

Two weeks' worth of analytics highlights, from Shaina Cavazos of the community outreach team:

Christmas spike

In 2011 and 2012 visits had a small spike on Christmas Day, but this year there was a dip compared to days earlier in the week. I'm not exactly sure why, but I did some digging. I tried looking at what was published in years past on Christmas Day, and in 2012 it seemed we might have had a few more feature-type stories and fewer wire stories, but that's hardly scientific. There was also snowy weather on Christmas in 2012, so that could've had an effect as well. In 2011, there was a story that received about 300 page views that was about a Missouri-Kansas game and one with more than 700 page views about a bowl game.

In 2011 and 2012, we also published a holiday hours guide that had about 300 views each year. From what I can see in 2013, we didn't do a similar guide. The take away from all this? Some of the difference is likely coincidental or because of the specific timing of certain events that isn't exactly the same year to year (bowl games, for one). But also, we should be cognizant of the fact that Christmas doesn't look the same for everyone, and some basic, bulleted info on openings and closings is valuable to our readers.

4-week average and most read

Because we are looking at a two-week period, I compared the past two weeks to the past 4 sets of two-week periods (8 weeks total). Percentage drops in pageviews hover around 30, but that isn't surprising given that 8 weeks ago we still were publishing quite a bit about Ryan Ferguson, and many of those stories got high pageviews.

The most viewed story was [GREAT RESET: Unprepared: The world braces for retirement crisis](#). 1,240 views came from reddit, which is unusual for us. I'm not extremely versed in reddit, so I couldn't find the thread this came from, but being an AP story, it wouldn't surprise me if someone had found the link that happened to go to our site and posted it. The next highest number of pageviews was direct to our site. The story was published Dec. 29, the last day of this period, so I'm not sure how consistently it was read in the days following, but it was a considerable spike in page views for that day (a Sunday).

The next highest viewed was [MU student, Jarrett Mosby, remembered for kindness](#) with 1895 views. Most of those views came from google, but twitter, direct views and [dlvr.it](#) also added about 300 views each. [dlvr.it](#) is a platform for sharing content (news, blogs, etc) across social media platforms. I'd never heard of it before, but it seems like a cool tool for easily updating audiences on multiple social platforms. The story was read pretty heavily on the day it was published (Dec. 24) and the day after, but despite the paywall, we still had readers on it into Sunday. The original story about Mosby's accident was 13th, with 947 views.

A few features had pretty strong time on site. [Young public defender struggles with workload, emotional strain](#) had an average of 4:13 minutes, which was relatively consistent over all the platforms on which it was shared. [Family battles autism as research continues to look for its](#)

[cause](#) had an average of 5:30 minutes, which was also consistent among direct visits and social ones.

With 650 pageviews, [Rain and ice cover Columbia; hazardous road conditions expected](#) had an average time on site of 6:57 minutes — super high for us, and goes to show that we can't do enough to cover weather. Visitors from Google and Yahoo spent the most time with it.

Among Columbia readers, [New cellphone tower near Providence designed to look like an elm tree](#) had the most pageviews with 568, the majority of which were direct to the site.

A [Show Me The Records](#) also made the top 10, with 470 pageviews. It had the majority of its views split by direct visitors and those from Google News. This could be a good entry way into a conversation about revisiting how we promote/share SMTR. Clearly, for posts that directly affect the community like this one does, there is an appetite for information.

Analytics vocab review

And now, because it still confuses me, the difference between entrance rate, bounce rate and exit rate:

Entrance rate: Entrances is the number of times visitors come to the Missourian through a certain page. When you look at the attached list of top stories, you can see how many times visitors came to [ColumbiaMissourian.com](#) through that story, rather than through our homepage or news section, etc.

Bounce rate: Bounce Rate is a percentage of visits where someone came to a page on our site, and then left from that page. For example, that would count if I navigated from Google to our news page and then left it without choosing a story. If this percentage is high, it means people are coming to one page (which can be the home page, a story, a section front, etc) and then leaving without looking at anything else. We'd like to this percentage to be low; the lower it is, the more people are choosing to look at more than one page on [ColumbiaMissourian.com](#).

Exit rate: This rate shows how often visitors leave a page they have viewed. It is different from bounce rate in that this figure considers if someone left a page they started on and if they left a page they navigated to second. Bounce rate only considers visits where a person navigated to Page A first and left the website from Page A. Exit rate considers Page A if it was visited first or if someone navigated to Page A from Page B and then left.

Missourian Analytics, Weeks of Dec. 16 and Dec. 23

VISITS		UNIQUE VISITORS		PAGE VIEWS		ARTICLE PAGE VIEWS	
Columbia	83,627	Columbia	51,200	Columbia	163,013	Columbia	72,277
Columbia # as a percentage of total	36.08%	Columbia # as a percentage of total	25.13%	Columbia # as a percentage of total	45.99%	Columbia # as a percentage of total	43.52%
Last 4 weeks Average	116,186	Last 4 weeks Average	66,273	Last 4 weeks Avg.	226,889	Last 4 weeks Avg.	112,069
Pct Chg	-28.02%	Pct Chg	-22.74%	Pct Chg	-28.15%	Pct Chg	-35.51%
This week in 2012	101,406	This week in 2012	58,155	This week in 2012	207,869	This week in 2012	93,628
Pct Chg	-17.53%	Pct Chg	-11.96%	Pct Chg	-21.58%	Pct Chg	-22.80%
This week in 2011	155,208	This week in 2011	95,650	This week in 2011	337,626	This week in 2011	167,663
Pct Chg	-46.12%	Pct Chg	-46.47%	Pct Chg	-51.72%	Pct Chg	-56.89%

TOP SEARCH TERMS

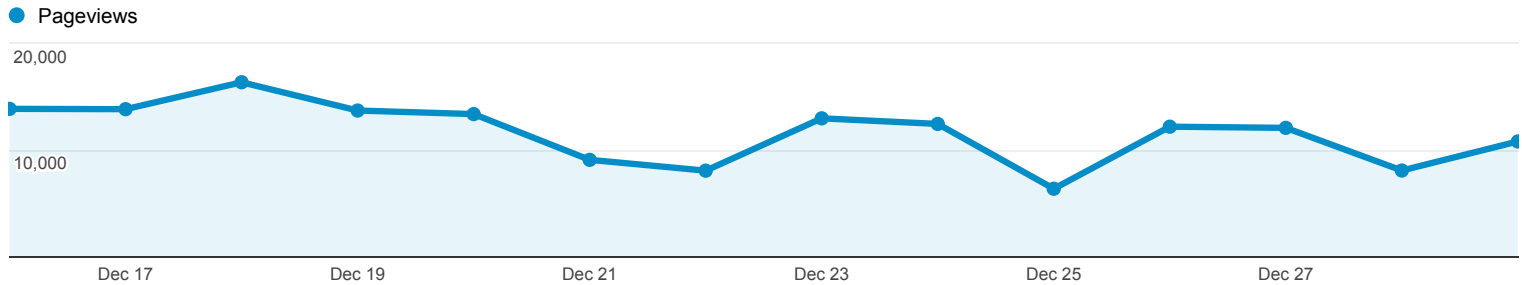
"jarrett mosby": 119 visits
 "missouri womens basketball": 44 visits
 "kory mcdonald columbia college": 35 visits
 "rock bridge high school honor roll": 32 visits
 "tv guide columbia mo": 59 visits

Source / Medium	Visits	Visits	Contribution to total: Visits
	83,627 % of Total: 100.00% (83,627)	83,627 % of Total: 100.00% (83,627)	
1. (direct) / (none)	31,453	37.61%	
2. google / organic	17,045	20.38%	
3. t.co / referral	3,952	4.73%	
4. msn.com / referral	3,476	4.16%	
5. facebook.com / referral	3,161	3.78%	
6. m.facebook.com / referral	2,602	3.11%	
7. nbcnews.com / referral	2,486	2.97%	
8. bing / organic	2,398	2.87%	
9. yahoo / organic	2,053	2.45%	
10. tigerboard.com / referral	1,279	1.53%	

Pages

All Visits
100.00%

Explorer



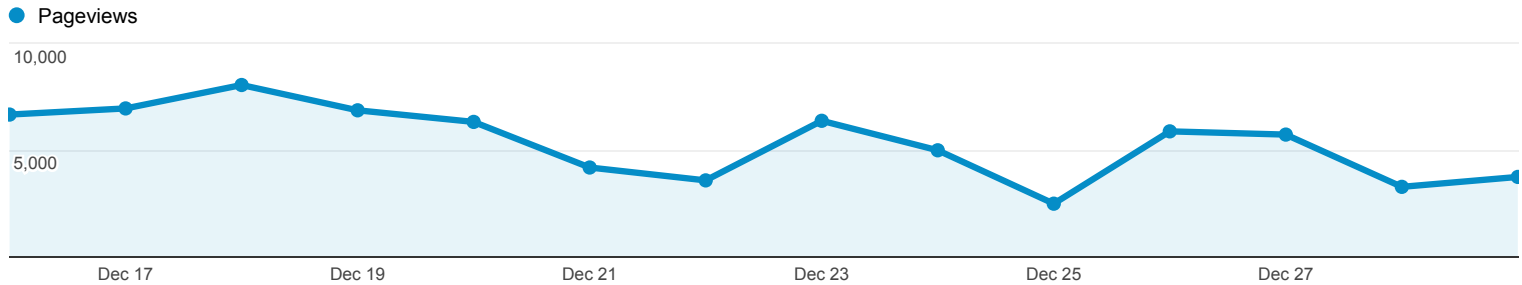
Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	163,013 % of Total: 100.00% (163,013)	132,632 % of Total: 100.00% (132,632)	00:01:54 Site Avg: 00:01:54 (0.00%)	83,627 % of Total: 100.00% (83,627)	67.07% Site Avg: 67.07% (0.00%)	51.30% Site Avg: 51.30% (0.00%)	\$0.22 % of Total: 100.00% (\$0.22)
1. Columbia Missourian	54,121	37,266	00:01:56	36,161	47.42%	44.24%	\$0.25
2. News - Columbia Missourian	3,840	2,326	00:01:17	774	39.28%	25.60%	\$0.37
3. Sports - Columbia Missourian	3,522	2,522	00:01:12	1,068	47.94%	39.69%	\$0.25
4. Columbia Missourian Obituaries	3,507	2,714	00:01:07	618	56.15%	40.80%	\$0.23
5. Missourian Search Results - Columbia Missourian	2,537	1,926	00:00:43	129	13.18%	12.22%	\$0.34
6. GREAT RESET: Unprepared: The world braces for retirement crisis - Columbia Missourian	2,330	2,259	00:04:02	2,121	96.84%	92.83%	\$0.04
7. MU student, Jarrett Mosby, remembered for kindness - Columbia Missourian	1,895	1,641	00:02:17	1,268	81.70%	69.60%	\$0.15
8. Missouri football adds 2 recruits, loses out on a 3rd - Columbia Missourian	1,220	1,177	00:01:53	795	92.83%	71.97%	\$0.13
9. Boeing notifies sites no longer considered for new plant - Columbia Missourian	1,054	1,007	00:01:35	667	93.70%	71.73%	\$0.16
10. New cellphone tower near Providence designed to look like an elm tree - Columbia Missourian	1,024	972	00:02:06	530	89.06%	63.28%	\$0.25
11. Local - Columbia Missourian	950	712	00:00:53	97	52.58%	25.37%	\$0.34
12. Horse 'comfortable in a stall' after pool rescue - Columbia Missourian	947	872	00:02:48	658	91.03%	74.76%	\$0.16
13. MU student found fatally shot in a car near St. Louis - Columbia Missourian	947	905	00:01:44	504	92.26%	63.15%	\$0.19
14. Young public defender struggles with workload, emotional strain - Columbia Missourian	901	815	00:04:13	447	83.22%	65.93%	\$0.26
15. With help of father, son revitalizes Wren family cobbling business - Columbia Missourian	877	831	00:03:19	449	88.86%	62.26%	\$0.28
16. UPDATE: Weather service issues winter storm warning for mid-Missouri - Columbia Missourian	811	746	00:01:51	482	89.42%	75.46%	\$0.13
17. Family battles autism as research continues to look for its cause — and a cure - Columbia Missourian	807	670	00:05:30	500	81.60%	70.14%	\$0.20

18.	Winter storm takes aim at weekend travel - Columbia Missourian	764	726	00:02:08	221	93.67%	59.42%	\$0.22
19.	Danyale Williams looks at her engagement photos - Columbia Missourian	725	712	00:02:36	711	98.17%	97.93%	\$0.00
20.	Unclaimed lottery ticket purchased in Mo. worth \$71.5 million - Columbia Missourian	707	678	00:01:44	471	89.38%	71.15%	\$0.15
21.	Columbia woman injured in shooting on Christmas Eve - Columbia Missourian	702	673	00:01:05	354	85.59%	63.39%	\$0.13
22.	SHOW ME THE RECORDS: MU faculty members by gender, rank and tenure status - Columbia Missourian	690	542	00:02:02	213	68.54%	47.39%	\$0.23
23.	Hy-Vee plans new in-store restaurants that will serve alcohol - Columbia Missourian	676	619	00:02:57	419	87.59%	68.64%	\$0.19
24.	Rain and ice cover Columbia; hazardous road conditions expected - Columbia Missourian	650	601	00:06:57	322	87.89%	69.38%	\$0.22
25.	MU student Jarrett Mosby died from gunshot to lung - Columbia Missourian	643	557	00:01:39	362	72.65%	56.30%	\$0.22
26.	Transit changes, new grocer could help people in Columbia's food desert - Columbia Missourian	640	593	00:02:48	275	80.73%	57.81%	\$0.26
27.	Classifieds - Columbia Missourian	629	426	00:00:14	54	9.26%	7.00%	\$0.29
28.	Police search Battle teacher's house after sexual offense allegations - Columbia Missourian	629	590	00:02:27	294	88.10%	62.32%	\$0.21
29.	TV Listings - Columbia Missourian	626	588	00:01:32	232	24.57%	41.05%	\$0.18
30.	Columbia couple cherishes Russian-born son, adopted before door closed - Columbia Missourian	622	586	00:03:26	316	87.34%	61.25%	\$0.26
31.	Missouri football's Sam takes one last dance - Columbia Missourian	603	511	00:03:50	348	81.32%	66.33%	\$0.22
32.	Knee replacements double in 10 years - Columbia Missourian	558	493	00:03:25	252	86.90%	62.37%	\$0.27
33.	Missouri men's basketball seeks 'Braggin' Rights' against Illinois - Columbia Missourian	526	500	00:02:23	268	92.16%	68.82%	\$0.20
34.	Marohl family shares Christmas story through live Nativity - Columbia Missourian	522	431	00:05:16	311	80.39%	65.90%	\$0.16
35.	SEC fines Missouri because fans rushed football field - Columbia Missourian	513	490	00:06:54	340	90.29%	73.29%	\$0.14
36.	From Readers - Columbia Missourian	512	324	00:01:12	35	31.43%	20.90%	\$0.41
37.	Former Missouri forward Jankovic commits to Hawaii - Columbia Missourian	510	489	00:01:14	240	92.92%	63.53%	\$0.17
38.	Hy-Vee plans new restaurants that will serve alcohol - Columbia Missourian	509	495	00:02:25	282	85.11%	61.30%	\$0.24
39.	- Columbia Missourian	499	432	00:01:06	229	73.80%	46.49%	\$0.18
40.	Multimedia - Columbia Missourian	498	388	00:02:24	161	73.29%	40.96%	\$0.26
41.	Mizzou Sports - Columbia Missourian	489	366	00:00:54	142	59.15%	39.06%	\$0.24
42.	Columbia pawnshops conduct business much the way they do on TV - Columbia Missourian	484	449	00:04:02	306	89.54%	73.76%	\$0.12
43.	Missouri men's basketball ready for North Carolina State after season's best week of practice - Columbia Missourian	460	441	00:01:52	285	92.28%	75.43%	\$0.14
44.	Prep Sports - Columbia Missourian	450	333	00:01:15	57	36.84%	33.33%	\$0.17
45.	Three armed men invade home in north Columbia - Columbia Missourian	442	430	00:01:10	165	70.91%	47.96%	\$0.19
46.	Wire Articles - Columbia Missourian	436	284	00:00:52	9	55.56%	8.94%	\$0.14
47.	Columbia City Council passes resolution calling for Medicaid expansion - Columbia Missourian	425	377	00:02:28	279	88.17%	70.12%	\$0.15
48.	Login - Columbia Missourian	418	253	00:00:29	16	31.25%	11.24%	\$0.41

Pages

City:Columbia
45.99%

Explorer



Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
City:Columbia	74,973 % of Total: 45.99% (163,013)	58,150 % of Total: 43.84% (132,632)	00:01:44 Site Avg: 00:01:54 (-8.80%)	30,175 % of Total: 36.08% (83,627)	53.09% Site Avg: 67.07% (-20.84%)	40.25% Site Avg: 51.30% (-21.55%)	\$0.27 % of Total: 124.38% (\$0.22)
1. Columbia Missourian	28,653	18,381	00:01:44	17,710	37.88%	37.19%	\$0.30
2. News - Columbia Missourian	2,444	1,395	00:01:22	428	38.08%	22.50%	\$0.36
3. Columbia Missourian Obituaries	1,848	1,401	00:00:53	216	40.28%	37.07%	\$0.24
4. Missourian Search Results - Columbia Missourian	1,730	1,318	00:00:46	110	7.27%	8.32%	\$0.33
5. Sports - Columbia Missourian	1,175	759	00:00:49	238	31.93%	29.45%	\$0.28
6. New cellphone tower near Providence designed to look like an elm tree - Columbia Missourian	568	539	00:02:09	245	86.12%	56.69%	\$0.31
7. Local - Columbia Missourian	548	384	00:00:53	30	50.00%	20.26%	\$0.37
8. With help of father, son revitalizes Wren family cobbling business - Columbia Missourian	519	497	00:03:18	241	87.14%	57.23%	\$0.32
9. Columbia woman injured in shooting on Christmas Eve - Columbia Missourian	477	456	00:01:12	258	85.27%	65.20%	\$0.12
10. SHOW ME THE RECORDS: MU faculty members by gender, rank and tenure status - Columbia Missourian	470	368	00:02:09	146	65.75%	48.51%	\$0.22
11. TV Listings - Columbia Missourian	468	440	00:01:23	170	26.47%	41.67%	\$0.18
12. Horse 'comfortable in a stall' after pool rescue - Columbia Missourian	456	418	00:02:56	269	91.45%	67.98%	\$0.20
13. Winter storm takes aim at weekend travel - Columbia Missourian	454	434	00:02:00	94	90.43%	58.37%	\$0.25
14. MU student, Jarrett Mosby, remembered for kindness - Columbia Missourian	423	368	00:01:31	204	73.53%	54.85%	\$0.20
15. Transit changes, new grocer could help people in Columbia's food desert - Columbia Missourian	419	391	00:02:46	164	82.32%	58.23%	\$0.24
16. Police search Battle teacher's house after sexual offense allegations - Columbia Missourian	406	376	00:02:31	170	86.47%	60.10%	\$0.23
17. Hy-Vee plans new in-store restaurants that will serve alcohol - Columbia Missourian	405	365	00:02:32	223	85.65%	62.96%	\$0.22

18.	MU student found fatally shot in a car near St. Louis - Columbia Missourian	400	379	00:01:41	144	89.58%	49.75%	\$0.26
19.	Unclaimed lottery ticket purchased in Mo. worth \$71.5 million - Columbia Missourian	382	368	00:02:01	240	87.50%	68.32%	\$0.17
20.	Rain and ice cover Columbia; hazardous road conditions expected - Columbia Missourian	368	334	00:02:51	164	86.59%	65.76%	\$0.25
21.	Hy-Vee plans new restaurants that will serve alcohol - Columbia Missourian	351	343	00:02:19	207	85.02%	62.11%	\$0.22
22.	Three armed men invade home in north Columbia - Columbia Missourian	320	312	00:01:19	135	68.15%	50.00%	\$0.17
23.	From Readers - Columbia Missourian	311	180	00:01:33	18	11.11%	18.33%	\$0.44
24.	Prep Sports - Columbia Missourian	308	235	00:01:33	34	38.24%	36.04%	\$0.15
25.	Wire Articles - Columbia Missourian	305	223	00:00:49	0	0.00%	9.18%	\$0.11
26.	UPDATE: Weather service issues winter storm warning for mid-Missouri - Columbia Missourian	304	283	00:02:23	116	90.52%	65.79%	\$0.20
27.	Young public defender struggles with workload, emotional strain - Columbia Missourian	304	280	00:04:48	87	85.06%	51.97%	\$0.36
28.	Classifieds - Columbia Missourian	301	204	00:00:09	18	5.56%	4.98%	\$0.31
29.	Columbia couple cherishes Russian-born son, adopted before door closed - Columbia Missourian	294	278	00:03:38	111	85.59%	52.04%	\$0.31
30.	\$75,000 pledged in effort to bring MU museum back to campus - Columbia Missourian	256	239	00:02:21	106	76.42%	53.52%	\$0.26
31.	Boeing notifies sites no longer considered for new plant - Columbia Missourian	251	244	00:01:23	48	93.75%	42.63%	\$0.31
32.	Winter weather moves north; weekend forecast might mean rain - Columbia Missourian	243	238	00:01:51	68	85.29%	53.09%	\$0.23
33.	Family battles autism as research continues to look for its cause — and a cure - Columbia Missourian	242	196	00:05:28	95	78.95%	54.55%	\$0.31
34.	Multimedia - Columbia Missourian	241	177	00:01:14	13	7.69%	22.41%	\$0.35
35.	Missouri football adds 2 recruits, loses out on a 3rd - Columbia Missourian	233	224	00:01:25	61	80.33%	40.77%	\$0.29
36.	Columbia pawnshops conduct business much they way they do on TV - Columbia Missourian	226	203	00:05:37	70	75.71%	49.56%	\$0.46
37.	Knee replacements double in 10 years - Columbia Missourian	217	191	00:03:30	43	83.72%	48.85%	\$0.38
38.	Police arrest man for six warrants from five counties - Columbia Missourian	217	208	00:01:57	133	81.95%	65.90%	\$0.15
39.	Marohl family shares Christmas story through live Nativity - Columbia Missourian	216	183	00:02:45	91	79.12%	56.02%	\$0.22
40.	Jack Horton, vet, philanthropist and jokster dies at age 80 - Columbia Missourian	206	200	00:01:55	92	89.13%	60.68%	\$0.25
41.	Lee Elementary students perform at Memorial Union - Columbia Missourian	205	192	00:02:50	131	89.31%	76.59%	\$0.15
42.	- Columbia Missourian	204	165	00:00:59	45	28.89%	24.51%	\$0.30
43.	College police forces increasingly expand reach - Columbia Missourian	199	195	00:04:28	62	72.58%	50.75%	\$0.29
44.	Hickman boys basketball remains unbeaten - Columbia Missourian	199	184	00:01:33	24	66.67%	50.25%	\$0.24
45.	City manager rejects Rob Sanders' appeal to reclaim police job - Columbia Missourian	198	189	00:01:33	17	76.47%	33.84%	\$0.35
46.	Login - Columbia Missourian	198	119	00:00:27	12	33.33%	10.61%	\$0.40
47.	Catholic growth in Columbia prompts reflection on the future - Columbia Missourian	197	187	00:03:53	80	85.00%	51.78%	\$0.34
48.	Columbia Weather - Columbia Missourian	193	178	00:02:40	35	80.00%	54.40%	\$0.25
49.	Columbia City Council passes resolution calling for Medicaid expansion - Columbia Missourian	190	160	00:02:25	83	84.34%	54.21%	\$0.21