not With Her	2016-09-12	Women's Issues	NA
3183	On The Gender Pay Gap, I'm Not With Her	2016-09-11	Women's Issues	1
3438	Paid Leave Means Women Pay	2017-04-21	Women's Issues	NA
3439	Paid Leave Means Women Pay	2017-04-20	Women's Issues	7
5850	Zoning, Land-Use Planning, and Housing Affordability	2017-10-18	Housing	10

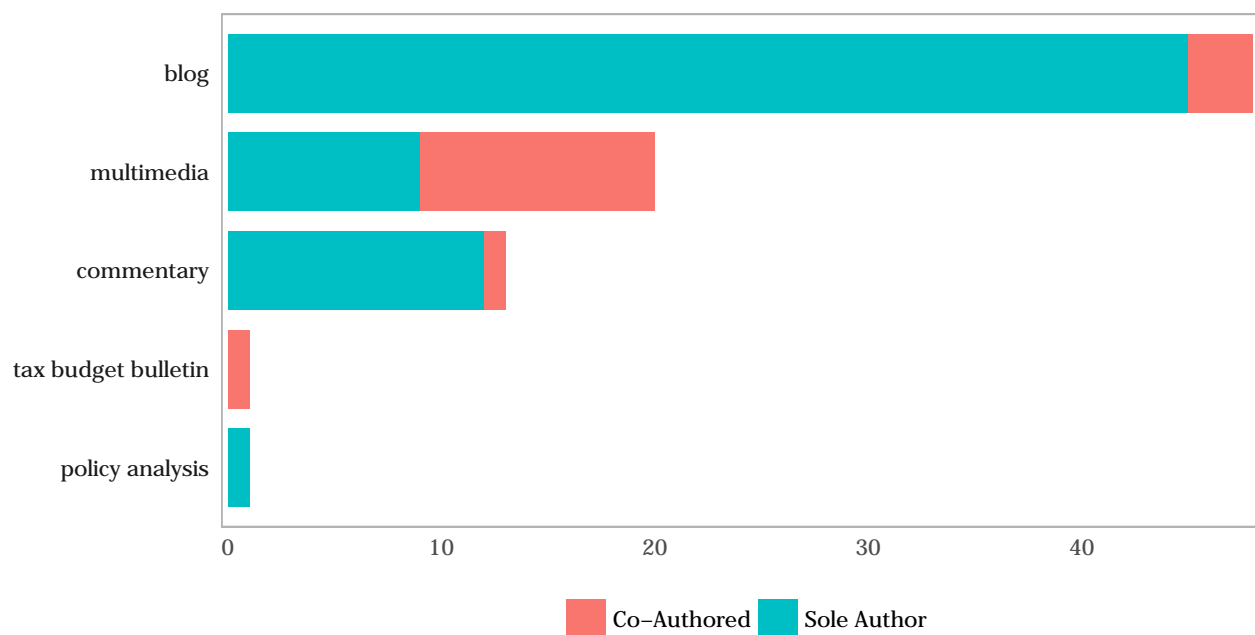
Popular Co-Authors for Vanessa Brown Calder (Multimedia Excluded)



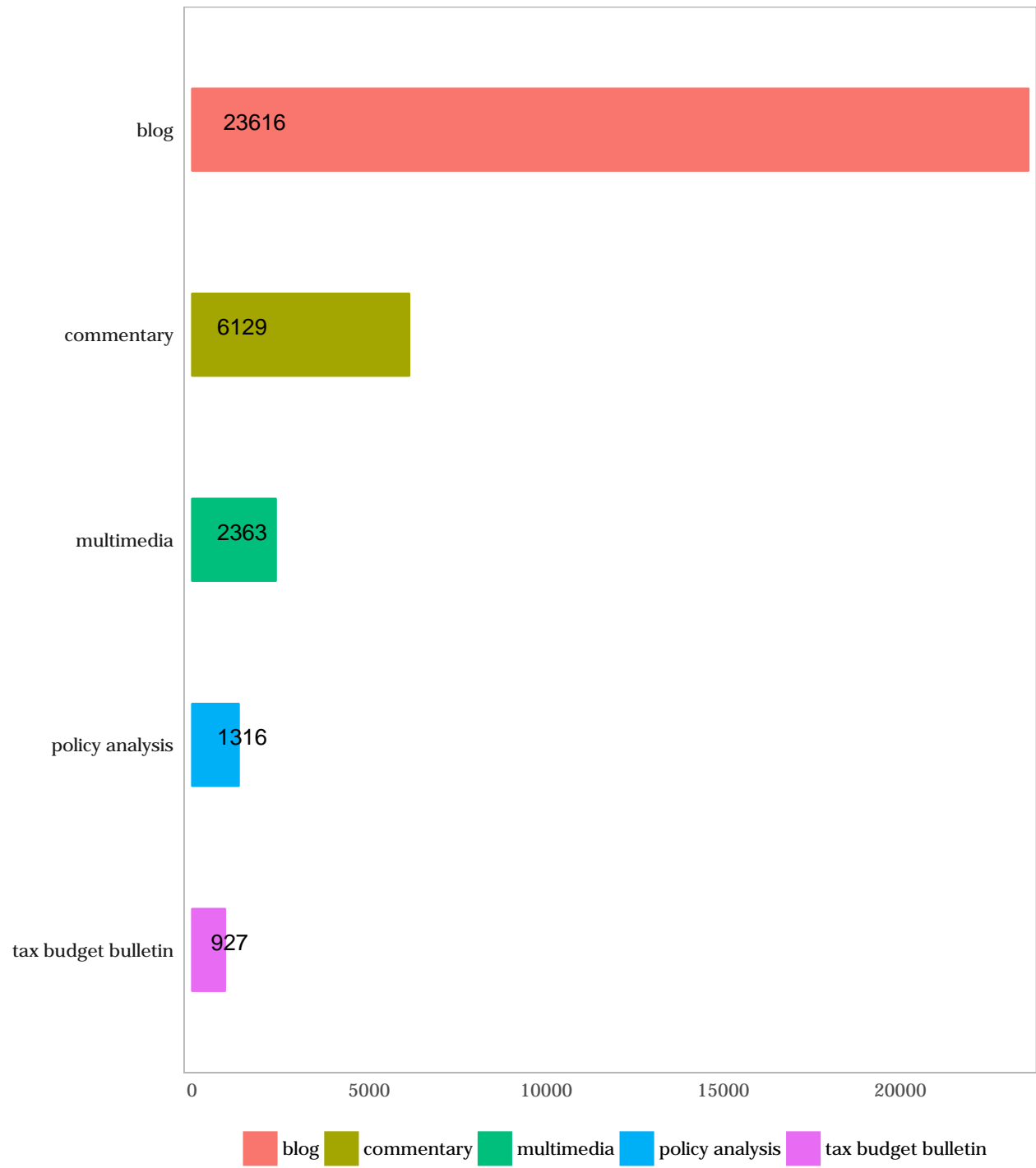
Count of published content by Vanessa Brown Calder, colored by co-authorship

Simple count of authored and co-authored content over course of Cato career.

Total Content: 83

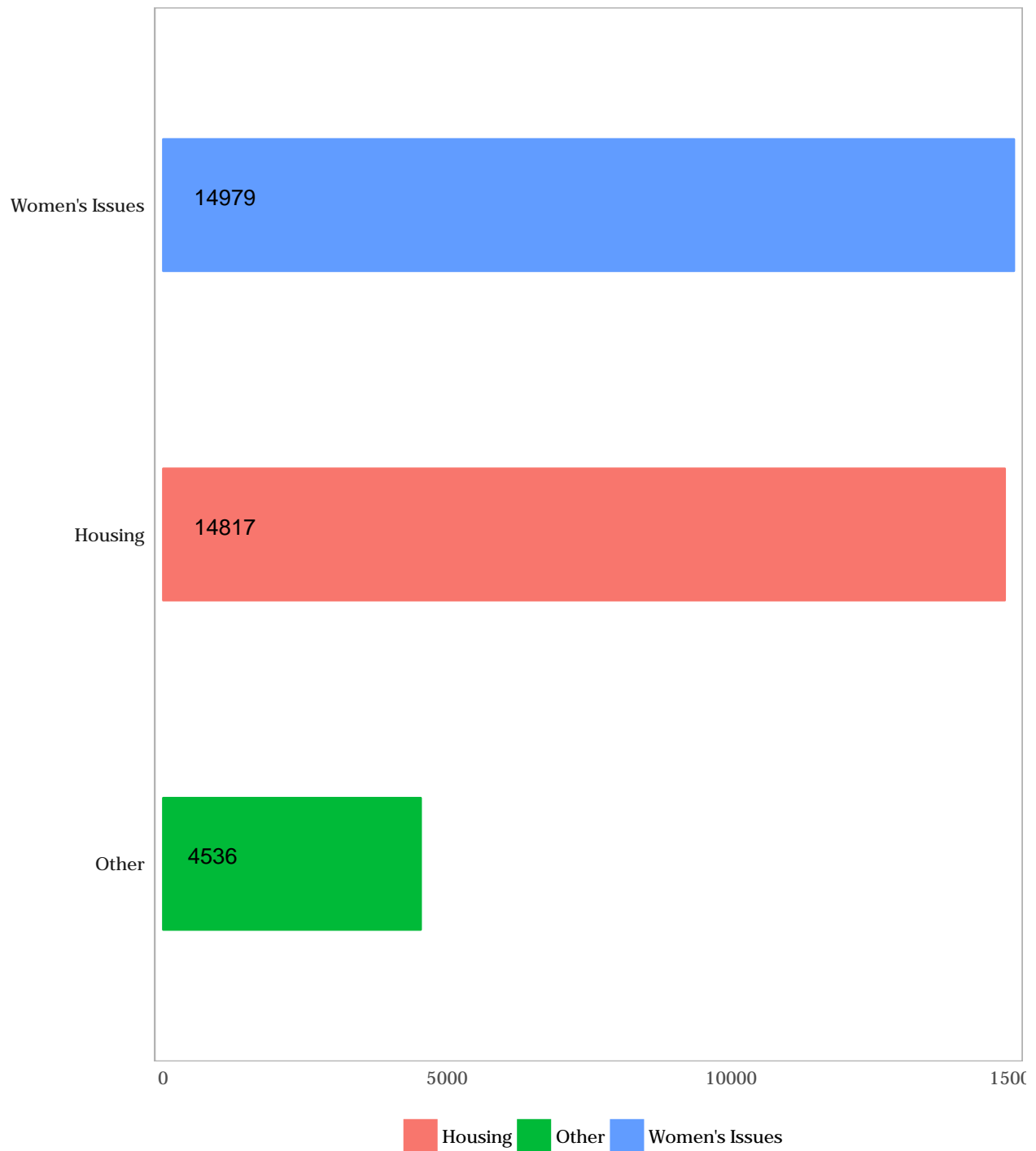


Unique Users by Media Type Over Reference Period



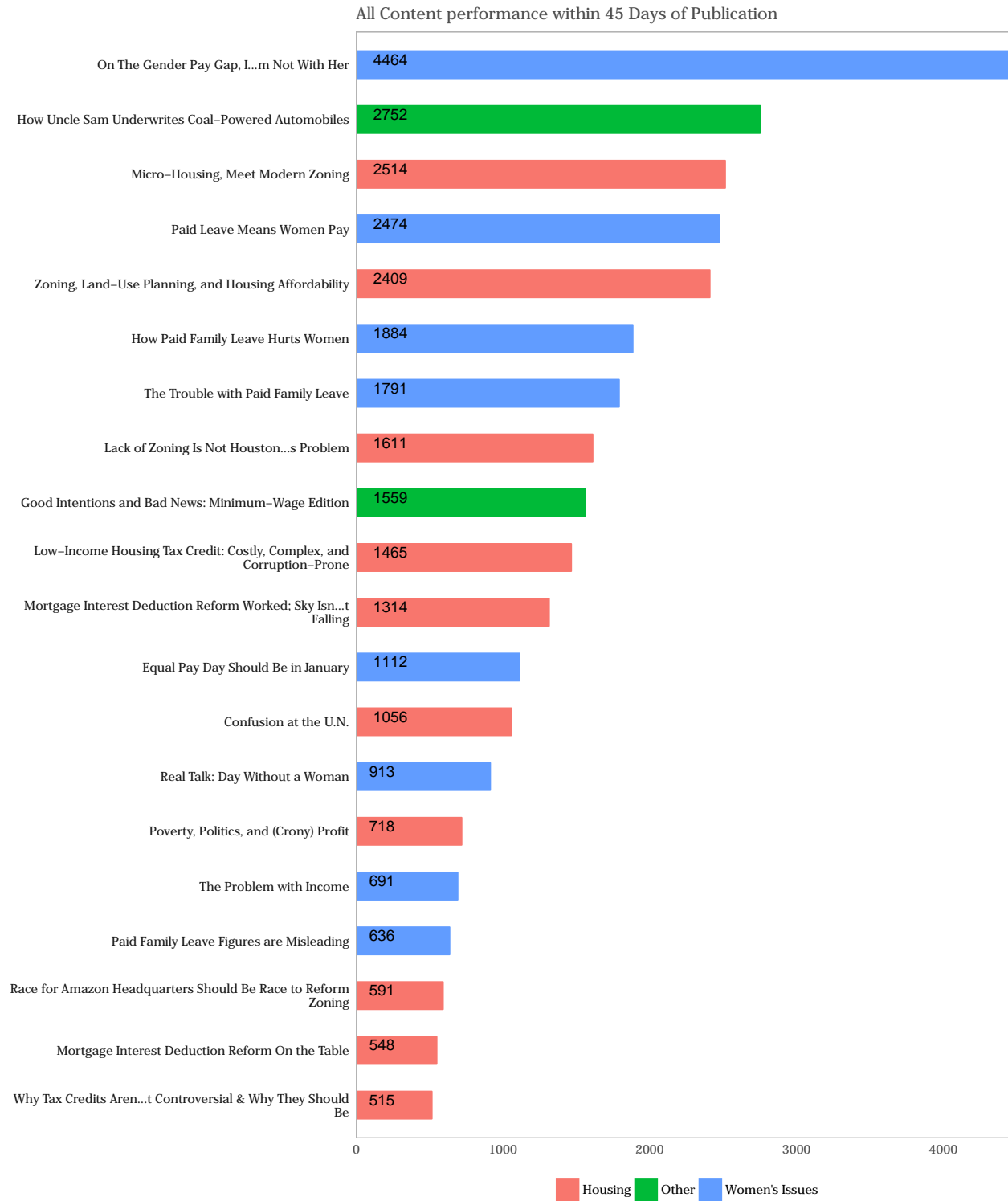
Unique Users by Subject Type Over Reference Period

Unique User Visits - Includes all forms of media including podcasts.



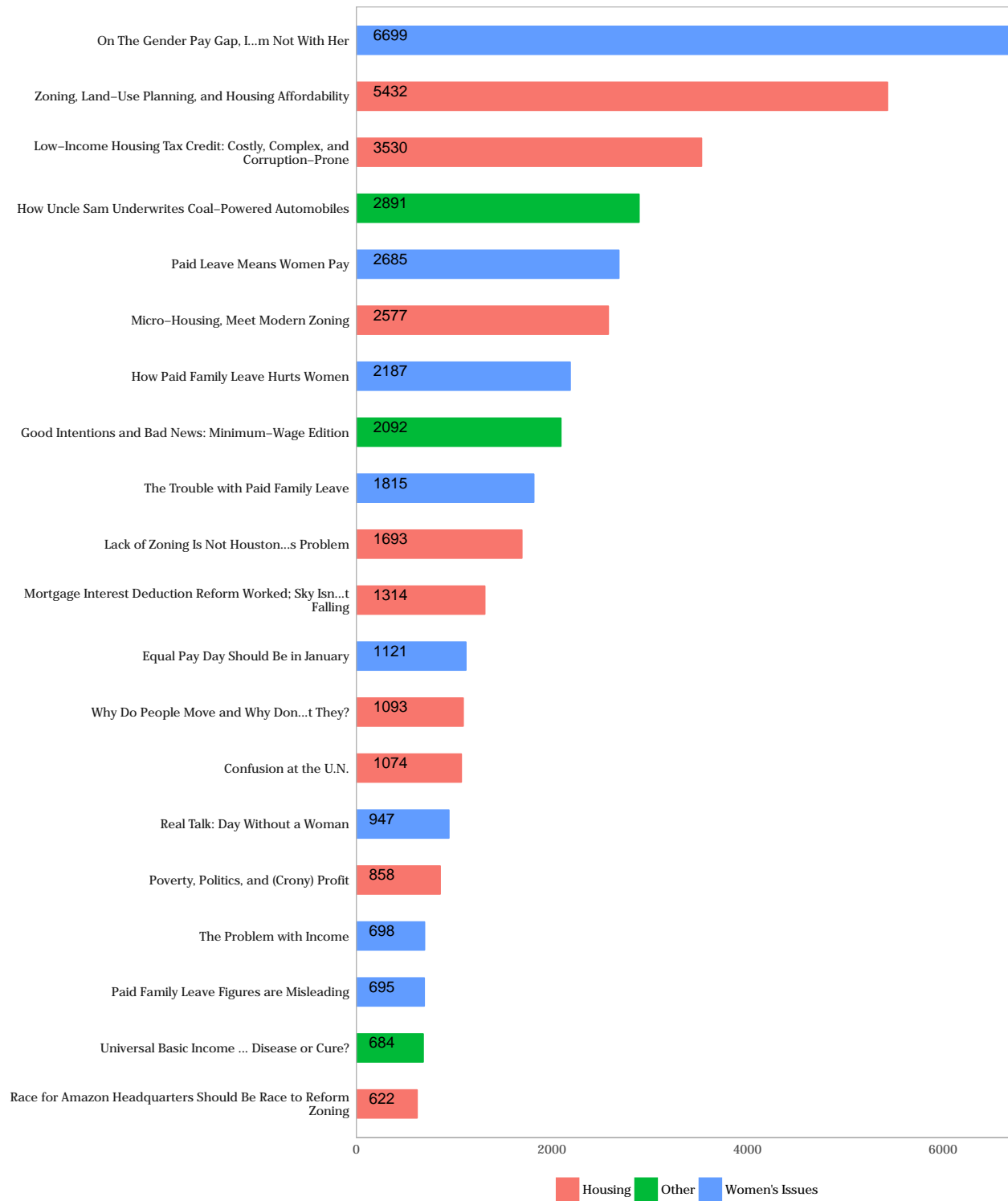
Top performing content within first 45 Days of Publication

Unique User Visits - Includes



Unique users for content published within reference (2016-07-21 and 2018-06-28)

Unique users within reference (2016-07-21 and 2018-06-28)



Older content performance

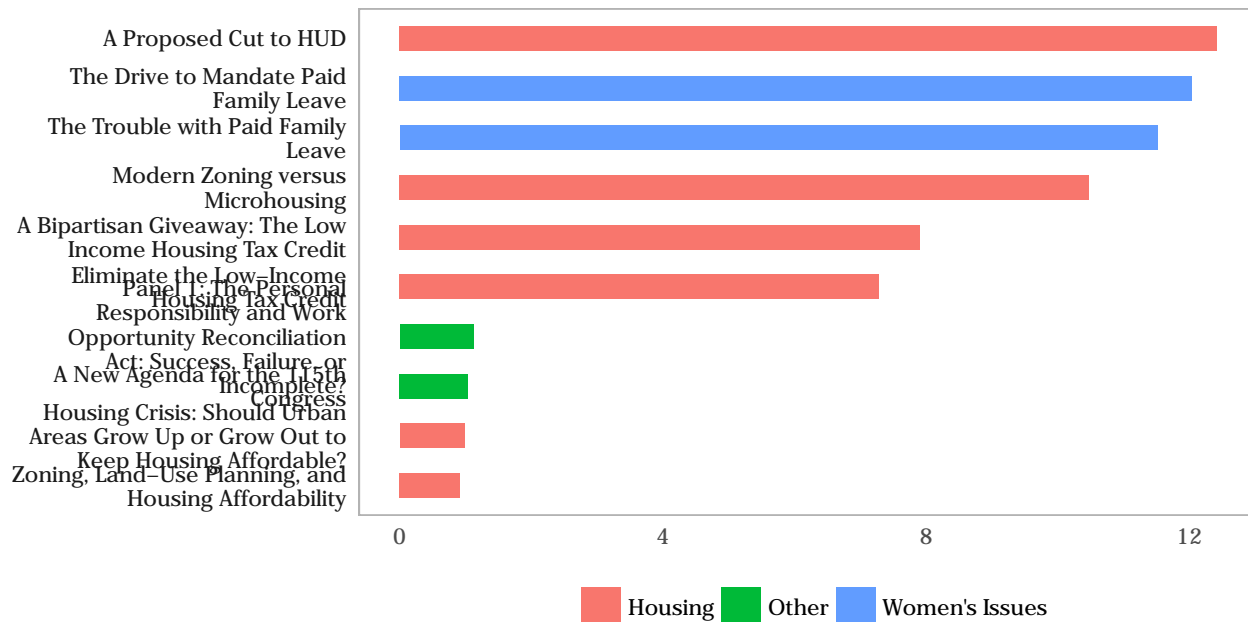
Unique users of content *published prior* to the reference period (between 2016-07-21 and 2018-06-28) These pieces continued to attract users despite not being published with the observed period.

Note This will be blank if author joined Cato after reference period began

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.

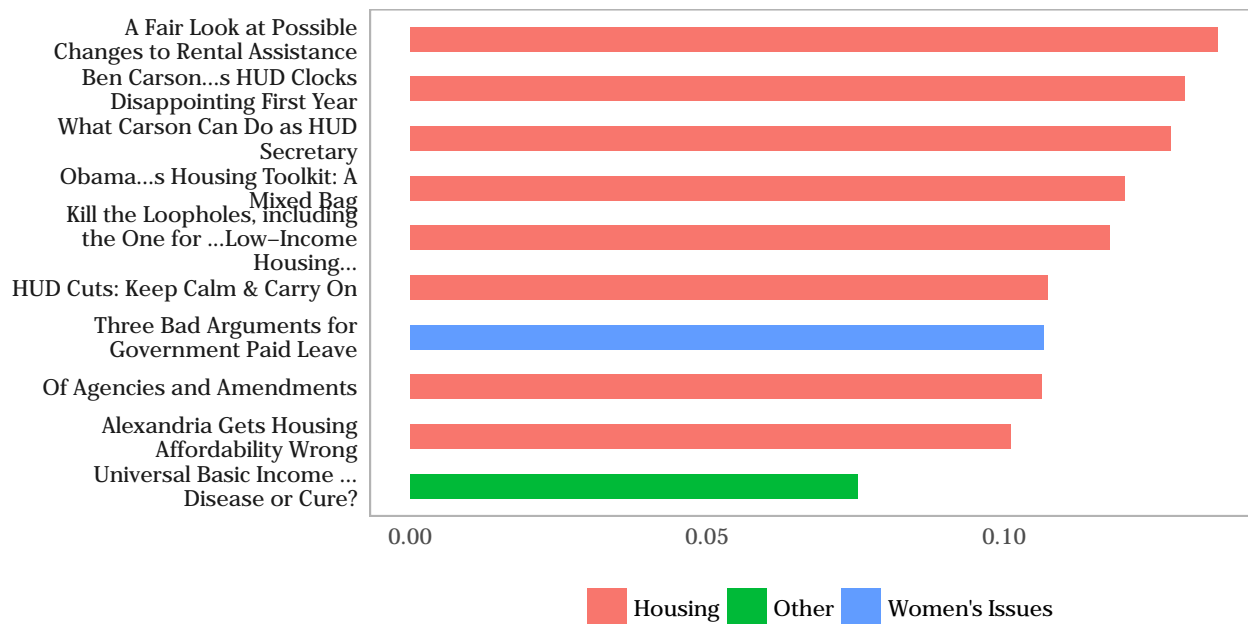
10 Best Audience Attrition

Time Spent per Word in Article Text



10 Worst Audience Attrition

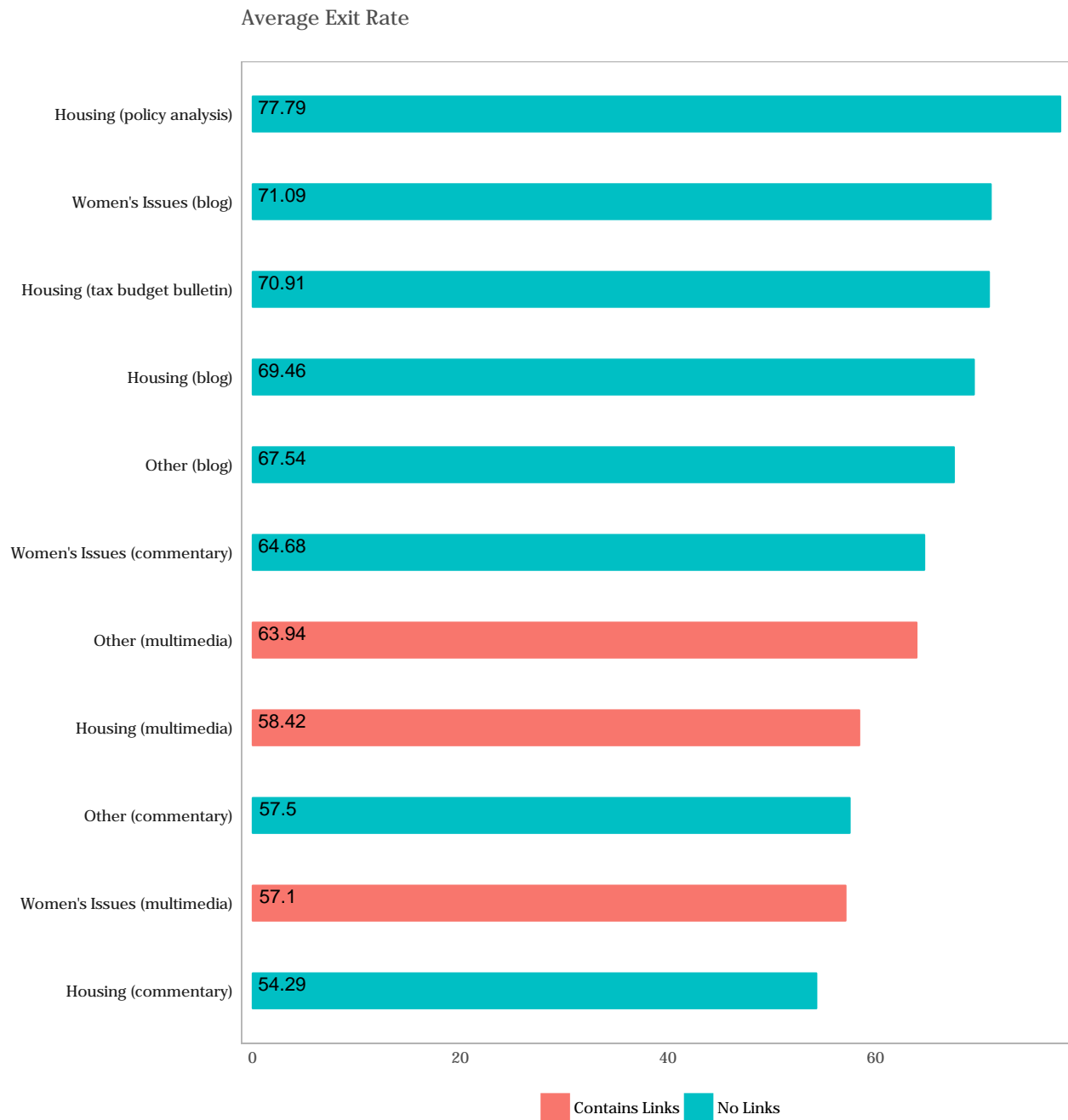
Time Spent per Word in Article Text



“Exit Rate” is the likelihood that a reader will exit out of the Cato website rather than continue reading more content. A lower exit rate is superior from a content dissemination maximization standpoint.

Multimedia content (e.g. Podcasts) has a consistently lower exit rate across all authors. The 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 of content (blogs, commentary, policy analyses, etc.)

The webstaff could increase Cato readership by adding a “Suggested Reading” banner with links to related articles.



More to come on this..

1. Include relative performances measure to Cato and/or department averages.
2. Integrate Twitter Data. Identify effective Twitter behavior. Offer comparisons between subject of report and other Cato employees.
3. Utilize email list can be associated with the Google Analytics data to demonstrate “influencer interest”. This could be done either on an individual basis (specific email addresses) or using the email domain (@tx.gov, @senate.gov, @GMU.edu, @brookings.org, etc).
4. Other ideas....