



Nov 2024-Jan 2025 Analytics Report

Monthly Performance

Months	Date	Total Pageviews	Users	Sessions	Engaged sessions	Avg. eng. time	Eng. rate	Bounce Rate
November	@November 1, 2024 → November 30, 2024	169,667	40,343	71,590	40,111	1m 12s	0.5603	43.97%
December	@December 1, 2024 → December 31, 2024	169,929	43,813	70,786	38,391	1m 14s	0.5424	45.76%
January	@January 1, 2025 → January 31, 2025	224,472	55,825	95,384	47,608	1m 11s	0.4991	50.09%

Top 10 Pages (November-January)

Page Name	Page Path	Views	Avg. Active Users (Repeat Visitors)	Avg. Views Per Active User	Avg. Engagement Time
1. Homepage	/	111,409	40,152	3	37 Seconds
2. Cybersecurity and Information Technology (MCIS)	/academics/programs/graduate/computer-information-science/	51,347	42,175	1	9 Seconds
3. Programs Search	/academics/programs/	30,935	8,244	3.75	1 minute, 25 seconds
4. Search	/search/	22,694	8,692	2.5	44 seconds
5. MyUSCA Students (Link Portal)	/myusca/students/	22,101	5,122	4	38 Seconds
6. Apply (Admissions)	/admissions/apply/	14,891	6,997	2	1 minute, 23 seconds
7. Staff Directory	/directory/	14,360	1,423	10	2 minutes, 32 seconds
8. MyUSCA Faculty/Staff (Link Portal)	/myusca/faculty-staff/	14,290	2,309	6	1 minute, 13 seconds
9. Academic Calendars (Registrar)	/departments/registrar/academic-calendars/	8,690	5,045	2	1 minute, 38 seconds
10. Site Index (A-to-Z)	/site-index/	7,114	1,680	4	43 seconds

Honorable Mentions Outside Top 10 (November-January)

Aa Page Name	≡ Page Path	≡ Views	≡ Avg. Active Users (Repeat Visitors)	≡ Avg. Views Per Active User	≡ Avg. Engagement Time
15. DuPont Planetarium	/rpsec/departments/planetarium/	5,087	3,500	1.5	1 minute, 27 seconds
16. Employment Opportunities	/departments/human-resources/employment/	4,902	2,291	2	23 seconds
20. Severe Weather Updates	/alerts/weather/	4,510	1,378	3	3 minutes, 51 seconds
24. Financial Aid	/departments/financial-aid/	3,550	2,074	2	43 seconds

Top Google Search Terms (November 1-January 31)

Aa Name	≡ Avg. Position	✱ Click-Thru Rate	🖱 Clicks (Web)	👁 Impressions (Web)
usca calendar	1	84.3%	587	696
dupont planetarium	1	55.1%	711	1,290
aiken planetarium	1	65.5%	422	644
usca academic calendar	1	86.7%	1,817	2,096
usc aiken	1	38.9%	9,423	24,193
usc aiken academic calendar	1	88.3%	978	1,108
ruth patrick science center	1	40.4%	528	1,307
usca	2.2	18.1%	6,219	34,382
usc aiken jobs	1.1	75.6%	544	720
university of south carolina aiken	1	34.7%	2,478	7,918