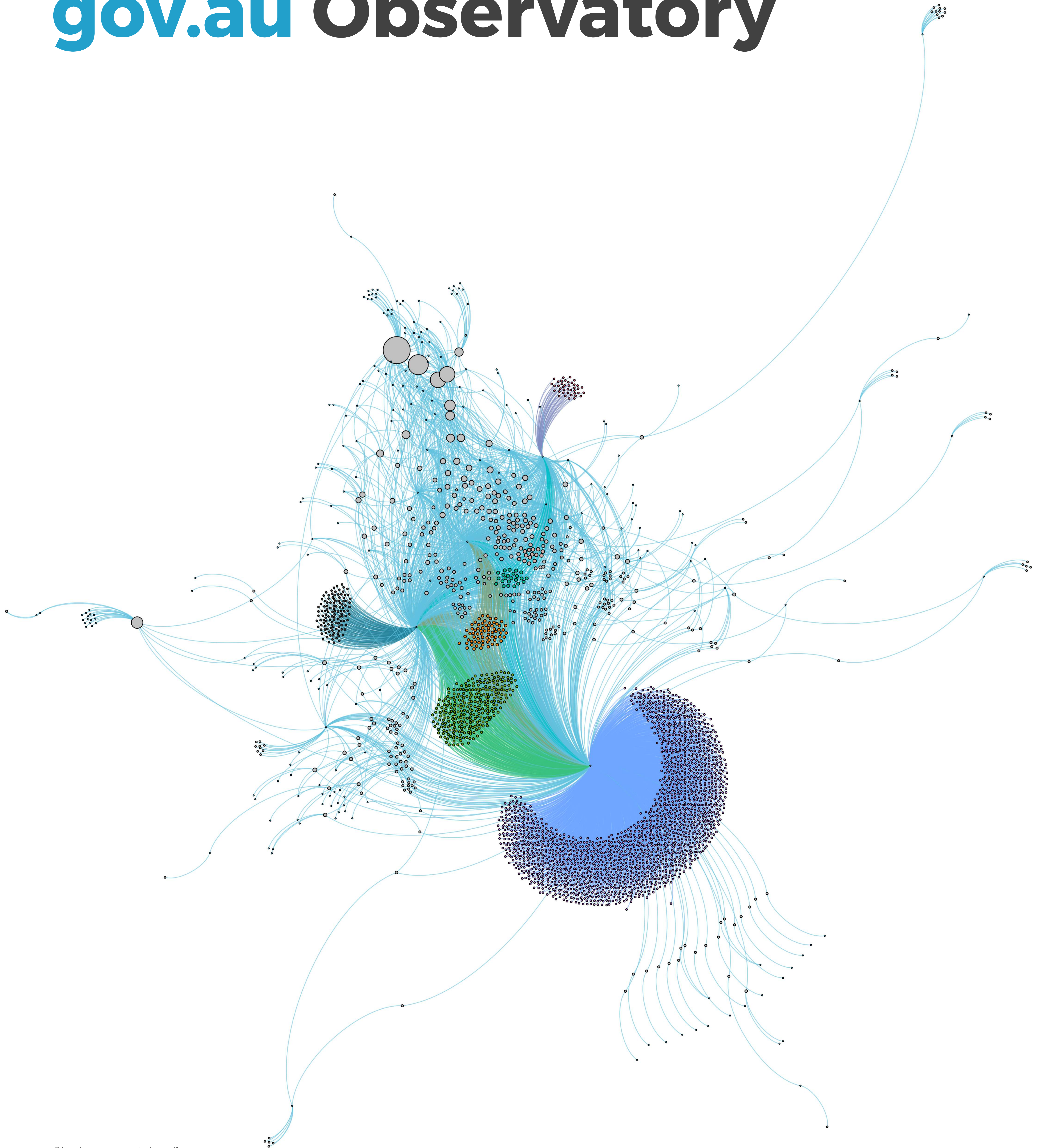# gov.au Observatory

This graph represents two weeks of user traffic across 38 .gov.au websites. The bottom and left hand side visualises search engine traffic from Google and Bing, predominantly showing users visiting a single page then leaving. The graph middle visualises webpages drawing traffic from across the search environment along with traffic from people using bookmarks. The top of the graph visualises traffic transiting around the humanservices.gov.au domain. Node size and colour represent the Eigenvector measure for the page in relation to all other nodes in the graph. Eigenvector centrality measures the importance of webpages in the graph. Webpages with a high Eigenvector are connected to other pages that are also important. Google's PageRank algorithm is a variant of Eigenvector centrality.