

Oct 23-29, 2016

### Metrics Overview

- This week Defense.gov had 7% fewer visits, 3% more unique pageviews, 57% more total pageviews, and 68% more pageviews per visit.
- AF.mil had 12% fewer visits, no change in unique pageviews, 4% more total pageviews, and 19% more pageviews per visit.
- Navy.mil had 23% fewer visits, 13% fewer unique pageviews, 13% fewer total pageviews, and 13% more pageviews per visit.
- Marines.mil had 16% more visits, 6% more unique pageviews, 5% more total pageviews, and 10% fewer pageviews per visit.
- USACE.army.mil had 2% more visits, 3% more unique pageviews, 8% more total pageviews, and 6% more pageviews per visit.
- JCS.mil had 1% more visits, 32% fewer unique pageviews, 19% fewer total pageviews, and 20% fewer pageviews per visit.

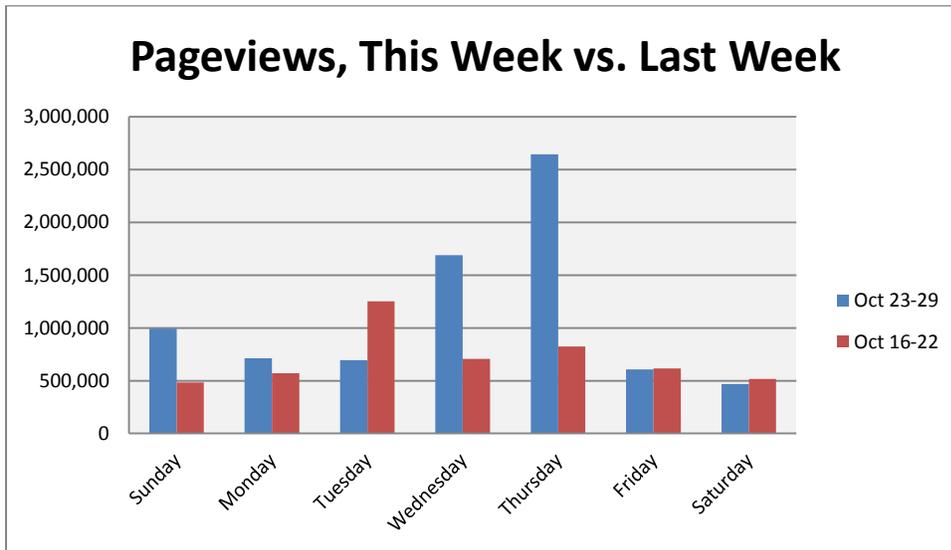
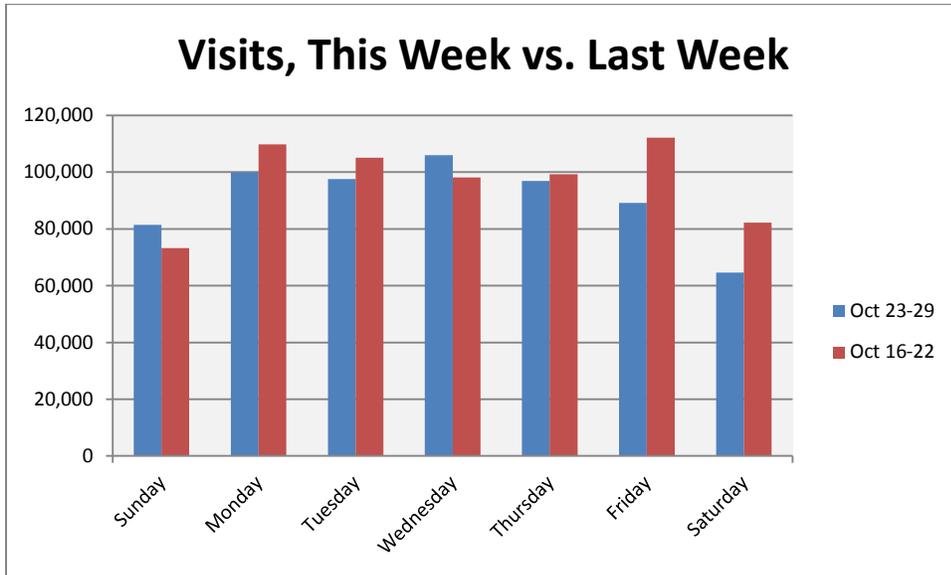
Direct traffic to defense.gov was up 7% while referrals were down 13% and organic search was up 7%.

### Sections Overview

- Visits to the Defense.gov homepage were down 3.4% while the news releases landing page saw a 10.3% decrease.
- Individual news articles were down 5.8% while individual news releases were down 20.4%.

### Foresee Results – Defense.gov

- Total surveys this period (Sep 11-Oct 29, 2016): 338
- **SATISFACTION Score: 75**



## FLAGSHIP SITES – METRICS OVERVIEW

<b>Defense.gov</b>	<b>29-Oct</b>	<b>22-Oct</b>	<b>% (+/-)</b>
Visits	635,532	679,765	-7%
Unique Pageviews	1,516,499	1,468,473	3%
Total Pageviews	7,808,779	4,971,586	57%
PV per Visit	12.29	7.31	68%
<b>AF.mil</b>	<b>29-Oct</b>	<b>22-Oct</b>	<b>% (+/-)</b>
Visits	246,879	281,529	-12%
Unique Pageviews	1,106,517	1,103,504	0%
Total Pageviews	2,276,434	2,183,611	4%
PV per Visit	9.22	7.76	19%
<b>Navy.mil</b>	<b>29-Oct</b>	<b>22-Oct</b>	<b>% (+/-)</b>
Visits	504,435	658,565	-23%
Unique Pageviews	1,478,055	1,702,603	-13%
Total Pageviews	2,894,468	3,332,120	-13%
PV per Visit	5.74	5.06	13%
<b>Marines.mil</b>	<b>29-Oct</b>	<b>22-Oct</b>	<b>% (+/-)</b>
Visits	315,638	271,188	16%
Unique Pageviews	3,401,941	3,221,113	6%
Total Pageviews	7,781,932	7,425,472	5%
PV per Visit	24.65	27.38	-10%
<b>USACE.army.mil</b>	<b>29-Oct</b>	<b>22-Oct</b>	<b>% (+/-)</b>
Visits	60,229	59,187	2%
Unique Pageviews	278,766	270,892	3%
Total Pageviews	550,366	511,271	8%
PV per Visit	9.14	8.64	6%
<b>JCS.mil</b>	<b>29-Oct</b>	<b>22-Oct</b>	<b>% (+/-)</b>
Visits	19,371	19,148	1%
Unique Pageviews	37,512	54,877	-32%
Total Pageviews	65,140	80,866	-19%
PV per Visit	3.36	4.22	-20%

## FLAGSHIP SITES – SOCIAL MEDIA OVERVIEW

Social Media Overview	29-Oct	22-Oct	
<b>Defense.gov</b>	<b>Visits</b>	<b>Visits</b>	<b>% (+/-)</b>
facebook	5.97%	11.18%	-47%
twitter	0.36%	0.63%	-43%
<b>AF.mil</b>	<b>Visits</b>	<b>Visits</b>	<b>% (+/-)</b>
facebook	8.41%	20.12%	-58%
twitter	0.34%	0.24%	45%
<b>Navy.mil</b>	<b>Visits</b>	<b>Visits</b>	<b>% (+/-)</b>
facebook	20.92%	34.89%	-40%
twitter	0.20%	0.55%	-63%
<b>Marines.mil</b>	<b>Visits</b>	<b>Visits</b>	<b>% (+/-)</b>
facebook	11.94%	2.27%	426%
twitter	0.24%	0.85%	-72%

## DEFENSE.GOV – METRICS OVERVIEW

Metrics Overview	22-Oct	15-Oct	
<b>Traffic Source</b>	<b>Visits</b>	<b>Visits</b>	<b>% (+/-)</b>
Direct	55.60%	51.76%	7%
Google	14.76%	14.50%	2%
links.govdelivery.com	0.51%	0.52%	-3%
nytimes.com	0.01%	0.01%	80%
msn.com	0.01%	0.00%	136%
baidu	0.11%	0.10%	2%
reddit.com	0.05%	0.04%	11%
yahoo	0.45%	0.43%	5%
bing	1.16%	1.05%	10%
<b>referral vs. organic</b>	<b>Visits</b>	<b>Visits</b>	<b>% (+/-)</b>
referral	29.25%	33.59%	-13%
organic	1.13%	1.06%	7%
<b>Top Level Domains</b>	<b>Hits</b>	<b>Hits</b>	<b>% (+/-)</b>
.com	7.74%	15.23%	-49%
.net	8.03%	9.83%	-18%
.mil	2.28%	7.68%	-70%
.gov	0.16%	0.28%	-44%
.edu	0.45%	0.76%	-40%
<b>Feeds</b>	<b>Visits</b>	<b>Visits</b>	<b>% (+/-)</b>
RSS	222,443	219,694	1%

## SECTIONS OVERVIEW – DEFENSE.GOV

Section	29-Oct		22-Oct		% of Website Visits (29-Oct)	% of Website Visits (22-Oct)	% +/- Change (Visits)*
	Visits	Pageviews	Visits	Pageviews			
<b>Homepage</b>	<b>197,243</b>	<b>1,228,392</b>	<b>197,723</b>	<b>805,317</b>	<b>13.01%</b>	<b>13.46%</b>	<b>-3.4%</b>
<i>SecDef Landing Page</i>	4,407	8,356	4,182	5,693	0.29%	0.28%	2.0%
<i>Week in Photos</i>	4,407	19,158	4,156	17,778	0.29%	0.28%	2.7%
<i>Photo Essays</i>	14,888	30,246	12,463	26,720	0.98%	0.85%	15.7%
<i>Articles</i>	243,374	382,621	250,110	391,695	16.05%	17.03%	-5.8%
<i>Special Features</i>	49,959	122,508	46,442	103,662	3.29%	3.16%	4.2%
<i>AFPS RSS</i>	81,943	227,975	81,711	220,920	5.40%	5.56%	-2.9%
<i>News Lead Photos RSS</i>	9,672	22,163	9,151	21,338	0.64%	0.62%	2.3%
<b>News Releases (landing page)</b>	<b>27,116</b>	<b>108,608</b>	<b>29,264</b>	<b>118,912</b>	<b>1.79%</b>	<b>1.99%</b>	<b>-10.3%</b>
<i>News Releases</i>	90,949	162,124	110,593	188,151	6.00%	7.53%	-20.4%
<i>News Releases RSS</i>	53,134	179,167	53,760	181,245	3.50%	3.66%	-4.3%
<i>Transcripts</i>	64	108	59	111	0.00%	0.00%	5.0%
<i>Transcripts RSS</i>	12,940	37,886	12,625	38,588	0.85%	0.86%	-0.8%
<i>Advisories</i>	13,674	25,158	10,441	20,770	0.90%	0.71%	26.8%
<i>Advisories RSS</i>	11,349	54,655	10,912	58,424	0.75%	0.74%	0.7%
<i>Contracts</i>	53,053	79,579	50,447	74,960	3.50%	3.44%	1.8%
<i>Contracts RSS</i>	26,988	1,742,578	25,989	543,452	1.78%	1.77%	0.6%
<i>Casualty update</i>	1,739	2,366	2,055	2,320	0.11%	0.14%	-18.1%
<b>Multimedia</b>							
<i>Photo Gallery</i>	88,719	195,398	75,845	177,162	5.85%	5.16%	13.3%
<i>www.defense.gov/live</i>	1,263	1,759	1,614	2,136	0.08%	0.11%	-24.2%
<i>www.defense.gov/live2</i>	1,893	10,774	158	213	0.12%	0.01%	1060.2%
<b>Leaders</b>	<b>2,584</b>	<b>3,959</b>	<b>2,445</b>	<b>3,420</b>	<b>0.17%</b>	<b>0.17%</b>	<b>2.3%</b>
<i>Bios</i>	46,542	56,495	39,510	47,209	3.07%	2.69%	14.1%
<i>Speeches</i>	21,536	52,249	19,212	44,667	1.42%	1.31%	8.5%
<i>Speeches RSS</i>	3,633	10,051	3,317	11,194	0.24%	0.23%	6.1%
<i>Sec Def Speeches RSS</i>	8,355	32,152	3,317	11,194	0.55%	0.23%	143.9%
<b>Contact Us</b>	<b>17,843</b>	<b>35,297</b>	<b>11,122</b>	<b>26,403</b>	<b>1.18%</b>	<b>0.76%</b>	<b>55.3%</b>
<b>Sites</b>							
<i>Registered sites</i>	3,290	3,554	1,748	2,264	0.22%	0.12%	82.3%
<i>Social media</i>	59	72	68	81	0.00%	0.00%	-16.0%
<b>Landing Pages</b>							
<i>Pay and Benefits</i>	86	95	86	100	0.01%	0.01%	-3.2%
<i>Recovery Act</i>	1,972	7,811	1,660	5,545	n/a	n/a	18.8%
<i>Doing Business with DoD</i>	382	431	335	383	0.03%	0.02%	10.4%
<b>Other</b>							<b>% change</b>
<i>Defense Budget 2016</i>	305	327	303	321	n/a	n/a	0.7%
<i>Defense Budget 2017</i>	271	296	329	348	n/a	n/a	-17.6%
<b>Total</b>					<b>51.90%</b>	<b>53.65%</b>	<b>-3.2%</b>

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

Top 5 News Articles by Visits

News Article	Published	Visits	Pageviews
Advanced Space Surveillance Telescope Has Critical Military Applications <a href="http://www.defense.gov/News/Article/Article/983007">/www.defense.gov/News/Article/Article/983007</a>	10/22/2016	7,391	10,309
Carter Announces Deterrence, Defense Buildup in Europe <a href="http://www.defense.gov/News/Article/Article/987827">/www.defense.gov/News/Article/Article/987827</a>	10/26/2016	4,291	5,672
Carter Meets With Iraqi Prime Minister, Addresses Troops in Baghdad <a href="http://www.defense.gov/News/Article/Article/983053">/www.defense.gov/News/Article/Article/983053</a>	10/23/2016	4,091	5,066
Iraqi, Kurdish Forces Approaching Outskirts of Mosul <a href="http://www.defense.gov/News/Article/Article/988797">/www.defense.gov/News/Article/Article/988797</a>	10/27/2016	4,071	5,142
All Cyber Mission Force Teams Achieve Initial Operating Capability <a href="http://www.defense.gov/News/Article/Article/984663">/www.defense.gov/News/Article/Article/984663</a>	10/24/2016	3,928	6,973

Top 5 Press Releases by Visits

Press Release	Published	Visits	Pageviews
Statement from Secretary of Defense Ash Carter on California National Guard Bonus Payments <a href="http://www.defense.gov/News/News-Releases/News-Release-View/Article/986965">/www.defense.gov/News/News-Releases/News-Release-View/Article/986965</a>	10/26/2016	21,353	24,342
DoD Identifies Navy Casualty <a href="http://www.defense.gov/News/News-Releases/News-Release-View/Article/981958">/www.defense.gov/News/News-Releases/News-Release-View/Article/981958</a>	10/21/2016	3,760	5,088
General Officer Assignments <a href="http://www.defense.gov/News/News-Releases/News-Release-View/Article/989551">/www.defense.gov/News/News-Releases/News-Release-View/Article/989551</a>	10/28/2016	2,865	3,505
DoD Identifies Army Casualties <a href="http://www.defense.gov/News/News-Releases/News-Release-View/Article/981289">/www.defense.gov/News/News-Releases/News-Release-View/Article/981289</a>	10/20/2016	2,583	3,474
Statement by Pentagon Press Secretary Peter Cook on Strikes against Al-Qaeda leaders in Afghanistan <a href="http://www.defense.gov/News/News-Releases/News-Release-View/Article/987885">/www.defense.gov/News/News-Releases/News-Release-View/Article/987885</a>	10/26/2016	2,468	3,343

Top 5 Biographies by Visits

Bio	Visits	Pageviews
Ashton B. Carter	13,297	15,316
Marcel Lettre	939	1,266
Robert O. Work	800	987
General Mark A. Milley	682	763
General Joseph F. Dunford, Jr.	526	617