

Oct16-22, 2016

Metrics Overview

- This week Defense.gov had 13% more visits, 1% fewer unique pageviews, 18% more total pageviews, and 5% more pageviews per visit.
- AF.mil had 2% fewer visits, 4% more unique pageviews, 1% more total pageviews, and 3% more pageviews per visit.
- Navy.mil had 25% more visits, 16% more unique pageviews, 12% fewer total pageviews, and 30% fewer pageviews per visit.
- Marines.mil had 3% more visits, 7% more unique pageviews, 17% more total pageviews, and 14% more pageviews per visit.
- USACE.army.mil had 2% more visits, 3% more unique pageviews, 6% more total pageviews, and 4% more pageviews per visit.
- JCS.mil had 10% more visits, 23% fewer unique pageviews, 23% fewer total pageviews, and 30% fewer pageviews per visit.

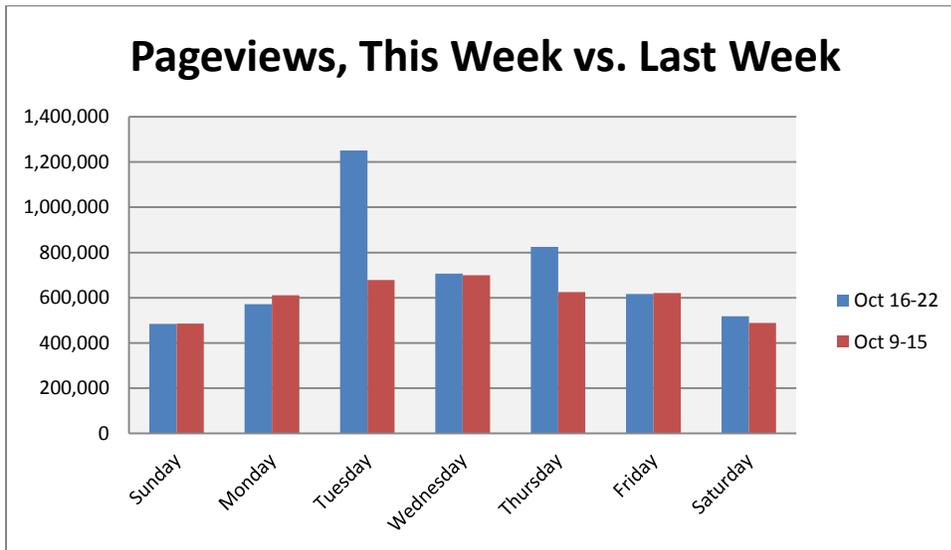
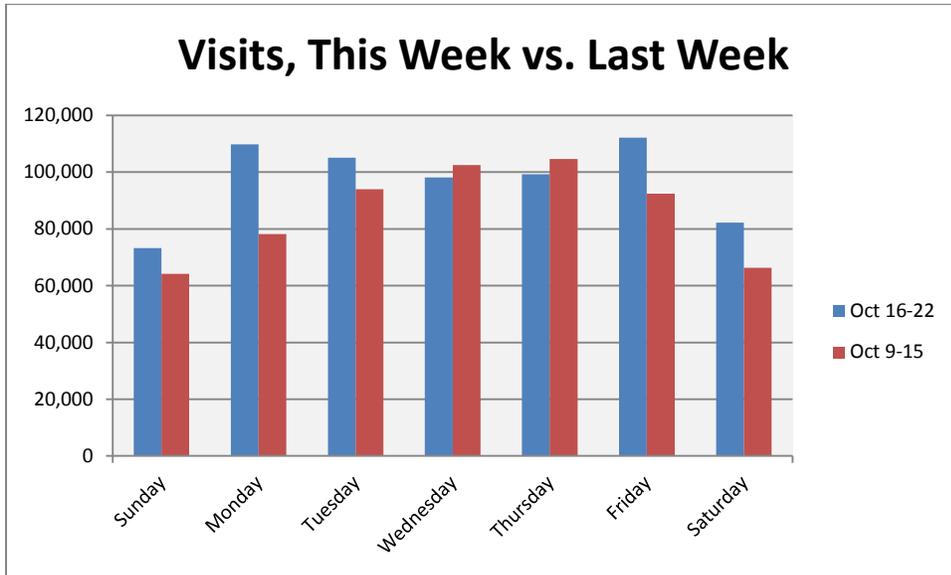
Direct traffic to defense.gov was down 5% while referrals were up 14% and organic search was down 5%.

Sections Overview

- Visits to the Defense.gov homepage were up 10.9% while the news releases landing page saw a 13.2% increase.
- Individual news articles were up 6.3% while individual news releases were up 14.4%.

Foresee Results – Defense.gov

- Total surveys this period (Sep 4-Oct 22, 2016): 331
- **SATISFACTION Score: 75**



FLAGSHIP SITES – METRICS OVERVIEW

Defense.gov	22-Oct	15-Oct	% (+/-)
Visits	679,765	602,013	13%
Unique Pageviews	1,468,473	1,487,804	-1%
Total Pageviews	4,971,586	4,208,114	18%
PV per Visit	7.31	6.99	5%
AF.mil	22-Oct	15-Oct	% (+/-)
Visits	281,529	286,887	-2%
Unique Pageviews	1,103,504	1,060,708	4%
Total Pageviews	2,183,611	2,165,071	1%
PV per Visit	7.76	7.55	3%
Navy.mil	22-Oct	15-Oct	% (+/-)
Visits	658,565	524,774	25%
Unique Pageviews	1,702,603	1,471,065	16%
Total Pageviews	3,332,120	3,782,623	-12%
PV per Visit	5.06	7.21	-30%
Marines.mil	22-Oct	15-Oct	% (+/-)
Visits	271,188	264,025	3%
Unique Pageviews	3,221,113	3,006,549	7%
Total Pageviews	7,425,472	6,360,392	17%
PV per Visit	27.38	24.09	14%
USACE.army.mil	22-Oct	15-Oct	% (+/-)
Visits	59,187	58,305	2%
Unique Pageviews	270,892	264,032	3%
Total Pageviews	511,271	482,445	6%
PV per Visit	8.64	8.27	4%
JCS.mil	22-Oct	15-Oct	% (+/-)
Visits	19,148	17,365	10%
Unique Pageviews	54,877	70,920	-23%
Total Pageviews	80,866	104,604	-23%
PV per Visit	4.22	6.02	-30%

FLAGSHIP SITES – SOCIAL MEDIA OVERVIEW

Social Media Overview	22-Oct	15-Oct	
Defense.gov	Visits	Visits	% (+/-)
facebook	11.18%	5.21%	115%
twitter	0.63%	0.44%	44%
AF.mil	Visits	Visits	% (+/-)
facebook	20.12%	18.96%	6%
twitter	0.24%	0.18%	34%
Navy.mil	Visits	Visits	% (+/-)
facebook	34.89%	22.09%	58%
twitter	0.55%	0.48%	15%
Marines.mil	Visits	Visits	% (+/-)
facebook	2.27%	3.17%	-28%
twitter	0.85%	0.55%	53%

DEFENSE.GOV – METRICS OVERVIEW

Metrics Overview	22-Oct	15-Oct	
Traffic Source	Visits	Visits	% (+/-)
Direct	51.76%	54.22%	-5%
Google	14.50%	14.91%	-3%
links.govdelivery.com	0.52%	0.58%	-10%
nytimes.com	0.01%	0.01%	-50%
msn.com	0.00%	0.01%	-20%
baidu	0.10%	0.12%	-10%
reddit.com	0.04%	0.04%	15%
yahoo	0.43%	0.46%	-6%
bing	1.05%	1.13%	-7%
referral vs. organic	Visits	Visits	% (+/-)
referral	33.59%	29.44%	14%
organic	1.06%	1.12%	-5%
Top Level Domains	Hits	Hits	% (+/-)
.com	15.23%	20.20%	-25%
.net	9.83%	14.98%	-34%
.mil	7.68%	9.04%	-15%
.gov	0.28%	0.38%	-26%
.edu	0.76%	1.16%	-35%
Feeds	Visits	Visits	% (+/-)
RSS	219,694	215,067	2%

SECTIONS OVERVIEW – DEFENSE.GOV

Section	22-Oct		15-Oct		% of Website Visits (22-Oct)	% of Website Visits (15-Oct)	% +/- Change (Visits)*
	Visits	Pageviews	Visits	Pageviews			
Homepage	197,723	805,317	180,614	780,044	13.46%	12.14%	10.9%
<i>SecDef Landing Page</i>	4,182	5,693	3,521	5,027	0.28%	0.24%	20.3%
<i>Week in Photos</i>	4,156	17,778	4,120	17,797	0.28%	0.28%	2.2%
<i>Photo Essays</i>	12,463	26,720	17,678	31,794	0.85%	1.19%	-28.6%
<i>Articles</i>	250,110	391,695	238,363	369,292	17.03%	16.02%	6.3%
<i>Special Features</i>	46,442	103,662	42,912	83,370	3.16%	2.88%	9.7%
<i>AFPS RSS</i>	81,711	220,920	81,977	220,405	5.56%	5.51%	1.0%
<i>News Lead Photos RSS</i>	9,151	21,338	8,831	22,321	0.62%	0.59%	5.0%
News Releases (landing page)	29,264	118,912	26,194	101,944	1.99%	1.76%	13.2%
<i>News Releases</i>	110,593	188,151	97,960	149,619	7.53%	6.58%	14.4%
<i>News Releases RSS</i>	53,760	181,245	52,318	170,930	3.66%	3.52%	4.1%
<i>Transcripts</i>	59	111	52	52	0.00%	0.00%	15.0%
<i>Transcripts RSS</i>	12,625	38,588	11,780	37,976	0.86%	0.79%	8.6%
<i>Advisories</i>	10,441	20,770	11,715	20,612	0.71%	0.79%	-9.7%
<i>Advisories RSS</i>	10,912	58,424	10,570	55,720	0.74%	0.71%	4.6%
<i>Contracts</i>	50,447	74,960	51,997	77,263	3.44%	3.49%	-1.7%
<i>Contracts RSS</i>	25,989	543,452	25,622	124,903	1.77%	1.72%	2.8%
<i>Casualty update</i>	2,055	2,320	1,488	1,640	0.14%	0.10%	39.9%
Multimedia							
<i>Photo Gallery</i>	75,845	177,162	152,131	259,691	5.16%	10.23%	-49.5%
<i>www.defense.gov/live</i>	1,614	2,136	884	1,202	0.11%	0.06%	85.0%
<i>www.defense.gov/live2</i>	158	213	44	46	0.01%	0.00%	263.8%
Leaders	2,445	3,420	1,991	2,694	0.17%	0.13%	24.4%
<i>Bios</i>	39,510	47,209	35,860	41,436	2.69%	2.41%	11.6%
<i>Speeches</i>	19,212	44,667	20,365	24,155	1.31%	1.37%	-4.4%
<i>Speeches RSS</i>	3,317	11,194	2,925	10,263	0.23%	0.20%	14.9%
<i>Sec Def Speeches RSS</i>	3,317	11,194	7,598	32,941	0.23%	0.51%	-55.8%
Contact Us	11,122	26,403	11,558	26,858	0.76%	0.78%	-2.5%
Sites							
<i>Registered sites</i>	1,748	2,264	2,258	2,658	0.12%	0.15%	-21.6%
<i>Social media</i>	68	81	142	159	0.00%	0.01%	-51.5%
Landing Pages							
<i>Pay and Benefits</i>	86	100	75	83	0.01%	0.01%	16.2%
<i>Recovery Act</i>	1,660	5,545	1,686	9,247	n/a	n/a	-1.5%
<i>Doing Business with DoD</i>	335	383	308	345	0.02%	0.02%	10.2%
Other							% change
<i>Defense Budget 2016</i>	303	321	299	315	n/a	n/a	1.3%
<i>Defense Budget 2017</i>	329	348	289	318	n/a	n/a	13.8%
Total					53.65%	56.23%	-4.6%

* Calculation based on Unique Pageviews from Metrics Overview ("Visits" is equivalent to "Unique Pageviews".)

NEWS, PRESS, BIOS

Top 5 News Articles by Visits

News Article	Published	Visits	Pageviews
Iraqi Forces Begin Battle for Mosul /www.defense.gov/News/Article/Article/975239	10/17/2016	17,632	19,558
Veteran Finds Brotherhood in Cycling Group /www.defense.gov/News/Article/Article/972616	10/13/2016	5,120	5,516
DoD Plans Benefit Revision With 'Blended Retirement' /www.defense.gov/News/Article/Article/655705	2/12/2016	5,089	5,926
Iraq, Syria Make Significant Strides Countering ISIL, Press Secretary Says /www.defense.gov/News/Article/Article/976204	10/17/2016	4,008	5,393
DARPA to Transfer Advanced Space Debris Telescope to Air Force /www.defense.gov/News/Article/Article/976146	10/18/2016	3,829	5,170

Top 5 Press Releases by Visits

Press Release	Published	Visits	Pageviews
Readout of Secretary Carter's Meetings with Turkish Leaders in Ankara /www.defense.gov/News/News-Releases/News-Release-View/Article/981549	10/21/2016	26,177	27,607
DoD Identifies Navy Casualty /www.defense.gov/News/News-Releases/News-Release-View/Article/981958	10/21/2016	7,872	9,669
Statement by Secretary of Defense Ash Carter on Iraqi Announcement Regarding Mosul /www.defense.gov/News/News-Releases/News-Release-View/Article/975156	10/16/2016	7,218	9,611
DoD Identifies Army Casualties /www.defense.gov/News/News-Releases/News-Release-View/Article/981289	10/20/2016	4,734	6,055
Statement by Secretary of Defense Ash Carter on the Liberation of Dabiq /www.defense.gov/News/News-Releases/News-Release-View/Article/975074	10/16/2016	3,709	5,568

Top 5 Biographies by Visits

Bio	Visits	Pageviews
Ashton B. Carter	7,239	8,535
Marcel Lettre	866	1,182
Robert O. Work	805	976
General Mark A. Milley	729	792
General Joseph F. Dunford, Jr.	702	983