www.ietf.org web analytics

- **Web analytics is implemented to limit collection and retention of data to serve specific purposes***

- **Much of the content on www.ietf.org is tailored for audiences who are not (currently) IETF participants†**

- **Nonetheless, analytics have provided some interesting insights; e.g. in the last month www.ietf.org/standards/rfcs/ received:**

  - **17,040 page views (2nd most-visited page)**

  - **> 60% of visitors from external websites come from Coursera (and other MOOCs)**

  - **~ 40% of traffic from "social networks" (including GitHub)**

* and only for content served by the CMS; for additional details see: http://www.ietf.org/policies/web-analytics/

† See section 3 of https://iaoc.ietf.org/documents/IETF-Website-SOW-20140604-Final.pdf