

Sep 11-17, 2016

Metrics Overview

- This week Defense.gov had 4% more visits, 1% fewer unique pageviews, 7% more total pageviews, and 3% more pageviews per visit.
- AF.mil had 11% fewer visits, 2% more unique pageviews, 11% more total pageviews, and 24% more pageviews per visit.
- Navy.mil had 7% more visits, 8% more unique pageviews, 1% more total pageviews, and 5% fewer pageviews per visit.
- Marines.mil had 3% more visits, 3% fewer unique pageviews, 5% more total pageviews, and 2% more pageviews per visit.
- USACE.army.mil had 4% more visits, 3% fewer unique pageviews, 9% more total pageviews, and 5% more pageviews per visit.
- JCS.mil had 4% more visits, 2% fewer unique pageviews, no change in total pageviews, and 4% fewer pageviews per visit.

Direct traffic to defense.gov was up 2% while referrals were down 5% and organic search was up 9%.

Sections Overview

- Visits to the Defense.gov homepage were up 9.5% while the news releases landing page saw a 11.3% increase.
- Individual news articles were down 9% while individual news releases were up 11.3%.

Foresee Results – Defense.gov

- Total surveys this period (Jul 31-Sep 17, 2016): 316
- **SATISFACTION Score: 77**

FLAGSHIP SITES – METRICS OVERVIEW

Defense.gov	17-Sep	10-Sep	% (+/-)
Visits	622,213	595,672	4%
Unique Pageviews	1,401,155	1,412,610	-1%
Total Pageviews	3,889,761	3,627,963	7%
PV per Visit	6.25	6.09	3%
AF.mil	17-Sep	10-Sep	% (+/-)
Visits	258,227	289,297	-11%
Unique Pageviews	1,112,717	1,090,015	2%
Total Pageviews	2,412,236	2,178,228	11%
PV per Visit	9.34	7.53	24%
Navy.mil	17-Sep	10-Sep	% (+/-)
Visits	439,300	411,753	7%
Unique Pageviews	1,221,764	1,129,958	8%
Total Pageviews	3,314,813	3,270,671	1%
PV per Visit	7.55	7.94	-5%
Marines.mil	17-Sep	10-Sep	% (+/-)
Visits	290,339	281,717	3%
Unique Pageviews	3,403,309	3,511,000	-3%
Total Pageviews	7,634,906	7,251,564	5%
PV per Visit	26.30	25.74	2%
USACE.army.mil	17-Sep	10-Sep	% (+/-)
Visits	57,881	55,792	4%
Unique Pageviews	275,855	283,385	-3%
Total Pageviews	526,661	484,924	9%
PV per Visit	9.10	8.69	5%
JCS.mil	17-Sep	10-Sep	% (+/-)
Visits	15,030	14,391	4%
Unique Pageviews	61,741	62,910	-2%
Total Pageviews	113,300	113,398	0%
PV per Visit	7.54	7.88	-4%

FLAGSHIP SITES – SOCIAL MEDIA OVERVIEW

Social Media Overview	17-Sep	10-Sep	
Defense.gov	Visits	Visits	% (+/-)
facebook	7.49%	11.49%	-35%
twitter	0.30%	0.30%	1%
AF.mil	Visits	Visits	% (+/-)
facebook	5.31%	18.87%	-72%
twitter	0.32%	0.39%	-19%
Navy.mil	Visits	Visits	% (+/-)
facebook	10.60%	8.06%	32%
twitter	0.40%	0.56%	-29%
Marines.mil	Visits	Visits	% (+/-)
facebook	6.32%	5.88%	7%
twitter	0.05%	0.19%	-74%

DEFENSE.GOV – METRICS OVERVIEW

Metrics Overview	17-Sep	10-Sep	
Traffic Source	Visits	Visits	% (+/-)
Direct	53.23%	52.05%	2%
Google	15.31%	13.51%	13%
links.govdelivery.com	0.79%	0.67%	18%
nytimes.com	0.01%	0.02%	-57%
msn.com	0.05%	0.00%	1214%
baidu	0.11%	0.11%	-4%
reddit.com	0.14%	0.01%	1013%
yahoo	0.46%	0.44%	4%
bing	1.08%	0.96%	13%
referral vs. organic	Visits	Visits	% (+/-)
referral	30.57%	32.24%	-5%
organic	1.09%	1.00%	9%
Top Level Domains	Hits	Hits	% (+/-)
.com	16.63%	20.64%	-19%
.net	12.47%	14.18%	-12%
.mil	8.59%	9.27%	-7%
.gov	0.36%	0.36%	-1%
.edu	1.01%	1.04%	-3%
Feeds	Visits	Visits	% (+/-)
RSS	220,019	218,264	1%