



Aug 2024-Nov 2024 Analytics Report

Monthly Performance

Months	Date	Total Pageviews	Users	Sessions	Engaged sessions	Avg. eng. time	Eng. rate	Bounce Rate
August	@August 1, 2024 → August 31, 2024	301,428	86,547	143,797	65,673	2m 44s	0.4567	54.33%
September	@September 1, 2024 → September 30, 2024	222,888	72,664	113,856	50,772	2m 25s	0.4459	55.41%
October	@October 1, 2024 → October 31, 2024	224,777	65,131	105,721	51,273	2m 44s	0.485	51.5%
November	@November 1, 2024 → November 8, 2024	49,828	13,564	20,487	11,478	1m 2s	0.5603	43.97%

Top 10 Pages (August-November)

Page Name	Page Path	Views	Avg. Active Users (Repeat Visitors)	Avg. Views Per Active User	Avg. Engagement Time
1. Homepage	/	42,569	16,144	3	32 Seconds
2. Cybersecurity and Information Technology (MCIS).	/academics/programs/graduate/computer-information-science/	24,543	19,381	1.5	12 Seconds
3. ManeGate Students (Link Portal).	/academics/programs/graduate/computer-information-science/	10,288	2,862	3.5	35 Seconds
4. Search	/search/	8,624	3,732	2.5	26 Seconds
5. ManeGate Faculty/Staff (Link Portal).	/manegate/faculty-staff/	6,950	1,423	5	53 Seconds
6. Programs Search	/academics/programs/	6,556	1,849	3.5	36 Seconds
7. Apply (Admissions).	/admissions/apply/	5,891	3,468	2	17 Seconds
8. ACE Events Calendar (Academic Affairs).	/departments/academic-affairs/gen-ed-requirements/ace/calendar/	3,683	684	5.5	1 minute, 6 seconds
9. Academic Calendars (Registrar).	/departments/registrar/academic-calendars/	3,452	2,283	1.5	10 Seconds
10. Site Index (A-to-Z).	/site-index/	3,183	811	4	26 Seconds

Honorable Mentions Outside Top 10 (August-November)

Aa Page Name	≡ Page Path	≡ Views	≡ Avg. Active Users (Repeat Visitors)	≡ Avg. Views Per Active User	≡ Avg. Engagement Time
11. Course Catalog (Marketing)	/academics/catalog/	2,393	1,336	2	34 Seconds
12. Admissions	/admissions/	2,023	1,441	1.5	31 Seconds
16. DuPont Planetarium	/rpsec/departments/planetarium/	1,211	826	1.5	37 Seconds
18. RPSEC Events & Programs	/rpsec/events-programs/	1,153	411	3	27 Second

Top Google Search Terms (August 1 - October 31)

Aa Name	≡ Avg. Position	✳ Click-Thru Rate	🖱 Clicks (Web)	👁 Impressions (Web)
usc aiken	1.1	44.5%	11,602	26,047
usca	2.3	22.5%	8,243	36,634
university of south carolina aiken	1	39%	2,973	7,614
usca academic calendar	1	85.9%	1,082	1,260
usc aiken academic calendar	1	87.1%	646	742
dupont planetarium	1.1	56.7%	506	892
ruth patrick science center	1	45.2%	502	1,111
usca calendar	1	78.8%	490	622
usca bookstore	2.3	30.2%	474	1,570
usc aiken jobs	1	71.8%	472	657