CALMAC Site Statistics
April 1, 2015 through December 31, 2015

Background: This report summarizes CALMAC.org website statistics for the period from April 1, 2015 through December 31, 2015. Prior to that time CALMAC was using a site statistics software that, unbeknownst to CALMAC, was including website visits due to webs spiders and bots. This massively overestimated the site statistics. As a result, when the CALMAC.org website was transferred from a dedicated server to a cloud based server CALMAC.org began collecting site statistics using Google Analytics, a web based statistics collection package. This package removes visits created by spiders and bots from the statistics. As a result of this change there is little ability to compare the following website statistics to periods prior to March 2014.

Findings: Overall the results for the 9 month period covered by this report show varying use of the site with use peaking in the summer of 2015 at roughly double the level seen in 2014, then dropping back down to average 2014 levels. Over the April 2015 to December 2015 period 10,276 sessions and 30,335 page views were recorded (Figure 1). Since a session represents a visit to the website, this means that on average approximately 285 people went to CALMAC.org each week to find information. This is a 34% increase over the prior reporting period from March 1, 2014 to March 31, 2015. There is no clear explanation for the increase.

Figure 2 shows that roughly two thirds of the visits were from the United States, representing an 11 hour overall work period per day. Using this information, during the working week hours, the results show that on average CALMAC experiences about 57 sessions per work day and five sessions per work period hour.

Figure 3 shows that approximately 67% of all page visits are to the CALMAC Home Page, the Search Page and the Results page. This is similar to the prior period analysis, and confirms the preconception that CALMAC's main present day function is for storage and delivery of reports via the web.

Figure 3 and 3B show (in the tables) that the Energy Efficiency Toolkit page was visited 250 times during the report period (approximately seven times per week) and the Demand Response Toolkit page was visited 78 times (approximately twice per week). This suggests that these pages are being used fairly regularly and should be retained.

Figure 4 presents a flow diagram illustrating how users enter the site and how they subsequently interact with other CALMAC webpages. The vast majority (81%) of users enter CALMAC.org through the CALMAC Home Page or the Search page. Subsequent interactions lead to searches for reports, producing ~4,300 summaries per year of reports meeting the search criteria, and in approximately 12% of all sessions, the download of reports. The findings are consistent with the prior analysis period.

Conclusions: CALMAC.org is fulfilling its primary function of making results available for download, facilitating searches for relevant reports, and is resulting in download of at least 1,500 report files per year.
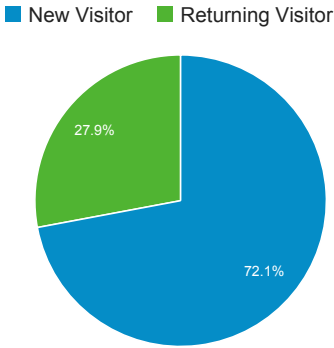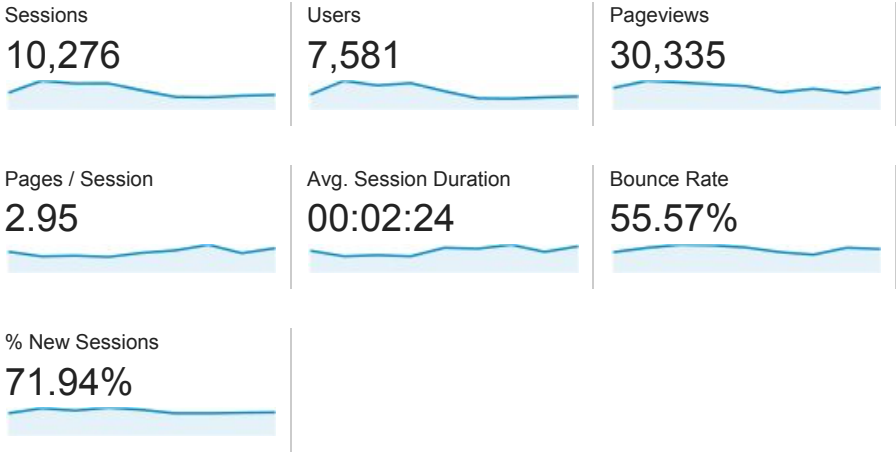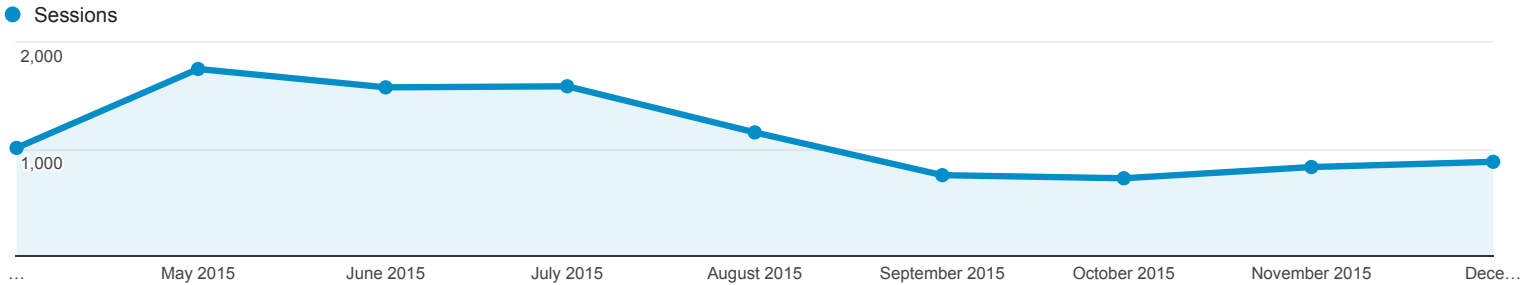
Google Analytics

Figure 1

Audience Overview

Apr 1, 2015 - Dec 31, 2015

All Sessions
100.00%

Overview
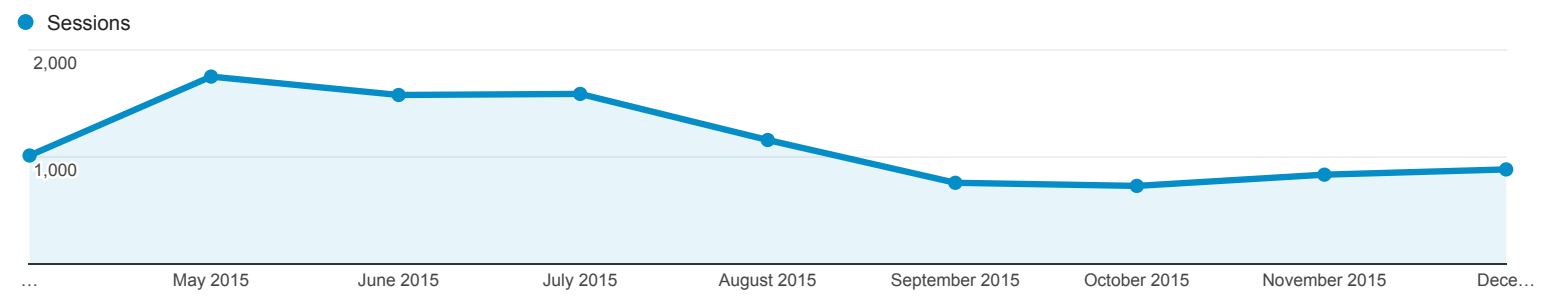
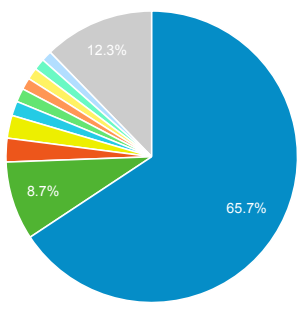● Sessions

Sessions	Users	Pageviews
10,276	7,581	30,335

Pages / Session	Avg. Session Duration	Bounce Rate
2.95	00:02:24	55.57%

% New Sessions
71.94%

■ New Visitor ■ Returning Visitor

27.9%

72.1%

	Country	Sessions	% Sessions
1.	United States	6,751	65.70%
2.	(not set)	896	8.72%
3.	China	270	2.63%
4.	Brazil	260	2.53%
5.	United Kingdom	166	1.62%
6.	Canada	155	1.51%
7.	Russia	134	1.30%
8.	Japan	133	1.29%
9.	Germany	130	1.27%
10.	India	120	1.17%

Google Analytics

Language

Figure 2

Apr 1, 2015 - Dec 31, 2015

All Sessions
100.00%

Explorer

Summary

● Sessions

	Country	Sessions	Sessions	
		10,276	10,276	
		% of Total: 100.00% (10,276)	% of Total: 100.00% (10,276)	
1.	■ United States	**6,751**	65.70%	
2.	■ (not set)	**896**	8.72%	
3.	■ China	**270**	2.63%	
4.	■ Brazil	**260**	2.53%	
5.	■ United Kingdom	**166**	1.62%	
6.	■ Canada	**155**	1.51%	
7.	■ Russia	**134**	1.30%	
8.	■ Japan	**133**	1.29%	
9.	■ Germany	**130**	1.27%	
10.	■ India	**120**	1.17%	

Contribution to total: Sessions

Rows 1 - 10 of 114

Pages

Figure 3

Apr 1, 2015 - Dec 31, 2015

All Sessions
100.00%

Explorer

Pageviews

	Page	Pageviews	Pageviews	Contribution to total: Pageviews
		30,335 % of Total: 100.00% (30,335)	**30,335** % of Total: 100.00% (30,335)	
1.	/	**7,681**	25.32%	
2.	/search.asp	**6,716**	22.14%	
3.	/results.asp?t=2	**5,984**	19.73%	
4.	/NewPubs.asp	**710**	2.34%	
5.	/default.asp	**598**	1.97%	
6.	/AllPubs.asp	**465**	1.53%	
7.	/maestro-contacts.asp	**274**	0.90%	
8.	/contractorcontact.asp	**251**	0.83%	
9.	/toolkitEE.asp	**250**	0.82%	
10.	/pub_form.asp?action=addsub	**229**	0.75%	

Rows 1 - 10 of 1570

Google Analytics
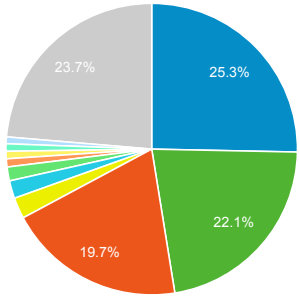
Figure 3B

Pages

Apr 1, 2015 - Dec 31, 2015

All Sessions
100.00%

Explorer

● Pageviews
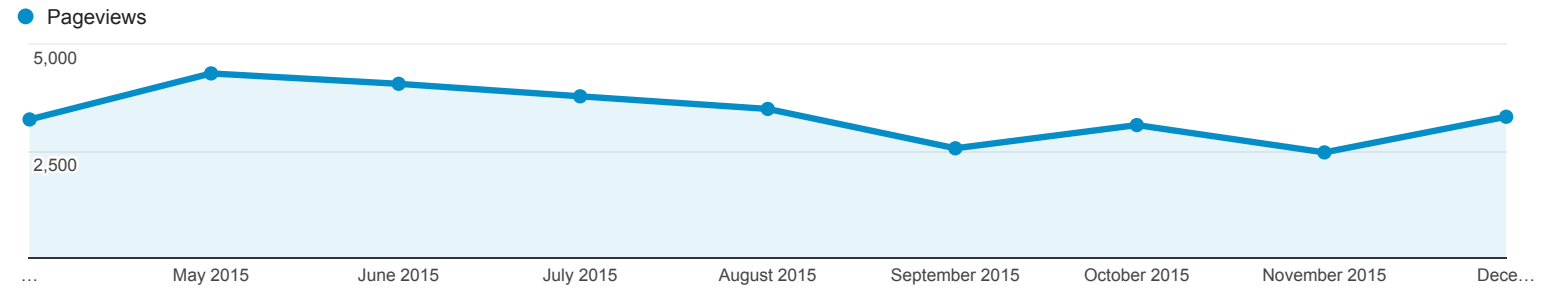
	Page	Pageviews ▾		Pageviews		Contribution to total:	Pageviews ▾
		30,335 % of Total: 100.00% (30,335)		**30,335** % of Total: 100.00% (30,335)			
11.	■ /Admin.asp	**199**		0.66%			
12.	■ /admin2.asp	**186**		0.61%			
13.	■ /allpubs.asp	**136**		0.45%			
14.	■ /?from=http://www.traffic2cash.xyz/	**133**		0.44%			
15.	■ /admin.asp	**133**		0.44%			
16.	■ /sub_list.asp	**114**		0.38%			
17.	■ /toolkitDR.asp	**78**		0.26%			
18.	■ /admin.asp?sSend=true	**77**		0.25%			
19.	■ /calmac-ids.asp	**77**		0.25%			
20.	■ /list.asp	**74**		0.24%			

Rows 11 - 20 of 1570

Google Analytics
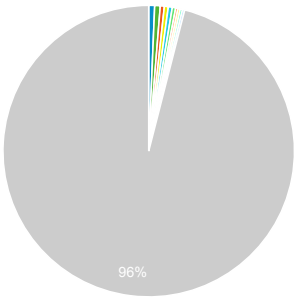
Figure 4

Behavior Flow

Apr 1, 2015 - Dec 31, 2015

All Sessions
100.00%

Landing Page	Starting pages	1st Interaction	2nd Interaction	3rd Interaction
	10K sessions, 6.3K drop-offs	3.9K sessions, 680 drop-offs	3.2K sessions, 831 drop-offs	2.4K sessions, 815 drop-offs

/
6.8K

/
7.1K

/search.asp
1.8K

/results.asp
1.7K

/search.asp
740

/warn_dload.asp
738

/search.asp
1.2K

/search.asp
1.2K

/results.asp
764

/search.asp
562

/results.asp
485

/AllPubs.asp
306

/allpubs.asp
419

/newpubs.asp
372

/warn_dload.asp
355

/newpubs.asp
46

/results.asp?t=2
255

/results.asp
256

/default.asp
152

/allpubs.asp
79

/default.asp
44

/maestro-contacts.asp
167

/maestro-contacts.asp
167

/warn_dload.asp
123

/
72

(84 more pages)
306

...
1.5K

(>100 more pages)
1K

(96 more pages)
645

(>100 more pages)
450

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