

Project: Web Pages with Less than 100 Pageviews since 3/1/2019

Office of Marketing and Brand Management

6/19/2020

Description

The purpose of this project is to provide information to the web team in the Office of Marketing and Brand Management to assist them in determining which web pages have been viewed fewer than 100 times since March 1, 2019. This report documents the process and results of Step 1, determining whether we can merge the web page content data provided by Robin McGlauffin, Web Design Manager in Information Technology Services at USM, with the web traffic data retrieved from Google Analytics.

Findings

Table 1: Test Merge CM Data: English Sites with fewer than 100 pageviews since 3/1/2019

URL	pageviews
/eng/what-expect-english-100c-college-writing	3399
/eng/ba-english	3077
/eng/english-course-descriptions	2786
/eng/ba-english-teacher-education-7-12-certification-track	1110
/eng/shelton-waldrep	893
/eng/jessica-ouellette	806
/eng/certificate-public-and-professional-writing	779
/eng/minor-writing	714
/eng/grading-criteria	694
/eng/former-college-writing-students-give-advice	673
/eng/jane-kuenz	468
/eng/minor-english	447
/eng/overview	436
/eng/lisa-walker	425
/eng/ben-bertram	420
/eng/eve-raimon	416
/eng/minor-public-and-professional-writing	414
/eng/justin-tussing	412
/eng/lorrayne-carroll	387
/eng/college-writing	359
/eng/john-muthyala	348
/eng/kathleen-ashley	347
/eng/carrie-kancilia	292
/eng/judson-merrill	277
/eng/gerald-peters	273

Table 1: Test Merge CM Data: English Sites with fewer than 100 pageviews since 3/1/2019 (*continued*)

URL	pageviews
/eng/nancy-gish	272
/eng/rick-swartz	268
/eng/ted-williams	238
/eng/minor-writing	214
/eng/michelle-menting	210
/eng/laima-sruoginis-0	194
/eng/bud-mcgrath	194
/eng/scholarships	188
/eng/michele-cheung	186
/eng/kate-mitchell	185
/eng/lorna-hughes	177
/eng/contact-us	177
/eng/rebecca-redlon	175
/eng/pam-lariviere	174
/eng/mike-bendzela	170
/eng/independent-study	164
/eng/advising	163
/eng/john-jack-chebowicz	158
/eng/office-hours	151
/eng/suzanne-nadeau	145
/eng/gibson-fay-leblanc	144
/eng/studying-slavery-north-investigation	140
/eng/margaret-reimer	138
/eng/lynette-eckersley-ray	136
/eng/kevin-kelly	131
/eng/guidelines-internship-professional-writing	131
/eng/sharon-ross	130
/eng/spring-2020-course-guide-0	129
/eng/lisa-hibl	128
/eng/katherine-peters	127
/eng/linda-trombley	116
/eng/kristin-rieff	115
/eng/nicholas-wise	113
/eng/elizabeth-dodge	110
/eng/marni-berger	101
/eng/newsletters	101
/eng/nick-wilson	80
/eng/gibson-fay-leblanc	61
/eng/radboud-universiteit	60
/eng/elsie-de-wolfes-queer-animacies-marie-antoinette-and-modernist-sapphic-interior	59
/eng/professor-john-muthyala-and-learning-designer-jennifer-keplinger-attend-neh-digital-humanities	47
/eng/21st-century-literacies-multimodality-and-writing-across-curriculum	43
/eng/2019-scholarship-winners	40
/eng/fall-2019-course-guide	38
/eng/digital-humanities-approaches-english-studies	33

Table 1: Test Merge CM Data: English Sites with fewer than 100 pageviews since 3/1/2019 (*continued*)

URL	pageviews
/eng/2020-scholarship-winners	32
/eng/department-english-publishes-2019-newsletter	31
/eng/2019-scholarship-winners-0	30
/eng/what-my-instructor-looking-my-writing	28
/eng/how-do-i	23
/eng/english-major-autumn-wentworth-studying-abroad	21
/eng/important-notice-0	10
/eng/english-course-descriptions	9
/eng/2018-scholarship-winners-0	8
/eng/fall-2016-course-offerings	8
/eng/what-expect-english-100c-college-writing	7
/eng/professor-tussing-wins-book-award-fiction	5
/eng/summer-2016-course-offerings	5
/eng/john-muthyala	4
/eng/2017-scholarship-winners-0	4
/eng/2016-scholarship-winners-0	4
/eng/professor-nancy-gish-writes-article-portland-press-herald	4
/eng/“-little-white-rose-scotland”-usm-professor-honored-work-scottish-literature	4
/eng/ba-english-teacher-education-7-12-certification-track	3
/eng/fall-2020-course-guide-0	3
/eng/guidelines-final-report	3
/eng/betsy-sholl-published-book-poems	2
/eng/ba-english-teacher-education-7-12-certification-track	1
/eng/minor-public-and-professional-writing	1
/eng/minor-writing	1
/eng/ba-english	1
/eng/katherine-peters	1
/eng/carrie-kancilia	1
/eng/john-jack-chebowicz	1
/eng/margaret-reimer	1
/eng/independent-study	1
/eng/location-and-hours	1
/eng/spring-2016-course-offerings	1
/eng/professor-gerald-peters-publishes-book	1
/eng/what-expect-english-100c-college-writing	1
/eng/english-overview	NA

Process

1. Import CM data and rename URL and Page Title fields
2. Import GA data. Fields required - “pagePath”, “pageTitle”, and “pageviews”. Querying data via api is possible. The process is in hidden code in this report.
3. Merge the 2 reports with “merge” function and select appropriate fields and then arrange pageviews in ascending order.

Results

- The test merge using the English Dept pages provided by Robin was successful.
- Approximately 40 of the 90 English subsites have gotten less than 100 pageviews since early March, 2019.

[Wrike Project Details](#)

[Github Repository](#)

Box File: WebVisits