



FY21 In-State vs Out-State Traffic to the University's Main and Admissions' Landing Pages

Office of Marketing and Brand Management at the University of Southern Maine

9/10/2020

Basic Description:

As requested by the Director of the Office of Marketing and Brand Management, the information provided in this report pertains to a year over year (FY19 and FY20) change in the amount of web traffic to the University's main landing page, usm.maine.edu, and the Office of Admissions' main landing page, usm.maine.edu/office-of-admissions and compares in-state and out-of-state unique page views.

Findings

Main Landing Page

Location	FY19	FY20	PctDif
In-State	945,534	889,341	-5.94%
Out-of-State	544,042	507,261	-6.76%

Admissions Main Page

Location	FY19	FY20	PctDif
In-State	2,650	2,170	-18.11%
Out-of-State	2,694	2,714	0.74%

Conclusions

- In FY20, traffic to the University's main landing page saw a drop in unique pageviews, down 6.75% from out-of state visitors and down 6% from in-state visitors from FY19.
- In FY20, traffic from out-of-state visitors to the Office of Admissions' main landing page saw a slight increase in unique pageviews, up by nearly 1%, while in-state visitors dropped by 18% in the same time period.

[Wrike Project Details](#)

[Github Repository](#)