



# Tracking Web Portal Usage

August 2009 to August 2011

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💧 Tool = Google Analytics



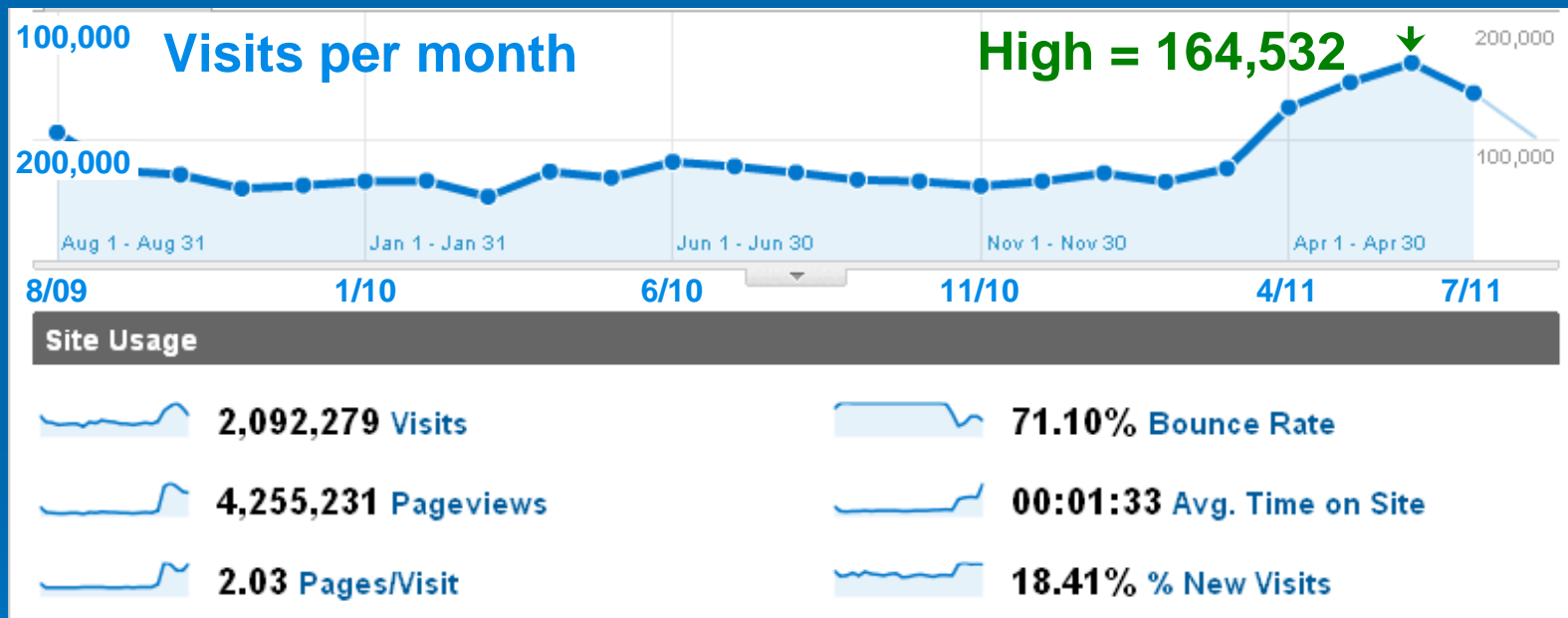
💧 Portal home pages tracked since 8/26/09

💧 All pages tracked beginning 3/18/11

# Tracking Portal Usage

August 2009 to August 2011

## 💧 Water Boards Website (for comparison)



	Waterkeepers	Heal the Bay
💧 Pages/Visit	2.70	2.70
💧 Avg. Time on Site	00:02:35	00:03:03

# Tracking Portal Usage

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## 💧 Key Portal Release Dates



# Total Portal Home Page Views

August 2009 to August 2011

Home Page	Views	Avg.Time
💧 My Water Quality	29,499	0:01:14
💧 Safe to Swim	19,652	0:00:30
💧 Aquatic Ecosystem Health	9,560	0:00:23
💧 Safe to Eat Fish & Shellfish	7,101	0:00:39
💧 Monitoring Council	2,686	0:01:36

# New vs. Returning Visitors

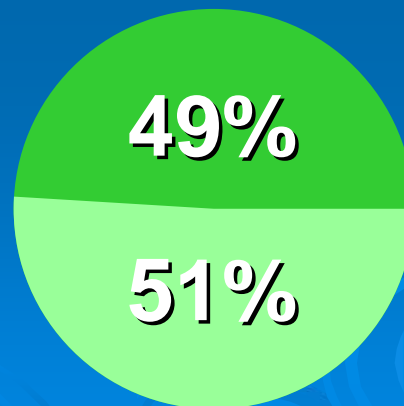
August 2009 to August 2011

## % New visits per month



💧 Returning Visitors

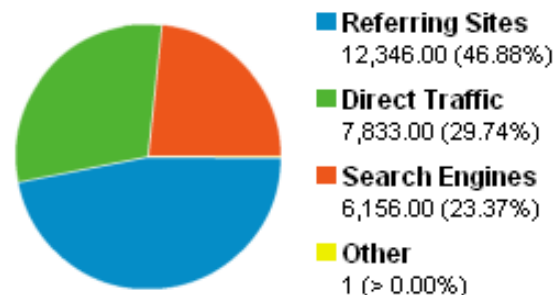
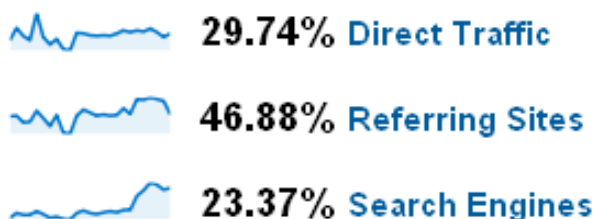
💧 New Visitors



# How People Find the Site

## August 2009 to August 2011

All traffic sources sent a total of 26,336 visits



### Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))	7,833	29.74%
swrcb.ca.gov (referral)	4,895	18.59%
google (organic)	3,761	14.28%
search (organic)	1,625	6.17%
calepa.ca.gov (referral)	1,306	4.96%

Keywords	Visits	% visits
my water quality	434	7.05%
california water quality standards	116	1.88%
california water quality monitoring	105	1.71%
water quality	105	1.71%
swamp	99	1.61%

# Top 16 Referring Sites

August 2009 to August 2011

Referring Site	Visits	Pages/Visit	Avg.Time	% New
waterboards.ca.gov	4,895	3.00	0:01:36	56.30%
calepa.ca.gov	1,306	2.52	0:01:24	67.53%
waterboards intranet	502	4.88	0:03:09	2.99%
maps.waterboards.ca.gov	501	5.53	0:03:48	23.75%
water.ca.gov	448	2.74	0:01:40	75.89%
waterboards intranet	502	4.88	0:03:09	2.99%
ceden.org	335	3.57	0:02:17	22.98%
waterboards Lyris listserv	333	4.16	0:02:46	3.30%
santacruzsentinel.com	305	6.73	0:01:38	85.57%
sfei.org	264	4.18	0:02:11	55.30%
californiawetlands.net	211	2.05	0:01:51	58.77%
epa.gov	196	3.43	0:01:55	75.51%
ca.gov	189	2.78	0:02:24	56.08%
sccounty01.co.santa-cruz.ca.us	145	4.44	0:01:48	89.66%
cacoastkeeper.org	116	3.69	0:02:16	54.31%
democrats.assembly.ca.gov	115	1.37	0:00:15	33.91%

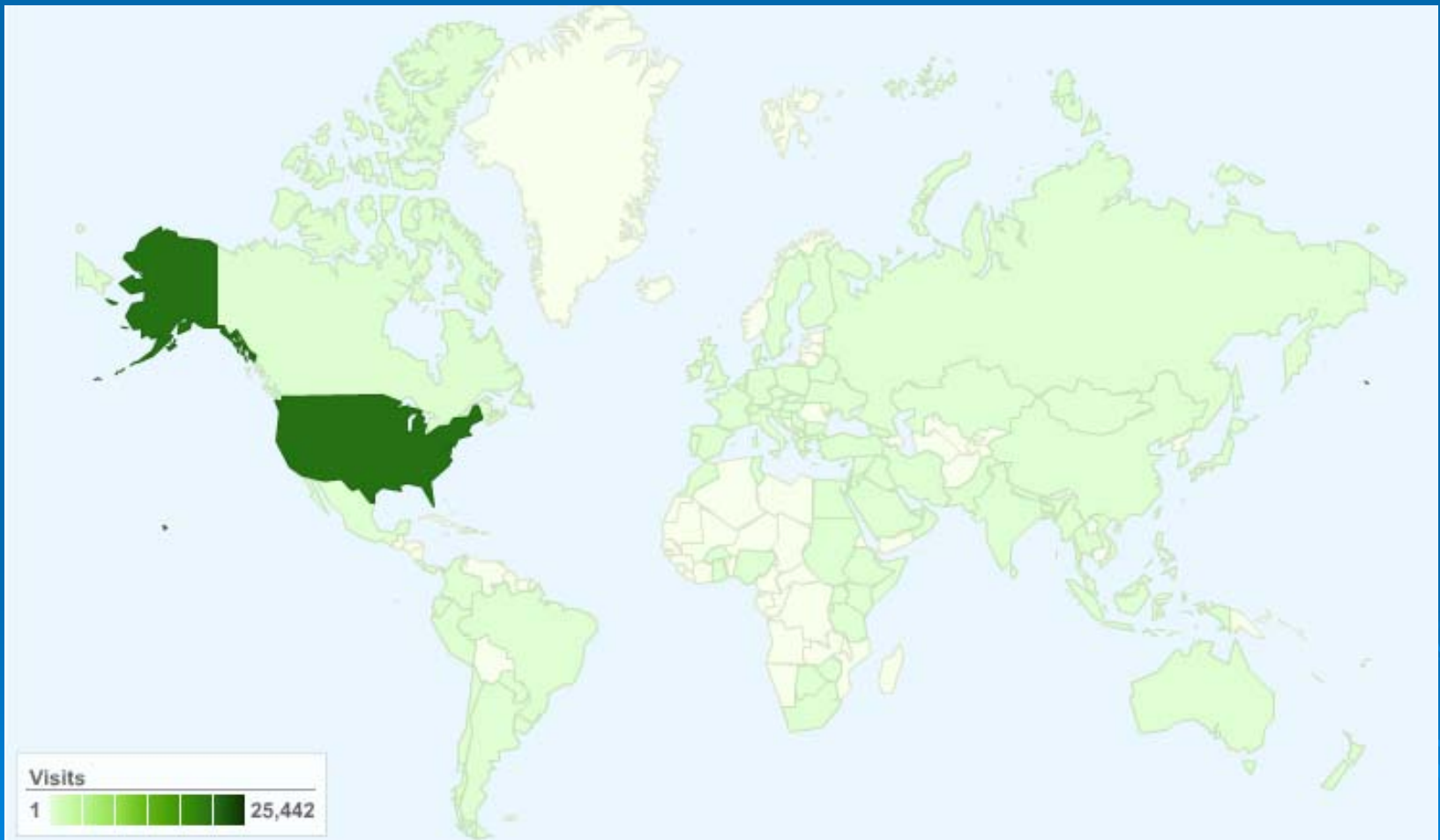


# Google Search Results in Top 10

August 2011

Search Phrase	Rank
💧 my water quality	1 <sup>st</sup> & 6 <sup>th</sup>
💧 California water quality	4 <sup>th</sup>
💧 California water monitoring	2 <sup>nd</sup>
💧 California water quality monitoring	1 <sup>st</sup> , 3 <sup>rd</sup> & 5 <sup>th</sup>
💧 California water quality data	7 <sup>th</sup>
💧 monitoring council	2 <sup>nd</sup>
💧 California wetland health	5 <sup>th</sup>
💧 California wetlands	4 <sup>th</sup> & 5 <sup>th</sup>
💧 safe eat fish California	1 <sup>st</sup>
💧 eat fish safe California	3 <sup>rd</sup>
💧 safe swim California	2 <sup>nd</sup>
💧 safe to swim	2 <sup>nd</sup>

# Site Visits from 101 Countries

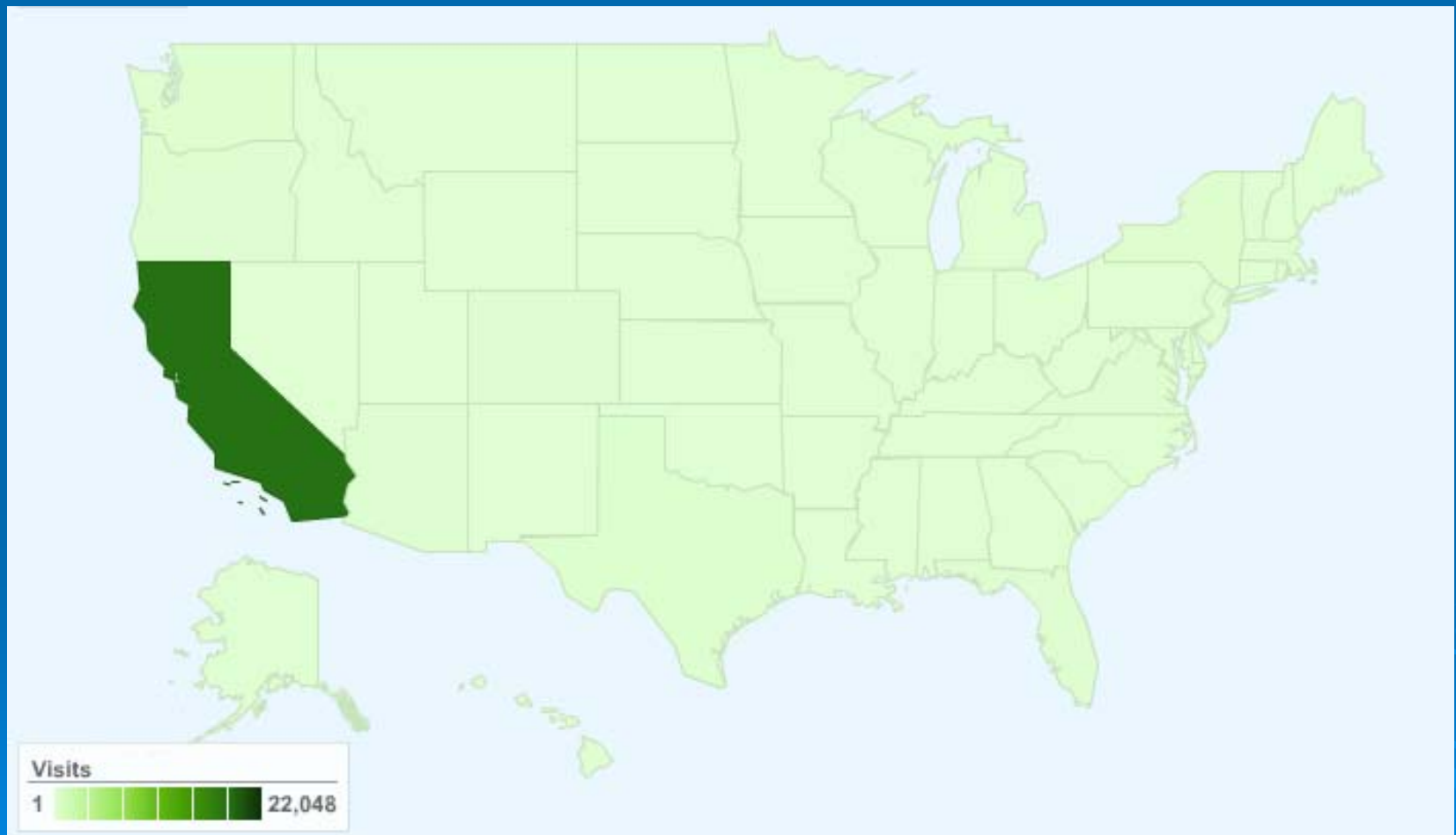


# Site Visits from Top 12 Countries

August 2009 to August 2011

<b>Country</b>	<b>Visits</b>	<b>Pages/Visit</b>	<b>Avg.Time</b>	<b>% New</b>
United States	25,442	3.39	0:01:56	49.95%
Canada	209	2.78	0:01:53	66.99%
United Kingdom	50	2.44	0:00:41	94.00%
Australia	37	2.97	0:01:55	89.19%
India	35	2.09	0:01:20	97.14%
South Africa	31	1.65	0:01:09	93.55%
Spain	28	2.71	0:00:36	75.00%
Mexico	27	2.96	0:01:39	85.19%
Germany	25	2.80	0:01:10	92.00%
Japan	25	2.92	0:02:13	88.00%
China	23	2.65	0:02:12	86.96%
South Korea	22	2.50	0:01:13	86.36%

# Site Visits from All 50 States



# Site Visits from Top 12 States

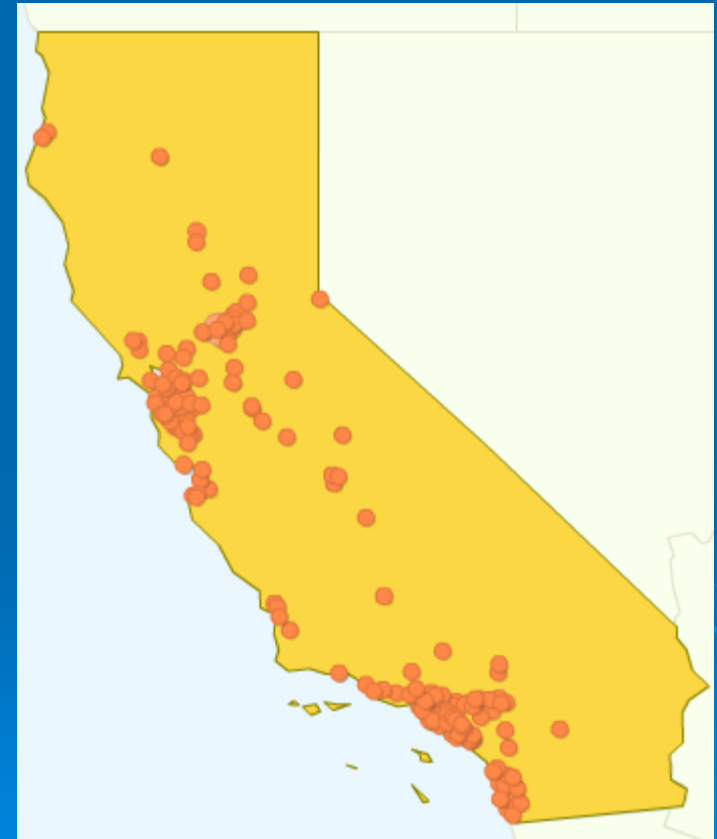
August 2009 to August 2011

<b>State/Territory</b>	<b>Visits</b>	<b>Pages/Visit</b>	<b>Avg.Time</b>	<b>% New</b>
California	22,048	3.5	0:01:59	47.31%
Texas	267	2.51	0:01:06	69.29%
New York	249	2.56	0:01:28	63.86%
Washington	203	2.69	0:01:19	59.61%
Oregon	191	3.05	0:01:38	58.64%
Virginia	161	2.93	0:02:15	68.94%
District of Columbia	154	3.05	0:01:59	52.60%
Colorado	146	2.46	0:01:11	62.33%
Maryland	145	2.19	0:00:40	75.86%
Arizona	137	2.63	0:01:20	65.69%
Massachusetts	128	2.72	0:01:12	56.25%
Florida	128	2.88	0:02:03	79.69%

# Site Visits from California Cities

August 2009 to August 2011

Top 12 Cities	Visits	Pages/Visit
Sacramento	6,598	4.16
Los Angeles	1,248	2.96
San Francisco	1,048	3.07
San Diego	670	3.14
Oakland	638	3.66
San Jose	293	2.95
San Francisco	293	5.22
Fresno	249	2.53
Los Angeles	233	3.96
San Luis Obispo	215	3.81
Carmichael	205	2.73
Santa Cruz	176	3.1



# Site Visits from Top 18 Providers

August 2009 to August 2011

Provider	Visits	Pages/Visit	Avg.Time	% New
teale data center	4,812	4.59	0:02:55	10.20%
road runner holdco llc (Time Warner Cable)	1,115	3.09	0:01:33	75.25%
at&t internet services	967	3.14	0:01:36	64.63%
comcast cable communications inc.	921	3.29	0:01:55	73.83%
verizon online llc	524	2.70	0:01:32	58.97%
cox communications (Cox Cable)	511	3.43	0:02:23	64.97%
charter communications	462	3.35	0:01:54	64.94%
unwired	376	3.69	0:02:24	19.15%
verizon internet services inc.	358	2.94	0:01:13	74.58%
california department of water resources	348	3.09	0:02:06	42.24%
cox communications inc.	289	3.47	0:01:43	70.59%
comcast cable communications	251	3.24	0:01:41	72.91%
sonic.net inc.	241	3.2	0:01:34	45.64%
tw telecom holdings inc.	240	2.56	0:01:14	43.33%
comcast cable communications ip services	237	3.34	0:02:06	73.42%
u.s. environmental protection agency	228	4.53	0:02:39	28.07%
cellco partnership dba verizon wireless	213	2.90	0:02:12	75.12%
department of transportation	209	2.72	0:01:34	35.41%