

iSGTW Q4 2014 stats report

Headline figures

Page views:

43,788 (-1.02%)

Visits :

30,105 (-1.39%)

Unique visitors:

25,727 (-1.19%)

Percentage new visits:

82.65% (0.64%)

Ave. pages per visit:

1.45 (0.38%)

Ave. visit duration:

01:11 (2.42%)

Bounce rate:

74.42% (-0.36%)

Comments:

- Traffic essentially flat.
- Traffic quite high until mid-December. Drops off quite significantly after this point, presumably due to holiday period.

Top stories

1. Transatlantic network extends 100-gigabit connectivity between US and Europe
2. Volunteer computing: 10 years of supporting CERN through LHC@home
3. Sharing research data for the benefit of all society
4. Dentistry in the cloud: Molding electronic health records to research and education
5. Brown Dog software sniffs out and transforms inaccessible data

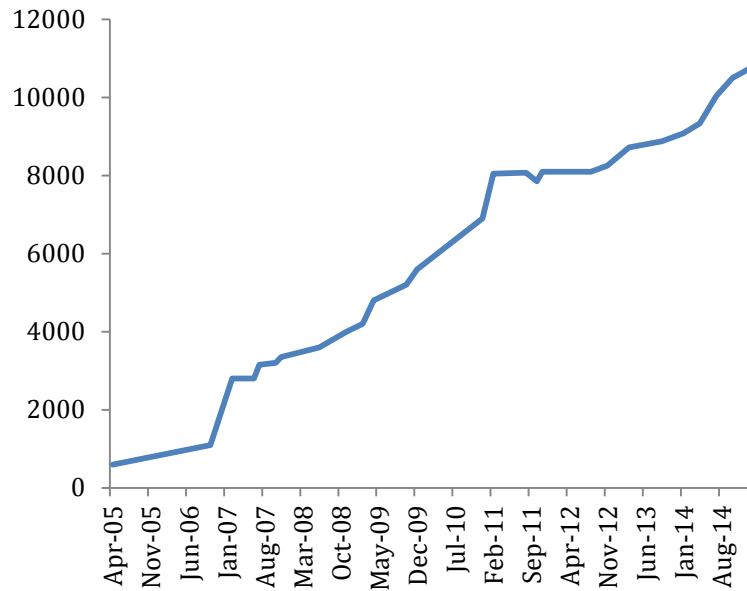
Comments: No particular standout articles this quarter; traffic spread across a large number of articles.

Subscribers:

10,729 (+233)

Comments:

Growth continues.

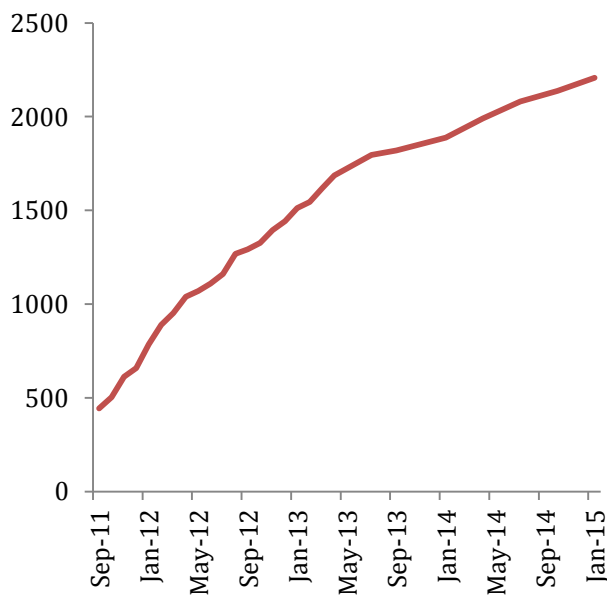


Twitter

2137 followers (+71)

Comments:

Very good increase, particularly given publishing break over the holiday period.

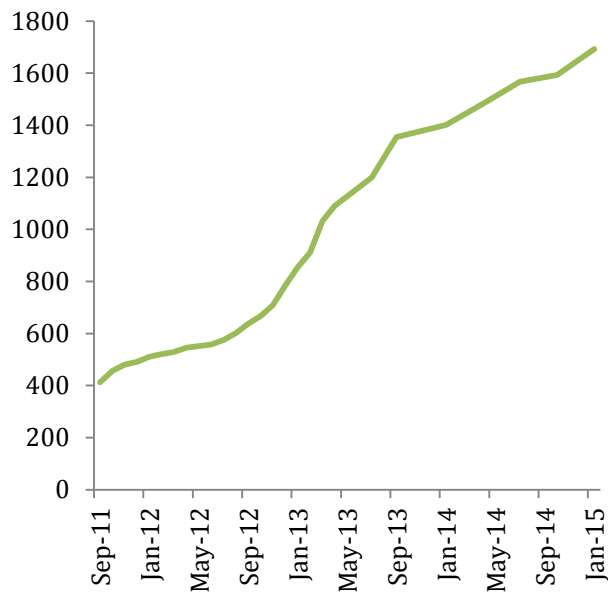


Facebook

1693 page 'likes' (+100)

Comments:

Again, very strong increase.



Klout

50 (No change)

Comments: More time still needs to be dedicated to social media. Need to ensure growth in followers translates to more page views on the site.