

October 2015 vs. October 2016

Data Sources

Data for 2015 and 2016 came from Urchin and Foresee.

Metrics Overview – Flagship Sites & Defense.gov

- In October 2016 Defense.gov had 45% more visits, 36% more unique pageviews, 81% more total pageviews, and 24% more pageviews per visit when compared to October 2015.
- AF.mil had 32% more visits, 5% more unique pageviews, 30% fewer total pageviews, and 47% fewer pageviews per visit.
- Navy.mil had 25% more visits, 15% more unique pageviews, 35% more total pageviews, and 9% more pageviews per visit.
- Marines.mil had 7% fewer visits, 89% more unique pageviews, 69% more total pageviews, and 81% more pageviews per visit.
- USACE.army.mil had 22% more visits, 13% more unique pageviews, 6% more total pageviews, and 13% fewer pageviews per visit.
- JCS.mil had 14% more visits, 73% more unique pageviews, no change in total pageviews, and 12% fewer pageviews per visit.
- Open.defense.gov had 41% more visits, 41% more unique pageviews, 48% more total pageviews, and 4% more pageviews per visit.

Direct traffic to Defense.gov was down 22% while referrals were up 25% and search was down 30%. Traffic that was considered “not set” or of unknown origin was up to 13.93% of all site visits. This is likely due to HTTPS encryption of traffic now coming from Google, Facebook, and others.

Sections Overview – Defense.gov

Due to the restructure of Defense.gov, comparisons between visits in 2015 and 2016 should be taken with a grain of salt.

Foresee Results – Defense.gov

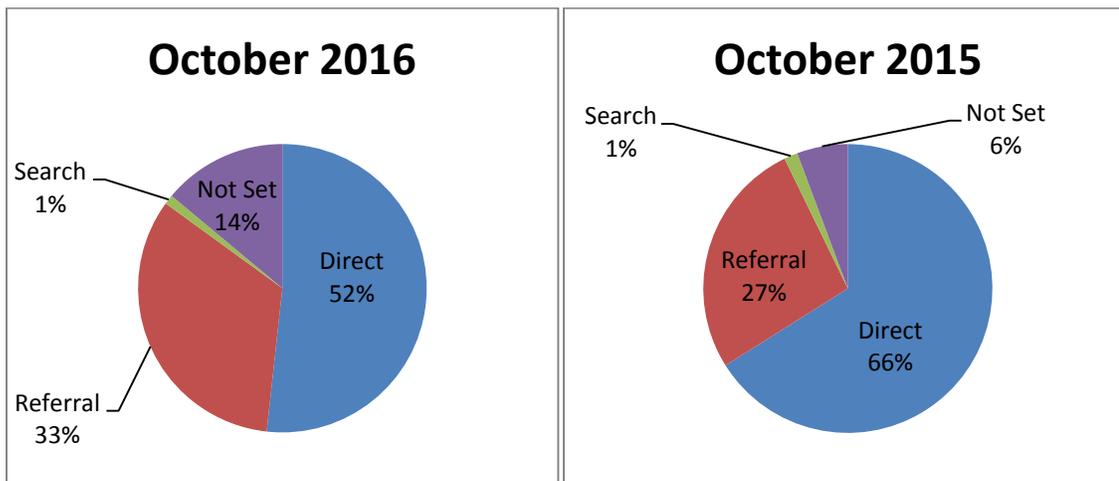
- Total surveys this period (September 18, 2016-October 31, 2016): 304
- **SATISFACTION Score: 75**

METRICS OVERVIEW – FLAGSHIP SITES

Defense.gov	October 2016	October 2015	% (+/-)
Visits	2,882,035	1,987,040	45%
Unique Pageviews	6,589,531	4,842,593	36%
Total Pageviews	23,531,317	13,031,669	81%
PV per Visit	8.16	6.56	24%
AF.mil	October 2016	October 2015	% (+/-)
Visits	1,525,894	1,155,489	32%
Unique Pageviews	5,284,534	5,034,069	5%
Total Pageviews	10,266,883	14,708,151	-30%
PV per Visit	6.73	12.73	-47%
Navy.mil	October 2016	October 2015	% (+/-)
Visits	2,447,766	1,961,305	25%
Unique Pageviews	6,744,247	5,861,280	15%
Total Pageviews	15,141,813	11,175,618	35%
PV per Visit	6.19	5.70	9%
Marines.mil	October 2016	October 2015	% (+/-)
Visits	1,230,840	1,319,645	-7%
Unique Pageviews	14,174,797	7,499,262	89%
Total Pageviews	31,205,362	18,440,280	69%
PV per Visit	25.35	13.97	81%
USACE.army.mil	October 2016	October 2015	% (+/-)
Visits	259,071	212,620	22%
Unique Pageviews	1,179,894	1,042,762	13%
Total Pageviews	2,247,050	2,116,812	6%
PV per Visit	8.67	9.96	-13%
JCS.mil	October 2016	October 2015	% (+/-)
Visits	79,815	70,304	14%
Unique Pageviews	245,884	142,018	73%
Total Pageviews	374,189	375,349	0%
PV per Visit	4.69	5.34	-12%
open.defense.gov	October 2016	October 2015	% (+/-)
Visits	15,378	10,871	41%
Unique Pageviews	24,245	17,161	41%
Total Pageviews	35,053	23,748	48%
PV per Visit	2.28	2.18	4%

METRICS OVERVIEW – DEFENSE.GOV

Metrics Overview	October 2016	October 2015	
Traffic Sources	Visits	Visits	% (+/-)
Direct	51.74%	66.07%	-22%
Referral	33.27%	26.72%	25%
Search	1.06%	1.52%	-30%
Not Set	13.93%	5.70%	145%
Specific Referring Sites	Visits	Visits	% (+/-)
Google	14.03%	15.87%	-12%
links.govdelivery.com	0.52%	1.00%	-48%
nytimes.com	0.01%	0.01%	-47%
msn.com	0.01%	0.00%	342%
baidu	0.12%	0.18%	-35%
reddit.com	0.07%	0.12%	-41%
yahoo	0.43%	0.66%	-35%
bing	1.07%	1.17%	-8%
facebook	11.11%	3.02%	267%
twitter	0.49%	0.64%	-23%
ISP Top Level Domains	Hits	Hits	% (+/-)
.com	12.02%	26.24%	-54%
.net	9.83%	31.19%	-68%
.mil	4.91%	11.65%	-58%
.gov	0.25%	0.72%	-65%
.edu	0.65%	1.06%	-39%
Feeds	Visits	Visits	% (+/-)
RSS	966,985	736,392	31%



SECTIONS OVERVIEW – DEFENSE.GOV

Section	October 2016		October 2015		% of Website Visits (October 2016)	% of Website Visits (October 2015)	% +/- Change (Visits)*
	Visits	Pageviews	Visits	Pageviews			
Homepage	820,800	3,915,733	608,166	2,281,064	12.46%	12.56%	-0.8%
<i>Week in Photos</i>	18,479	76,989	19,596	22,127	0.28%	0.40%	-30.7%
<i>Photo Essays</i>	84,963	188,372	44,370	113,041	1.29%	0.92%	40.7%
<i>Articles</i>	1,173,580	1,778,994	610,109	799,719	17.81%	12.60%	41.4%
<i>Special Features</i>	213,641	435,485	168,934	219,017	3.24%	3.49%	-7.1%
<i>AFPS RSS</i>	361,345	981,517	181,624	1,398,208	5.48%	3.75%	46.2%
<i>News Lead Photos RSS</i>	40,556	98,674	30,814	104,502	0.62%	0.64%	-3.3%
News Releases (landing page)	118,308	484,676	119,946	266,077	1.80%	2.48%	-27.5%
<i>News Releases</i>	420,159	699,320	342,414	400,108	6.38%	7.07%	-9.8%
<i>News Releases RSS</i>	233,984	778,357	159,872	674,341	3.55%	3.30%	7.6%
<i>Transcripts</i>	39,718	353,369	145,637	194,775	0.60%	3.01%	-80.0%
<i>Transcripts RSS</i>	55,016	169,337	56,535	255,340	0.83%	1.17%	-28.5%
<i>Advisories</i>	52,010	93,939	52,790	76,394	0.79%	1.09%	-27.6%
<i>Advisories RSS</i>	48,427	250,624	57,751	324,415	0.73%	1.19%	-38.4%
<i>Contracts</i>	229,148	341,584	203,513	263,230	3.48%	4.20%	-17.3%
<i>Contracts RSS</i>	115,023	3,215,279	125,102	458,489	1.75%	2.58%	-32.4%
<i>Casualty update</i>	7,462	8,940	6,762	8,453	0.11%	0.14%	-18.9%
Multimedia							
<i>Photo Gallery</i>	429,296	888,946	272,339	332,976	6.51%	5.62%	15.8%
<i>www.defense.gov/live</i>	5,673	8,218	22,393	63,584	0.09%	0.46%	-81.4%
<i>www.defense.gov/live2</i>	2,150	11,106	880	1,276	0.03%	0.02%	79.5%
Leaders	11,158	16,751	12,411	16,871	0.17%	0.26%	-33.9%
<i>Bios</i>	170,077	205,283	153,430	179,130	2.58%	3.17%	-18.5%
<i>Speeches</i>	93,553	162,673	56,153	78,487	1.42%	1.16%	22.4%
<i>Speeches RSS</i>	14,032	46,569	2,702	4,154	0.21%	0.06%	281.6%
<i>Sec Def Speeches RSS</i>	35,656	145,654	30,626	201,347	0.54%	0.63%	-14.4%
Contact Us	50,748	116,370	13,028	18,633	0.77%	0.27%	186.3%
Sites							
<i>Registered sites</i>	10,272	11,773	22,760	36,764	0.16%	0.47%	-66.8%
<i>Social media</i>	381	411	1,052	6,805	0.01%	0.02%	-73.4%
Landing Pages					0.00%	0.00%	
<i>Pay and Benefits</i>	380	423	277	285	0.01%	0.01%	0.8%
<i>Recovery Act</i>	7,265	30,990	N/A	N/A	n/a	n/a	#VALUE!
<i>Doing Business with DoD</i>	1,447	1,639	877	979	0.02%	0.02%	21.3%
Other							% change
<i>Defense Budget 2015</i>	432	473	1,455	1,517	n/a	n/a	-70.3%
<i>Defense Budget 2016</i>	1,276	1,354	2,261	2,333	n/a	n/a	-43.6%
Total					55.37%	54.13%	2.3%

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