

# Catholic Research Resources Alliance 2018 Annual Google Analytics Report

## Overview

Users	Sessions	Sessions per User	Average Session Duration
12,823	16,510	1.29	2 min. 21 sec.

Pageviews	Pages per Session	Sessions with Search	Unique Searches
46,988	2.85	2,323	3,930

Site Visits by Language			Site Visits by Country of Origin		
Language	Users	Sessions	Country	Users	Sessions
English-US	10,026	13,280	United States	8,596	11,748
French	503	545	Canada	522	605
English-GB	467	565	France	366	373
Italian-It.	200	200	Italy	340	359
Spanish-Sp.	149	159	United Kingdom	320	246

Site Visits by City			Site Visits by Device		
City	Users	Sessions	Device	Users	Sessions
New York, NY	390	443	Desktop	9,759	12,893
Paris (France)	278	287	Mobile	2,253	2,501
Chicago, IL	271	319	Tablet	940	1,116
Washington, DC	203	261			
Notre Dame, IN	192	609	Site Visits by Arrival Method		
Philadelphia, PA	178	212	Method	Users	Sessions
Dayton, OH	136	215	Organic Search	6,481	7,568
Ashburn, VA	121	121	Direct	3,177	4,251
Rome (Italy)	110	125	Referral	3,162	4,116
Toronto (Canada)	110	121	Social	272	482
Kinshasa (DRC)	102	129	Email	86	91

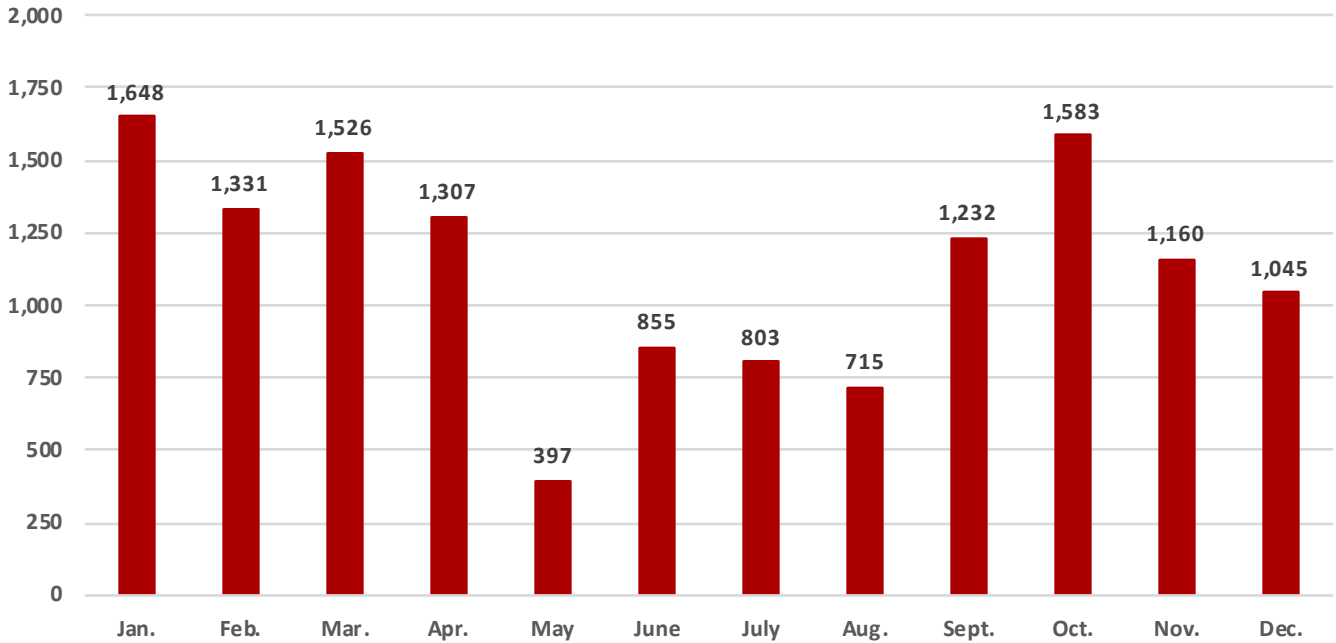
Most Popular Pages		Top Landing Pages	
Page	Pageviews	Page	Pageviews
Home Page	7,658	Home Page	5,236
Catholic Newspapers Online Page	2,116	Catholic Newspapers Online Page	1,138
Catholic Newspapers Program Page	1,549	Catholic Newspapers Program Page	705
Catholic Portal Page	1,363	Catholic Portal Page	463
Portal Search Page	731	Portal Search Page	110

Top Search Terms	
Search Term	Unique Searches
newark	36
bible	30
Parish History	22
abortion	21
unclassified Marian Library pamphlet collection	20
<b>Total Unique Search Terms</b>	<b>3,088</b>

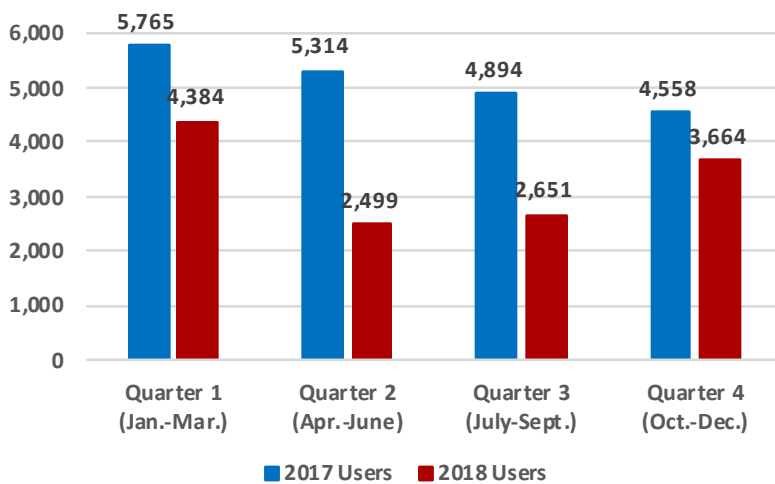
# Detailed Comparisons

## Users<sup>1</sup>

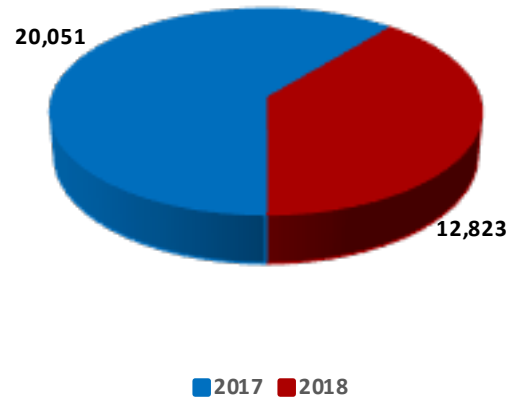
### 2018 Users by Month



### 2017 v. 2018 Comparison (users by quarter)



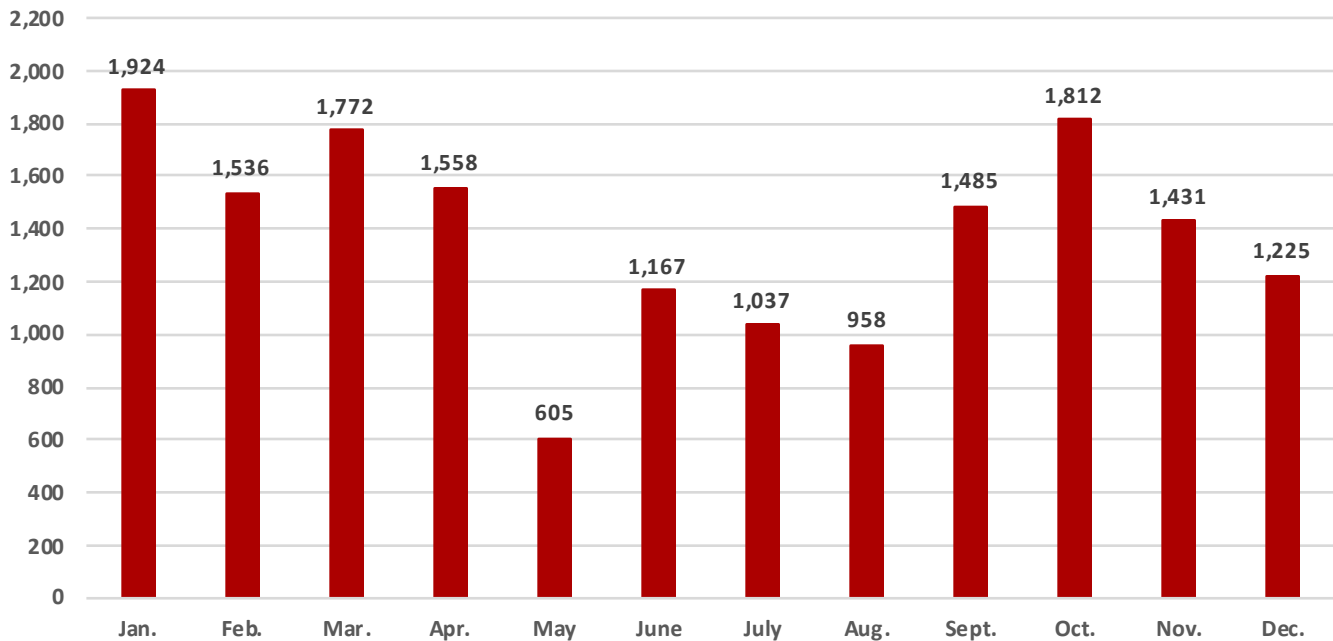
### 2017 v. 2018 Comparison (users by year)



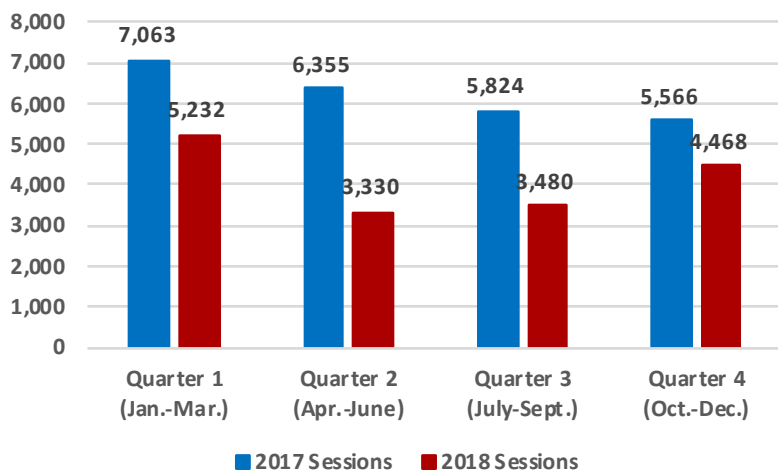
# Detailed Comparisons

## Sessions

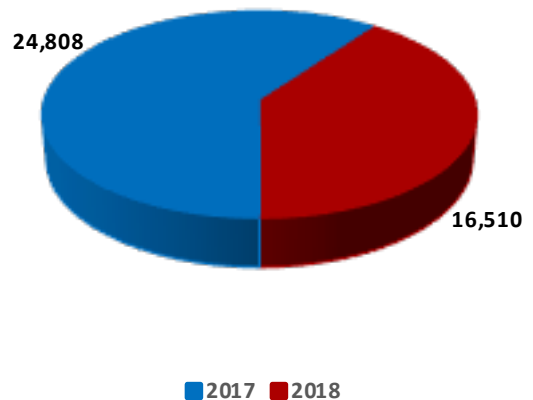
### 2018 Sessions by Month



### 2017 v. 2018 Comparison (sessions by quarter)



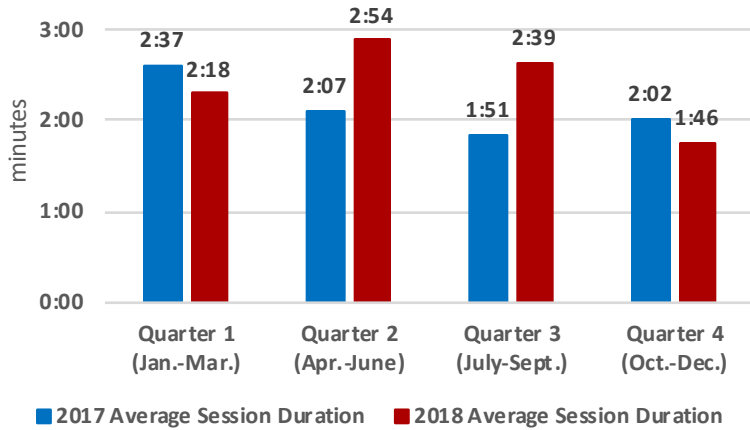
### 2017 v. 2018 Comparison (sessions by year)



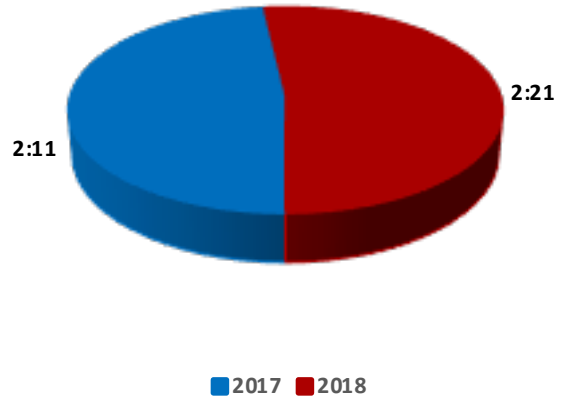
# Detailed Comparisons

## Session Length and Sessions per User

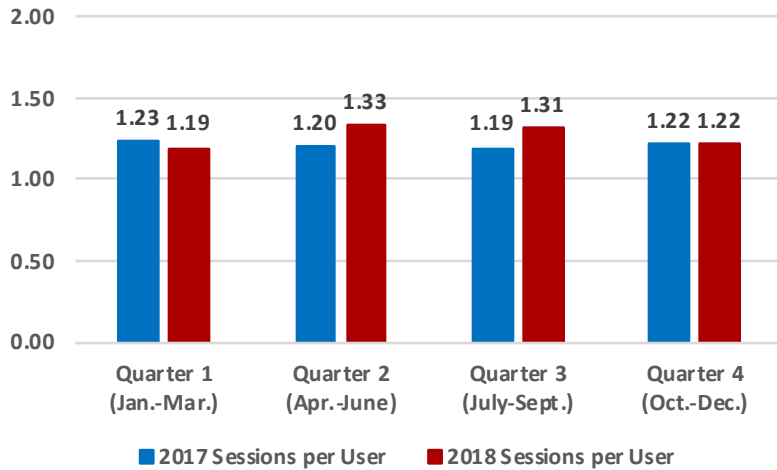
2017 v. 2018 Comparison  
(average session duration by quarter)



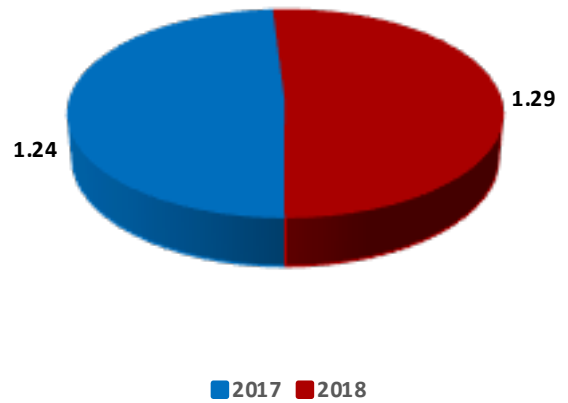
2017 v. 2018 Comparison  
(average session by year)



2017 v. 2018 Comparison  
(session per user by quarter)



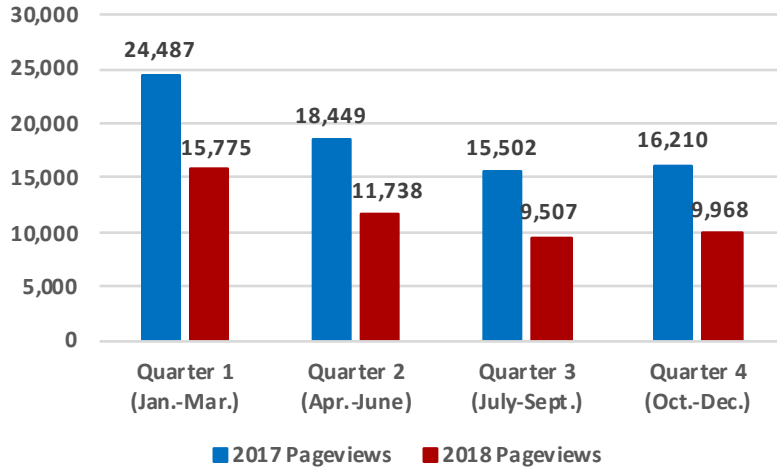
2017 v. 2018 Comparison  
(sessions per user by year)



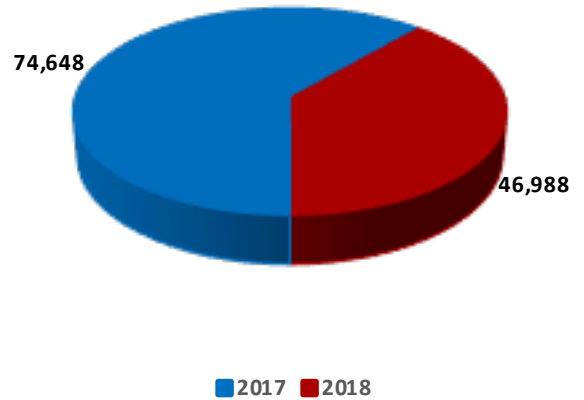
# Detailed Comparisons

## Pageviews and Pages per Session

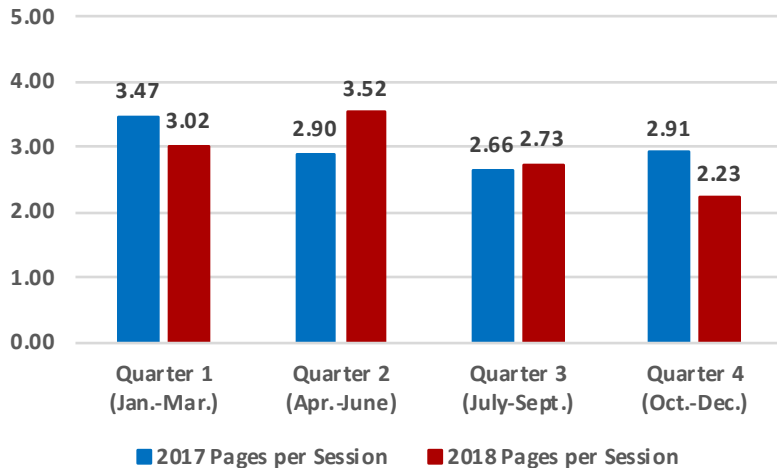
2017 v. 2018 Comparison  
(pageviews by quarter)



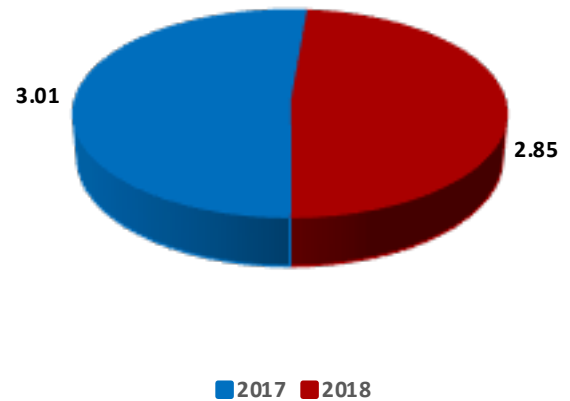
2017 v. 2018 Comparison  
(pageviews by year)



2017 v. 2018 Comparison  
(pages per session by quarter)



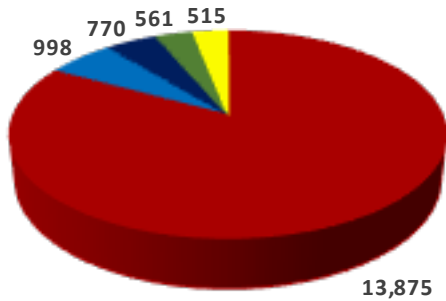
2017 v. 2018 Comparison  
(pages per session by year)



## Detailed Comparisons

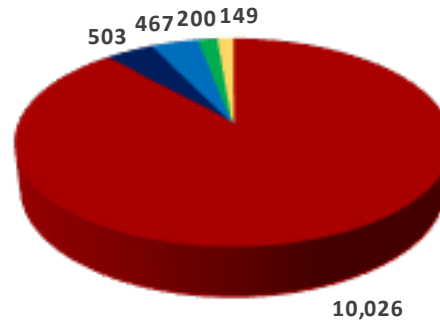
### Languages, Countries, and Cities of Origin<sup>2</sup>

2017 Top 5 Languages  
(by number of users)



English-US English-GB French Italian Spanish

2018 Top 5 Languages  
(by number of users)



English-US French English-GB Italian-It. Spanish-Sp.

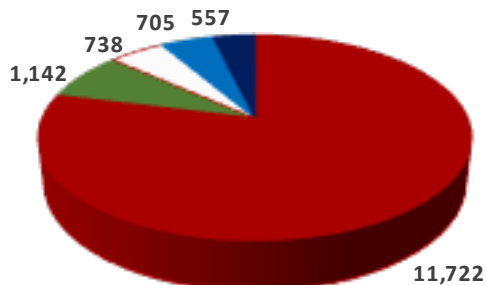
2017 Total Number of Languages

108

2018 Total Number of Languages

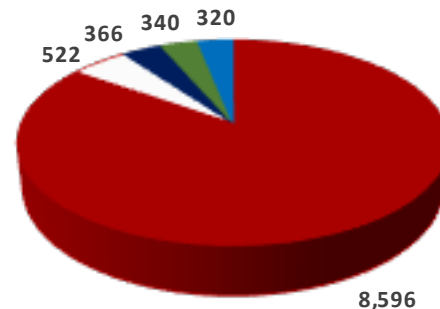
105

2017 Top 5 Countries of Origin  
(by number of users)



US Italy Canada UK France

2018 Top 5 Countries of Origin  
(by number of users)



US Canada France Italy UK

2017 Total Number of Countries

155

2018 Total Number of Countries

140

2017 Cities with 100+ Users

City (users)	City (users)
New York, NY (416)	Notre Dame, IN (147)
Chicago, IL (364)	Los Angeles, CA (142)
Rome, Italy (356)	Dublin, Ireland (134)
Washington, DC (306)	Sydney, Australia (130)
Philadelphia, PA (260)	Paris, France (124)
Kinshasa, DRC (185)	Toronto, Canada (110)
London, UK (177)	

**2017 Total Number of Cities = 5,121**

2018 Cities with 100+ Users

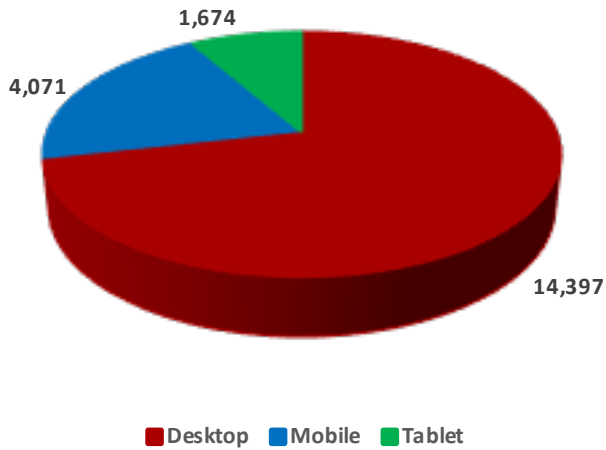
City (users)	City (users)
New York, NY (390)	Dayton, OH (136)
Paris, France (278)	Ashburn, VA (121)
Chicago, IL (271)	Rome, Italy (110)
Washington, DC (203)	Toronto, Canada (110)
Notre Dame, IN (192)	Kinshasa, DRC (102)
Philadelphia, PA (178)	

**2018 Total Number of Cities = 3,286**

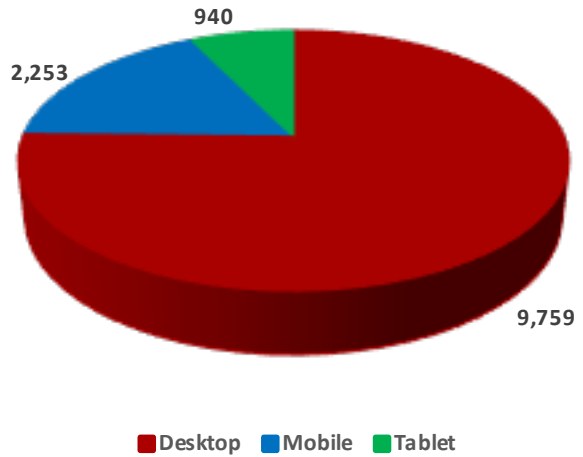
# Detailed Comparisons

## User Devices and Arrival Methods<sup>3</sup>

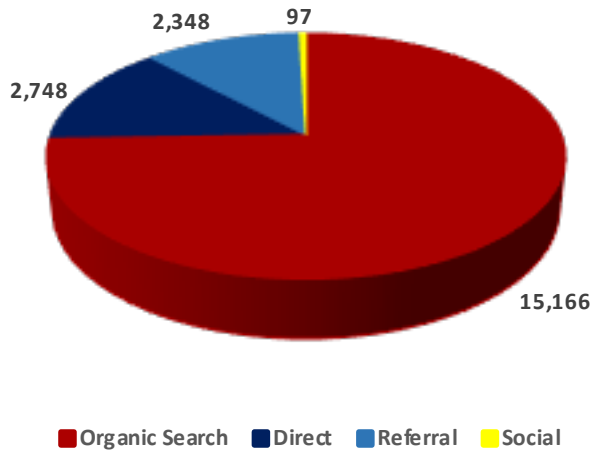
2017 User Devices  
(by number of users)



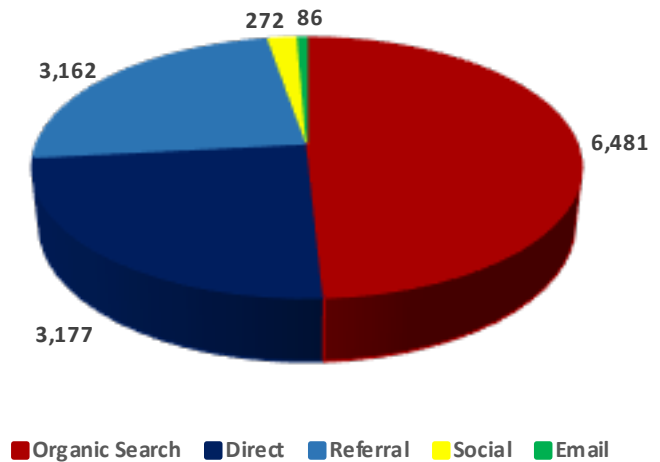
2018 User Devices  
(by number of users)



2017 Arrival Methods  
(by number of users)



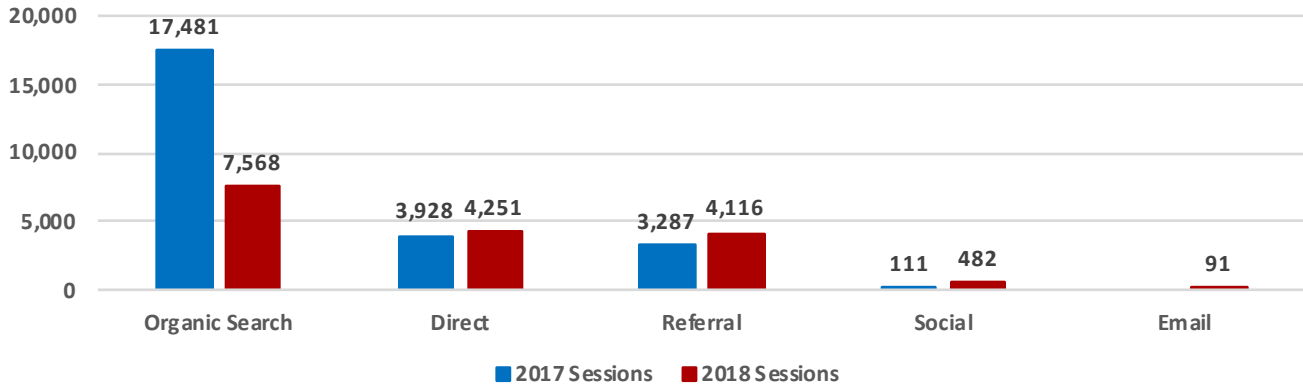
2018 Arrival Methods  
(by number of users)



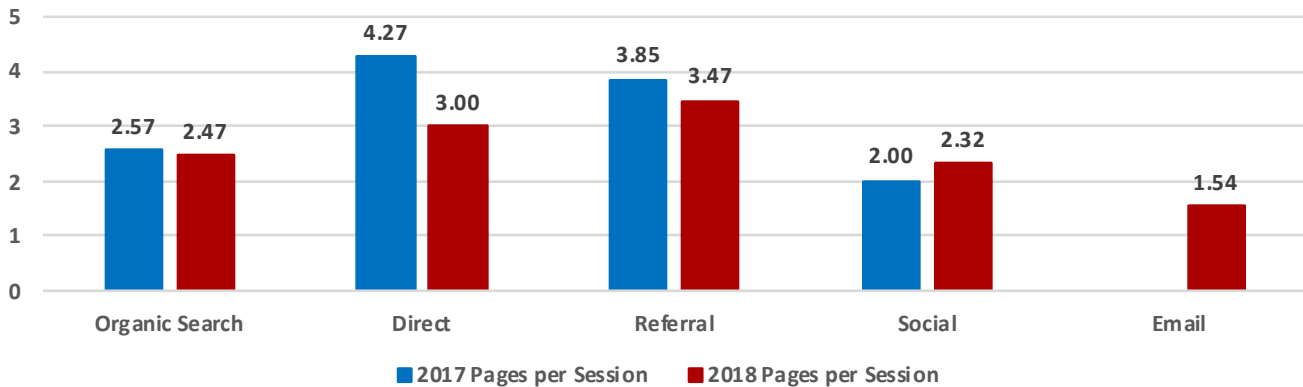
# Detailed Comparisons

## Arrival Method Statistics

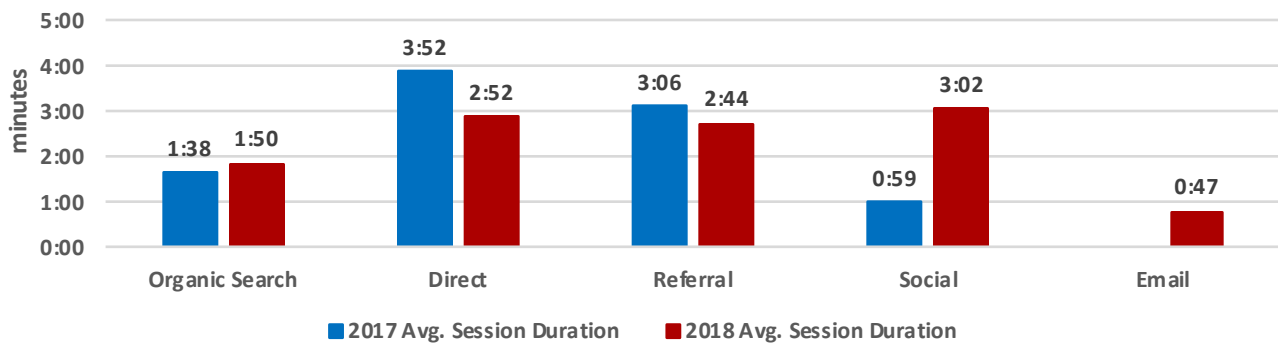
2017 v. 2018 Comparison  
(sessions per user by arrival method)



2017 v. 2018 Comparison  
(pages per session by arrival method)



2017 v. 2018 Comparison  
(average session duration by arrival method)

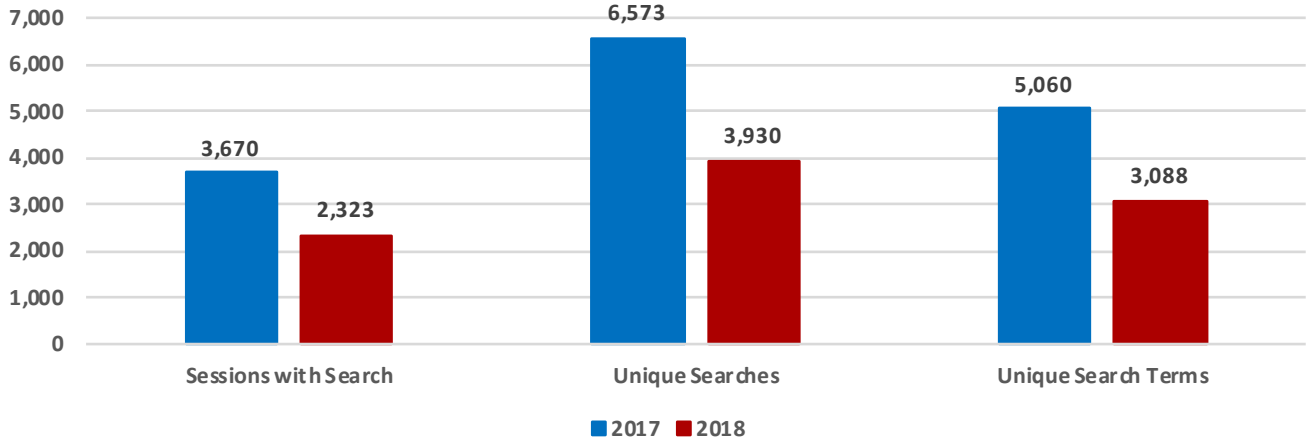




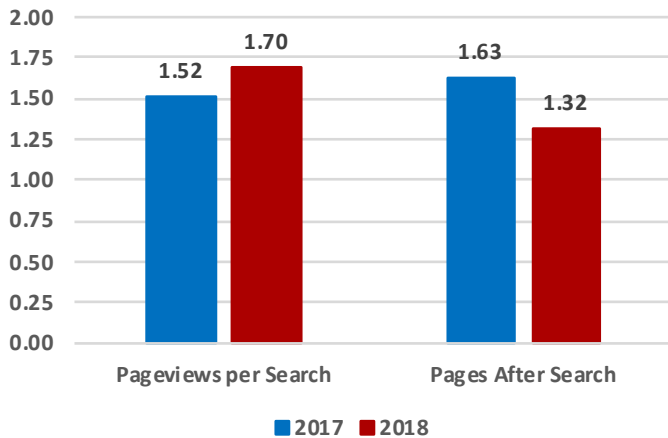
# Detailed Comparisons

## Site Search

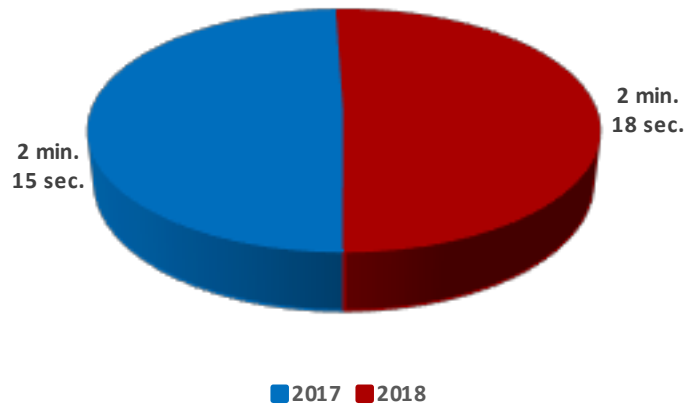
2017 v. 2018  
Site Search Statistics



2017 v. 2018  
Site Search Statistics



2017 v. 2018  
Time Spent on Site After Search



2017 Top Search Terms		2018 Top Search Terms	
Search Term	Unique Searches	Search Term	Unique Searches
Unclassified Marian Library pamphlet collection	56	newark	36
Parish histories	44	bible	30
Parish History	41	Parish History	22
Bilenge ya Mwindi	37	abortion	21
St. Clement's Mission House	36	unclassified Marian Library pamphlet collection	20

## Detailed Comparisons

### Popular Pages and Landing Pages

2017 Popular Pages		
Page Description	Page URL	Pageviews
Home Page	/	6,051
Catholic Newspapers Program Page	/cms/index.php/catholic-newspapers/	2,576
Catholic Newspapers Online Page	/cms/index.php/catholic-newspapers/catholic-newspapers-online/	2,481
Catholic Portal Page	/cms/index.php/catholic-portal/	1,959
About Page	/cms/index.php/about/	1,477

2018 Popular Pages		
Page Description	Page URL	Pageviews
Home Page	/	7,658
Catholic Newspapers Online Page	/catholic-newspapers-online	2,116
Catholic Newspapers Program Page	/catholic-newspapers-program	1,549
Catholic Portal Page	/catholic-portal	1,363
Portal Search Page	/vufind/Search/Advanced	731

2017 Landing Pages		
Page Description	Page URL	Pageviews
Home Page	/	3,797
Catholic Newspapers Online Page	/cms/index.php/catholic-newspapers/catholic-newspapers-online/	1,450
Catholic Newspapers Program Page	/cms/index.php/catholic-newspapers/	1,005
Catholic Portal Page	/cms/index.php/catholic-portal/	729
Portal Record: Les 16 mystiques des Bilenge ya Muinda	/vufind/Record/ctumarc_126246	427

2018 Landing Pages		
Page Description	Page URL	Pageviews
Home Page	/	5,236
Catholic Newspapers Online Page	/catholic-newspapers-online	1,138
Catholic Newspapers Program Page	/catholic-newspapers-program	705
Catholic Portal Page	/catholic-portal	463
Portal Search Page	/vufind/Search/Advanced/	110

## Notes

- <sup>1</sup> Google Analytics reports user statistics in two different ways: new users and total users. In practical terms, total users should be equal to the number of new users plus any returning users. However, due to a quirk in the way Google Analytics registers user sessions, for 2018 the number of new users (12,826) was higher than the number of total users reported (12,823). This discrepancy is due to the way that Google Analytics handles overnight sessions. Typically, Google Analytics resets sessions at midnight. When a user visits the site minutes before midnight and then leaves after midnight, this is tracked as two sessions. However, because the session is continuous, this second session is still marked as the user's first session. Since the new user metric is defined by Google Analytics as "the number of sessions marked as a user's first session," such over-midnight sessions inflate the new user metric. The total user metric is still reported properly because it is based on user identifiers across the reported timeframe. Thus, for the purposes of this report, only the total users metric is used. For more information, see <https://www.en.advertisercommunity.com/t5/Google-Analytics-Reports/Users-vs-New-Users/tdp/1850907>.
- <sup>2</sup> Google Analytics reports languages using two-letter language codes, which are sometimes accompanied by two-letter country codes. These codes are based on ISO standard specifications and are gathered from the web browsers of visitors. In most cases, the web browser language setting defaults to the language of the operating system. However, this is a user-selectable setting, meaning that users can select their preferred language within their web browser. Sometimes languages are reported using just the two-letter language code (e.g., "fr" = French, "es" = Spanish, and "de" = German), while at other times they are specified using both the two-letter language code and the accompanying two-letter country code (e.g., "en-us" = English - United States, "en-gb" = English - Great Britain, and "pt-br" = Portuguese - Brazil).
- <sup>3</sup> Google Analytics reports web traffic sources (or "arrival methods," as they are termed in this report) using five separate designations: organic search, direct, referral, social, and email. Organic search includes users who arrive at the CRRA website after being directed there by a search engine (e.g., Google, Bing, Yahoo! Search, etc.). Direct traffic includes those users who either directly type the CRRA's URL into their web browser, or where the referrer or source is unknown. Referral includes users who come to the CRRA website after being referred or directed to it from another website (e.g., if a user is on a library website which includes a link to the CRRA website and the user then clicks that link and subsequently arrives at the CRRA site, then this would be logged as a referral). Social traffic is designated as users who arrive at the site via a link on a social media website or platform (e.g., if a user is directed to the CRRA website from Twitter, Facebook, Instagram, etc.). And finally, email traffic includes users who arrive at the site via an email that has been tagged with an email parameter. Google Analytics reported no email traffic to the CRRA website in 2017.