

The big event last week was the Cotton Bowl. To understand how readers consumed our information on the day of the game and the day after the game, I pulled some numbers for just those two days. This chart shows the game-related stories from those two days. You can see that readers consumed our main game story the most. (More on where those visits came from down below.) The next three stories were social efforts — a Storify from Sunday morning of what the players had tweeted since the end of the game, a roundup of photos and video from Thursday night action in Dallas, and the ScribbleLive blog from the newsroom during the game. Fifth is, of course, Copeland’s Cranium.

The live blog had a healthy time on site of almost five minutes. Next on the time list is the Dave Steckel story.

### Football related stories, Jan. 3-4, 2014

HEADLINE	PAGE	UNIQUE	TIME
	VIEWS	PAGE VIEWS	
Missouri football defeats Oklahoma State 41-31 in Cotton Bowl	1418	1260	2:53
**Cotton Bowl champs: Mizzou players celebrate with thanks and sleepless night	796	653	about 3:50
Missouri fans, alumni pack Cotton Bowl block party in Dallas	726	666	2:44
TIGERS REPORT LIVE: Live coverage of the Missouri vs. Oklahoma State Cotton Bowl	582	477	4:55
TIGER KICKOFF: Copeland's Cranium: The final chapter	574	522	3:12
TIGERS REPORT: Missouri football prepares for former Big 12 foe in Cotton Bowl	477	447	2:58
An unexpected season: A look back at Missouri football's 2013 season	452	426	3:40
Pinkel becomes Missouri's all-time winningest coach with Cotton Bowl victory	427	389	2:41
Cotton Bowl: The five greatest moments in the game's history	408	388	3:42
Missouri football coordinator Dave Steckel and his defense are under scrutiny	398	377	4:42
Cotton Bowl mixes history with spectacle	270	245	2:48

*\*\*The headline on this story changed, and the two files are combined for this report.*

Our most retweeted tweet from last week was this one from the @CoMoSports account, from near the end of the game, with a link to a Vine video shot by Andrew Gibson:

*And the stadium goes ballistic after the fumble. #CottonBowl #mizzou <https://vine.co/v/hYqZHq5ZYmK>*

**Here are other highlights from last week, from Shaina Cavazos of the outreach team:**

Pageviews increased Jan. 1 through Jan. 3 pretty steadily, with a drop-off on Jan. 4. This is consistent with bowl game coverage.

Although our raw numbers for page views, unique page views and article page views are lower than year over year, they are significantly higher than our four-week average. Each area was about 10 percent higher, and we had about 30 percent more unique visitors — again, likely from bowl game interest.

Our search terms, too, revolved around football this week. “Mizzou football,” “Missouri football” and “missouri tigers football” topped the list with 230, 210 and 93 visits respectively.

Despite a lot of football-heavy traffic, the two stories about Rylan Newman, the young boy who died of cancer, got our top spots this week. "[Rylan Newman was determined to fill his life with great adventures](#)" got 2,470 page views, 1,261 of which came from mobile Facebook (the vast majority). Rylan's family obit, "[Rylan Newman, March 21, 2007 — Tuesday, Dec. 31, 2013](#)" got 2,416 page views, the majority again coming from mobile Facebook with 1,030 views. Rylan's story had huge community and MU appeal, and clearly mobile is where they're going.

"[Missouri football defeats Oklahoma State 41-31 in Cotton Bowl](#)" was next with 1,597 page views, many of which came from search engines.

The rest of the top stories included more football coverage, weather stories, and New Year's themed stories.

As far as time on site, the highest in our top stories went to "[Missouri football left with holes to fill, attitude to build on in 2014](#)" had 5:22 minutes. Most of the views of that story came from direct visits, google, [rockmnation.com](#) and [tigerboard.com](#).

For Columbia visitors, the story about Rylan Newman linked to above got the most page views with 984. Next, was "[LIVE UPDATE: Public School canceled, businesses closed, snow routes being cleared](#)" with 870 page views, most of which were direct visits to our site.

Something I wanted to draw attention to this week is the importance of visits that come through search engines. Of course, being a community newspaper, many of our visits come from direct visits to the site. This week, it was 17,038. But 14,505 visits came through search traffic. Google brought in the highest number of visits, about 10,000, with Bing and Yahoo contributing a few thousand each. Because this makes up such a large chunk of our audience, we should be increasingly aware of how we make sure our stories are "seen" by a search engine but balance that with what best serves our reader.

I found [this cool guide from Google on SEO](#), or search engine optimization. Feel free to read on your own. The part the best applies to us is the part on "Optimizing content." They offer some good tips on headline and anchor text writing.

## Missourian Analytics, Week of Dec. 30

<b>VISITS</b>	<b>52,983</b>	<b>UNIQUE VISITORS</b>	<b>36,489</b>	<b>PAGE VIEWS</b>	<b>99,418</b>
<b>Columbia</b>	<b>18,473</b>	<b>Columbia</b>	<b>9,350</b>	<b>Columbia</b>	<b>43,807</b>
Columbia # as a percentage of total	34.87%	Columbia # as a percentage of total	25.62%	Columbia # as a percentage of total	44.06%
Last 4 weeks Average	47,273	Last 4 weeks Average	27,458	Last 4 weeks Avg.	91,917
Pct Chg	12.08%	Pct Chg	32.89%	Pct Chg	8.16%
This week in 2012	54,958	This week in 2012	34,656	This week in 2012	111,101
Pct Chg	-3.59%	Pct Chg	5.29%	Pct Chg	-10.52%
This week in 2011	97,736	This week in 2011	66,062	This week in 2011	197,533
Pct Chg	-45.79%	Pct Chg	-44.77%	Pct Chg	-49.67%
<b>ARTICLE PAGE VIEWS</b>				<b>ARTICLE PAGE VIEWS</b>	
<b>Columbia</b>	<b>19,569</b>			<b>Columbia</b>	<b>19,569</b>
Columbia # as a percentage of total	39.85%			Columbia # as a percentage of total	39.85%
Last 4 weeks Avg.	42,248			Last 4 weeks Avg.	42,248
Pct Chg	16.22%			Pct Chg	16.22%
This week in 2012	53,898			This week in 2012	53,898
Pct Chg	-8.90%			Pct Chg	-8.90%
This week in 2011	89,324			This week in 2011	89,324
Pct Chg	-45.03%			Pct Chg	-45.03%

### TOP SEARCH TERMS

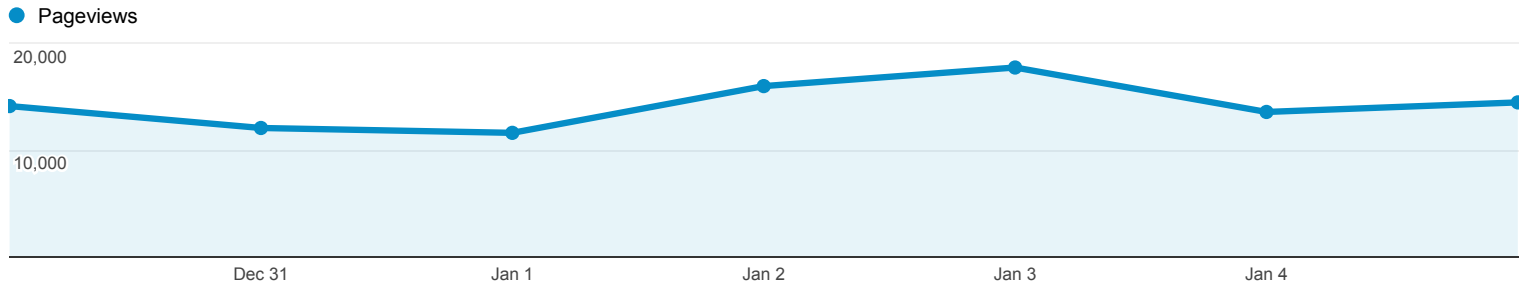
"mizzou football": 230 visits  
 "missouri football": 210 visits  
 "missouri tigers football": 93 visits  
 "jarrett mosby": 62 visits  
 "where is the cotton bowl played": 54 visits

Source / Medium	Visits	Visits	Contribution to total:
	<b>52,983</b> <small>% of Total: 100.00% (52,983)</small>	<b>52,983</b> <small>% of Total: 100.00% (52,983)</small>	
1. (direct) / (none)	<b>17,053</b>	32.19%	
2. google / organic	<b>10,725</b>	20.24%	
3. m.facebook.com / referral	<b>4,636</b>	8.75%	
4. facebook.com / referral	<b>2,929</b>	5.53%	
5. t.co / referral	<b>2,612</b>	4.93%	
6. bing / organic	<b>2,003</b>	3.78%	
7. msn.com / referral	<b>1,622</b>	3.06%	
8. yahoo / organic	<b>1,577</b>	2.98%	
9. nbcnews.com / referral	<b>1,262</b>	2.38%	
10. news.google.com / referral	<b>780</b>	1.47%	

Pages



Explorer



Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	<b>99,418</b> % of Total: 100.00% (99,418)	<b>81,652</b> % of Total: 100.00% (81,652)	<b>00:02:05</b> Site Avg: 00:02:05 (0.00%)	<b>52,982</b> % of Total: 100.00% (52,982)	<b>69.87%</b> Site Avg: 69.87% (0.00%)	<b>53.29%</b> Site Avg: 53.29% (0.00%)	<b>\$0.22</b> % of Total: 100.00% (\$0.22)
1. <a href="#">Columbia Missourian</a>	<b>29,660</b>	20,290	00:02:15	19,686	46.87%	43.37%	\$0.26
2. <a href="#">Rylan Newman was determined to fill his life with great adventures - Columbia Missourian</a>	<b>2,470</b>	2,317	00:03:03	1,990	92.16%	83.32%	\$0.10
3. <a href="#">Rylan Newman, March 21, 2007 — Tuesday, Dec. 31, 2013 - Columbia Missourian</a>	<b>2,416</b>	2,297	00:02:45	2,101	94.57%	88.66%	\$0.06
4. <a href="#">Columbia Missourian Obituaries</a>	<b>2,380</b>	1,594	00:00:38	392	49.23%	31.39%	\$0.29
5. <a href="#">Sports - Columbia Missourian</a>	<b>2,280</b>	1,513	00:01:10	766	42.56%	33.95%	\$0.32
6. <a href="#">News - Columbia Missourian</a>	<b>1,871</b>	1,166	00:00:52	406	44.33%	26.56%	\$0.38
7. <a href="#">Missouri football defeats Oklahoma State 41-31 in Cotton Bowl - Columbia Missourian</a>	<b>1,597</b>	1,430	00:02:48	718	85.79%	60.11%	\$0.26
8. <a href="#">Missourian Search Results - Columbia Missourian</a>	<b>1,376</b>	1,051	00:00:46	87	12.64%	12.72%	\$0.33
9. <a href="#">LIVE UPDATE: Public School canceled, businesses closed, snow routes being cleared - Columbia Missourian</a>	<b>1,236</b>	1,118	00:03:17	705	83.55%	68.93%	\$0.22
10. <a href="#">Missouri football left with holes to fill, attitude to build on in 2014 - Columbia Missourian</a>	<b>1,053</b>	970	00:05:22	627	90.11%	71.32%	\$0.25
11. <a href="#">GREAT RESET: Unprepared: The world braces for retirement crisis - Columbia Missourian</a>	<b>1,023</b>	972	00:01:33	857	95.80%	88.47%	\$0.05
12. <a href="#">James Franklin feels torn with end of his Missouri career in sight - Columbia Missourian</a>	<b>998</b>	952	00:04:24	628	93.79%	74.45%	\$0.18
13. <a href="#">FROM READERS: MU student balances school, sports, consignment store - Columbia Missourian</a>	<b>866</b>	829	00:02:12	662	93.81%	81.41%	\$0.10
14. <a href="#">Carol Odor was the rock of her family, Columbia dance community - Columbia Missourian</a>	<b>813</b>	757	00:03:05	646	91.02%	81.67%	\$0.10
15. <a href="#">Two Columbia families welcome New Year's Day babies - Columbia Missourian</a>	<b>780</b>	726	00:03:28	514	86.77%	72.18%	\$0.20
16. <a href="#">Missouri fans, alumni pack Cotton Bowl block party in Dallas - Columbia Missourian</a>	<b>770</b>	708	00:02:39	395	89.11%	65.97%	\$0.20

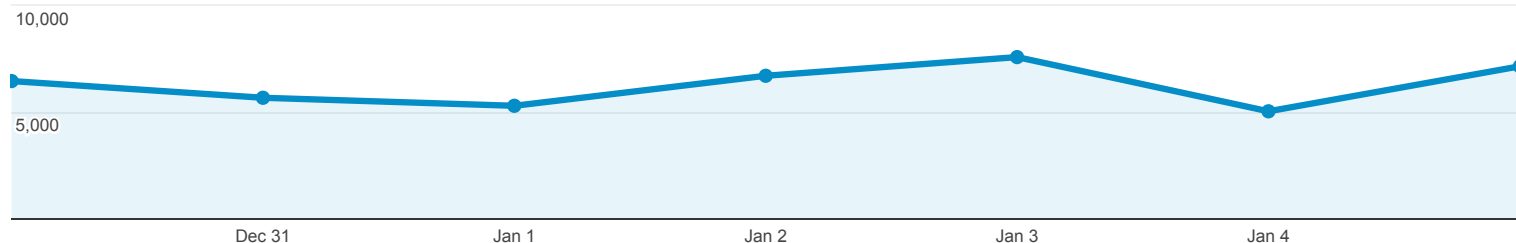
17.	<a href="#">How to keep yourself, home, car safe when temperatures plummet - Columbia Missourian</a>	<b>687</b>	657	00:02:30	289	91.70%	62.88%	\$0.26
18.	<a href="#">Cotton Bowl champs: Missouri players celebrate with thanks and sleepless night - Columbia Missourian</a>	<b>634</b>	517	00:03:04	201	74.63%	47.63%	\$0.35
19.	<a href="#">TIGERS REPORT: Missouri football prepares for former Big 12 foe in Cotton Bowl - Columbia Missourian</a>	<b>621</b>	580	00:03:25	506	91.11%	81.64%	\$0.11
20.	<a href="#">Henry Josey could be leaving for NFL Draft - Columbia Missourian</a>	<b>611</b>	584	00:02:16	290	88.62%	67.10%	\$0.20
21.	<a href="#">TIGER KICKOFF: Copeland's Cranium: The final chapter - Columbia Missourian</a>	<b>602</b>	546	00:03:05	324	85.19%	64.62%	\$0.21
22.	<a href="#">TIGERS REPORT LIVE: Live coverage of the Missouri vs. Oklahoma State Cotton Bowl - Columbia Missourian</a>	<b>601</b>	495	00:04:51	363	87.33%	70.22%	\$0.12
23.	<a href="#">In a small Missouri town, a grocery is a big deal - Columbia Missourian</a>	<b>595</b>	579	00:03:14	221	85.52%	51.76%	\$0.32
24.	<a href="#">- Columbia Missourian</a>	<b>576</b>	453	00:01:00	324	73.15%	55.21%	\$0.16
25.	<a href="#">Resident brandishes shotgun, scares off home invaders - Columbia Missourian</a>	<b>564</b>	534	00:01:46	320	92.81%	68.62%	\$0.17
26.	<a href="#">Crews clear roads, but cold temperatures, more snow coming - Columbia Missourian</a>	<b>550</b>	532	00:02:17	191	86.91%	56.00%	\$0.32
27.	<a href="#">Retired jockey's rich life shrouded by obscurity - Columbia Missourian</a>	<b>550</b>	515	00:03:32	341	88.86%	70.18%	\$0.16
28.	<a href="#">Pinkel becomes Missouri's all-time winningest coach with Cotton Bowl victory - Columbia Missourian</a>	<b>502</b>	458	00:02:24	167	85.63%	49.60%	\$0.29
29.	<a href="#">Fabric shop closes to count threads - Columbia Missourian</a>	<b>498</b>	478	00:01:36	139	87.05%	49.00%	\$0.29
30.	<a href="#">Local - Columbia Missourian</a>	<b>498</b>	366	00:01:02	61	57.38%	27.91%	\$0.36
31.	<a href="#">Cotton Bowl champs: Mizzou players celebrate with thanks and sleepless night - Columbia Missourian</a>	<b>486</b>	411	00:04:24	266	82.33%	62.96%	\$0.22
32.	<a href="#">An unexpected season: A look back at Missouri football's 2013 season - Columbia Missourian</a>	<b>466</b>	440	00:03:34	226	90.71%	64.38%	\$0.19
33.	<a href="#">Scholarship fund in memory of slain MU business student will help his son, others - Columbia Missourian</a>	<b>447</b>	414	00:02:02	201	90.55%	57.49%	\$0.24
34.	<a href="#">East St. Louis man charged in shooting death of MU student - Columbia Missourian</a>	<b>441</b>	408	00:02:21	195	86.67%	56.24%	\$0.26
35.	<a href="#">Missouri football coordinator Dave Steckel and his defense are under scrutiny - Columbia Missourian</a>	<b>440</b>	414	00:04:26	247	88.26%	68.64%	\$0.21
36.	<a href="#">Cotton Bowl: The five greatest moments in the game's history - Columbia Missourian</a>	<b>418</b>	397	00:03:37	248	93.95%	71.53%	\$0.14
37.	<a href="#">Dangerous weather combination worrisome in Missouri - Columbia Missourian</a>	<b>398</b>	384	00:02:28	200	83.50%	64.07%	\$0.27
38.	<a href="#">MU Football - Columbia Missourian</a>	<b>376</b>	273	00:00:55	59	50.85%	29.79%	\$0.37
39.	<a href="#">UPDATE: Columbia police investigate homicide after man found shot Thursday night - Columbia Missourian</a>	<b>376</b>	364	00:01:31	211	66.35%	55.05%	\$0.20
40.	<a href="#">FROM READERS: Social media cleanse leads to anxiety-free month - Columbia Missourian</a>	<b>370</b>	355	00:04:50	301	93.69%	85.14%	\$0.11
41.	<a href="#">Classifieds - Columbia Missourian</a>	<b>367</b>	252	00:00:11	38	28.95%	10.08%	\$0.29
42.	<a href="#">Hospital program connects parents with NICU babies remotely - Columbia Missourian</a>	<b>334</b>	299	00:03:19	223	85.65%	71.86%	\$0.19
43.	<a href="#">TV Listings - Columbia Missourian</a>	<b>317</b>	297	00:00:54	127	31.50%	43.85%	\$0.18
44.	<a href="#">What to know before attending the New Year's Eve celebration in downtown Columbia - Columbia Missourian</a>	<b>310</b>	292	00:02:01	129	84.50%	59.03%	\$0.23
45.	<a href="#">Flu cases in Boone County double; H1N1 prevalent - Columbia Missourian</a>	<b>308</b>	293	00:02:27	137	94.16%	60.39%	\$0.29
46.	<a href="#">Cotton Bowl mixes history with spectacle - Columbia Missourian</a>	<b>293</b>	267	00:02:35	158	87.97%	60.75%	\$0.17

Pages

City:Columbia  
44.06%

Explorer

Pageviews



Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
<b>City:Columbia</b>	<b>43,807</b> % of Total: 44.06% (99,418)	<b>34,236</b> % of Total: 41.93% (81,652)	<b>00:01:54</b> Site Avg: 00:02:05 (-8.88%)	<b>18,473</b> % of Total: 34.87% (52,982)	<b>56.09%</b> Site Avg: 69.87% (-19.73%)	<b>42.17%</b> Site Avg: 53.29% (-20.87%)	<b>\$0.28</b> % of Total: 127.54% (\$0.22)
1. <a href="#">Columbia Missourian</a>	<b>16,052</b>	10,232	00:01:51	9,867	38.57%	37.28%	\$0.31
2. <a href="#">Columbia Missourian Obituaries</a>	<b>1,289</b>	813	00:00:38	155	36.77%	28.78%	\$0.34
3. <a href="#">News - Columbia Missourian</a>	<b>1,202</b>	710	00:00:47	239	40.59%	23.96%	\$0.35
4. <a href="#">Rylan Newman was determined to fill his life with great adventures - Columbia Missourian</a>	<b>984</b>	920	00:02:39	695	90.50%	75.30%	\$0.15
5. <a href="#">Missourian Search Results - Columbia Missourian</a>	<b>943</b>	715	00:00:51	79	7.59%	10.07%	\$0.32
6. <a href="#">LIVE UPDATE: Public School canceled, businesses closed, snow routes being cleared - Columbia Missourian</a>	<b>870</b>	775	00:03:19	471	80.25%	65.17%	\$0.25
7. <a href="#">Rylan Newman, March 21, 2007 — Tuesday, Dec. 31, 2013 - Columbia Missourian</a>	<b>790</b>	741	00:02:22	615	93.33%	82.15%	\$0.10
8. <a href="#">Sports - Columbia Missourian</a>	<b>554</b>	370	00:00:43	112	31.25%	26.35%	\$0.32
9. <a href="#">How to keep yourself, home, car safe when temperatures plummet - Columbia Missourian</a>	<b>436</b>	413	00:02:29	135	90.37%	56.65%	\$0.31
10. <a href="#">Crews clear roads, but cold temperatures, more snow coming - Columbia Missourian</a>	<b>379</b>	367	00:02:27	130	85.38%	56.20%	\$0.34
11. <a href="#">Missouri football defeats Oklahoma State 41-31 in Cotton Bowl - Columbia Missourian</a>	<b>376</b>	323	00:02:24	100	74.00%	44.68%	\$0.32
12. <a href="#">In a small Missouri town, a grocery is a big deal - Columbia Missourian</a>	<b>366</b>	355	00:03:10	134	86.57%	53.55%	\$0.31
13. <a href="#">Two Columbia families welcome New Year's Day babies - Columbia Missourian</a>	<b>333</b>	318	00:04:04	176	84.09%	63.36%	\$0.29
14. <a href="#">Carol Odor was the rock of her family, Columbia dance community - Columbia Missourian</a>	<b>306</b>	288	00:02:44	223	88.79%	75.16%	\$0.12
15. <a href="#">Local - Columbia Missourian</a>	<b>300</b>	207	00:01:02	33	54.55%	25.67%	\$0.39
16. <a href="#">UPDATE: Columbia police investigate homicide after man found shot Thursday night - Columbia Missourian</a>	<b>286</b>	277	00:01:39	165	65.45%	56.29%	\$0.19

17.	Fabric shop closes to count threads - Columbia Missourian	280	272	00:01:40	53	86.79%	42.14%	\$0.31
18.	Resident brandishes shotgun, scares off home invaders - Columbia Missourian	256	235	00:01:55	84	84.52%	51.95%	\$0.27
19.	James Franklin feels torn with end of his Missouri career in sight - Columbia Missourian	244	233	00:04:29	94	88.30%	61.07%	\$0.29
20.	TV Listings - Columbia Missourian	235	222	00:00:49	94	31.91%	44.26%	\$0.20
21.	Dangerous weather combination worrisome in Missouri - Columbia Missourian	226	217	00:02:35	96	73.96%	56.64%	\$0.33
22.	Cotton Bowl champs: Missouri players celebrate with thanks and sleepless night - Columbia Missourian	218	183	00:03:17	46	69.57%	44.95%	\$0.38
23.	LIVE UPDATE: Public School canceled, snow routes being cleared - Columbia Missourian	203	172	00:03:24	102	85.29%	61.58%	\$0.20
24.	Missouri football left with holes to fill, attitude to build on in 2014 - Columbia Missourian	200	188	00:05:20	59	84.75%	53.00%	\$0.39
25.	What to know before attending the New Year's Eve celebration in downtown Columbia - Columbia Missourian	197	186	00:02:12	65	80.00%	54.31%	\$0.27
26.	FROM READERS: MU student balances school, sports, consignment store - Columbia Missourian	196	186	00:02:23	76	81.58%	52.55%	\$0.27
27.	East St. Louis man charged in shooting death of MU student - Columbia Missourian	193	185	00:02:18	53	90.57%	43.01%	\$0.32
28.	Scholarship fund in memory of slain MU business student will help his son, others - Columbia Missourian	191	182	00:01:40	46	89.13%	39.79%	\$0.32
29.	Growers able to offer fresh produce as Columbia Winter Farmers Market opens - Columbia Missourian	189	168	00:02:45	76	77.63%	48.15%	\$0.29
30.	Classifieds - Columbia Missourian	185	131	00:00:11	15	13.33%	7.57%	\$0.32
31.	- Columbia Missourian	180	135	00:01:09	55	41.82%	30.56%	\$0.34
32.	Wire Articles - Columbia Missourian	180	130	00:00:43	0	0.00%	11.11%	\$0.12
33.	Henry Josey could be leaving for NFL Draft - Columbia Missourian	179	172	00:02:28	33	75.76%	52.51%	\$0.30
34.	Snow expected to cover Columbia the first day of 2014 - Columbia Missourian	177	170	00:02:19	69	92.75%	63.28%	\$0.23
35.	Columbia expects snow Saturday, bitter cold Sunday and Monday - Columbia Missourian	174	166	00:02:11	56	67.86%	53.45%	\$0.21
36.	Police arrest man for six warrants from five counties - Columbia Missourian	172	170	00:01:43	51	82.35%	47.09%	\$0.29
37.	Proposed Columbia museum district has ample support, but no plans - Columbia Missourian	168	158	00:03:23	94	82.98%	61.31%	\$0.24
38.	Retired jockey's rich life shrouded by obscurity - Columbia Missourian	168	164	00:03:38	44	81.82%	45.24%	\$0.33
39.	The Broadway Hotel's 'Wall of Hope' is filling up - Columbia Missourian	165	159	00:01:12	34	88.24%	39.39%	\$0.32
40.	Residents celebrate new year at all-ages Columbia Eve Fest - Columbia Missourian	164	147	00:02:08	48	79.17%	54.27%	\$0.26
41.	UPDATE: Columbia police investigate homicide after man found shot Thursday - Columbia Missourian	163	150	00:01:49	80	85.00%	63.80%	\$0.20
42.	From Readers - Columbia Missourian	162	112	00:00:47	9	22.22%	24.69%	\$0.35
43.	Abundance of cats prompts special adoption price at Humane Society - Columbia Missourian	157	141	00:03:05	42	83.33%	48.41%	\$0.31
44.	Missouri fans, alumni pack Cotton Bowl block party in Dallas - Columbia Missourian	157	144	00:02:58	28	75.00%	47.13%	\$0.37
45.	TIGERS REPORT LIVE: Live coverage of the Missouri vs. Oklahoma State Cotton Bowl - Columbia Missourian	156	111	00:06:24	55	78.18%	51.92%	\$0.22
46.	Local resident completes picture-a-day time lapse video - Columbia Missourian	153	143	00:03:32	74	82.43%	64.71%	\$0.27
47.	LIVE UPDATE: Public Schools canceled, businesses closed, snow routes being cleared - Columbia	152	134	00:05:53	93	78.49%	67.11%	\$0.26