

## Official Gazette Website Statistics | Jan 15-22, 2016

Total sessions decreased by 9.25% (from 362,997 to 321,894). Total pageviews likewise decreased by 4.26% (from 515,628 to 482,001).

This performance may be attributed to the depreciation in referrals this week through nearly all mediums except for email referrals. Search Engine, Social Media, direct referrals, and referrals from outside sources all dipped with Search Engine referrals decreasing the largest by 16.61%. Email referrals however increased by 18.85%

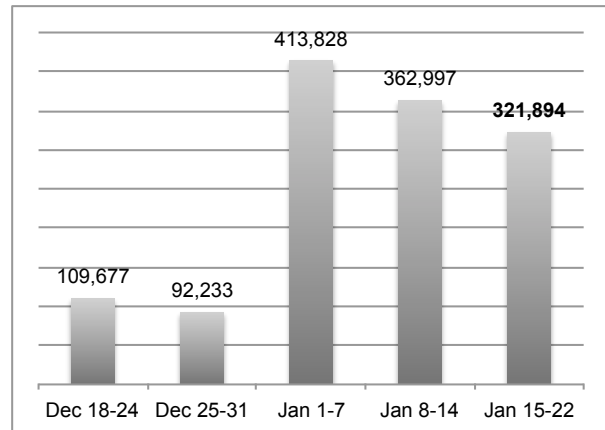












Figure 1: Number of Sessions for the past five weeks

More than half of the Top Performers list comprises of new pages. The top 2 pages on the list – RA No. 10742, and “CSC clarifies period to avail of paternity leave” are both new entries.

Duration/Period:	January 15-22, 2016 (Compared to the previous week)		
<b>Sessions</b> Number of times visitors enter the site	321,894 (362,997)	<b>Page views</b> Number of times pages are viewed; Repeated views of a single page are counted.	482,001 (515,628)
<b>Bounce Rate</b> Sessions in which the person left your site from the entrance page without interacting with the page	80.72% (82.02%)	<b>Ave session duration</b> Average time a user stays on the website	00:01:19 (00:01:08)
<b>Pages per Session</b> Ave. number of pages a user views	1.50 (1.42)	<b>Unique Page views</b> Number of views w/o counting returns from the same visitor	403,300 (441,112)
<b>Average Page Load Time (sec)</b> Average amount of time it takes for a page to load completely	17.11 (17.85)	<b>Average visits per week</b> Average weekly sessions from January 1, 2015 to current date.	374,404

## Top 10 Performers (by page views)

There are six new pages on the list: “Republic Act No. 10742”, “CSC clarifies period to avail of paternity leave”, “Republic Act No. 10741”, “The Constitution of the Republic of the Philippines”, and “Infographic: Ang SSS Additional Pension Benefits Bill”. The List of Nationwide Holidays for 2016 remains on the list as a top performer.

This Week's Top 10 (Page views)	Last Week's Top 10 (Page views)
1. Republic Act No. 10742 33,440 	1. List of Nationwide Holidays for 2016 74,021
2. CSC clarifies period to avail of paternity leave 25,267 	2. Free medicine for hypertensive and diabetic patients 44,776
3. Official Gazette Main Page 24,475 	3. Proclamation No. 1071, s. 2015 44,236
4. Republic Act No. 10741 19,960 	4. Government jobs now posted on Kalibrr 23,702
5. List of Nationwide Holidays for 2016 17,295 	5. Official Gazette main page 22,375
6. NBI Clearance 17,001 	6. Advanced Search 10,498
7. Advanced Search 12,195 	7. List of nationwide holidays for 2015 9,498
8. The Constitution of the Republic of the Philippines 7,869 	8. NBI Clearance 8,277
9. Infographic: Ang SSS Additional Pension Benefits Bill 7,274 	9. President Aquino inaugurates the 300-MW Davao baseload power plant 7,928
10. New license: How to apply for a student permit 7,172 	10. K to 12 7,160

## Channels

## OFFICIAL GAZETTE WEBSITE, FACEBOOK, AND VIBER STATISTICS

Channel	Sessions (Previous)	Remarks
<b>Search Engine</b> Those who arrived at the website from a result of an unpaid search (ex. google, yahoo)	147,879 (177,334) 45.94% -16.61% change	92.02% of internet searches that landed at the Official Gazette came from Google.  Top searches that landed on the Official Gazette: <ul style="list-style-type: none"> <li>• “Philippine constitution”</li> <li>• “www.nbi.gov.ph”</li> <li>• “nbi online application”</li> <li>• “1987 constitution”</li> <li>• “nbi clearance”</li> </ul>
<b>Social Media</b> Visitor came from a click of a link from a social media post (Ex. Twitter, Facebook)	97,551 (103,772) 30.31% -5.99% change	90.97% of social media referrals came from Facebook while 8.46% came from Twitter. There was a 6.38% decrease in referrals from Facebook and a 3.11% decrease in referrals from Twitter week-on-week.  Top pages referred by Social Media: <ol style="list-style-type: none"> <li>1. Republic Act No. 10742 (from 0 to 18,613 sessions)</li> <li>2. CSC clarifies period to avail of paternity leave (from 0 to 14,796 sessions)</li> <li>3. Republic Act No. 10741 (from 0 to 11,001 sessions)</li> </ol>
<b>Direct</b> The website address was typed directly into the URL, or a bookmarked page in the website was clicked from the browser’s menu, or refreshed.	60,374 (66,546) 18.76% -9.27% change	Top 5 directly visited pages of the Official Gazette: <ol style="list-style-type: none"> <li>1. Republic Act No. 10472 (from 0 to 8,437 sessions)</li> <li>2. CSC clarifies period to avail of paternity leave (from 0 to 7,068 sessions)</li> <li>3. Republic Act No. 10471 (from 0 to 5,885 sessions)</li> <li>4. Official Gazette Main Page (from 3,103 to 3,274 sessions)</li> <li>5. Free medicine for hypertensive and diabetic patients (from 11,314 to 2,040 sessions)</li> </ol>
<b>Referral</b> Link to <a href="http://gov.ph">gov.ph</a> from other websites	14,415 (13,980)	Top 3 source of referrals to the Official Gazette:

## OFFICIAL GAZETTE WEBSITE, FACEBOOK, AND VIBER STATISTICS

	4.48% -3.11% change	<ul style="list-style-type: none"><li>- 2,030 sessions from ph.search.yahoo.com</li><li>- 573 sessions from int.search.tb.ask.com</li><li>- 458 sessions from dfa.gov.ph</li><li>- 408 sessions from bir.gov.ph</li></ul> <p>Top 3 landing pages from referrals to the Official Gazette:</p> <ul style="list-style-type: none"><li>- Official Gazette main page</li><li>- Official Directory</li><li>- Proclamation No. 1105 s. 2015</li></ul>
<b>Email</b>	1,570 (1,321) 0.49% 18.85% change	<p>There was an increase in referrals from email newsletters.</p> <p>Top 3 landing pages of email referrals:</p> <ol style="list-style-type: none"><li>1. 236 sessions – Electoral Timeline 2016 infographic</li><li>2. 201 sessions – CSC clarifies period to avail of paternity leave</li><li>3. 123 sessions – K-12 Transition Program hiring</li></ol>

### Devices used to access the website

47.03% Laptop/Desktop Computer (-13.42% change)  
45.05% Mobile Phone (-8.95% change)  
7.93% Tablet (-11.71% change)

### Mobile and Tablet Devices:

Breakdown of the kind of mobile devices used (ranked according to share of sessions):

1. 12.46 Unknown Devices
2. 9.43% Apple iPhone
3. 6.07% Apple iPad users
4. 4.03% Apple iPhone 6
5. 2.95% Apple iPhone 5S

### Demographics

### Age of visitors:

1. 25-34 years old (34.31% of sessions)
2. 18-24 years old (27.44% of sessions)
3. 35-44 years old (15.93% of sessions)
4. 45-54 years old (11.12% of sessions)
5. 55-64 years old (7.97% of sessions)

### Gender

There are more female visitors at 57.03% than male visitors at 42.97% of sessions.

### Location of visitors:

Philippines | 85.41% | 274,960 sessions

- 26.16% from Quezon City
- 14.25% from Makati
- 6.75% from Cebu
- 5.88% from Manila
- 3.03% from Bacoar

### Static Observations

The following can be concluded based on the weekly Google Analytics Reports:

- The pages on 2016 Holidays, K-12 and the Official Gazette Main Page constantly make it to the Top Performers List.
- More than 90% of our organic search engine referrals come from Google.
- Almost 90% of our social media referrals come from Facebook.
- Majority of sessions are executed using laptop/desktop devices. However, there is also a substantial amount of sessions that are executed through mobile devices.
- At around 60%, the majority of the audience of the website are 18 to 34 years old.

## Official Gazette Facebook Page Statistics

This week, the Official Gazette Facebook page accumulated 18,868 new likes, showing a 2.7% increase compared to the previous week's number of new likes. Around 3.8M (last week 4.7M) saw any OG page content within the past week, while 358,444 (last week: 294,226) people engaged with the page.

55.89% of these likes came from ads while 30.75% came from page suggestions. 72.96% of total reach was reached organically, and 27.04% was reached through advertisements.

<b>Duration/Period:</b>	January 15-22, 2016 (Compared to the previous week)		
<b>Lifetime Page Likes</b> Total Page Likes as of the latest Thursday	1,022,407	<b>Weekly Total Reach</b> The number of unique users who have seen any content associated with the page over the past week	6,442,013 (4,717,257)
<b>New Page Likes</b> New Page Likes garnered over the past week	18,920 (18,372)	<b>New Page Unlikes</b> Page unlikes garnered over the past week	981 (933)
<b>Weekly Page Engaged Users</b> The number of unique users who engaged with your page	436,014 (294,226)		

## Top 3 Like Sources

<b>Period</b>	January 15-22, 2016 (compared to the previous week)
<b>Ads</b>	65.73% (77.59%)
<b>Page Suggestion</b>	23.38% (18.16%)
<b>On Your Page</b>	4.83% (2.01%)

### Total Reach Breakdown

Period	January 15-22, 2016
<b>Total Reach</b> The number of people who have seen any content associated with the page over the past week	6,442,013
<b>Organic Reach</b> The number of unique users who visited or saw your page or posts in their news feed or tickers.	4,704,793 (73.03%)
<b>Paid Reach</b> The number of unique users who saw a sponsored ad pointing to your page.	1,737,221 (26.97%)

Page Insights Exported Page Data for the specified date.

### This Week's Top Posts based on Total Reach

Top Posts	Total Reach <small>The total number of people the page was served to</small>	Total Engagements <small>The number of unique users who clicked anywhere in your posts</small>
1. The full text of the Sangguiniang Kabataan Reform Act of 2015	1,168,231	57,820
2. Republic Act No. 8187, also known as the Paternity Leave Act of 1996, grants leave of seven days with full pay to all married male employees in the private and public sectors	1,106,561	55,421
3. With the second of 48 light rail vehicles for the Metro Rail Transit Line 3 system assembled and set to be tested this month, passengers will soon have shorter waiting times at stations.	587,735	70,258
4. Amendments to the Labor Code	463,706	23,890
5. The potential uses of DIWATA, the first all-Filipino assembled microsatellite, include: improved weather detection and forecasts, disaster risk management, detecting agricultural growth patterns, and the monitoring of forest cover, mining, protection of cultural and historical sites, and the territorial borders of the Philippines.	393,955	15,890

**Success of different post types based on average reach and engagement**

As of January 22, 2016:

Type	Average Reach	Average Post Click	Average Likes, Comments, and Shares
Link	133,272	5,061	2,597
Shared Video	66,688	3,683	567
Photo	71,527	5,193	1,399

**When are people most active?**

Fans are most active right before noon, at around 11:00 a.m. and at 8:00 in the evening. Between those times the number takes a dip, with the lowest amount of activity at 3:00 p.m. During the site's peak, the number of visitors hit 418,343 users.

**OFFICIAL GAZETTE VIBER ACCOUNT | January 22, 2016  
FOLLOWERS**

As of	No. of followers
July 30, Thursday	5,877
August 27, Thursday	9,210
September 24, Thursday	12,445
October 29, 2015, Thursday	15,900
November 27, 2015, Friday	18,189
December 26, 2015, Saturday	19,721
January 4, 2016, Monday	20,057
January 8, 2016, Friday	20,319
January 15, 2016, Friday	20,748
January 22, 2016, Friday	21,062

The most liked post this week at 16 likes is the post on the reduced jeepney fare, which is at P7.00 in Metro Manila and in Regions 3 and 4. The post was made on January 21, 2016.