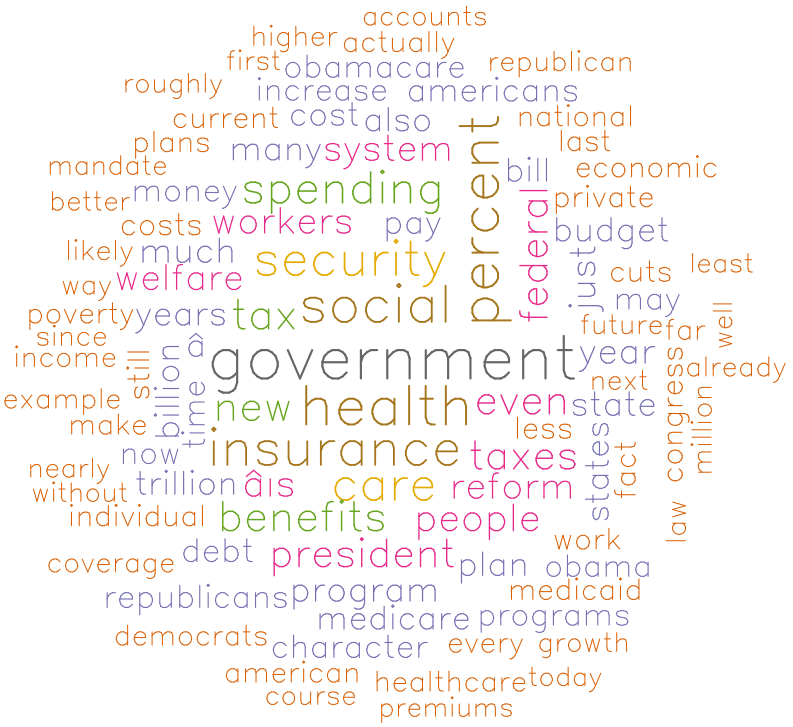
"Work In Progress - Web Content Report"

Robert Orr

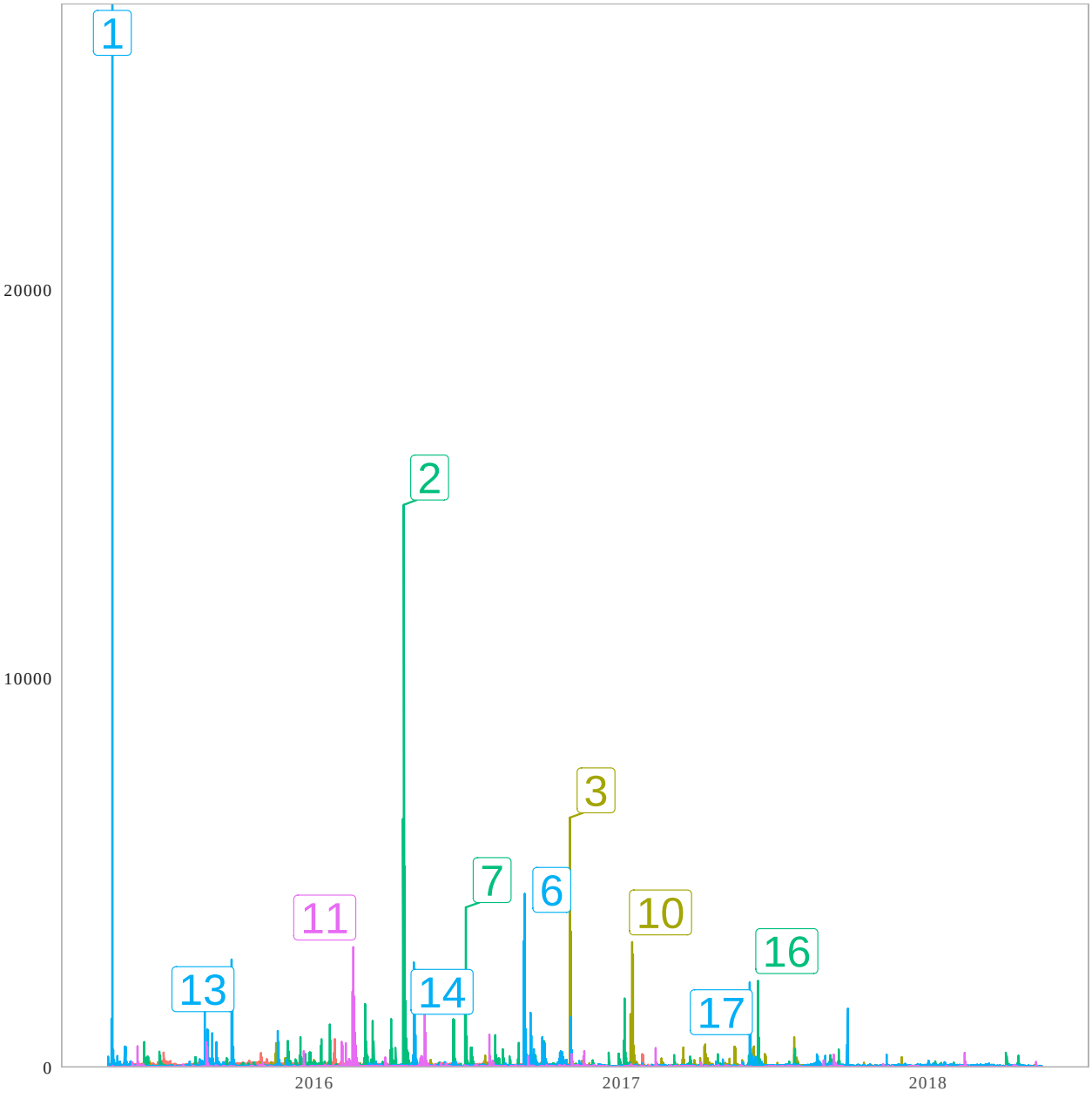
2018-06-04



This is Michael D. Tanner's web analytics report from between the dates 2015-05-01 and 2018-05-17.

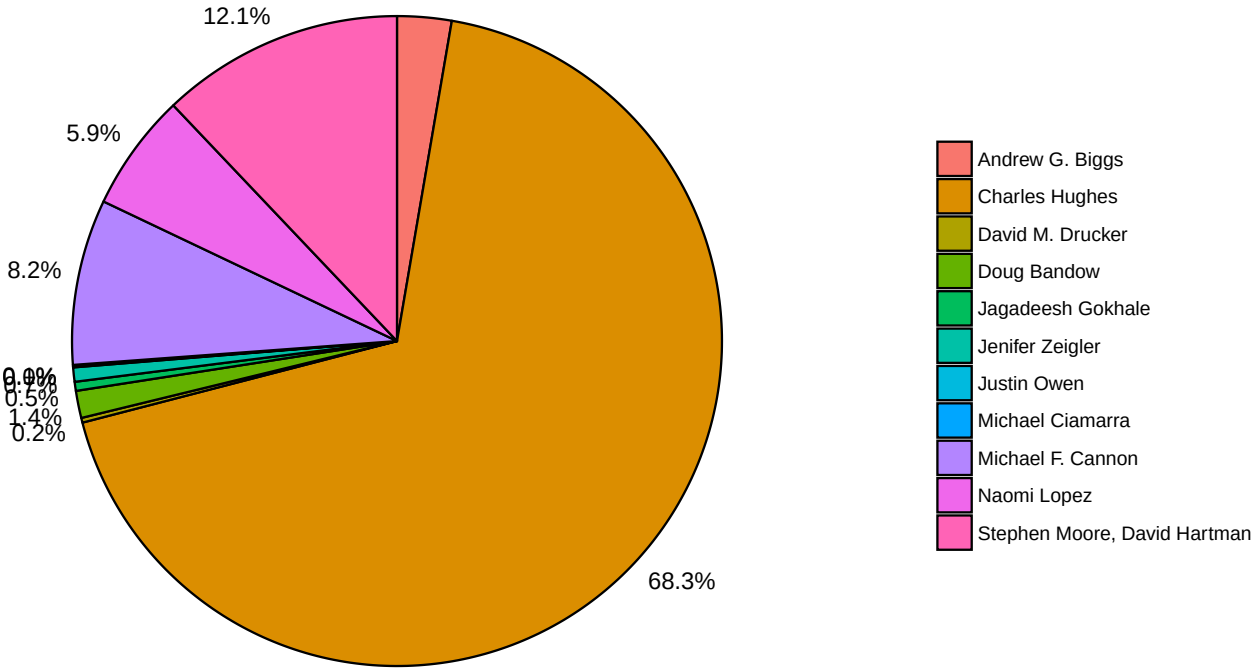
Total unique viewers by day (with top content on highly traffic days highlighted)

Colored by topic between the dates 2015-05-01 and 2018-05-17.



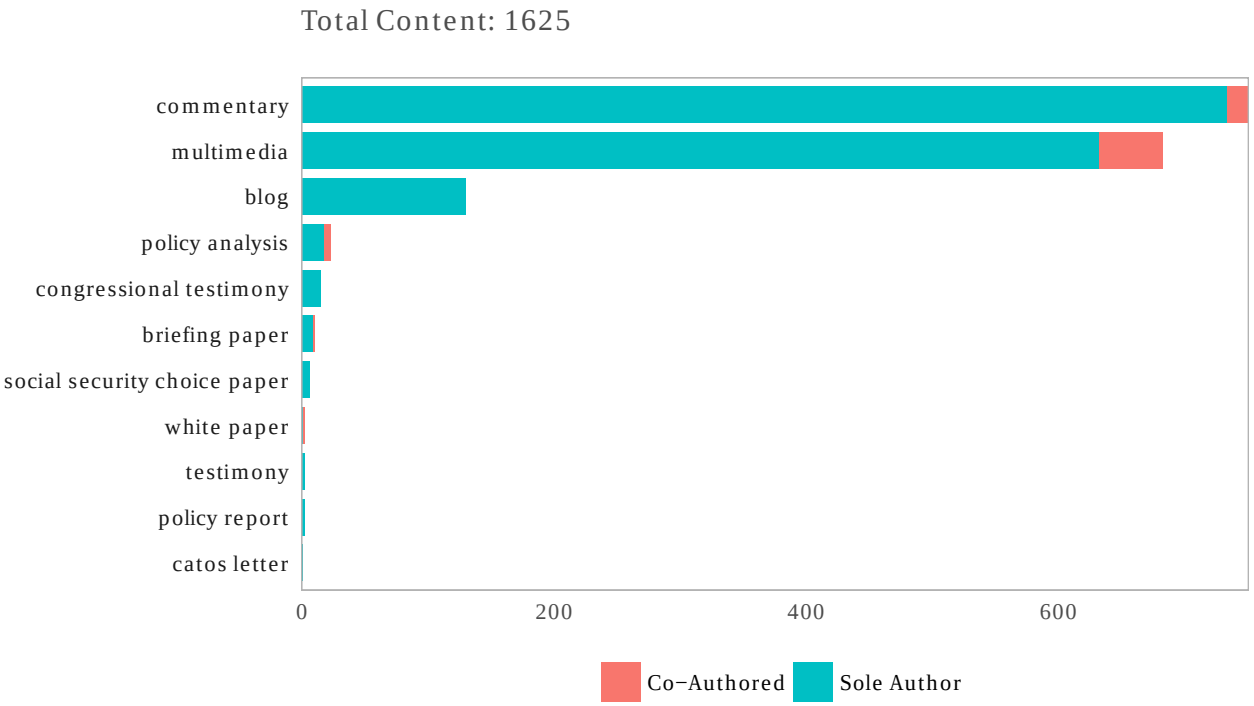
	title	sessions	obs_day	big_day
11039	Conservatives Should Think Twice before Supporting Jeff Sessions	2218	2017-06-13	Conservatives Should
16195	Ending Welfare as We Know It	2131	2016-04-30	Ending Welfare as W
16196	Ending Welfare as We Know It	2692	2016-04-29	Ending Welfare as W
17571	Five Myths about Economic Inequality in America	3241	2016-09-07	Five Myths about Ec
17572	Five Myths about Economic Inequality in America	4459	2016-09-08	Five Myths about Ec
25420	Income Inequality: Looking at the Numbers	2017	2016-06-29	Income Inequality: L
25421	Income Inequality: Looking at the Numbers	4113	2016-06-30	Income Inequality: L
26677	Is an Allowance for All Americans as Crazy as It Sounds?	2177	2017-06-03	Is an Allowance for A
27077	Is Socialism Making a Comeback?	1945	2016-02-16	Is Socialism Making
27078	Is Socialism Making a Comeback?	3088	2016-02-17	Is Socialism Making
47867	Relationship Between the Welfare State and Crime	27366	2015-05-06	Relationship Betwee
60536	The Agony of ObamaCare's Collapse Has Just Begun	3487	2016-11-02	The Agony of Obam
60537	The Agony of ObamaCare's Collapse Has Just Begun	6422	2016-11-01	The Agony of Obam
66415	The Pope and Poverty	2300	2015-09-26	The Pope and Pover
66416	The Pope and Poverty	2770	2015-09-25	The Pope and Pover
86493	What the Panama Papers Actually Show	5167	2016-04-18	What the Panama P
86494	What the Panama Papers Actually Show	6388	2016-04-16	What the Panama P
86495	What the Panama Papers Actually Show	14469	2016-04-17	What the Panama P
86613	What to Expect from ObamaCare's Replacement	2901	2017-01-15	What to Expect from
86614	What to Expect from ObamaCare's Replacement	3218	2017-01-14	What to Expect from

Popular Co-Authors for Michael D. Tanner (Multimedia Excluded)

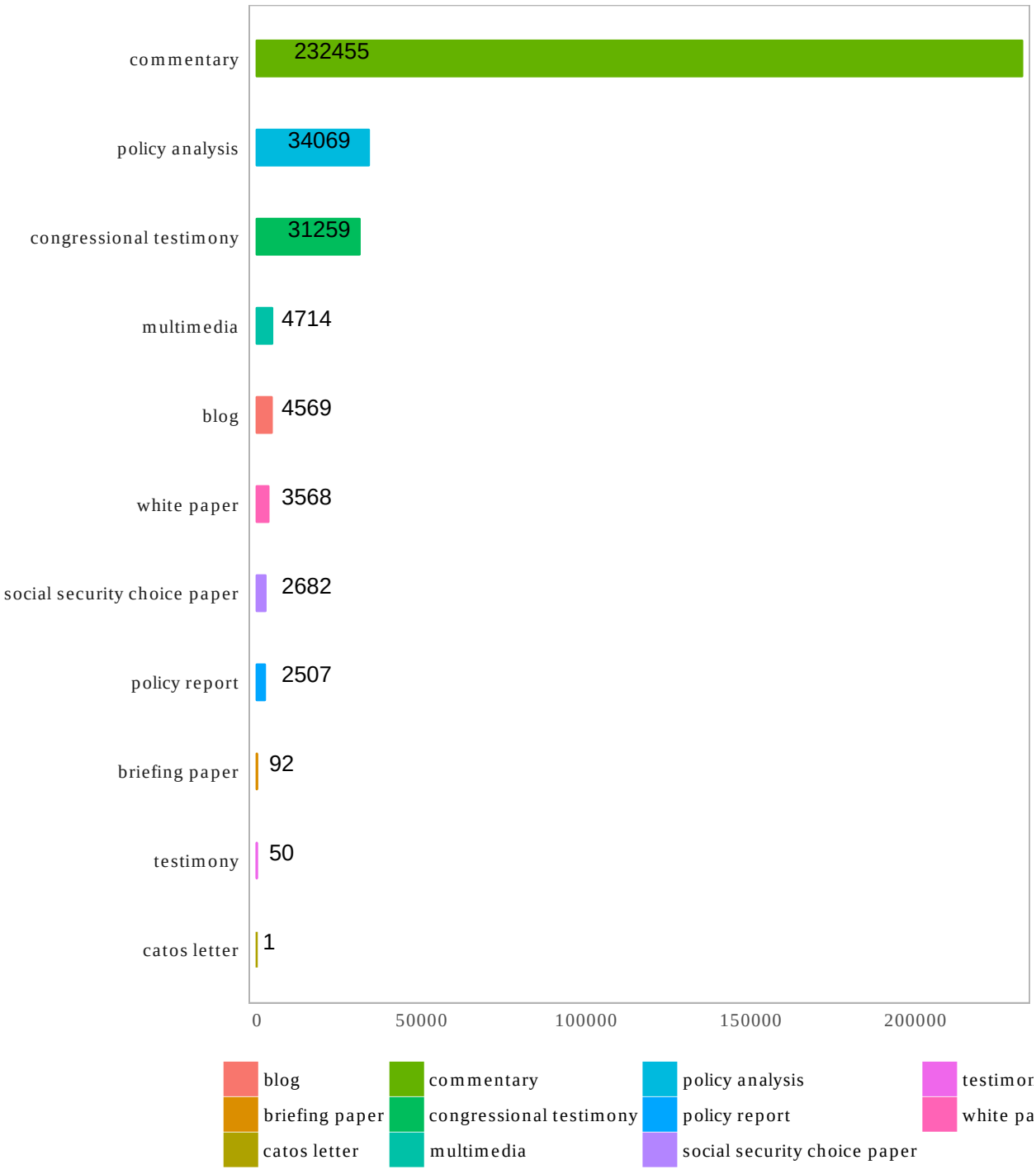


Count of published content by Michael D. Tanner, colored by co-authorship

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

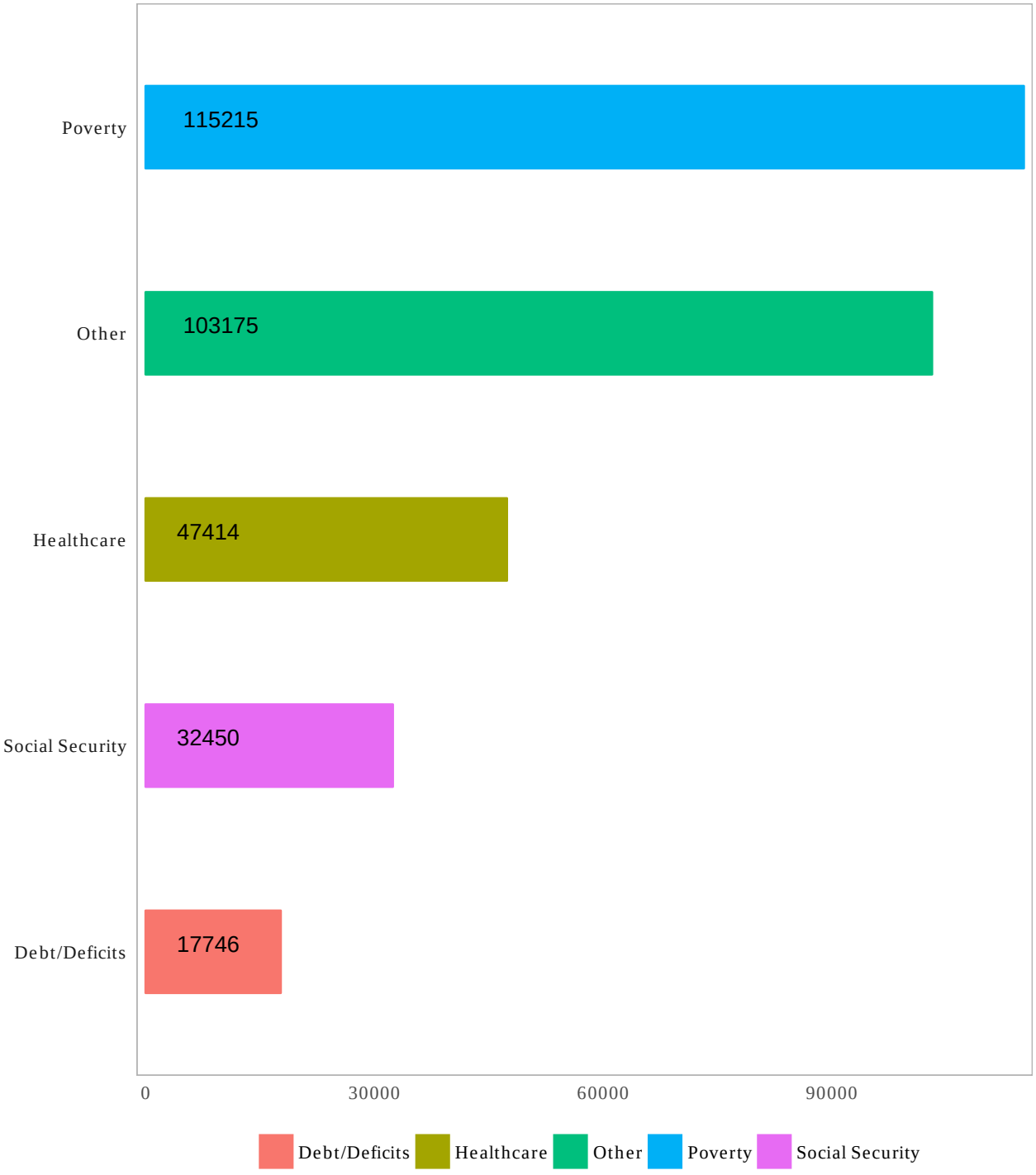


Unique Users by Media Type Over Reference Period


commentary
232455
policy analysis
34069
congressional testimony
31259
multimedia
4714
blog
4569
white paper
3568
social security choice paper
2682
policy report
2507
briefing paper
92
testimony
50
catos letter
1
0
50000
100000
150000
200000
blog
commentary
policy analysis
testimor
briefing paper
congressional testimony
policy report
white pa
catos letter
multimedia
social security choice paper

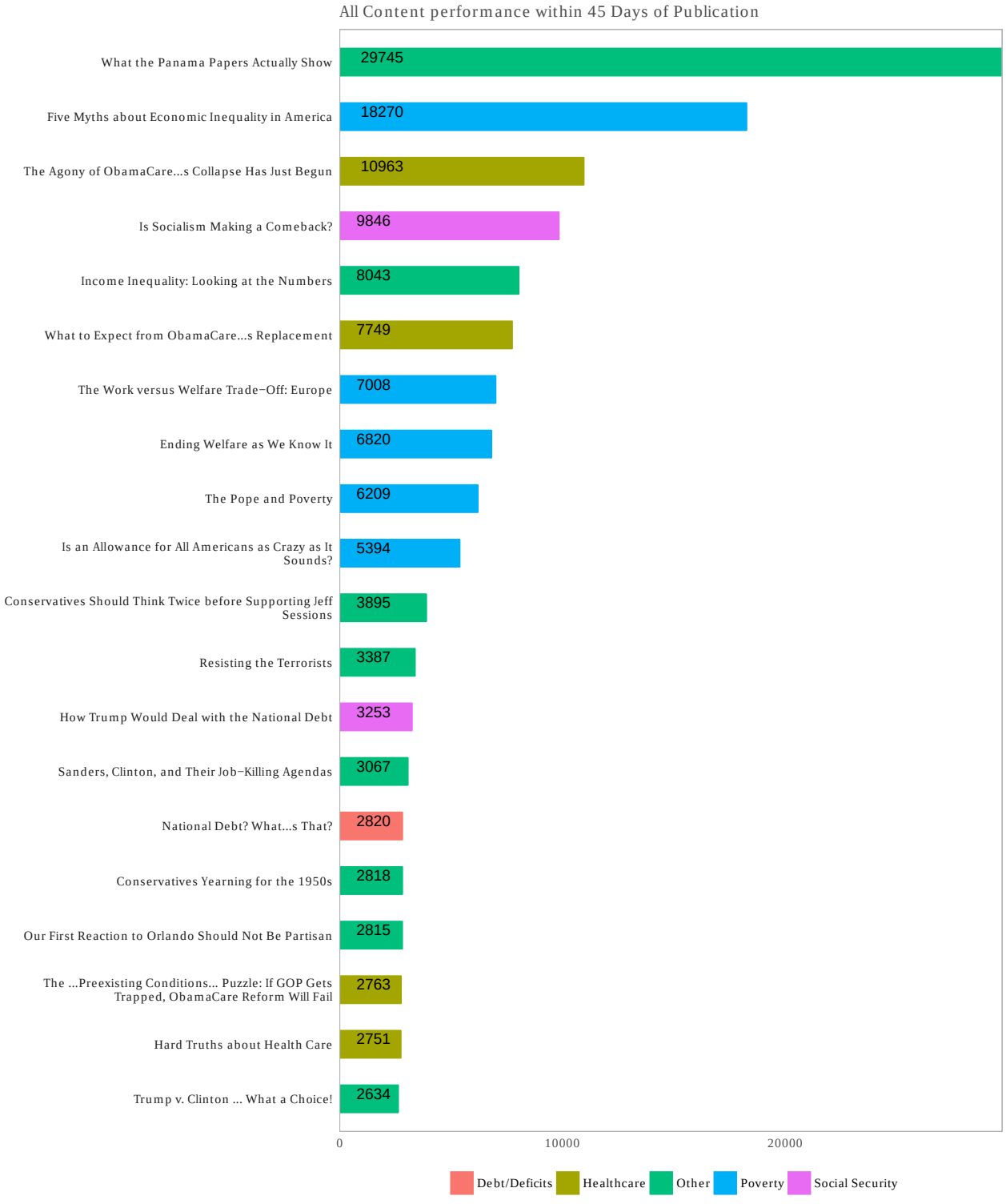
Unique Users by Subject Type Over Reference Period

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



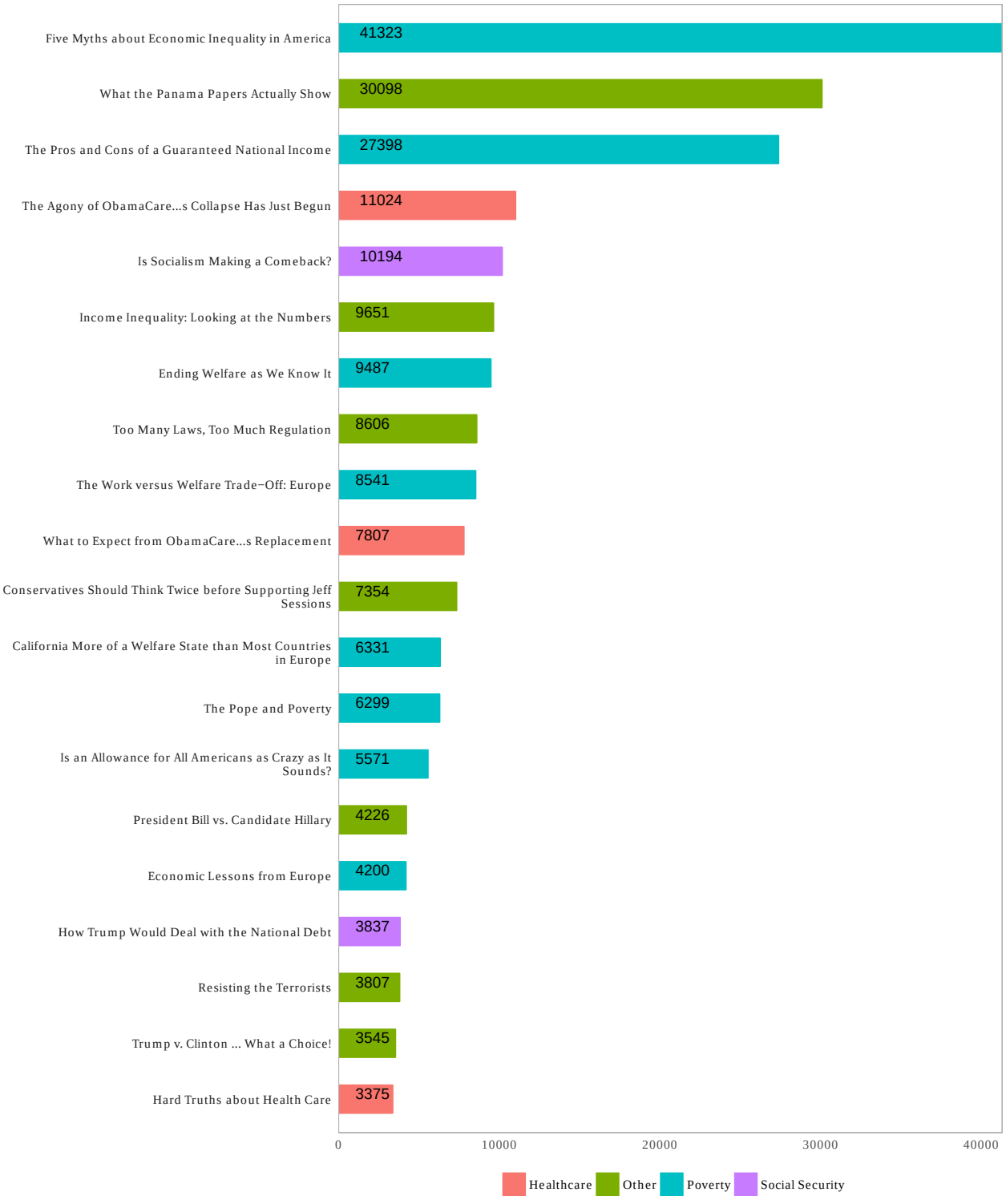
Top performing content within first 45 Days of Publication

Unique User Visits - Includes



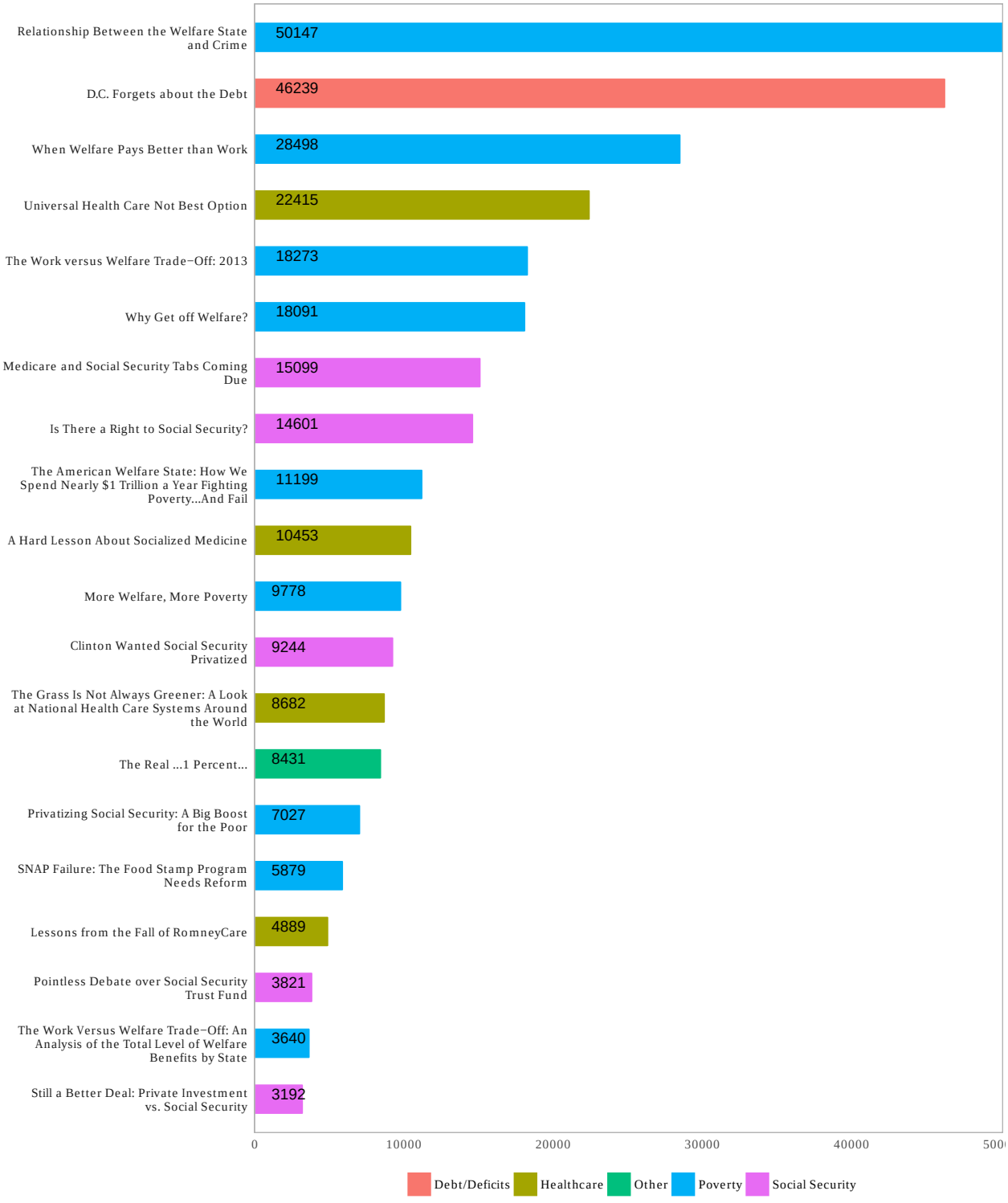
Unique users for content published within reference (2015-05-01 and 2018-05-17)

Unique users within reference (2015-05-01 and 2018-05-17)

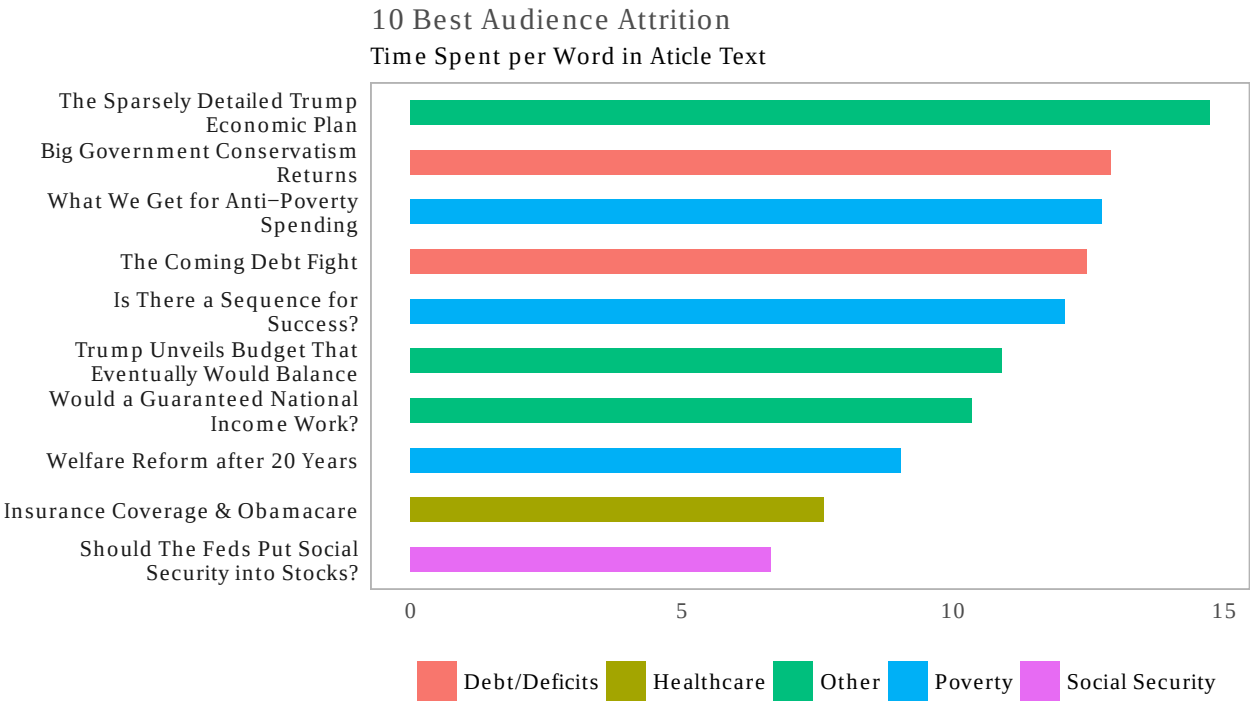


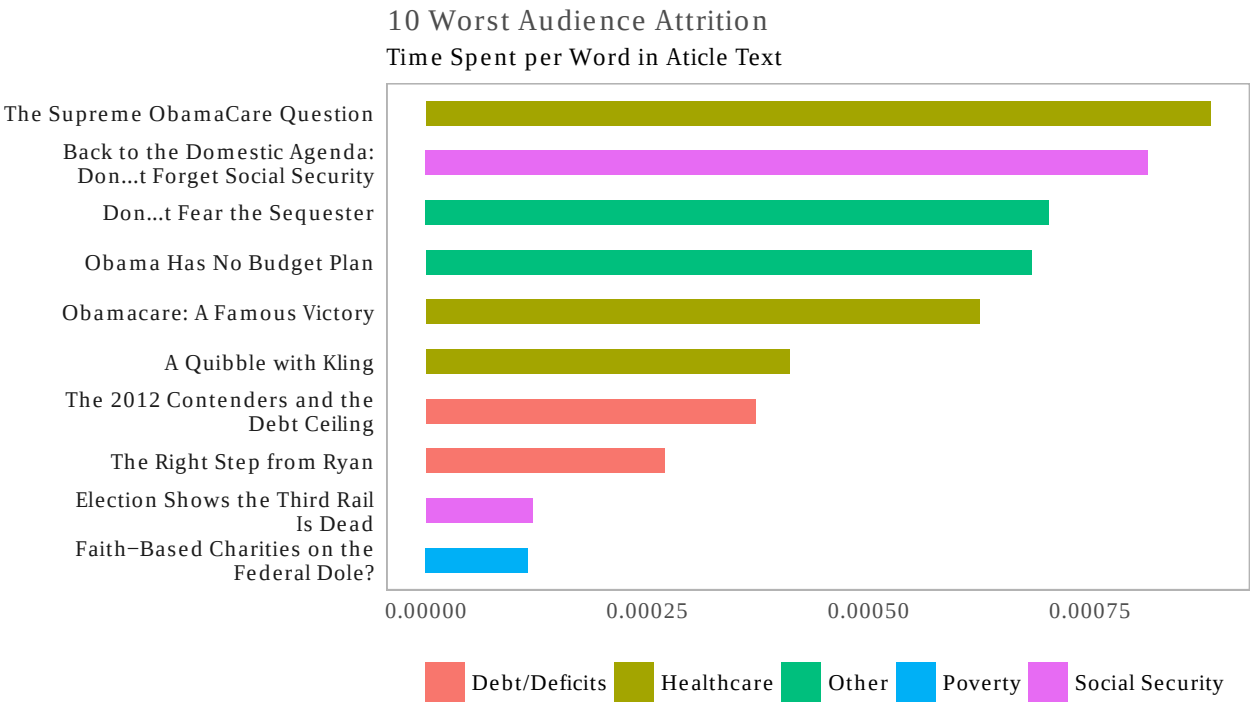
Older content performance

Unique users of content *published prior* to the reference period (between 2015-05-01 and 2018-05-17) These pieces continued to attract users despite not being published with the observed period.



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.

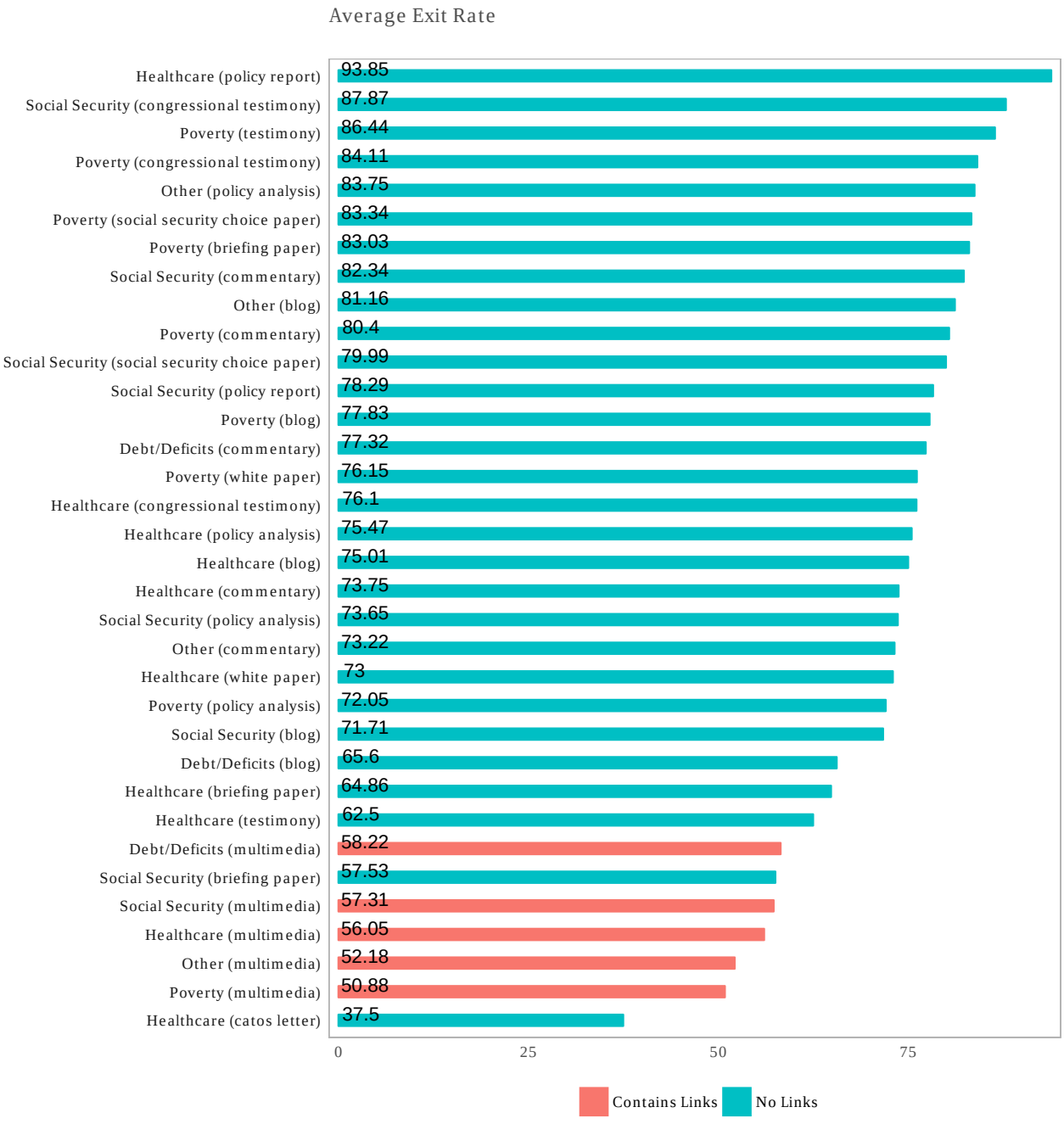




"Exit Rate" is the likelihood that a reader will exit out of the Cato website rather than continue reading more content. A lower exit rate is superior from a content dissemenation maximization standpoint.

Multimedia content (e.g. Podcasts) has a consistently lower exit rate ascross all authors. The likely explanation for why this is the case has to 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.)

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....