Google analytics notes:

* People actually view the “our work” pages a lot. So I think maybe we should keep this content, or at least think about how to address people’s desire to see it, because clearly it’s something they are interested in.

Bumble bee analytics notes:

* People mostly move from the bumble bee page to “guidelines” (about 550 of them)
* The only other link people click on is the one that notifies them of Bumble Bee Watch
* This page has a really high bounce rate – much higher than other pages on the site (like the pollinator pages) – which is probably a good indicator of why it needs to be fixed.
* Most of them are coming from a search engine or Xerces itself
  + So my guess is that most of them just start out with “I want to learn more about bumble bees”
* Should you compare to other species’ pages? Not sure whether or not this would be valuable to determine whether or not exit numbers are normal