April 2025-June 2025 Analytics Report

▼ Key Findings

From April to June 2025, the USCA website experienced declining traffic but significantly improved user engagement, with June showing the best user experience metrics despite having the lowest traffic volume. While 404 errors from URL restructuring affected performance in April and May, these issues were largely resolved by June.

1. **Traffic and Engagement Trends**

   - **Traffic declined steadily** (April: 225K → June: 150K pageviews), typical for summer months as students finish spring semester. However, **engagement dramatically improved**: average time increased from 1m 3s to 1m 56s, engagement rates rose from 48.5% to 61%, and bounce rates dropped from 51.5% to 39%.

2. **Top Pages**

   - **Programs Search, MyUSCA portals, and Site Search** dominated with excellent engagement rates (87-97%), showing these core tools effectively serve students and staff needs. The **School of Business Administration** also performed well with a 92% engagement rate, suggesting that the content on their pages is effective and working.

   - **Cybersecurity (MCIS) program pages** saw a dramatic traffic decline from being the top 2 pages last quarter (76K+ views) to falling out of the top 10 entirely, despite improved engagement rates. This decline likely reflects multiple factors including the end of marketing campaigns and seasonal enrollment patterns.

   - **404 errors from academic URL restructuring** were problematic in April/May but mostly resolved by June as new URLs began appearing in search instead of old ones. The website still has an at least 1-2 month delay on altered URLs being crawled by Google, which points to the need of potentially replacing Google site search.

3. **Search Results**

   - Terms like **"USC Aiken," "USCA academic calendar," and "housing"** maintained strong Google rankings (#1 position) with high click-through rates (69-82%), demonstrating the website successfully answers common user questions and remains a trusted resource.

Takeaways:

- Despite lower traffic volumes, the website became significantly more effective at engaging visitors and helping them find needed information.

- Core functionality works well, and technical issues from spring reorganization have been mostly resolved, resulting in much better user experience by quarter-end.

- USCA ranks #1 on Google for most important (branded) searches, and people trust clicking through to the website.

Areas to Monitor:

- Overall traffic decline, though this is likely seasonal

- Some specialized program pages may need content or navigation improvements in order to improve pageviews and engagement. The website audit currently underway should help us to determine areas of improvement we need to address, including SEO/GEO opportunities.

- Continue monitoring the effects of URL changes and the continued issue with 404 page errors. Identify and determine broken links and broken URLs and provide temporary fixes through redirects until Google removes dead URLs from search. The website audit documents should help us with determining these areas to address.

Monthly Performance

📅 Months	📅 Date	👥 Total Pageviews	👤 Users	📤 Sessions	⚡ Engaged sessions	😊 Avg. eng. time	🏃 Eng. rate	📥 Bounce Rate
📊 <u>April</u>	@April 1, 2025 → April 30, 2025	225,848	63,275	101,299	49,156	1m 3s	48.53%	51.47%
📊 <u>May</u>	@May 1, 2025 → May 31, 2025	205,029	47,312	81,852	44,526	1m 24s	54.4%	45.6%
📊 <u>June</u>	@June 1, 2025 → June 30, 2025	150,369	25,778	54,744	33,403	1m 56s	61.02%	38.98%

Top 10 Pages (April-June)

Homepage Numbers: 98,738 Views, 122,950 Active Users, 2.75 Average Views Per Active User, 35 Seconds Average Engagement Time

Aa Page Name	🔗 Page Path	👁 Views	⚡ Avg. Active Users	👤 Avg. Views Per User	😊 Avg. Eng. Time	🏃 Eng. Rate	📥 Bounce Rate
<u>1. Programs Search</u>	/academics/programs/	25,600	5,784	4	48 Seconds	**87.73%**	**12.27%**
<u>2. MyUSCA (Students Link Portal)</u>	/myusca/students/	24,315	5,787	4	40 Seconds	**92.59%**	**7.41%**

Aa Page Name	🔗 Page Path	👁 Views	☀ Avg. Active Users	👤 Avg. Views Per User	😊 Avg. Eng. Time	🏃 Eng. Rate	🔁 Bounce Rate
3. Admissions (Apply)	/admissions/apply	23,316	7,391	3	31 Seconds	79.14%	20.86%
4. Site Search	/search/	19,532	7,805	2	31 Seconds	97.02%	2.98%
5. MyUSCA Faculty/Staff (Link Portal)	/myusca/faculty-staff/	13,008	1,844	7	1 Minute, 31 Seconds	90.89%	9.11%
6. MyUSCA (Landing Page)	/myusca/	10,335	3,118	3	25 Seconds	91.4%	8.6%
7. Directory (Departments)	/directory/	9,504	4,437	2	1 Minute, 3 Seconds	86.98%	13.02%
8. Admissions	/admissions/	9,314	5,448	2	30 Seconds	81.51%	18.49%
9. Colleges & Schools (Academics)	/academics/	7,696	4,395	5	1 Minute, 27 Seconds	96.88%	3.12%
10. Directory (People)	/directory/people/	7,300	810	2	2 Minutes, 28 Seconds	87.07%	12.93%

Honorable Mentions Outside Top 10 (April-June)

Aa Page Name	🔗 Page Path	👁 Views	☀ Avg. Active Users	👤 Avg. Views Per User	😊 Avg. Eng. Time	🏃 Eng. Rate	🔁 Bounce Rate
16. News	/news/	4,492	2,971	1	43 Seconds	60.26%	39.74%
18. Housing	/departments/housing/	3,997	2,022	2	38 Seconds	88.82%	11.18%
23. College of Sciences & Engineering	/academics/cse/	2,950	2,040	1	17 Seconds	44.21%	55.79%
26. School of Business Administration	/academics/soba/	2,829	1,867	1	30 Seconds	91.86%	8.14%
29. Biological, Environmental and Earth Sciences	/departments/student-affairs/	2,709	1,870	1	1 Minute, 23 Seconds	40.77%	59.23%

Aa Page Name	🔗 Page Path	👁 Views	☀ Avg. Active Users	👤 Avg. Views Per User	😊 Avg. Eng. Time	🏃 Eng. Rate	Bounce Rate
36. School of Nursing	/academics/son/	2,362	1,478	2	45 Seconds	**87.77%**	**12.23%**
82. Computer and Information Science (MCIS)	/academics/cse/csem/programs/mcis/	881	501	2	40 Seconds	**85.29%**	**14.71%**
141. Computer and Information Science (MCIS)	/academics/programs/graduate/computer-information-science/	483	307	2	43 Seconds	**77.49%**	**22.51%**

Top 10 Searched Terms

Google Search Terms

Aa Name	☰ Avg. Position	☀ Click-Thru Rate	🏷 Clicks (Web)	👁 Impressions (Web)
usc aiken jobs	1	77.1%	823	1,067
dupont planetarium	1.4	54%	475	879
ruth patrick science center	1	51.3%	426	830
usca housing	1	69.3%	477	688
usc aiken	1	38.7%	9,300	24,053
university of south carolina aiken	1.1	35.4%	2,845	8,043
university of south carolina aiken degrees	1.4	48.7%	462	949
usc aiken academic calendar	1	82.7%	537	649
usca	2.6	15.1%	5,254	34,902
usca academic calendar	1	77.7%	845	1,088