



Jan 2025-Mar 2025 Analytics Report

▼ Key Findings

From January to March 2025, the USCA website saw steady traffic, with **March being the busiest month** (239,512 pageviews) as students likely prepared for fall enrollment and spring events. While users spent about **1-1.5 minutes per visit** on average, two trends stood out:

1. Top Pages

- The **Cybersecurity (MCIS) program pages** dominated views, reflecting high interest in this program. **However, visitors spent just 8 seconds here and left quickly (80%+ bounce rate), suggesting they might not be finding what they need efficiently.**
- In contrast, **MyUSCA portals, Search, and the Events Calendar** had strong engagement (most users stayed 25+ seconds), showing these tools are working well for students/staff in helping them to find the resources they need.

2. Search Results

- Terms like **"USCA academic calendar," "housing," and jobs** had near-perfect Google rankings (position #1) and high click-through rates, meaning the website successfully answers these common questions.
- Branded searches (e.g., "USC Aiken") drove thousands of clicks, showing the site is a trusted resource for prospective students and the community.

Takeaway: The website is effectively attracting visitors for key tasks (calendars, portals) and academic programs, but some program pages may need clearer navigation or content to keep visitors engaged longer. The homepage has a lot of views but lower engagement time, which is normal. The MCIS program pages have high views but low engagement rates and high bounce rates, that suggests users might not find what they want quickly. MyUSCA and Search pages have better engagement, indicating they're effective. The directory, events, and pages like DuPont Planetarium also perform well, showing user interest in specific info.

Monthly Performance

 Months	 Date	 Total Pageviews	 Users	 Sessions	 Engaged sessions	 Avg. eng. time	 Eng. rate	 Bounce Rate
 <u>January</u>	@January 1, 2025 → January 31, 2025	224,472	55,825	95,384	47,608	1m 11s	49.91%	50.09%
 <u>February</u>	@February 1, 2025 → February 28, 2025	202,980	55,814	93,909	44,800	1m 05s	47.71%	52.29%
 <u>March</u>	@March 1, 2025 → March 31, 2025	239,512	59,950	103,432	52,958	1m 13s	51.2%	48.8%

Top 10 Pages (January-March)

Homepage Numbers: 124,055 Views, 44,614 Active Users, 3 Average Views Per Active User, 38 Seconds Average Engagement Time

Note: The following data features page paths that may have since changed with reorganization and restructuring that occurred to academic department URLs back in February. This data reflects original paths, but contain analytics data from both the old and new URLs over the last quarter.

Aa Page Name	🔗 Page Path	👁 Views	✳ Avg. Active Users	👤 Avg. Views Per User	⌚ Avg. Eng. Time	🚶 Eng. Rate	📉 Bounce Rate
1. Cybersecurity and Information Technology (MCIS) - Programs Page	/academics/programs/graduate/computer-information-science/	38,862	31,811	1	8 Seconds	19.36%	80.64%
2. Cybersecurity and Information Technology (MCIS) - Department Page	/academics/departments/sciences-engineering/computer-science-engineering-mathematics/programs/mcis/	37,902	31,111	1	8 Seconds	20.81%	79.19%
3. Search	/search/	25,355	9,452	3	33 Seconds	96.8%	3.2%
4. MyUSCA (Landing Page)	/myusca/	24,820	5,886	4	25 Seconds	95.78%	4.22%
5. Programs Search	/academics/programs/	19,660	4,919	4	44 Seconds	89.1%	10.9%
6. MyUSCA (Students Link Portal)	/myusca/students/	19,116	4,128	5	41 Seconds	93.68%	6.32%
7. Admissions (Apply)	/admissions/apply	15,891	6,532	2	21 Seconds	80.5%	19.5%
8. MyUSCA Faculty/Staff (Link Portal)	/myusca/faculty-staff/	13,495	1,835	7	1 minute, 10 Seconds	91.59%	8.41%
9. Directory (Departments)	/directory/	13,264	1,431	9	2 Minutes, 34 Seconds	87.88%	12.12%
10. ACE Events Calendar	/departments/academic-affairs/gen-ed-requirements/ace/calendar/	8,230	1,228	7	1 Minute, 11 Seconds	65.69%	34.31%

Honorable Mentions Outside Top 10 (November-January)

Aa Page Name	🔗 Page Path	👁 Views	✳ Avg. Active Users	👤 Avg. Views Per User	⌚ Avg. Eng. Time	👤 Eng. Rate	📉 Bounce Rate
<u>17. DuPont Planetarium</u>	/rpsec/departments/planetarium/	5,411	3,670	1	36 Seconds	75.46%	24.54%
<u>19. Severe Weather Updates</u>	/alerts/weather/	4,853	1,450	3	1 Minute	75.65%	24.35%
<u>20. Housing</u>	/departments/housing/	4,055	2,152	2	38 Seconds	89.32%	10.68%
<u>22. RPSEC Events & Programs</u>	/rpsec/events-programs/	3,950	1,464	3	25 Seconds	86.43%	13.57%
<u>25. Financial Aid</u>	/departments/financial-aid/	3,902	2,273	2	1 Minute, 14 Seconds	77.93%	22.07%
<u>27. Student Affairs</u>	/departments/student-affairs/	3,498	2,530	1	29 Seconds	92.64%	7.36%
<u>29. Directory (People)</u>	/directory/people/	3,091	385	8	2 Minutes, 20 Seconds	88.02%	11.98%

Top Google Search Terms (November 1-January 31)

Aa Name	📊 Avg. Position	✳ Click-Thru Rate	🖱 Clicks (Web)	👁 Impressions (Web)
<u>usc aiken academic calendar</u>	1	84.5%	780	923
<u>usca housing</u>	1	77%	547	710
<u>usca calendar</u>	1	81.6%	469	575
<u>usc aiken jobs</u>	1	79.1%	709	896
<u>dupont planetarium</u>	1.1	52%	692	1,330
<u>usca</u>	2.3	17.4%	6,899	39,679
<u>usc aiken</u>	1	39.7%	10,245	25,838
<u>ruth patrick science center</u>	1	43.3%	578	1,334
<u>university of south carolina aiken</u>	1	33.8%	2,787	8,244
<u>usca academic calendar</u>	1	81.5%	1,601	1,965