



University of Utah Website Analysis

<http://www.utah.edu>

Yearly View: 2008

February 14, 2008 12:50:45 PM – December 31, 2008 11:59:59 PM

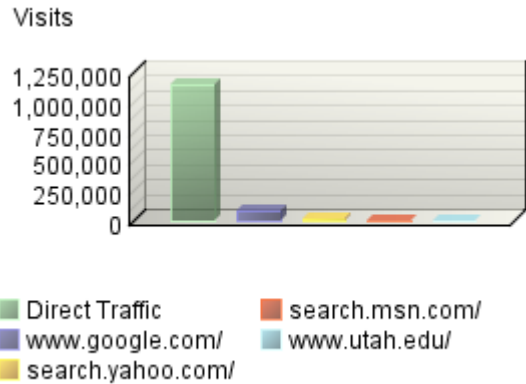
Overview Dashboard

This dashboard provides an overview of the data available in the report template. You can click a graph title to navigate to the corresponding report page.

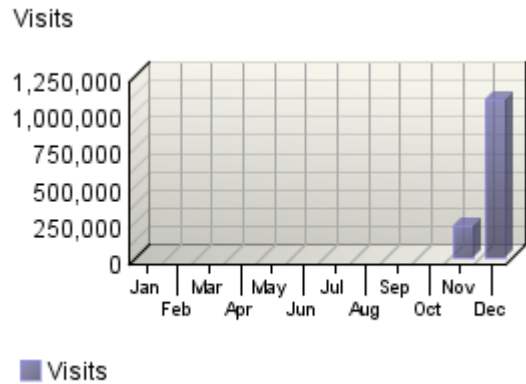
| Visitor Summary | |
|-------------------------------------|---------|
| Visitors | 360,531 |
| Visitors Who Visited Once | 236,441 |
| Visitors Who Visited More Than Once | 124,090 |
| Average Visits per Visitor | 3.64 |

| Visit Summary | |
|--|-----------|
| Visits | 1,312,865 |
| Average per Day | 4,077 |
| Average Visit Duration | 00:05:25 |
| Median Visit Duration | 00:00:18 |
| International Visits | 3% |
| Visits of Unknown Origin | 0% |
| Visits from Your Country: United States (US) | 97% |

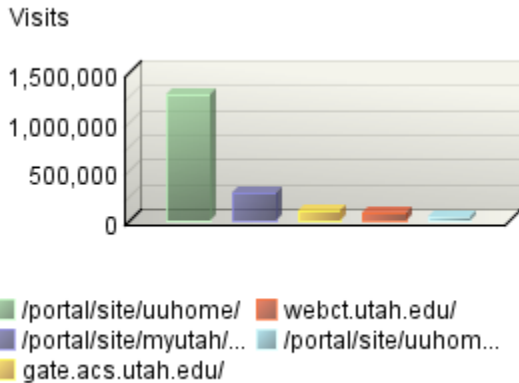
Referring Site



Visits Trend



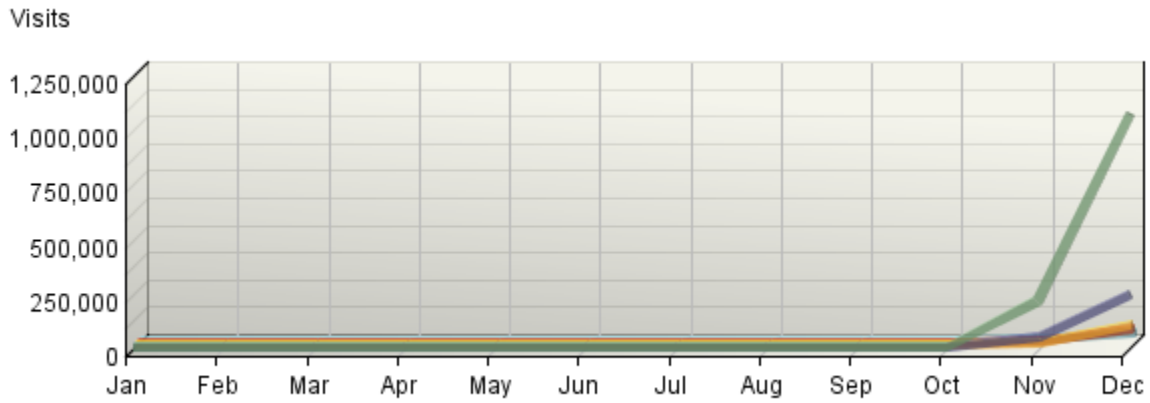
Pages



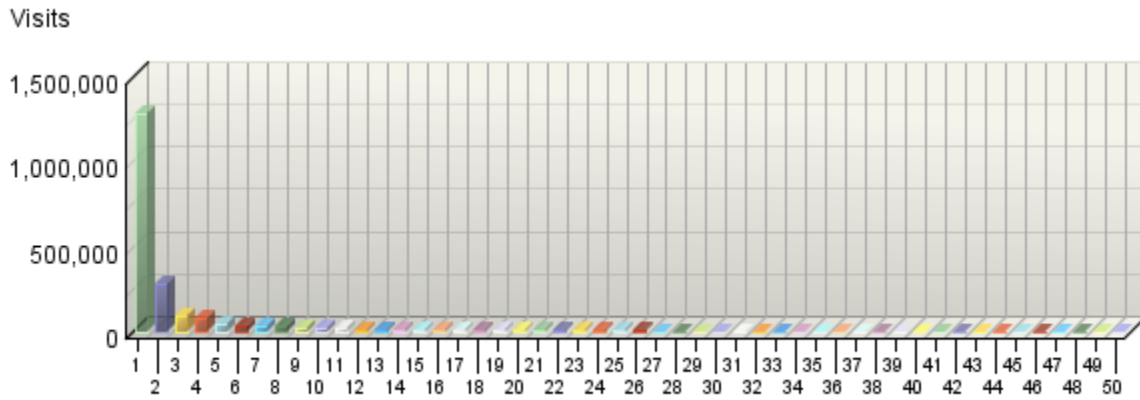
Pages

This report identifies the most popular pages on your site and shows you key metrics for each page such as Visits, Page Views and Average Time Viewed.

Pages Trend



Pages



| Pages | | | | | |
|-------|---|-----------|-----------|---------------------|----------------------------|
| | Pages | Visits | Views | Average Time Viewed | Average Time to Serve (ms) |
| 1. | The University of Utah http://www.utah.edu/portal/site/uuhome/ | 1,285,373 | 1,853,605 | 00:02:02 | 0 |
| 2. | My.utah.edu login http://my.utah.edu/portal/site/myutah/template.LOGIN/action.process/ | 281,992 | 316,918 | 00:08:08 | 0 |

| Pages | | | | | |
|--------------|--|---------------|--------------|----------------------------|-----------------------------------|
| | Pages | Visits | Views | Average Time Viewed | Average Time to Serve (ms) |
| 3. | Campus Information System http://gate.acs.utah.edu/ | 95,662 | 115,913 | 00:05:02 | 0 |
| 4. | WebCT http://webct.utah.edu/ | 77,699 | 87,403 | 00:05:52 | 0 |
| 5. | A to Z http://www.utah.edu/portal/site/uuhome/menuitem.4694b7a3dd66f40516df1210d1e916b9/?vgnextoid=8ee892d315bb3110VgnVCM1000001c9e619bRCRD | 50,557 | 70,675 | 00:00:42 | 0 |
| 6. | Colleges & Departments http://www.utah.edu/portal/site/uuhome/menuitem.2c41a2321a17f69f095eb7c8d1e916b9/?vgnextoid=610992d315bb3110VgnVCM1000001c9e619bRCRD | 41,067 | 63,413 | 00:00:39 | 0 |
| 7. | The University of Utah Search Engine http://search.utah.edu/query.html | 38,091 | 46,061 | 00:03:47 | 0 |
| 8. | General Catalog & Class Schedules http://www.utah.edu/portal/site/uuhome/menuitem.ddac5bbd6efcaf8ab123b610c1e916b9/?vgnextoid=1223584d6f665110VgnVCM1000001c9e619bRCRD | 33,141 | 47,554 | 00:04:33 | 0 |
| 9. | UofU Directory http://www.acs.utah.edu/prod/hrbin/campus-directory | 23,759 | 26,615 | 00:04:50 | 0 |
| 10. | Utah Sports http://utahutes.cstv.com/ | 23,578 | 25,126 | 00:05:00 | 0 |
| 11. | Admissions http://www.sa.utah.edu/admiss/ | 20,563 | 22,421 | 00:04:58 | 0 |
| 12. | J Willard Marriott http://www.lib.utah.edu/ | 15,859 | 18,920 | 00:08:04 | 0 |
| 13. | Graduate Students http://www.gradschool.utah.edu/ | 12,633 | 14,215 | 00:02:47 | 0 |
| 14. | Kronos http://www.kronos.utah.edu/ | 12,207 | 13,171 | 00:06:18 | 0 |
| 15. | UofU Employment http://www.hr.utah.edu/careers/ | 11,764 | 12,562 | 00:05:21 | 0 |
| 16. | Students http://www.utah.edu/portal/site/uuhome/menuitem.2c41a2321a17f69f095eb7c8d1e916b9/?vgnextoid=de3992d315bb3110VgnVCM1000001c9e619bRCRD&WT.svl=StudentsMore... | 11,459 | 15,059 | 00:00:59 | 0 |
| 17. | UofU Calendar http://www.events.utah.edu/ | 10,354 | 11,569 | 00:02:39 | 0 |

| Pages | | | | | |
|-------|--|--------|--------|---------------------|----------------------------|
| | Pages | Visits | Views | Average Time Viewed | Average Time to Serve (ms) |
| 18. | My.utah.edu login http://my.utah.edu/portal/site/myutah/template.LOGIN/action.process/?vgnextoid=2c04bfdc1eba3110VgnVCM1000001c9e619bRCRD | 9,576 | 10,725 | 00:08:55 | 0 |
| 19. | Bookstore http://www.bookstore.utah.edu/ | 9,124 | 9,791 | 00:05:39 | 0 |
| 20. | Students http://www.utah.edu/portal/site/uuhome/menuitem.2c41a2321a17f69f095eb7c8d1e916b9/?vgnextoid=de3992d315bb3110VgnVCM1000001c9e619bRCRD&WT.svl=Students+Heading | 7,816 | 10,045 | 00:01:01 | 0 |
| 21. | Colleges & Departments http://www.utah.edu/portal/site/uuhome/menuitem.2c41a2321a17f69f095eb7c8d1e916b9/?vgnextoid=610992d315bb3110VgnVCM1000001c9e619bRCRD&WT.svl=Colleges+-+Departments+Heading | 7,774 | 11,621 | 00:00:37 | 0 |
| 22. | Academic Calendar http://www.sa.utah.edu/regist/calendar/datesDeadlines/deadlines.htm | 7,430 | 7,782 | 00:04:20 | 0 |
| 23. | Reaching into the Heavens http://www.unews.utah.edu/p/ | 7,084 | 7,891 | 00:02:08 | 0 |
| 24. | Tuition Fees http://fbs.admin.utah.edu/index.php/income | 6,742 | 7,323 | 00:03:12 | 0 |
| 25. | UofU Map http://www.map.utah.edu/index.jsp | 6,671 | 7,190 | 00:04:06 | 0 |
| 26. | Human Resources http://www.hr.utah.edu/ | 6,663 | 7,365 | 00:06:29 | 0 |
| 27. | University Health Care http://healthcare.utah.edu/ | 5,382 | 5,880 | 00:03:52 | 0 |
| 28. | Majors http://www.sa.utah.edu/advise/mjr_umajors.shtml | 5,360 | 5,988 | 00:04:57 | 0 |
| 29. | Campus Information System http://gate.acs.utah.edu/?vgnextoid=2c04bfdc1eba3110VgnVCM1000001c9e619bRCRD | 4,115 | 4,957 | 00:05:13 | 0 |
| 30. | UMail Email Services http://www.it.utah.edu/services/email/ | 4,082 | 4,433 | 00:05:46 | 0 |
| 31. | Financial Aid Scholarships http://www.sa.utah.edu/finance/ | 4,021 | 4,504 | 00:05:28 | 0 |
| 32. | Eccles Health Sciences http://library.med.utah.edu/ | 3,978 | 4,835 | 00:07:42 | 0 |

| Pages | | | | | |
|-------|---|--------|-------|---------------------|----------------------------|
| | Pages | Visits | Views | Average Time Viewed | Average Time to Serve (ms) |
| 33. | Future Students http://www.utah.edu/portal/site/uuhome/menuitem.2c41a2321a17f69f095eb7c8d1e916b9/?vgnnextoid=811992d315bb3110VgnVCM1000001c9e619bRCRD&WT.svl=Future StudentsMore... | 3,600 | 5,530 | 00:00:37 | 0 |
| 34. | 12-0 Utes Busting into the BCS http://utahutes.cstv.com/sports/m-footbl/utah-m-footbl-body.html | 3,545 | 3,763 | 00:03:04 | 0 |
| 35. | Faculty & Staff http://www.utah.edu/portal/site/uuhome/menuitem.2c41a2321a17f69f095eb7c8d1e916b9/?vgnnextoid=fb0992d315bb3110VgnVCM1000001c9e619bRCRD&WT.svl=Faculty - Staff Heading | 3,402 | 4,370 | 00:00:52 | 0 |
| 36. | Faculty & Staff http://www.utah.edu/portal/site/uuhome/menuitem.2c41a2321a17f69f095eb7c8d1e916b9/?vgnnextoid=fb0992d315bb3110VgnVCM1000001c9e619bRCRD&WT.svl=Faculty - StaffMore... | 3,349 | 4,282 | 00:01:09 | 0 |
| 37. | WebCT http://webct.utah.edu/?vgnnextoid=2c04bfdc1eba3110VgnVCM1000001c9e619bRCRD | 3,089 | 3,501 | 00:06:11 | 0 |
| 38. | http://www.sa.utah.edu/regist/pages/Deadlines.htm | 2,821 | 2,979 | 00:04:23 | 0 |
| 39. | Future Students http://www.utah.edu/portal/site/uuhome/menuitem.2c41a2321a17f69f095eb7c8d1e916b9/?vgnnextoid=811992d315bb3110VgnVCM1000001c9e619bRCRD&WT.svl=Future Students Heading | 2,818 | 4,381 | 00:00:39 | 0 |
| 40. | Students http://www.utah.edu/portal/site/uuhome/menuitem.2c41a2321a17f69f095eb7c8d1e916b9/?vgnnextoid=de3992d315bb3110VgnVCM1000001c9e619bRCRD | 2,755 | 3,729 | 00:00:56 | 0 |
| 41. | Newly Found Enzymes May Play Early Role in Cancer http://unews.utah.edu/p/ | 2,743 | 2,992 | 00:01:35 | 0 |
| 42. | Future Students http://www.utah.edu/portal/site/uuhome/menuitem.2c41a2321a17f69f095eb7c8d1e916b9/?vgnnextoid=811992d315bb3110VgnVCM1000001c9e619bRCRD | 2,471 | 3,690 | 00:00:36 | 0 |

| Pages | | | | | |
|---------------------|--|---------------|------------------|----------------------------|-----------------------------------|
| | Pages | Visits | Views | Average Time Viewed | Average Time to Serve (ms) |
| 43. | Undergraduate Students http://www.ugs.utah.edu/ | 2,425 | 2,595 | 00:02:27 | 0 |
| 44. | Arts & Culture http://www.utah.edu/portal/site/uuhome/menuitem.2c41a2321a17f69f095eb7c8d1e916b9/?vgnnextoid=97f892d315bb3110VgnVCM1000001c9e619bRCRD | 2,328 | 3,474 | 00:00:33 | 0 |
| 45. | Colleges & Departments http://www.utah.edu/portal/site/uuhome/menuitem.2c41a2321a17f69f095eb7c8d1e916b9/?vgnnextoid=610992d315bb3110VgnVCM1000001c9e619bRCRD&WT.svl=Colleges - DepartmentsMore... | 2,253 | 3,207 | 00:00:39 | 0 |
| 46. | Business David Eccles School of http://www.business.utah.edu/?vgnnextoid=610992d315bb3110VgnVCM1000001c9e619bRCRD | 2,226 | 2,560 | 00:05:09 | 0 |
| 47. | Faculty & Staff http://www.utah.edu/portal/site/uuhome/menuitem.2c41a2321a17f69f095eb7c8d1e916b9/?vgnnextoid=fb0992d315bb3110VgnVCM1000001c9e619bRCRD | 2,085 | 3,005 | 00:00:41 | 0 |
| 48. | Sports & Recreation http://www.utah.edu/portal/site/uuhome/menuitem.2c41a2321a17f69f095eb7c8d1e916b9/?vgnnextoid=233992d315bb3110VgnVCM1000001c9e619bRCRD&WT.svl=Sports - Recreation Heading | 1,967 | 2,514 | 00:00:25 | 0 |
| 49. | Nursing College of http://www.nurs.utah.edu/?vgnnextoid=610992d315bb3110VgnVCM1000001c9e619bRCRD | 1,879 | 2,120 | 00:06:29 | 0 |
| 50. | U of U Facts http://unews.utah.edu/ | 1,764 | 1,841 | 00:03:06 | 0 |
| | Subtotal for rows 1-50 | - | 2,932,063 | - | - |
| | Other | - | 204,281 | - | - |
| | Total | - | 3,136,344 | - | - |
| Items 1-50 of 2,000 | | | | | |

Pages - Help Card



Column Definitions

Pages

Any displayed page. You can specify for each profile the types of files that qualify as a page. These settings can be changed by the WebTrends administrator.

Visits

Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Views

Number of times this page was viewed by visitors.

Average Time Viewed

Average length of time the specified page was viewed. (The format is hh:mm:ss - hours:minutes:seconds.)

Average Time to Serve

Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

Note: Note that in order to show a total for this column, the value is computed to 2 decimal places. However, because the data for each row is an integer measured in milliseconds, the two decimal places are not significant for Average Time to Serve row values. If the entire column shows values of zero, your web server may not be logging Time to Serve information.



Report Descriptions

Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.

This report was generated by WebTrends 8, Version: 8.5, Build: 234 .
Wednesday, February 18, 2009 1:54:29 PM
Final report conversion by WebTrends Report Exporter, Version 8.5 (build 234)

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