

Oct 30-Nov 5, 2016

Metrics Overview

- This week Defense.gov had 4% fewer visits, 8% fewer unique pageviews, 20% more total pageviews, and 25% more pageviews per visit.
- AF.mil had 89% more visits, 28% more unique pageviews, 14% more total pageviews, and 40% fewer pageviews per visit.
- Navy.mil had 4% fewer visits, 6% more unique pageviews, 2% more total pageviews, and 6% more pageviews per visit.
- Marines.mil had 8% fewer visits, 18% fewer unique pageviews, 13% fewer total pageviews, and 5% fewer pageviews per visit.
- USACE.army.mil had 16% more visits, 1% more unique pageviews, 1% more total pageviews, and 13% fewer pageviews per visit.
- JCS.mil had 5% fewer visits, 5% fewer unique pageviews, 4% more total pageviews, and 9% more pageviews per visit.

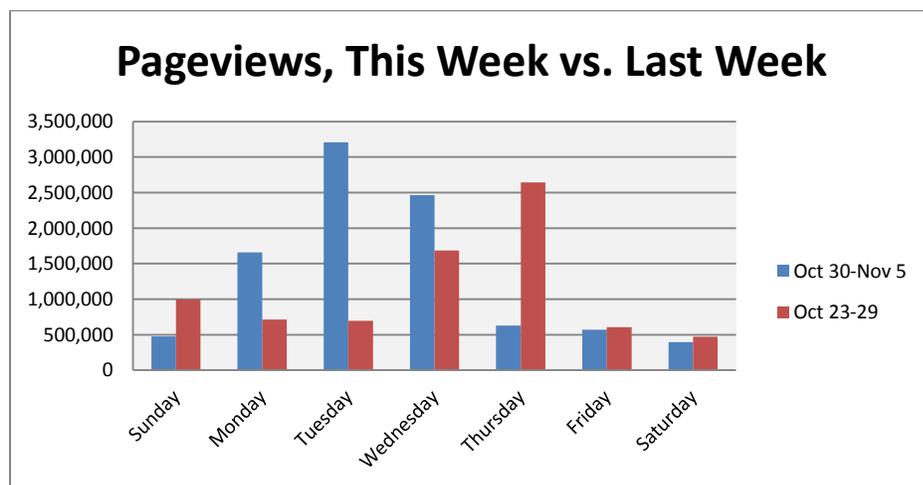
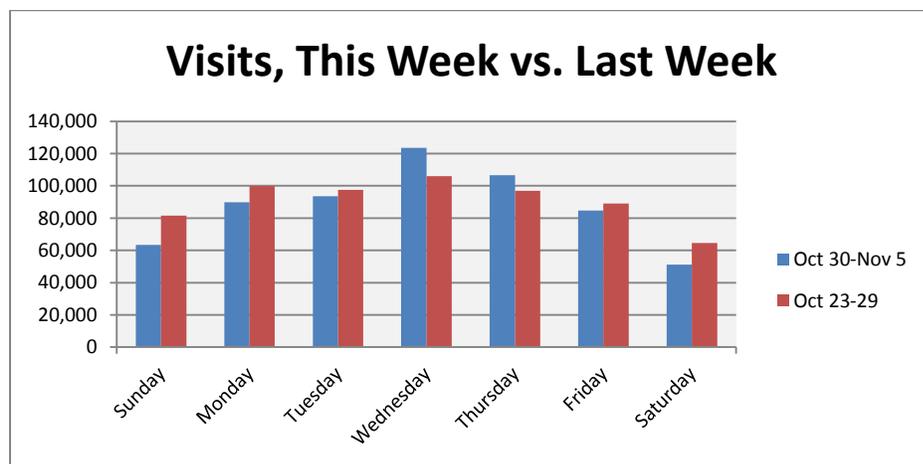
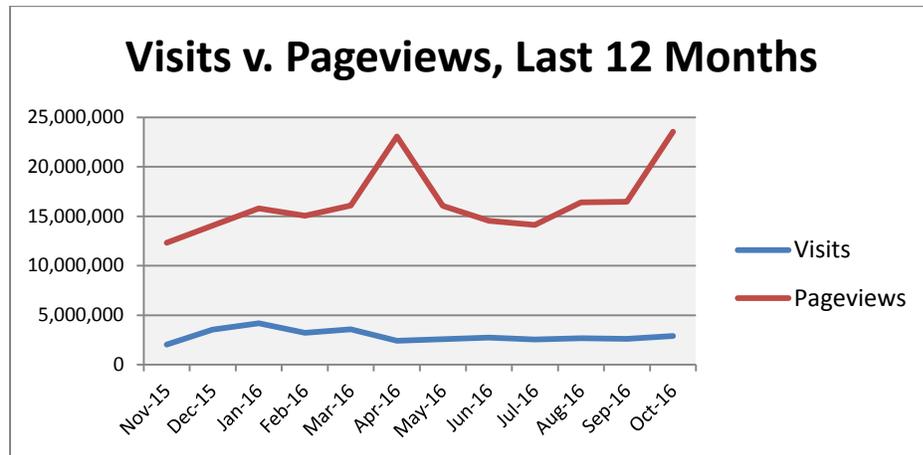
Direct traffic to defense.gov was down 11% while referrals were up 30% and organic search was down 2%.

Sections Overview

- Visits to the Defense.gov homepage were up 1.9% while the news releases landing page saw a 12.6% increase.
- Individual news articles were up 20.8% while individual news releases were up 26.4%.

Foresee Results – Defense.gov

- Total surveys this period (Sep 18-Nov 11, 2016): 348
- **SATISFACTION Score: 75**



FLAGSHIP SITES – METRICS OVERVIEW

Defense.gov	5-Nov	29-Oct	% (+/-)
Visits	612,881	635,532	-4%
Unique Pageviews	1,398,180	1,516,499	-8%
Total Pageviews	9,398,642	7,808,779	20%
PV per Visit	15.34	12.29	25%
AF.mil	5-Nov	29-Oct	% (+/-)
Visits	467,089	246,879	89%
Unique Pageviews	1,417,637	1,106,517	28%
Total Pageviews	2,594,263	2,276,434	14%
PV per Visit	5.55	9.22	-40%
Navy.mil	5-Nov	29-Oct	% (+/-)
Visits	483,947	504,435	-4%
Unique Pageviews	1,563,131	1,478,055	6%
Total Pageviews	2,956,061	2,894,468	2%
PV per Visit	6.11	5.74	6%
Marines.mil	5-Nov	29-Oct	% (+/-)
Visits	289,811	315,638	-8%
Unique Pageviews	2,792,105	3,401,941	-18%
Total Pageviews	6,774,965	7,781,932	-13%
PV per Visit	23.38	24.65	-5%
USACE.army.mil	5-Nov	29-Oct	% (+/-)
Visits	70,077	60,229	16%
Unique Pageviews	281,236	278,766	1%
Total Pageviews	553,997	550,366	1%
PV per Visit	7.91	9.14	-13%
JCS.mil	5-Nov	29-Oct	% (+/-)
Visits	18,413	19,371	-5%
Unique Pageviews	35,508	37,512	-5%
Total Pageviews	67,450	65,140	4%
PV per Visit	3.66	3.36	9%

FLAGSHIP SITES – SOCIAL MEDIA OVERVIEW

Social Media Overview	5-Nov	29-Oct	
Defense.gov	Visits	Visits	% (+/-)
facebook	16.10%	5.97%	170%
twitter	0.38%	0.36%	5%
AF.mil	Visits	Visits	% (+/-)
facebook	50.07%	8.41%	496%
twitter	0.25%	0.34%	-27%
Navy.mil	Visits	Visits	% (+/-)
facebook	15.54%	20.92%	-26%
twitter	0.34%	0.20%	65%
Marines.mil	Visits	Visits	% (+/-)
facebook	5.50%	11.94%	-54%
twitter	0.15%	0.24%	-36%

DEFENSE.GOV – METRICS OVERVIEW

Metrics Overview	5-Nov	29-Oct	
Traffic Source	Visits	Visits	% (+/-)
Direct	49.38%	55.60%	-11%
Google	14.08%	14.76%	-5%
links.govdelivery.com	0.68%	0.51%	33%
nytimes.com	0.01%	0.01%	-50%
msn.com	0.01%	0.01%	30%
baidu	0.11%	0.11%	4%
reddit.com	0.02%	0.05%	-53%
yahoo	0.47%	0.45%	4%
bing	1.16%	1.16%	0%
referral vs. organic	Visits	Visits	% (+/-)
referral	38.14%	29.25%	30%
organic	1.10%	1.13%	-2%
Top Level Domains	Hits	Hits	% (+/-)
.com	6.94%	7.74%	-10%
.net	5.75%	8.03%	-28%
.mil	3.47%	2.28%	52%
.gov	0.19%	0.16%	20%
.edu	0.34%	0.45%	-26%
Feeds	Visits	Visits	% (+/-)
RSS	152,033	222,443	-32%

SECTIONS OVERVIEW – DEFENSE.GOV

Section	5-Nov		29-Oct		% of Website Visits (5-Nov)	% of Website Visits (29-Oct)	% +/- Change (Visits)*
	Visits	Pageviews	Visits	Pageviews			
Homepage	185,257	784,846	197,243	1,228,392	13.25%	13.01%	1.9%
<i>SecDef Landing Page</i>	4,241	7,990	4,407	8,356	0.30%	0.29%	4.4%
<i>Week in Photos</i>	3,707	15,609	4,407	19,158	0.27%	0.29%	-8.8%
<i>Photo Essays</i>	12,347	19,364	14,888	30,246	0.88%	0.98%	-10.0%
<i>Articles</i>	270,980	403,049	243,374	382,621	19.38%	16.05%	20.8%
<i>Special Features</i>	47,006	106,883	49,959	122,508	3.36%	3.29%	2.1%
<i>AFPS RSS</i>	57,434	152,932	81,943	227,975	4.11%	5.40%	-24.0%
<i>News Lead Photos RSS</i>	6,352	16,886	9,672	22,163	0.45%	0.64%	-28.8%
News Releases (landing page)	28,157	93,580	27,116	108,608	2.01%	1.79%	12.6%
<i>News Releases</i>	105,981	178,448	90,949	162,124	7.58%	6.00%	26.4%
<i>News Releases RSS</i>	36,836	129,682	53,134	179,167	2.63%	3.50%	-24.8%
<i>Transcripts</i>	53	55	64	108	0.00%	0.00%	-10.2%
<i>Transcripts RSS</i>	7,993	24,564	12,940	37,886	0.57%	0.85%	-33.0%
<i>Advisories</i>	12,577	22,767	13,674	25,158	0.90%	0.90%	-0.2%
<i>Advisories RSS</i>	7,704	38,755	11,349	54,655	0.55%	0.75%	-26.4%
<i>Contracts</i>	53,818	81,532	53,053	79,579	3.85%	3.50%	10.0%
<i>Contracts RSS</i>	18,322	3,015,658	26,988	1,742,578	1.31%	1.78%	-26.4%
<i>Casualty update</i>	1,884	2,564	1,739	2,366	0.13%	0.11%	17.5%
Multimedia							
<i>Photo Gallery</i>	78,984	184,894	88,719	195,398	5.65%	5.85%	-3.4%
<i>www.defense.gov/live</i>	3,159	4,964	1,263	1,759	0.23%	0.08%	171.3%
<i>www.defense.gov/live2</i>	524	959	1,893	10,774	0.04%	0.12%	-70.0%
Leaders	2,500	3,583	2,584	3,959	0.18%	0.17%	4.9%
<i>Bios</i>	35,043	42,899	46,542	56,495	2.51%	3.07%	-18.3%
<i>Speeches</i>	22,556	48,776	21,536	52,249	1.61%	1.42%	13.6%
<i>Speeches RSS</i>	2,202	6,575	3,633	10,051	0.16%	0.24%	-34.3%
<i>Sec Def Speeches RSS</i>	5,639	21,758	8,355	32,152	0.40%	0.55%	-26.8%
Contact Us	7,840	21,541	17,843	35,297	0.56%	1.18%	-52.3%
Sites							
<i>Registered sites</i>	3,344	3,843	3,290	3,554	0.24%	0.22%	10.2%
<i>Social media</i>	83	90	59	72	0.01%	0.00%	52.6%
Landing Pages							
<i>Pay and Benefits</i>	75	77	86	95	0.01%	0.01%	-5.4%
<i>Recovery Act</i>	2,092	8,045	1,972	7,811	n/a	n/a	6.1%
<i>Doing Business with DoD</i>	443	493	382	431	0.03%	0.03%	25.8%
Other							% change
<i>Defense Budget 2016</i>	285	308	305	327	n/a	n/a	-6.6%
<i>Defense Budget 2017</i>	259	276	271	296	n/a	n/a	-4.4%
Total					53.91%	51.90%	3.9%

* 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
Carter Announces New Recruiting, ROTC Links to Force of the Future /www.defense.gov/News/Article/Article/992707	11/1/2016	41,055	47,477
DoD Announces Secretary of Defense Maintenance Award Winners /www.defense.gov/News/Article/Article/995579	11/3/2016	4,911	6,283
Carter Awards DoD's Highest Civilian Award to National Intel Director Clapper /www.defense.gov/News/Article/Article/990168	10/28/2016	4,548	5,427
U.S., Russian Jet Incident Over Syria Not Hostile, Press Secretary Says /www.defense.gov/News/Article/Article/991625	10/31/2016	3,742	5,001
Carter Thanks Troops for Service at Fort Leonard Wood /www.defense.gov/News/Article/Article/994682	11/2/2016	3,632	4,448

Top 5 Press Releases by Visits

Press Release	Published	Visits	Pageviews
DoD Identifies Army Casualties /www.defense.gov/News/News-Releases/News-Release-View/Article/996542	11/4/2016	17,376	20,592
Statement by Secretary Carter on U.S. Casualties in Afghanistan /www.defense.gov/News/News-Releases/News-Release-View/Article/995096	11/3/2016	14,528	15,999
General Officer Assignments /www.defense.gov/News/News-Releases/News-Release-View/Article/989551	10/28/2016	4,587	6,543
Maintenance Award /www.defense.gov/News/News-Releases/News-Release-View/Article/995677	11/3/2016	3,565	4,414
Secretary Carter Unveils Latest Force of the Future Initiatives /www.defense.gov/News/News-Releases/News-Release-View/Article/992887	11/1/2016	3,473	5,139

Top 5 Biographies by Visits

Bio	Visits	Pageviews
Ashton B. Carter	4,327	5,991
Marcel Lettre	847	1,256
General Mark A. Milley	692	772
Robert O. Work	624	775
General Joseph F. Dunford, Jr.	555	712