

ATA 2014 Website Usage and Visitor Metrics
 Derived from Google Analytics
 Report Date: January 2015

Overall Increase 2014 v. 2013

Website sessions on the ATA website, www.thyroid.org, increased by about 50% in 2014 over 2013, resulting in 3 million+ sessions and over 5 million page views in 2014.

Most Frequently Visited Pages in 2014

Rank	Webpage	% Total Page views	Avg. Time on Page	Bounce Rate
1	/iodine-deficiency/	7%	4:39 min	88.50%
2	/thyroid.org (homepage)	7%	1:10 min	34.75%
3	/blood-test-for-thyroid/	4%	4:55 min	89.92%
4	/what-is-a-goiter/	4%	4:42 min	86.94%
5	/weight-loss-and-thyroid/	3.5%	4:49 min	92.14%
6	/what-is-hypothyroidism/	3%	4:46 min	89.54%
7	/what-are-thyroid-nodules/	3%	5:49 min	85.24%
8	/hipotiroidismo/	2.5%	6:08 min	90.89%
9	/what-is-thyroiditis/	2.5%	5:39 min	89.86%
10	/patient-thyroid-information/endocrinology-thyroid-doctor/	2%	2:59 min	73.25%

New v. Return Visitors

In 2014, google web traffic reports inform us that 80% of site visitors were identified as 'new' visitors while 20% were identified as 'return' visitors. It is always a prudent goal to balance new and return traffic and efforts will continue to provide interactive and informative content to compel repeat visits to the site.

Time Spent

In 2014, the average time spent on a page by viewers in a session was a more than 2 minutes, which, is good and can be considered above average. On the other hand, the bounce rate (percentage of visitors who arrive on the website and leave without visiting a second page) was 80%. While this is a bit high, as we can see from the average length of time reflected above for our most frequented pages, this suggests that visitors often find what they are looking for on the website, consume it and leave the site after reading the page of content which was of interest. Additionally, ATA members who enter the thyroid.org site with the goal of accessing our publications and member content will promptly navigate to the members' only page (leaving the thyroid.org site) which impacts the bounce factor. Ongoing efforts to engage and implement interactive content to encourage page visits beyond the landing page of a session will help improve the overall bounce rate.

Social Referrals

We have seen an increase in sessions and landing page metrics from social media sites over the past year. As might be expected, the top two social media referral sites were Facebook sending over 73% and Twitter which accounted for 11%. Other sites such as Blogger, reddit, Yahoo!Answers, and Linked in were also origins of referrals. The top three pages referred to most often from social media sites were:

1. The ATA homepage – www.thyroid.org (7%)
2. Clinical Thyroid for Patients – Volume 7, Issue 9 (6%)
3. Iodine Deficiency Patient Brochure Information (5%)

Geographic Reach

In 2014, the thyroid.org website had visitors from over 200 countries search for professional and patient information on thyroid diseases, events, support, and updates. English and Spanish continue to be the most common languages used to search the website. The top ten country searches in 2014 were:

1. United States (58%)
2. India (5%)
3. Canada (5%)
4. United Kingdom (4%)
5. Spain (4%)
6. Australia (3%)
7. Mexico (3%)
8. Argentina (2%)
9. Columbia (1.5%)
10. Chile (1%)

Browser Usage

The top 5 internet browsers for 2014 were:

1. Safari (31%)
2. Chrome (30%)
3. Internet Explorer (19%)
4. Firefox (9%)
5. Android Browser (8%)

Device Usage

Devices used to access the thyroid.org site in 2014 ranked as follows:

1. Desktop - 52% of sessions; 2 pages on average viewed per session; 1 ½ minute average time per session.
2. Mobile - 35% of sessions; 1.3 pages on average viewed per session; 1 minute average time per session.
3. Tablet - Mobile - 14% of sessions; 1.5 pages on average viewed per session; 1 ½ minute average time per session.