

Exploratory Data Analysis on Cisco web traffic

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Introduction

Cisco.com portal provides all of Cisco's offerings including the Products, Solutions, Platforms, Services, Trainings and Documentation.

The CEAD, Escalations Team (Tier 2) under IBNG (EN) would like to expand their portfolio by providing support and other offerings to Partners, Customers through a Chatbot on Cisco.com portal. In this regard a detailed analysis is performed on Cisco.com web logs to understand visitor's profile, top pages visited, top sections and top search terms. The analysis should help understand visitors profile and what is being viewed or searched and with additional details should provide the pages or sections where the Chatbot can be embedded on Cisco.com.

The analysis includes study of Cisco.com, Cisco.com/en/us and top pages under Cisco.com/en/us/.

The Cisco.com web logs are obtained from CCO team. The provided logs identify a visitor into Anonymous, Guests, Internal, Partner, Customer category. The provided logs did not have cookie/user level info. Instead it was provided as an aggregate at Cisco.com while the logs for EN and EN/below are provided at individual page level as the logs are huge to aggregate at source level. Because of this the total Visitors metric would be inflated for EN and EN/below pages. This is because the same user may be counted across multiple pages at EN or EN/below pages. No other metric (Visits, Views, Time spent) would have any impact.

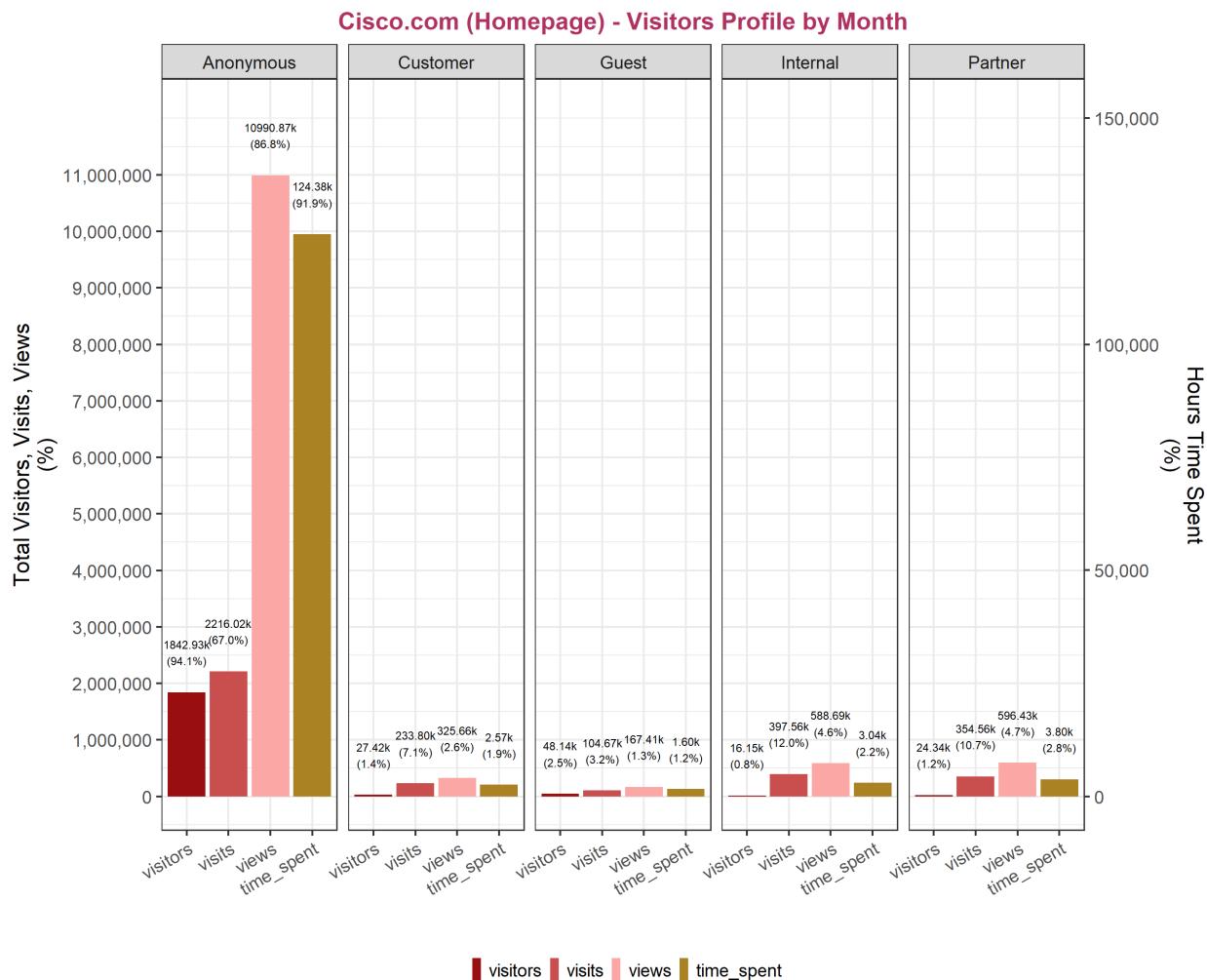
Data Analysis

Cisco.com

Visitor Metrics (Cisco.com)

Observations:

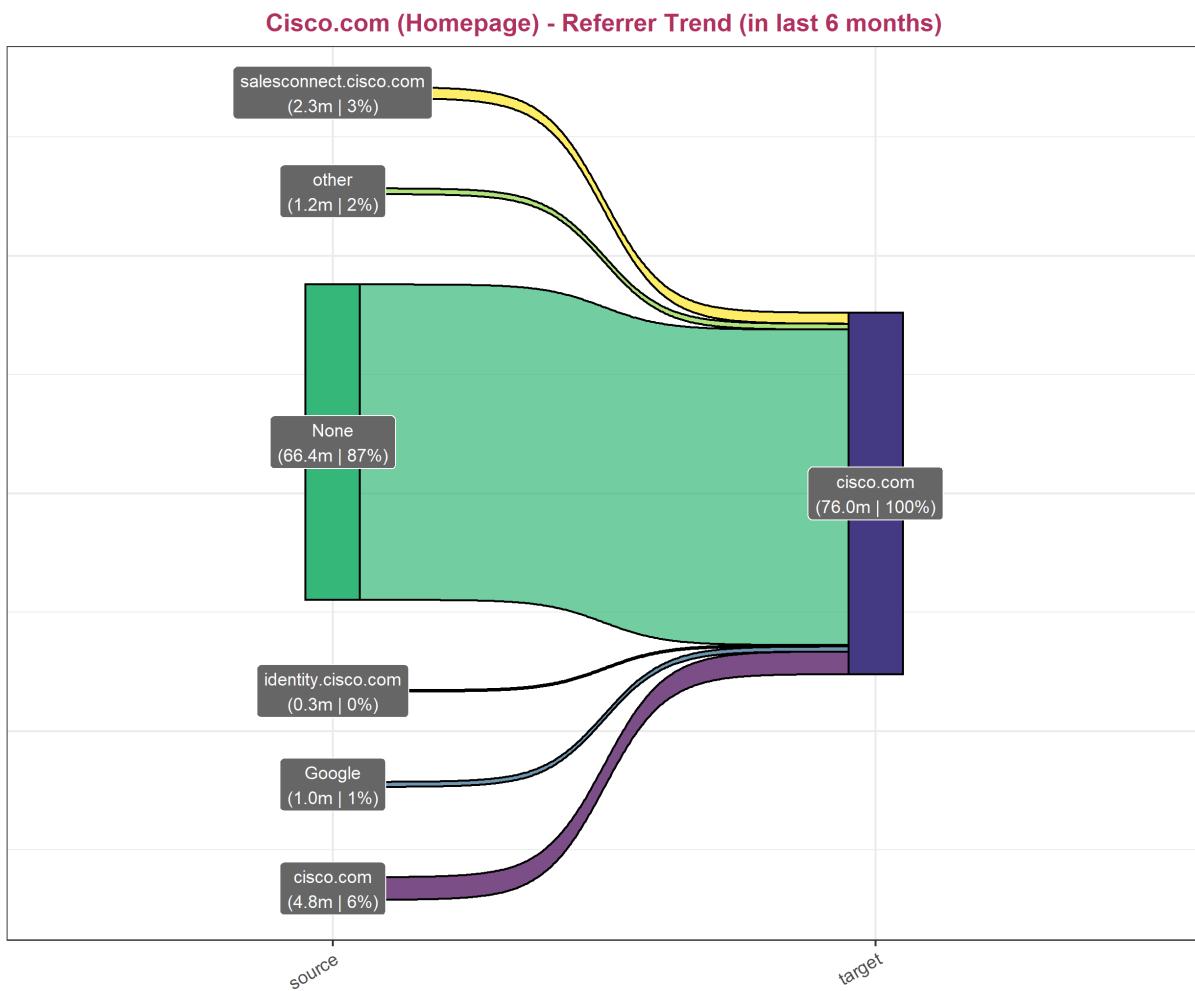
1. On Cisco.com 96.6% visitors, 70.2% visits, 88.1% page views and 93.1% time spent on is coming from Anonymous and Guest users.
2. On Cisco.com Customers visits are 9x, Partners visits are 15x and Internal visits are 25x while Anonymous and Guests visits are 1.2x only.
3. On Cisco.com Customers page views are 12x, Partner page views are 24x and Internal page views are 37x while Anonymous and Guests page views are 6x only.



Referrers (Cisco.com)

Observations:

1. On Cisco.com 87% of traffic is coming directly without any referrer.
2. On Cisco.com only 1% of traffic coming from Google.com.

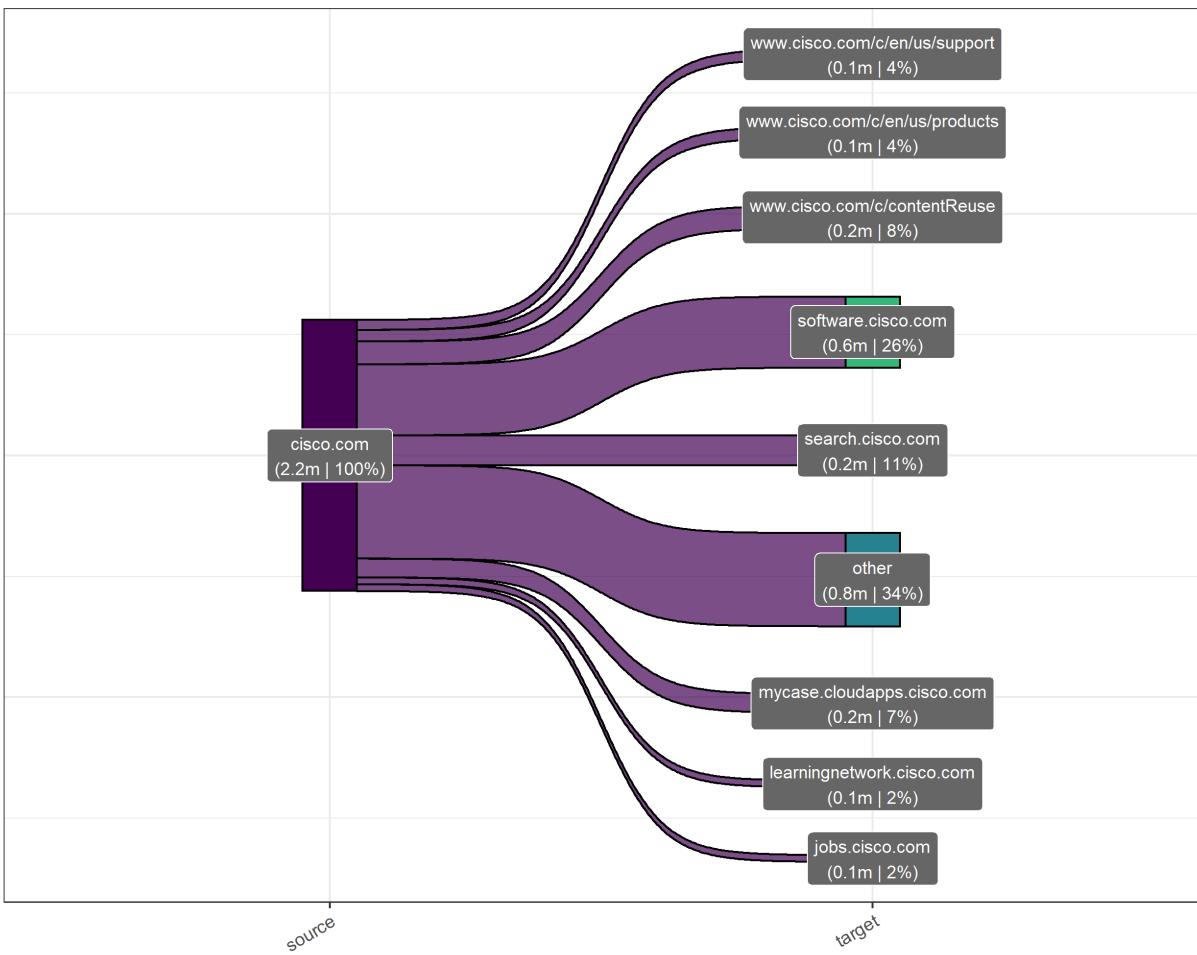


Top Pages (Cisco.com)

Observations:

- Only 2million page views under Cisco.com pages indicate Cisco.com as referrer. Further data investigation needed on referrer data.

Cisco.com (Homepage) - Top Pages (in last 6 months)



Top Sections (Cisco.com)

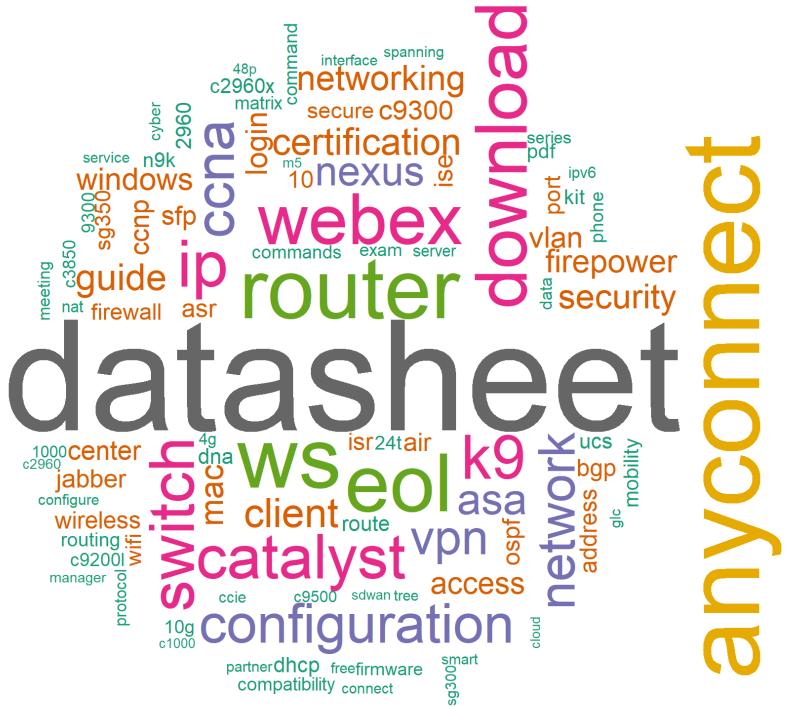
NOTE:

* To understand the top sections on Cisco.com what they are and where they are positioned one need to work with CCO team.

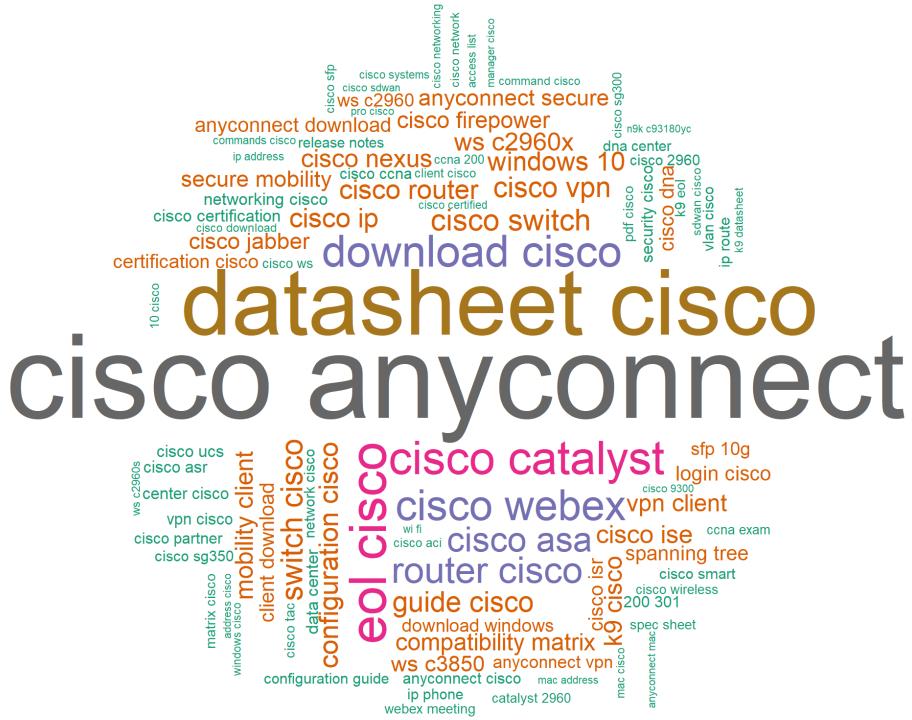
page	lpos	lid	linktext	page_views	pct (%)
cisco.com	profile button	masthead	profile open	300,569	14.8
cisco.com	NA	fwt-profile-button	log in log out	274,884	13.6
cisco.com	NA	NA	log in	245,757	12.1
cisco.com	support	NA	support	88,295	4.4
cisco.com	NA	fwt-search-button	search	83,105	4.1
cisco.com	search button	masthead	search open	76,195	3.8
cisco.com	nav button	masthead	nav open	65,587	3.2
cisco.com	NA	NA	no link text	56,250	2.8
cisco.com	products	NA	products	54,089	2.7
cisco.com	fwt-nav-button	NA	more	42,489	2.1
cisco.com	NA	fwt-nav-button	menu close	40,762	2.0
cisco.com	secondary panel button	support	contact support	30,372	1.5
cisco.com	NA	fwt-ellipsis-button	more	22,861	1.1
cisco.com	NA	fwt-profile_ellipsis-button	log in log out log in	21,454	1.1
cisco.com	quick_tasks	prospects	software downloads	21,133	1.0
cisco.com	pdfind_box_focus	pdfind_box_focus_click	NA	19,480	1.0
cisco.com	NA	fwt-language-button	choose language selection us en	15,351	0.8
cisco.com	tertiary panel link	support - contact support	open a new case	14,275	0.7
cisco.com	nav button	masthead	nav close	13,771	0.7
cisco.com	language button	masthead	language open	12,922	0.6
cisco.com	quick_tasks	partners	deals, quotes, orders (ccw)	12,109	0.6
cisco.com	partners	NA	partners	11,969	0.6
cisco.com	quick_tasks	prospects	tech support cases	11,967	0.6

Top Query Terms

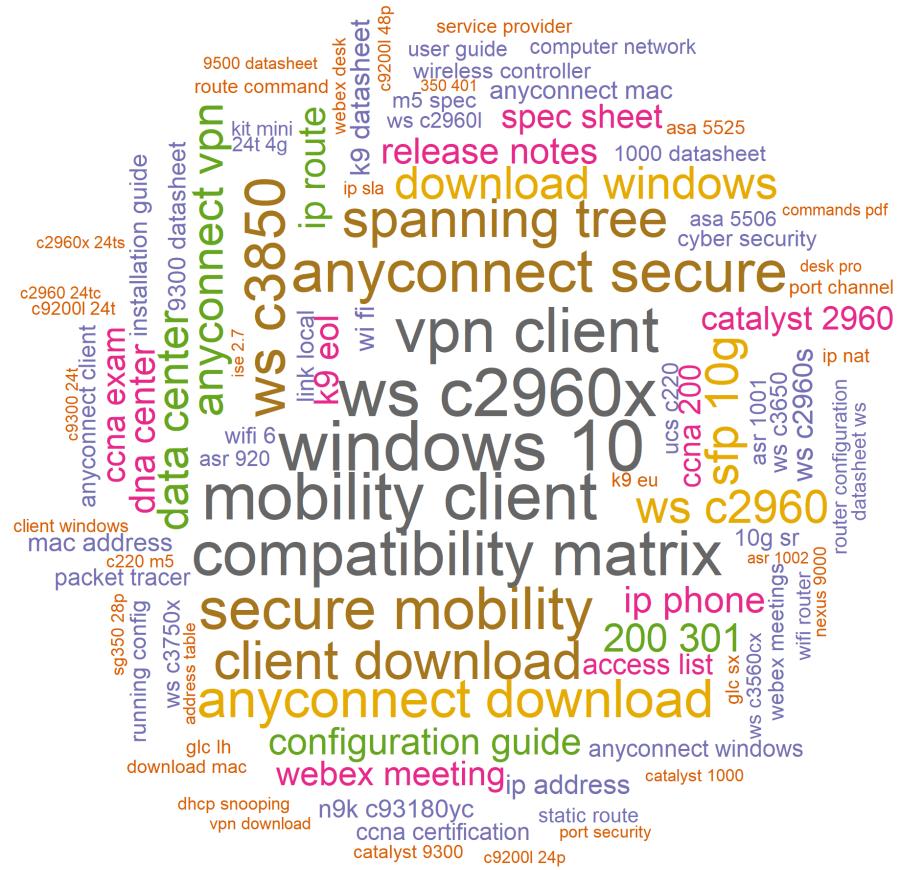
Top One Word (cisco.com)



Top Two Words (cisco.com)



Top Two Words without Cisco (cisco.com)

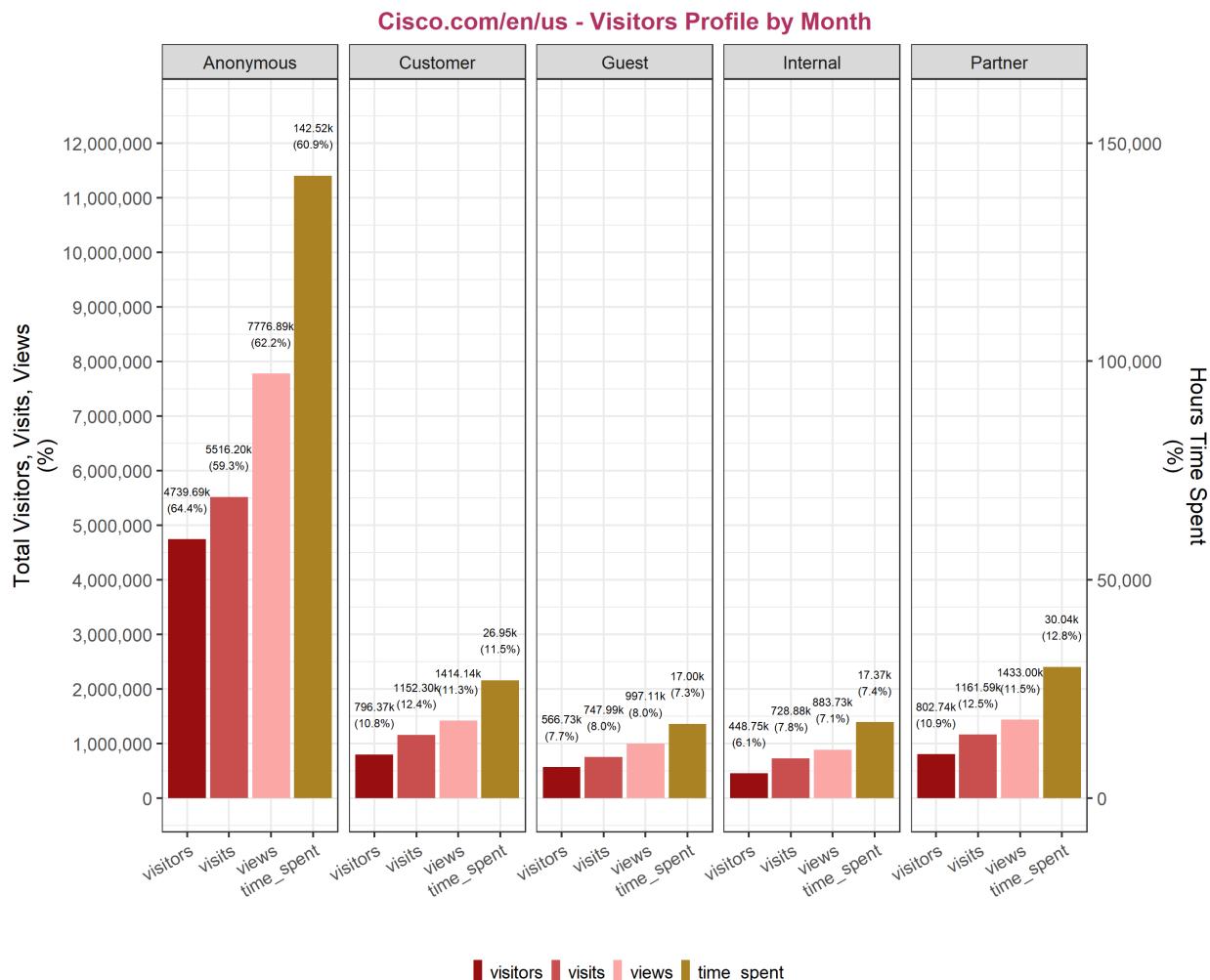


Cisco.com/en/us

Visitor Metrics (Cisco.com/en/us)

Observations:

1. On EN 71.1% visitors, 67.3% visits, 70.2% page views and 68.2% time spent is coming from Anonymous and Guest users.
2. On EN Customers visits are 1.4x, Partners visits are 1.4x and Internal visits are 1.6x while Anonymous and Guests visits are 1.2x of the visitors only.
3. On EN Customers page views are 1.8x, Partner page views are 1.8x and Internal page views are 2x while Anonymous and Guests page views are 1.7x of the visitors.



Visitor Metrics comparision (Cisco.com Vs Cisco.com/en/us by Month)

Observations:

- On EN Total visitors are 3.8x, visits 2.8x, views remain same and time spent is 1.7x more than on Cisco.com (Homepage).
- On EN Customers are 29x, Partners are 33x and Internal users are 27.8x more than on Cisco.com (Homepage).
- On EN Time spent by Customers is 10.5x, Partners is 7.9x and Internal users is 5.7x and Guests is 10.7x more than on Cisco.com (Homepage).

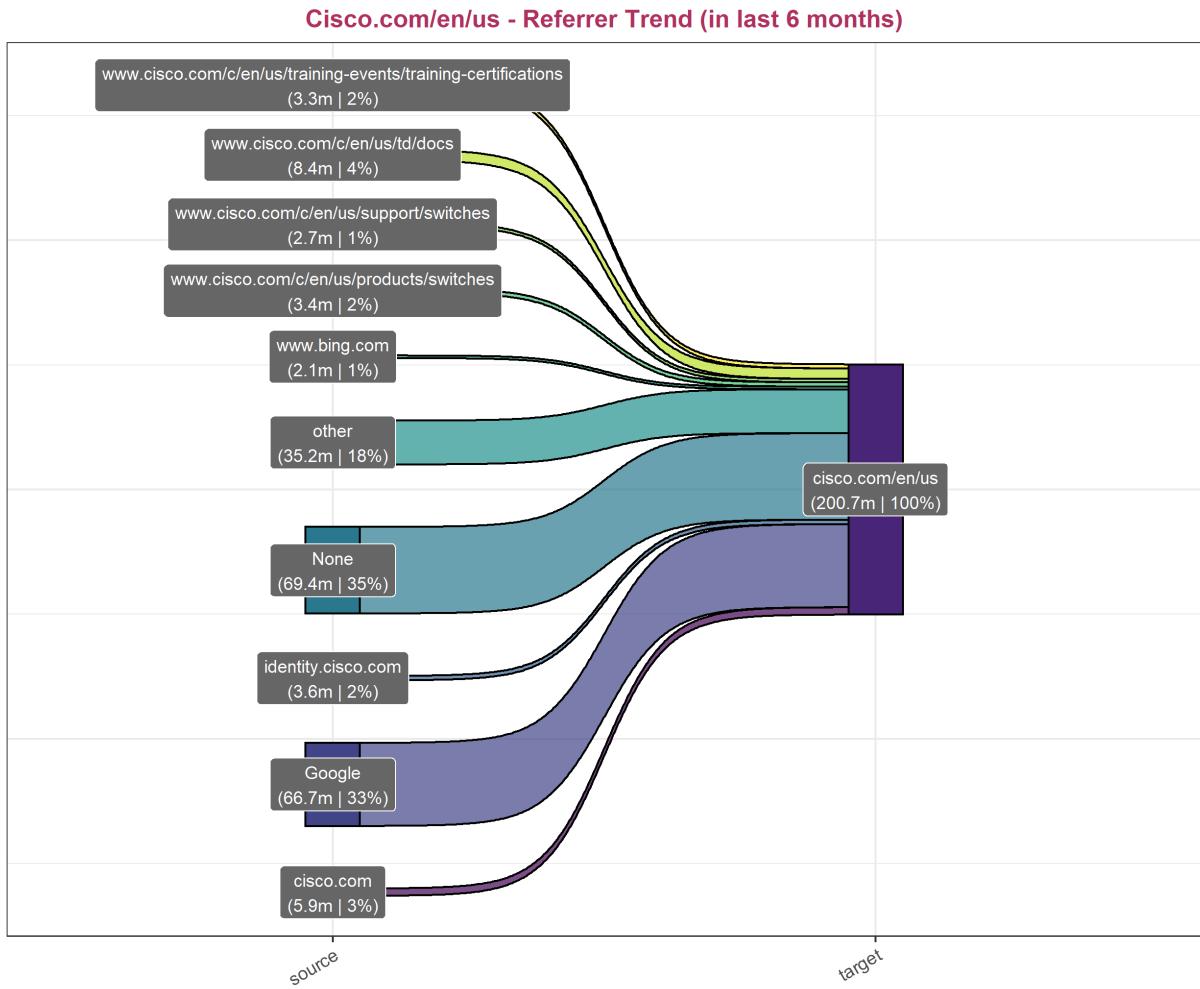
User Type	Cisco.com				Cisco.com/en/us			
	Cisco Visitors	Cisco Visits	Cisco Views	Cisco Time Spent (Hr)	EN Visitors	EN Visits	EN Views	EN Time Spent (Hr)
Guest	48k	105k	167k	2k	567k	748k	997k	17k
Customer	27k	234k	326k	3k	796k	1152k	1414k	27k
Anonymous	1843k	2216k	10991k	124k	4740k	5516k	7777k	143k
Internal	16k	398k	589k	3k	449k	729k	884k	17k
Partner	24k	355k	596k	4k	803k	1162k	1433k	30k
Total	1959k	3307k	12669k	135k	7354k	9307k	12505k	234k

User Type	EN over Cisco.com				
	[EN/Cisco] visitors	[EN/Cisco] visits	[EN/Cisco] views	[EN/Cisco] time_spent	
Guest	11.8x	7.1x	6x		10.7x
Customer	29x	4.9x	4.3x		10.5x
Anonymous	2.6x	2.5x	0.7x		1.1x
Internal	27.8x	1.8x	1.5x		5.7x
Partner	33x	3.3x	2.4x		7.9x
Total	3.8x	2.8x	1x		1.7x

Referrers (Cisco.com/en/us)

Observations:

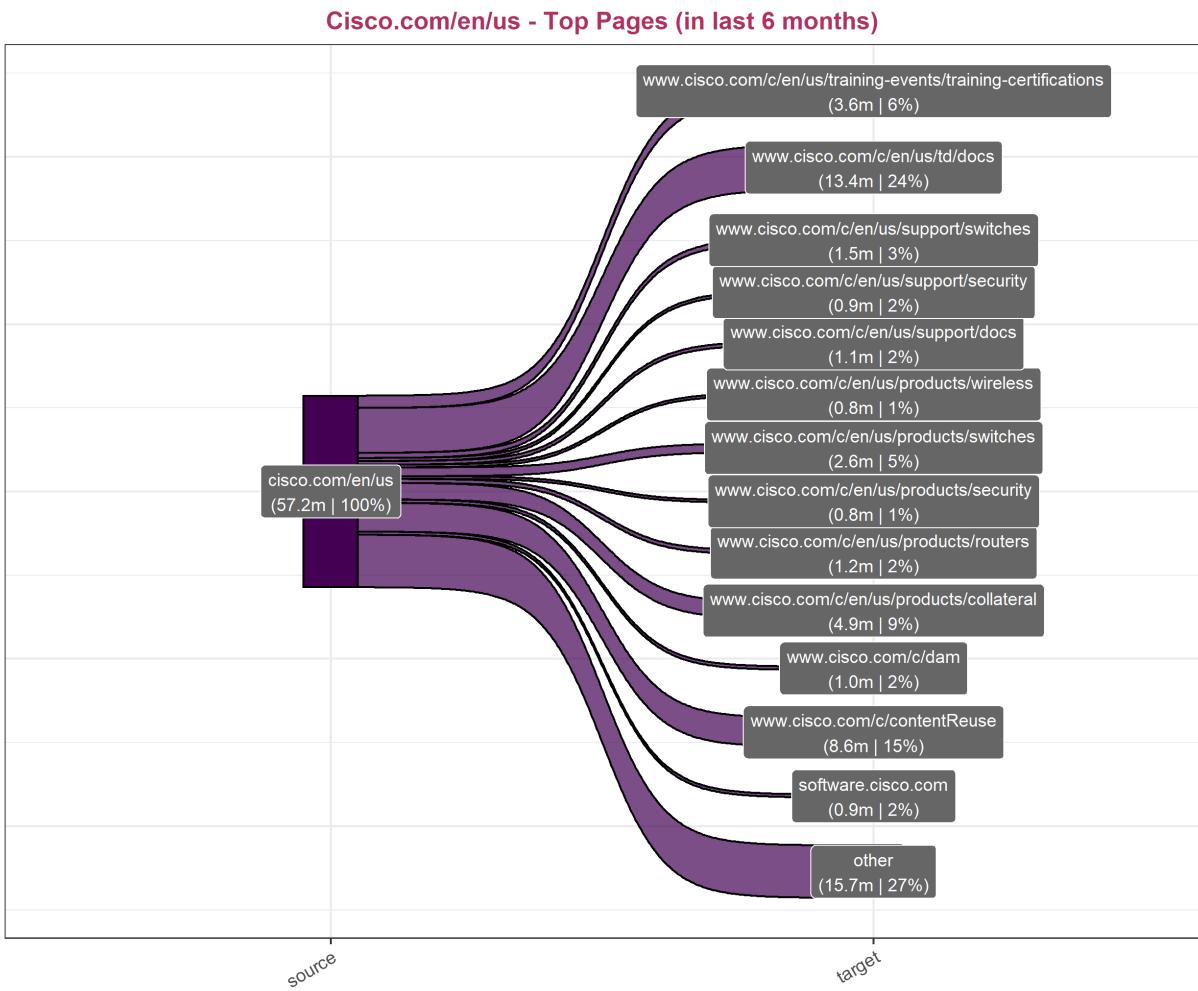
1. On EN volume of page views is 200million which is 3x more than on Cisco.com (Homepage).
2. ON EN Google is the top referrer bringing in 33% traffic.
3. About 35% of traffic reaches EN pages directly.



Top Pages (Cisco.com/en/us)

Observations:

1. On EN Documentation (td) is the top EN page contributing 24% of the traffic.
2. On EN Documentation again (contentReuse) constitutes the 2nd top page with 15% traffic while Products constitute 9% traffic and in 3rd place.



Top Sections (Cisco.com/en/us)

NOTE:

* To understand the top sections on Cisco.com what they are and where they are positioned one need to work with CCO team.

page	lpos	lid	linktext	page_views	pct (%)
cisco.com/c/en/us	NA	NA	no link text	5,113,697	6.9
cisco.com/c/en/us	pop up chat	NA	decline the chat invitation	3,265,751	4.4
cisco.com/c/en/us	profile button	masthead	profile open	1,778,196	2.4
cisco.com/c/en/us	model_tab_downloads_click	model_tab_downloads_click	downloads	1,086,364	1.5
cisco.com/c/en/us	dest_pg_expand	dest_pg_expand_dldoc	download	1,069,605	1.4
cisco.com/c/en/us	nav button	masthead	nav open	998,143	1.3
cisco.com/c/en/us	NA	fwt-profile-button	log in log out	907,237	1.2
cisco.com/c/en/us	NA	fwt-search-button	search	861,731	1.2
cisco.com/c/en/us	products	NA	products	822,061	1.1
cisco.com/c/en/us	search button	masthead	search open	776,136	1.0
cisco.com/c/en/us	NA	fwt-nav-button	menu close	686,420	0.9
cisco.com/c/en/us	NA	NA	log in	659,620	0.9
cisco.com/c/en/us	support	NA	support	643,163	0.9
cisco.com/c/en/us	fwt-nav-button	NA	more	558,486	0.8
cisco.com/c/en/us	ser_tab_downloads_click	ser_tab_downloads_click	downloads	522,491	0.7
cisco.com/c/en/us	NA	NA	products	520,659	0.7
cisco.com/c/en/us	dest_pg_dl	dest_pg_dl_pdf	pdf	498,141	0.7
cisco.com/c/en/us	model_tab_downloads	model_tab_downloads	download options	452,572	0.6
cisco.com/c/en/us	NA	fwt-ellipsis-button	more	444,567	0.6
cisco.com/c/en/us	ser_tab_documentation_click	ser_tab_documentation_click	documentation	425,714	0.6
cisco.com/c/en/us	NA	NA	models	421,735	0.6
cisco.com/c/en/us	model_tab_documentation_click	model_tab_documentation_click	documentation	372,728	0.5
cisco.com/c/en/us	pdffind_box_focus	pdffind_box_focus_click	NA	342,770	0.5
cisco.com/c/en/us	NA	fwt-language-button	choose language selection us en	335,666	0.5
cisco.com/c/en/us	selected value	upgrade blade	catalyst 3560 series	335,470	0.5
cisco.com/c/en/us	model_tab_documentation	model_tab_documentation_top_categories	data sheets	284,383	0.4
cisco.com/c/en/us	support	NA	support & learn	270,679	0.4
cisco.com/c/en/us	language button	masthead	language open	268,922	0.4
cisco.com/c/en/us	quick_tasks	partners	deals, quotes, orders (ccw)	267,719	0.4
cisco.com/c/en/us	NA	NA	manage profile	266,279	0.4
cisco.com/c/en/us	NA	fwt-logo	cisco.com worldwide	257,869	0.3
cisco.com/c/en/us	NA	NA	resources	250,773	0.3
cisco.com/c/en/us	model_tab_specifications_click	model_tab_specifications_click	specifications	238,329	0.3
cisco.com/c/en/us	nav button	masthead	nav close	235,115	0.3
cisco.com/c/en/us	ser_tab_downloads	ser_tab_downloads	software download center	229,962	0.3
cisco.com/c/en/us	logo button	masthead	cisco logo	223,097	0.3
cisco.com/c/en/us	partners	NA	partners	214,423	0.3
cisco.com/c/en/us	slider-lightbox1	NA	NA	214,412	0.3
cisco.com/c/en/us	NA	msopencases	view open cases	209,857	0.3
cisco.com/c/en/us	shp_my_support	shp_open_new_case	open new case	201,707	0.3

Top Query Terms

Top One Word (cisco.com/en/us)



Top Two Words (cisco.com/en/us)

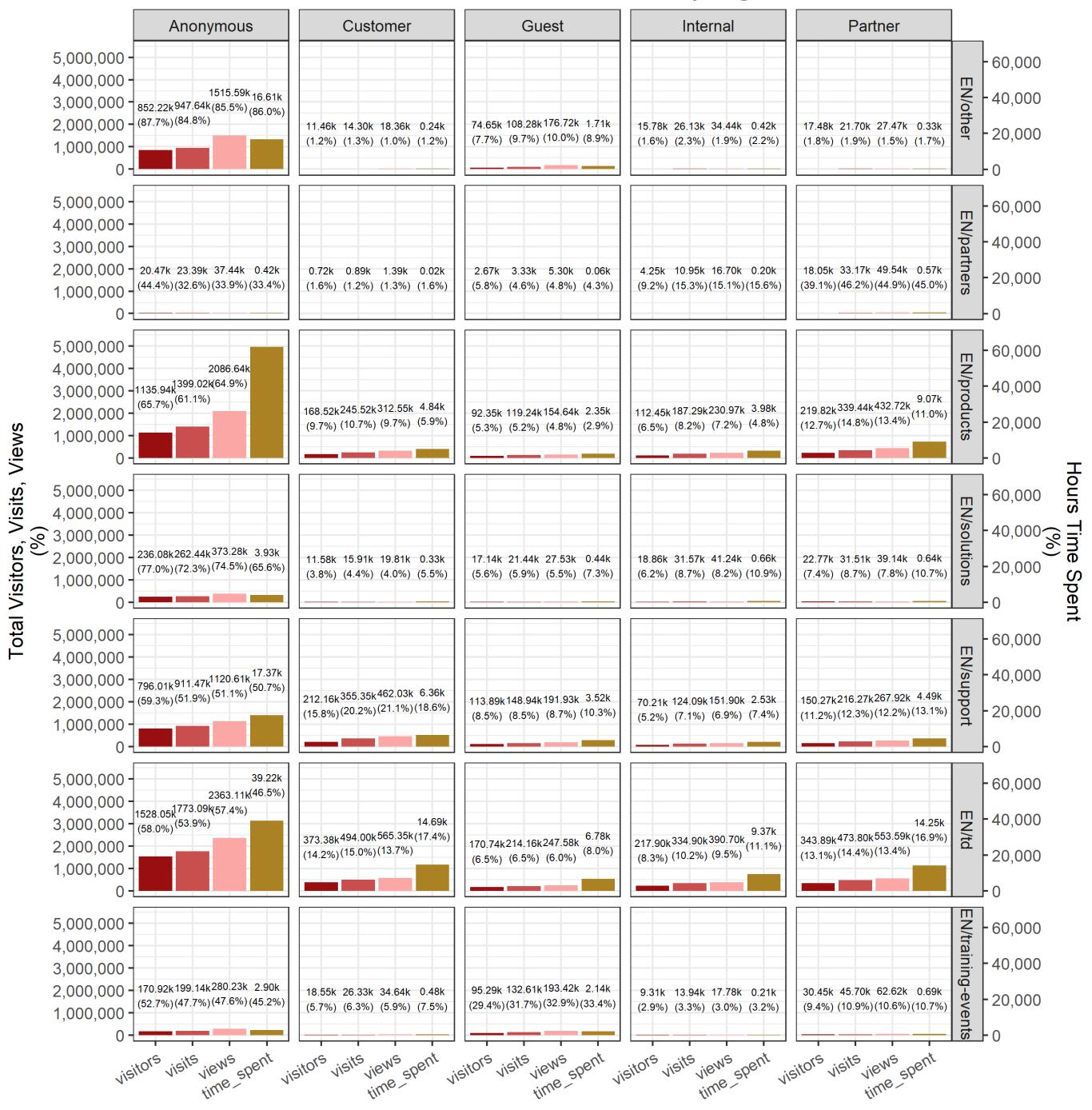


Top Two Words without Cisco (cisco.com/en/us)



Cisco.com/EN/below
Visitor Metrics Summary

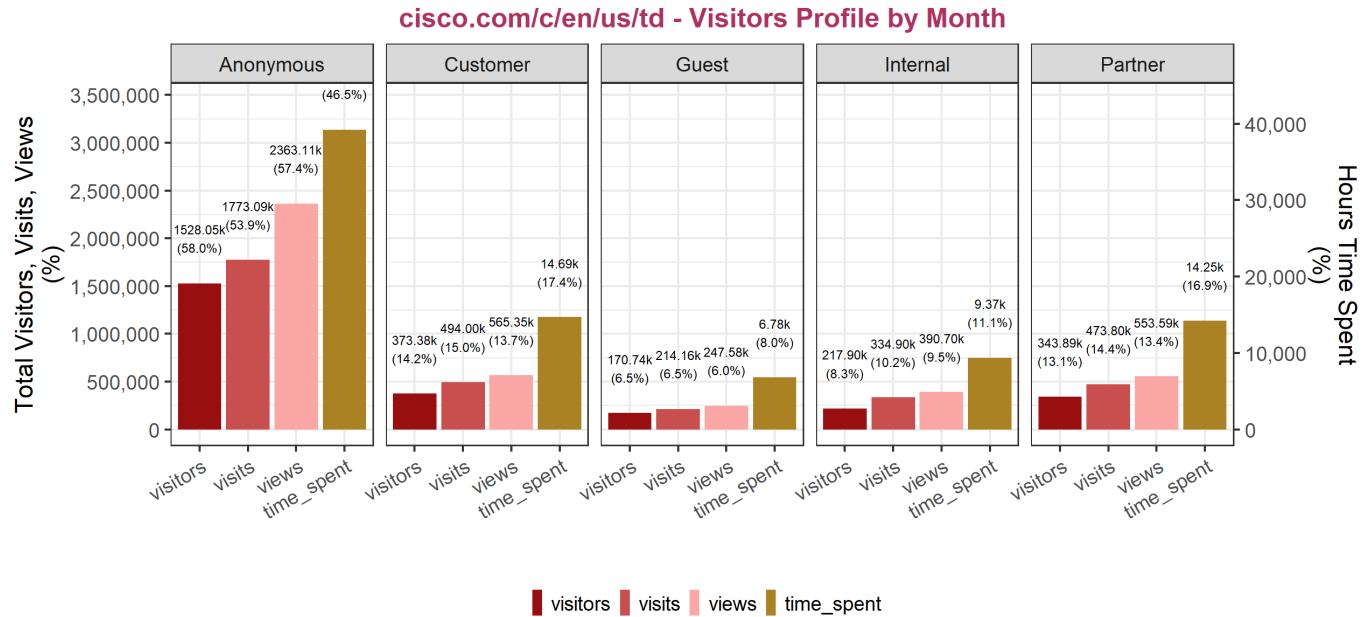
Total Visitors, Visits, Views on EN Top Pages



visitors visits views time_spent

Cisco.com/c/en/us/td

Visitor Metrics (Cisco.com/c/en/us/td)



Top Sections (Cisco.com/c/en/us/td)

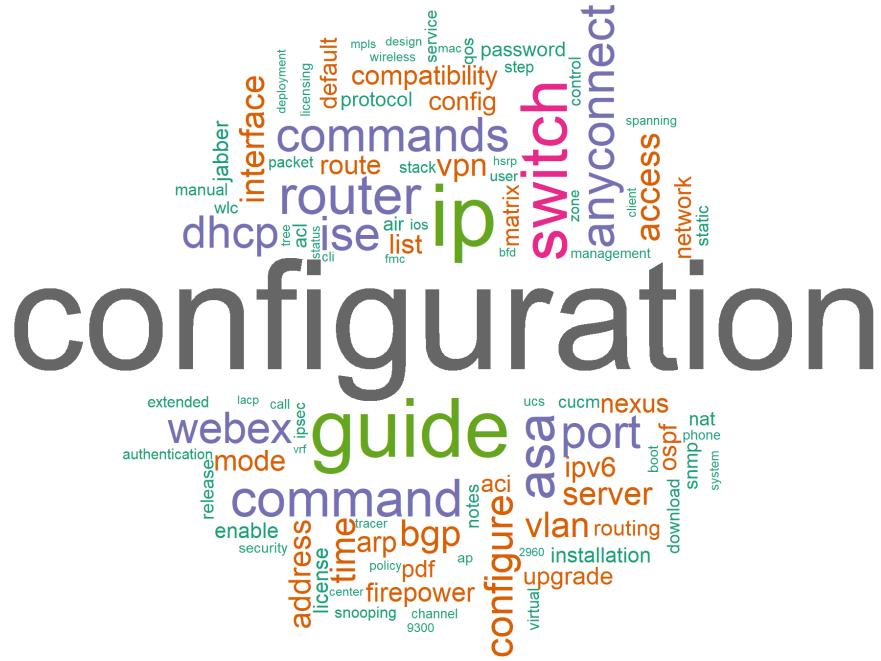
NOTE:

* To understand the top sections on Cisco.com what they are and where they are positioned one need to work with CCO team.

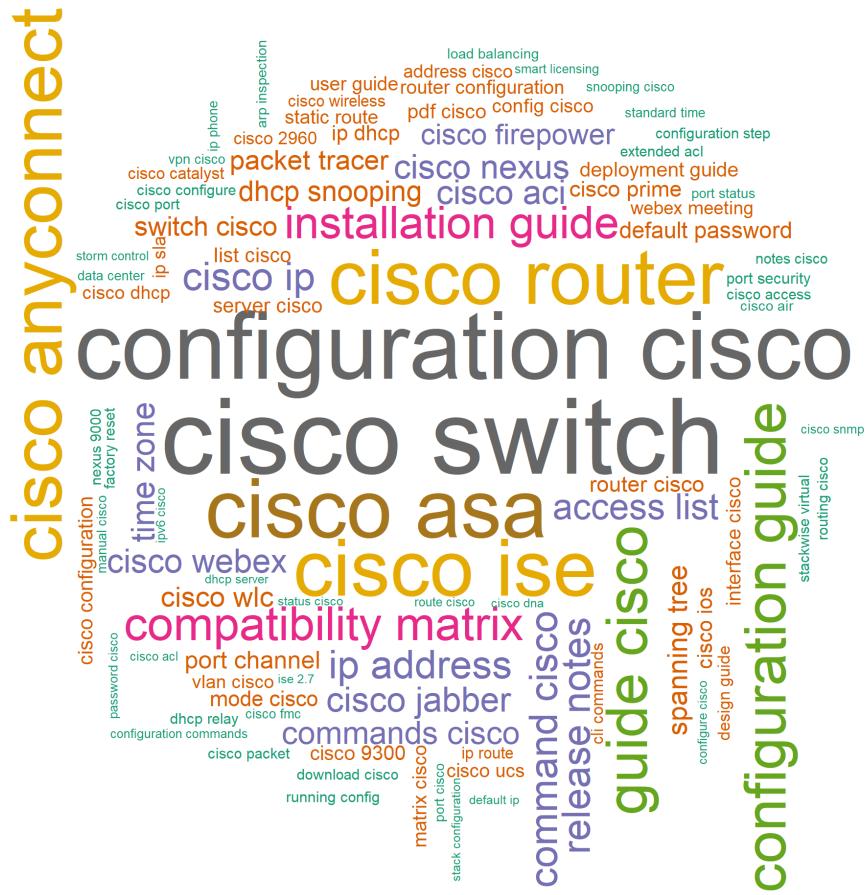
page	lpos	lid	linktext	page_views	pct (%)
cisco.com/c/en/us/td	NA	NA	no link text	993,317	13.15
cisco.com/c/en/us/td	dest_pg_expand	dest_pg_expand_ddoc	download	277,613	3.67
cisco.com/c/en/us/td	dest_pg_body	dest_pg_body_links	click here	62,362	0.83
cisco.com/c/en/us/td	dest_pg_dl	dest_pg_dl_pdf	pdf	53,939	0.71
cisco.com/c/en/us/td	pop_up_chat	NA	decline the chat invitation	35,489	0.47
cisco.com/c/en/us/td	dest_pg_chap_content	dest_pg_chap_content_nav	expand	32,478	0.43
cisco.com/c/en/us/td	NA	NA	overview	30,886	0.41
cisco.com/c/en/us/td	NA	NA	contents	25,709	0.34
cisco.com/c/en/us/td	dest_pg_body	dest_pg_table	download the latest version of anyconnect	20,670	0.27
cisco.com/c/en/us/td	dest_pg_breadcrumb	dest_pgBreadcrumb	release notes	18,565	0.25
cisco.com/c/en/us/td	NA	NA	your phone	17,802	0.24
cisco.com/c/en/us/td	dest_pg_breadcrumb	dest_pgBreadcrumb	configuration guides	16,817	0.22
cisco.com/c/en/us/td	NA	NA	getting started	15,497	0.21
cisco.com/c/en/us/td	dest_pg_body	dest_pg_body_links	http://www.cisco.com/en/us/products/ps10884/tsd_products_support_series_home.html	15,193	0.20
cisco.com/c/en/us/td	NA	NA	product overview	15,161	0.20
cisco.com/c/en/us/td	dest_pg_body	dest_pg_table	upgrading the switch software	14,500	0.19
cisco.com/c/en/us/td	NA	NA	system configuration	13,299	0.18
cisco.com/c/en/us/td	NA	NA	preface	12,836	0.17
cisco.com/c/en/us/td	NA	fwt-search-button	search	12,669	0.17
cisco.com/c/en/us/td	NA	NA	compatibility	11,984	0.16

Top Query Terms

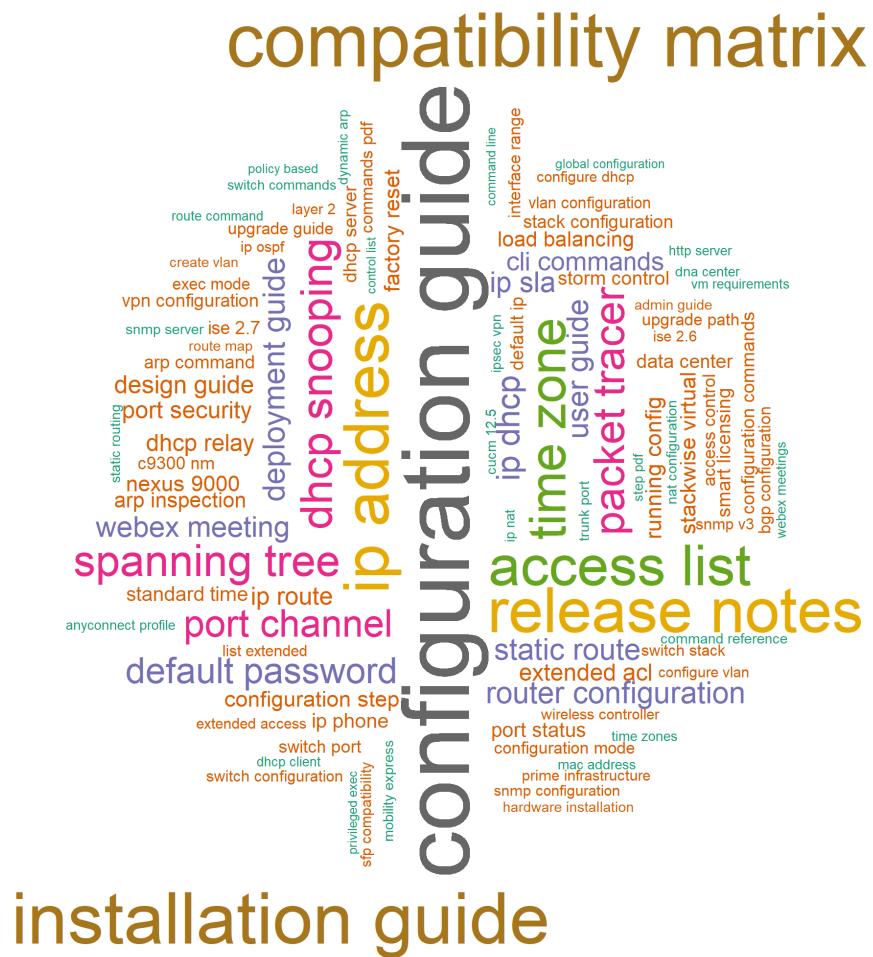
Top One Word (cisco.com/c/en/us/td)



Top Two Words (cisco.com/c/en/us/td)

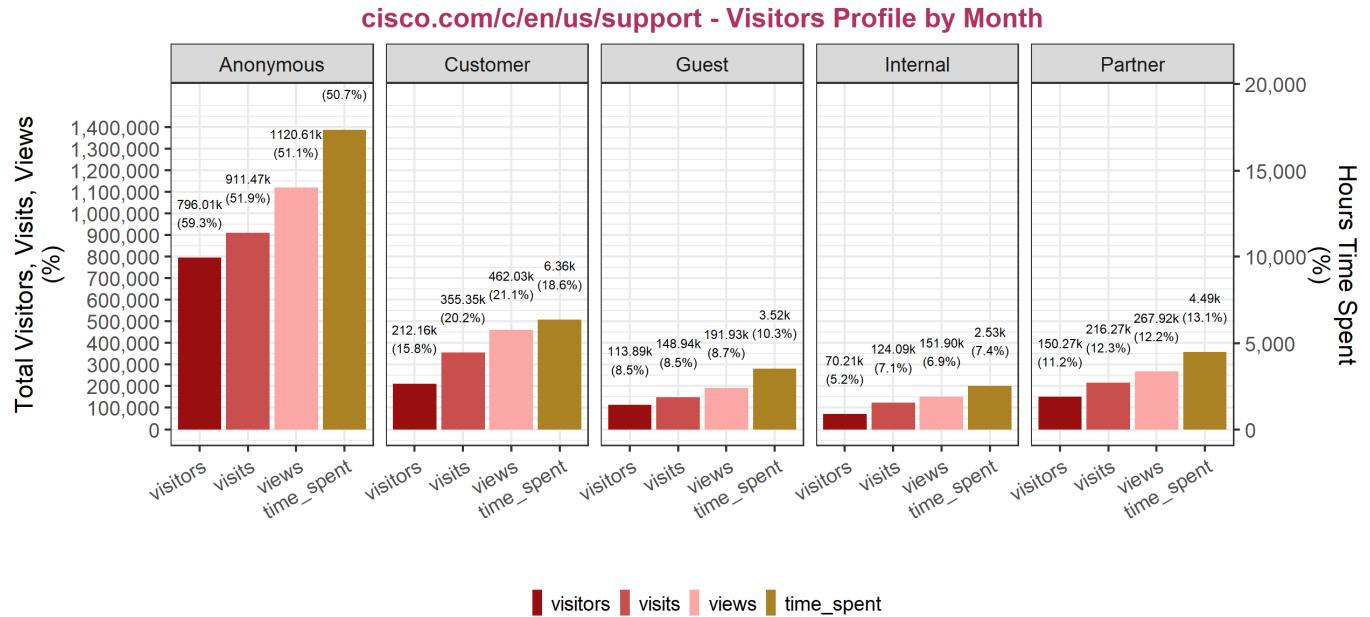


Top Two Words without Cisco (cisco.com/c/en/us/td)



Cisco.com/c/en/us/support

Visitor Metrics (Cisco.com/c/en/us/support)



Top Sections (Cisco.com/c/en/us/support)

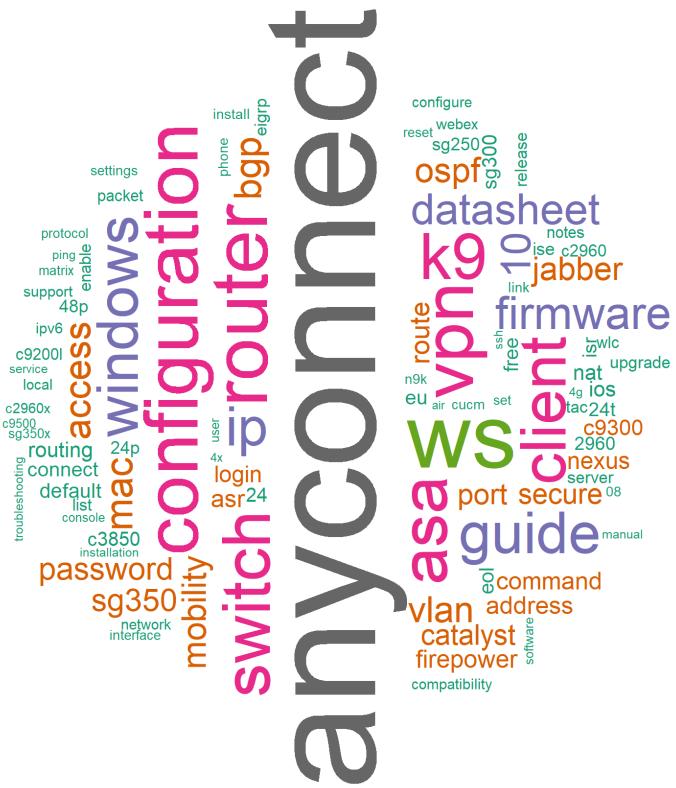
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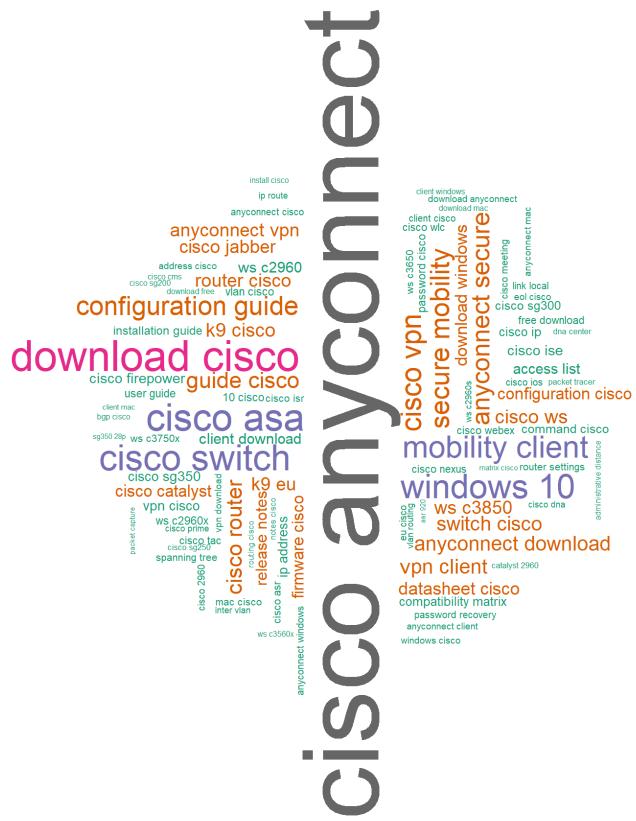
page	lpos	lid	linktext	page_views	pct (%)
cisco.com/c/en/us/support	model_tab_downloads_click	model_tab_downloads_click	downloads	1,047,914	7.36
cisco.com/c/en/us/support	NA	NA	no link text	921,554	6.48
cisco.com/c/en/us/support	ser_tab_downloads_click	ser_tab_downloads_click	downloads	510,188	3.59
cisco.com/c/en/us/support	model_tab_downloads	model_tab_downloads	download options	435,823	3.06
cisco.com/c/en/us/support	ser_tab_documentation_click	ser_tab_documentation_click	documentation	413,224	2.90
cisco.com/c/en/us/support	model_tab_documentation_click	model_tab_documentation_click	documentation	345,125	2.43
cisco.com/c/en/us/support	model_tab_documentation	model_tab_documentation_top_categories	data sheets	257,555	1.81
cisco.com/c/en/us/support	pdfind_box_focus	pdfind_box_focus_click	NA	242,338	1.70
cisco.com/c/en/us/support	model_tab_specifications_click	model_tab_specifications_click	specifications	233,110	1.64
cisco.com/c/en/us/support	ser_tab_downloads	ser_tab_downloads	software download center	225,434	1.58
cisco.com/c/en/us/support	dest_pg_expand	dest_pg_expand_ddoc	download	215,920	1.52
cisco.com/c/en/us/support	NA	msopencases	view open cases	209,857	1.47
cisco.com/c/en/us/support	shp_my_support	shp_open_new_case	open new case	201,707	1.42
cisco.com/c/en/us/support	slider-lightbox1	NA	NA	192,214	1.35
cisco.com/c/en/us/support	profile button	masthead	profile open	186,395	1.31
cisco.com/c/en/us/support	dest_pg_body	dest_pg_rel_info	download latest	159,008	1.12
cisco.com/c/en/us/support	shp_my_support	shp_my_support_open_click	view open cases	148,819	1.05
cisco.com/c/en/us/support	model_tab_community_click	model_tab_community_click	community	141,667	1.00
cisco.com/c/en/us/support	NA	fwt-profile-button	log in log out	133,366	0.94
cisco.com/c/en/us/support	NA	NA	log in	113,207	0.80

Top Query Terms

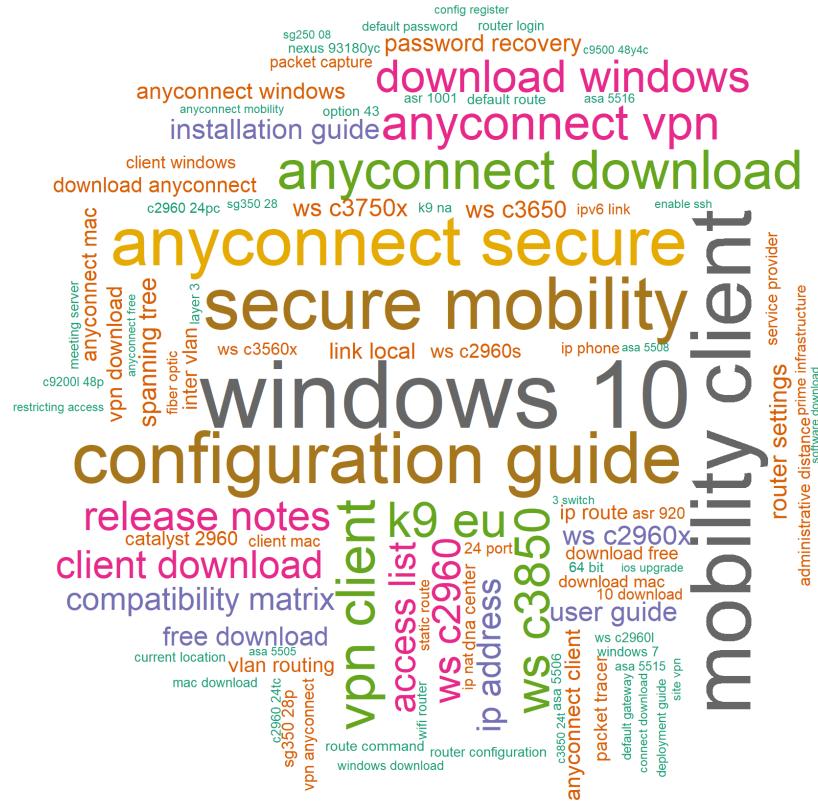
Top One Word (cisco.com/c/en/us/support)



Top Two Words (cisco.com/c/en/us/support)

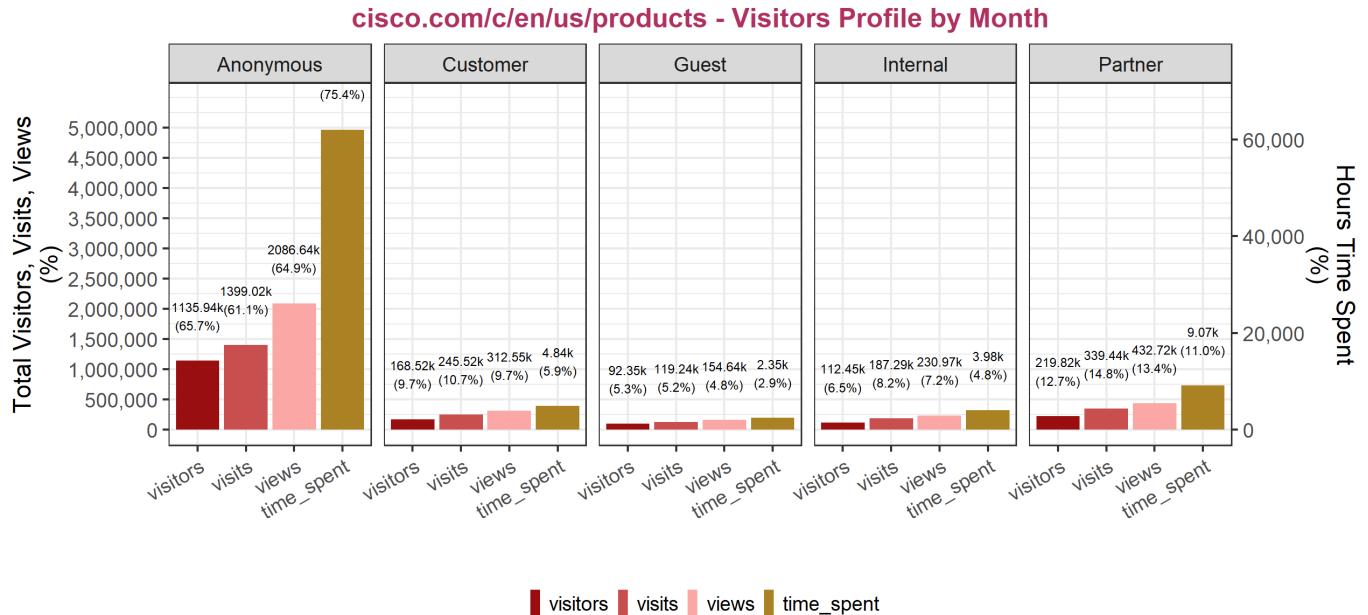


Top Two Words without Cisco (cisco.com/c/en/us/support)



Cisco.com/c/en/us/products

Visitor Metrics (Cisco.com/c/en/us/products)



Top Sections (Cisco.com/c/en/us/products)

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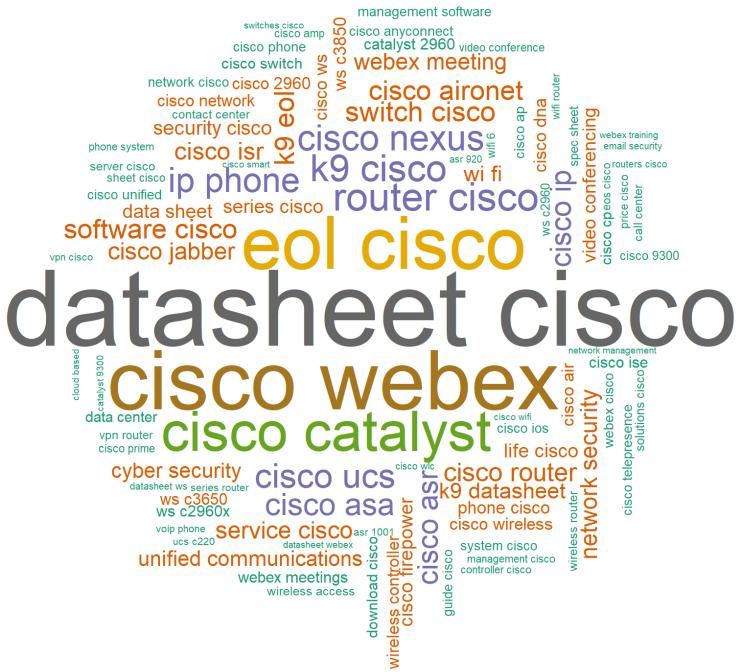
page	lpos	lid	linktext	page_views	pct (%)
cisco.com/c/en/us/products	pop up chat	NA	decline the chat invitation	2,786,272	14.42
cisco.com/c/en/us/products	NA	NA	no link text	1,285,764	6.66
cisco.com/c/en/us/products	dest_pg_expand	dest_pg_expand_dldoc	download	452,366	2.34
cisco.com/c/en/us/products	NA	NA	models	420,139	2.17
cisco.com/c/en/us/products	NA	NA	products	405,331	2.10
cisco.com/c/en/us/products	dest_pg_dl	dest_pg_dl_pdf	pdf	335,750	1.74
cisco.com/c/en/us/products	selected value	upgrade blade	catalyst 3560 series	335,470	1.74
cisco.com/c/en/us/products	products	NA	products	270,162	1.40
cisco.com/c/en/us/products	NA	fwt-search-button	search	231,279	1.20
cisco.com/c/en/us/products	search button	masthead	search open	223,781	1.16
cisco.com/c/en/us/products	profile button	masthead	profile open	214,781	1.11
cisco.com/c/en/us/products	table of contents	NA	ordering information	170,447	0.88
cisco.com/c/en/us/products	NA	NA	resources	152,488	0.79
cisco.com/c/en/us/products	nav button	masthead	nav open	148,747	0.77
cisco.com/c/en/us/products	NA	fwt-profile-button	log in log out	146,500	0.76
cisco.com/c/en/us/products	selected value	upgrade blade	catalyst 2960 series	141,195	0.73
cisco.com/c/en/us/products	NA	NA	log in	116,075	0.60
cisco.com/c/en/us/products	table of contents	NA	product specifications	110,505	0.57
cisco.com/c/en/us/products	fwt-nav-button	NA	more	105,147	0.54
cisco.com/c/en/us/products	NA	NA	features	94,583	0.49

Top Query Terms

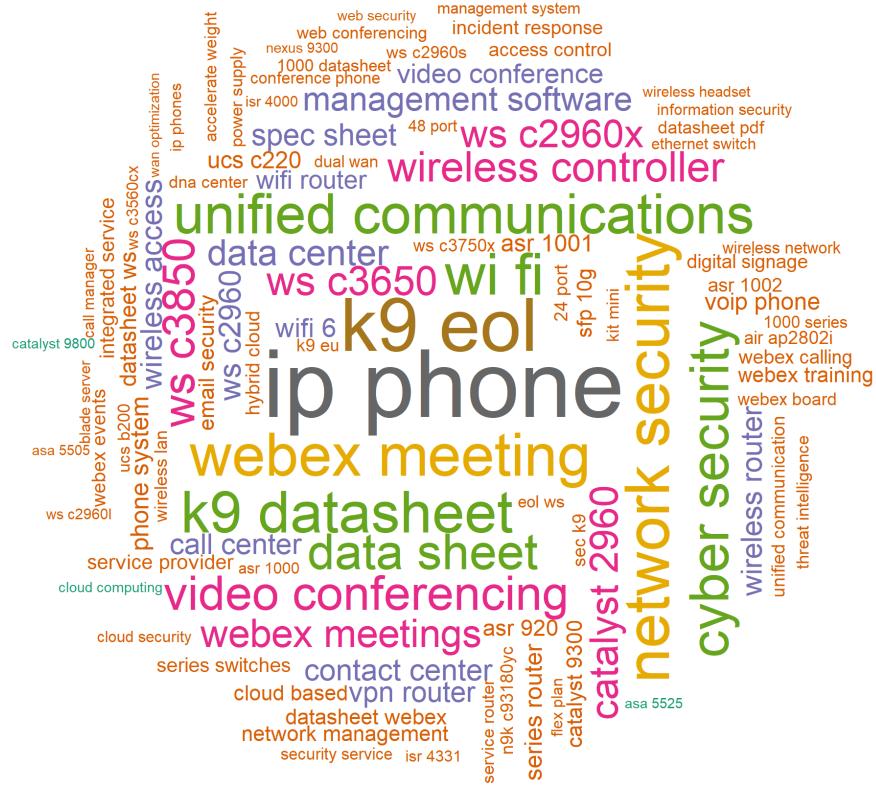
Top One Word (cisco.com/c/en/us/products)



Top Two Words (cisco.com/c/en/us/products)

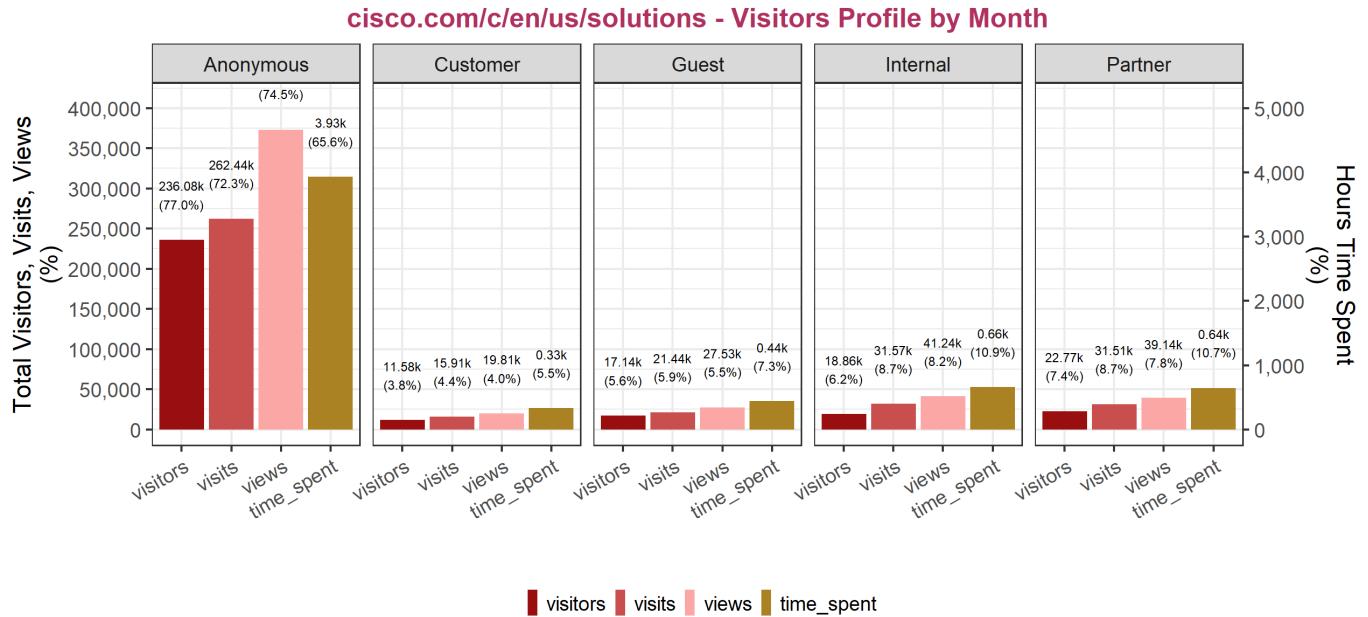


Top Two Words without Cisco (cisco.com/c/en/us/products)



Cisco.com/c/en/us/solutions

Visitor Metrics (Cisco.com/c/en/us/solutions)



Top Sections (Cisco.com/c/en/us/solutions)

NOTE:

* To understand the top sections on Cisco.com what they are and where they are positioned one need to work with CCO team.

page	lpos	lid	linktext	page_views	pct (%)
cisco.com/c/en/us/solutions	NA	NA	no link text	413,604	11.87
cisco.com/c/en/us/solutions	pop up chat	NA	decline the chat invitation	293,040	8.41
cisco.com/c/en/us/solutions	NA	NA	products	110,388	3.17
cisco.com/c/en/us/solutions	products	NA	products	86,481	2.48
cisco.com/c/en/us/solutions	swipe container	find the best catalyst 9000 product for you	no link text	50,235	1.44
cisco.com/c/en/us/solutions	nav button	masthead	nav open	48,507	1.39
cisco.com/c/en/us/solutions	profile button	masthead	profile open	45,801	1.31
cisco.com/c/en/us/solutions	NA	fwt-search-button	search	37,838	1.09
cisco.com/c/en/us/solutions	NA	fwt-profile-button	log in log out	37,659	1.08
cisco.com/c/en/us/solutions	search button	masthead	search open	34,910	1.00
cisco.com/c/en/us/solutions	dest_pg_expand	dest_pg_expand_dldoc	download	31,577	0.91
cisco.com/c/en/us/solutions	fwt-nav-button	NA	more	31,136	0.89
cisco.com/c/en/us/solutions	NA	fwt-nav-button	menu close	27,706	0.80
cisco.com/c/en/us/solutions	NA	NA	pause	26,650	0.77
cisco.com/c/en/us/solutions	NA	NA	play	25,647	0.74
cisco.com/c/en/us/solutions	NA	NA	solutions	24,943	0.72
cisco.com/c/en/us/solutions	NA	NA	log in	24,911	0.72
cisco.com/c/en/us/solutions	NA	NA	resources	23,904	0.69
cisco.com/c/en/us/solutions	dest_pg_dl	dest_pg_dl_pdf	pdf	23,133	0.66
cisco.com/c/en/us/solutions	NA	sluhguest-menubutton	contact cisco	19,898	0.57

Top Query Terms

Top One Word (cisco.com/c/en/us/solutions)



Top Two Words (cisco.com/c/en/us/solutions)

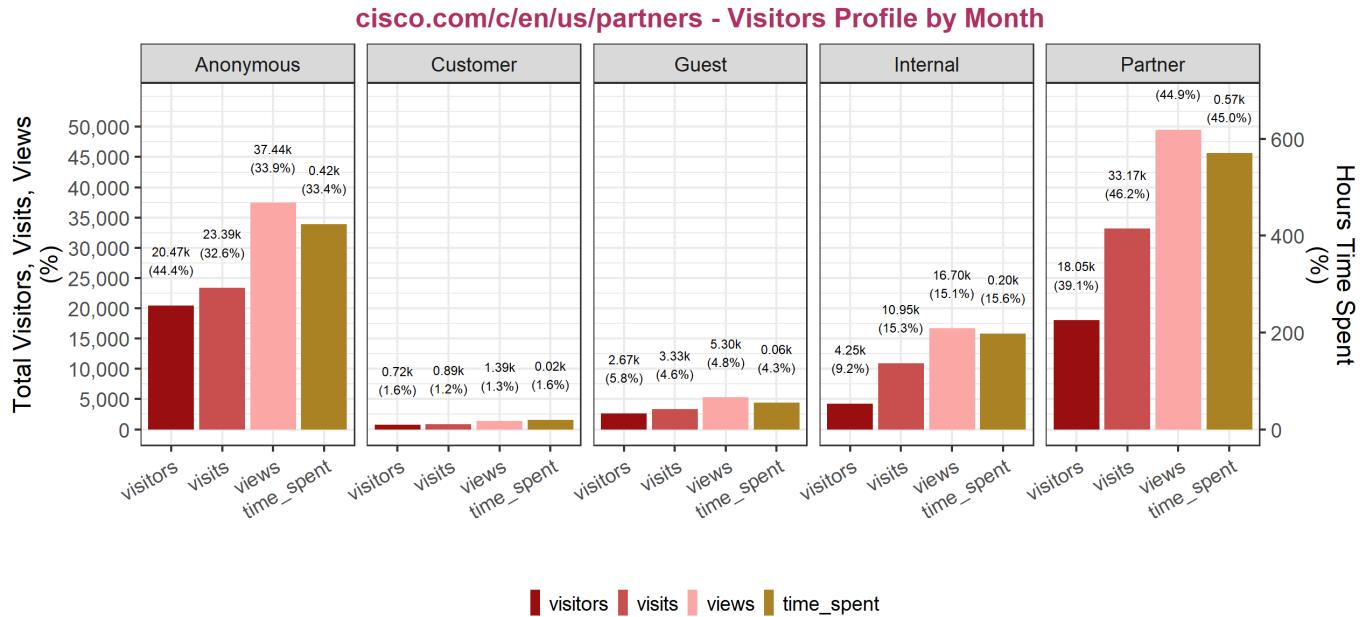


Top Two Words without Cisco (cisco.com/c/en/us/solutions)



Cisco.com/c/en/us/partners

Visitor Metrics (Cisco.com/c/en/us/partners)



Top Sections (Cisco.com/c/en/us/partners)

NOTE:

* To understand the top sections on Cisco.com what they are and where they are positioned one need to work with CCO team.

page	lpos	lid	linktext	page_views	pct (%)
cisco.com/c/en/us/partners	profile button	masthead	profile open	56,697	6.03
cisco.com/c/en/us/partners	NA	NA	no link text	31,105	3.31
cisco.com/c/en/us/partners	partners	NA	partners	26,136	2.78
cisco.com/c/en/us/partners	blade	NA	already a partner? log in.	24,989	2.66
cisco.com/c/en/us/partners	blade	open a case to engage with gve	open a case	20,665	2.20
cisco.com/c/en/us/partners	NA	fwt-profile-button	log in log out	20,564	2.19
cisco.com/c/en/us/partners	NA	NA	log in	17,357	1.85
cisco.com/c/en/us/partners	nav button	masthead	nav open	16,840	1.79
cisco.com/c/en/us/partners	fwt-nav-button	NA	more	15,031	1.60
cisco.com/c/en/us/partners	search button	masthead	search open	11,635	1.24
cisco.com/c/en/us/partners	NA	fwt-search-button	search	11,119	1.18
cisco.com/c/en/us/partners	products	NA	products	10,683	1.14
cisco.com/c/en/us/partners	responsive text	presales help for partners	log in now	9,127	0.97
cisco.com/c/en/us/partners	responsive text	partner program enrollment (ppe)	program management and application	8,768	0.93
cisco.com/c/en/us/partners	blade	welcome to cisco partner tools.	already a partner? log in.	8,607	0.92
cisco.com/c/en/us/partners	spotlight	easy connection to cisco services	launch samt	7,631	0.81
cisco.com/c/en/us/partners	responsive text	cisco commerce (ccw)	cisco commerce (ccw)	7,339	0.78
cisco.com/c/en/us/partners	responsive text	partner program enrollment (ppe)	partner self service (pss)	7,238	0.77
cisco.com/c/en/us/partners	tile	select certification	view select requirements	6,740	0.72
cisco.com/c/en/us/partners	support	NA	support	6,231	0.66

Top Query Terms

Top One Word (cisco.com/c/en/us/partners)



Top Two Words (cisco.com/c/en/us/partners)



The diagram illustrates the interconnected nature of Cisco's partner ecosystem. At the center is the **cisco partner**, which is connected to several key business units and services:

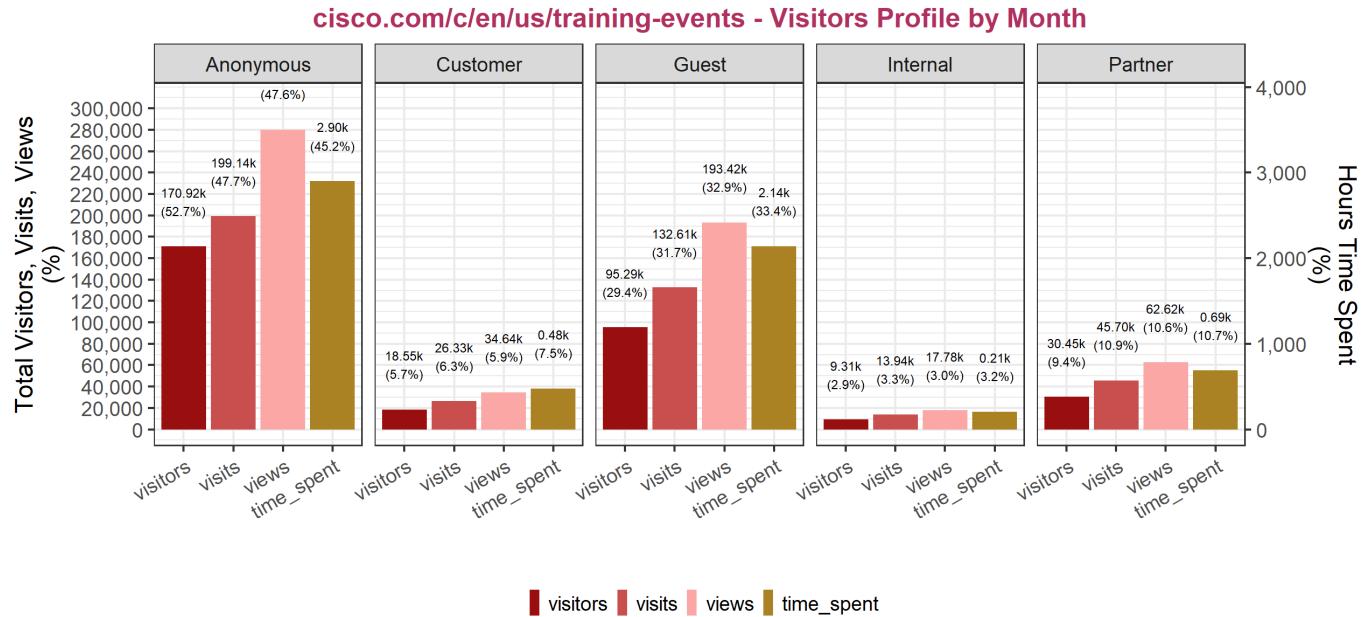
- Solution Partner:** Partner requirements, Cisco support, Cisco partner incentives, Support partner.
- Business Partner:** Cisco mobility, Cisco security, Cisco cloud, Cisco business program, Incentive program, Training and enablement, Service partner.
- Service Partner:** Cisco channel, Cisco incentive, Cisco sales, Cisco managed partner portal, Cisco support portal.
- partner cisco:** Cisco CA, Cisco systems integrator, Cisco cloud, Cisco managed, Cisco support, Cisco logon, Cisco programs, Cisco service access, Cisco support service.
- partner marketing:** Cisco deal registration, Cisco system integrator, Cisco cloud, Cisco premier partner, Cisco solutions, Cisco security architecture, Cisco software managed.
- partner incentive:** Cisco life cycle, Cisco solution provider, Cisco solution, Cisco incentive programs.

Top Two Words without Cisco (cisco.com/c/en/us/partners)



Cisco.com/c/en/us/training-events

Visitor Metrics (Cisco.com/c/en/us/training-events)



Top Sections (Cisco.com/c/en/us/training-events)

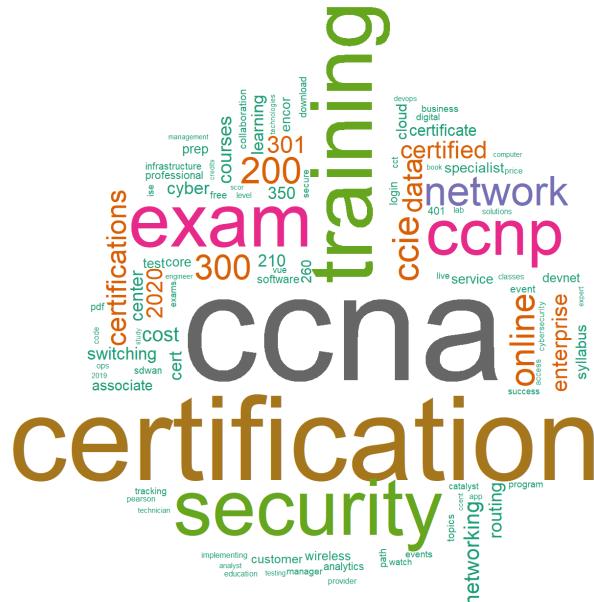
NOTE:

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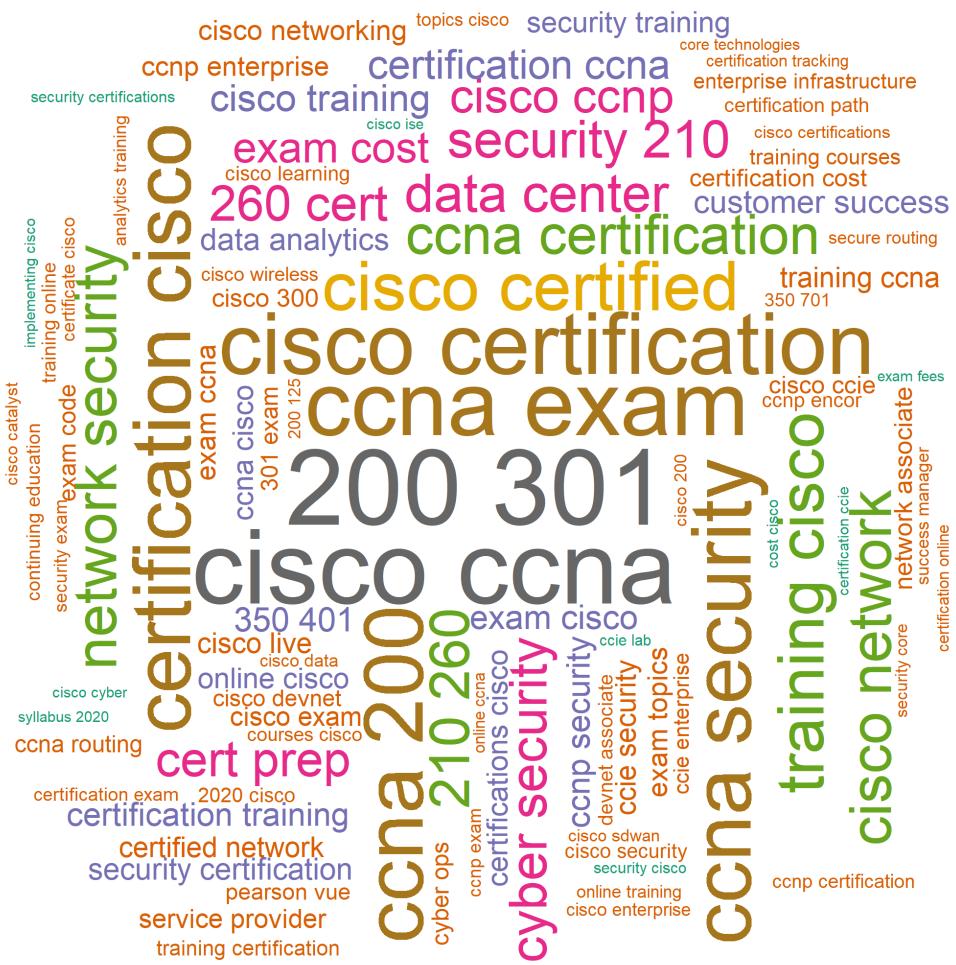
page	lpos	lid	linktext	page_views	pct (%)
cisco.com/c/en/us/training-events	NA	NA	no link text	369,268	5.78
cisco.com/c/en/us/training-events	nav button	masthead	nav open	181,175	2.84
cisco.com/c/en/us/training-events	profile button	masthead	profile open	165,657	2.59
cisco.com/c/en/us/training-events	NA	NA	certifications	158,267	2.48
cisco.com/c/en/us/training-events	NA	fwt-nav-button	menu close	136,278	2.13
cisco.com/c/en/us/training-events	NA	NA	exams	101,659	1.59
cisco.com/c/en/us/training-events	context banner	NA	online exams	93,908	1.47
cisco.com/c/en/us/training-events	NA	NA	exam preparation	92,398	1.45
cisco.com/c/en/us/training-events	fwt-nav-button	NA	more	87,908	1.38
cisco.com/c/en/us/training-events	NA	fwt-profile-button	log in log out	79,567	1.25
cisco.com/c/en/us/training-events	table	exams and recommended training	implementing and administering cisco solutions (ccna)	77,054	1.21
cisco.com/c/en/us/training-events	NA	NA	log in	71,117	1.11
cisco.com/c/en/us/training-events	NA	NA	course details	55,485	0.87
cisco.com/c/en/us/training-events	NA	fwt-ellipsis-button	more	55,111	0.86
cisco.com/c/en/us/training-events	NA	fwt-language-button	choose language selection us en	53,565	0.84
cisco.com/c/en/us/training-events	secondary panel button	training & events	certifications	51,560	0.81
cisco.com/c/en/us/training-events	NA	NA	enroll	51,280	0.80
cisco.com/c/en/us/training-events	NA	NA	getting started	50,391	0.79
cisco.com/c/en/us/training-events	NA	fwt-search-button	search	50,241	0.79
cisco.com/c/en/us/training-events	NA	NA	recertify	48,966	0.77

Top Query Terms

Top One Word (cisco.com/c/en/us/training-events)



Top Two Words (cisco.com/c/en/us/training-events)



Top Two Words without Cisco (cisco.com/c/en/us/training-events)

