

# iSGTW Q1 2015 stats report

## Headline figures

**Page views:**

42,454 (0.09%)

**Visits :**

29,680 (1.77%)

**Unique visitors:**

24,851 (-0.52%)

**Percentage new visits:**

81.44% (-1.64%)

**Ave. pages per visit:**

1.43 (-1.64%)

**Ave. visit duration:**

01:09 (-1.72%)

**Bounce rate:**

75.32% (-1.03%)

**Comments:**

- Traffic essentially flat for second consecutive quarter.

## Top stories

1. Supercomputers expose the telltale signs of human traffickers
2. Developing cutting-edge ICT systems through public-private partnership
3. Exploring the universe with supercomputing
4. Why aren't there more women in HPC?
5. Working to make exascale supercomputing a reality

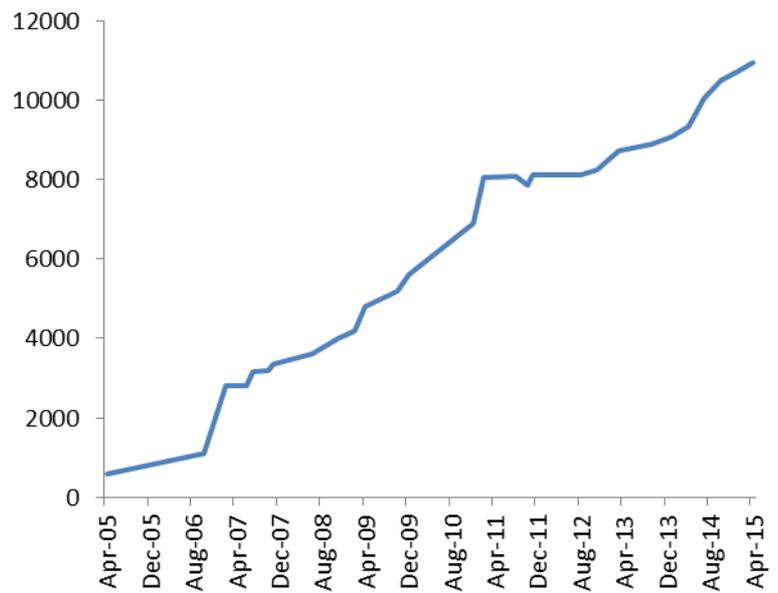
**Comments:** Traffic reasonably well spread across articles this quarter. However, the top two articles were particularly popular.

## Subscribers:

10,954 (+225)

### **Comments:**

Solid growth continues.

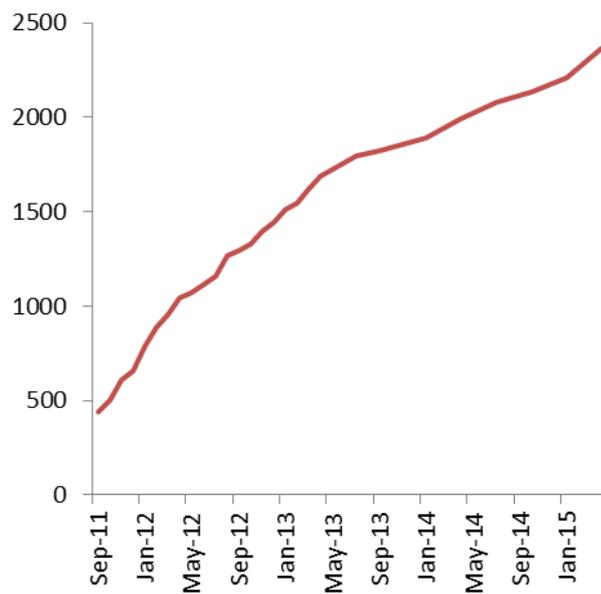


## Twitter

2,363 followers (+155)

### **Comments:**

Significant increase in effort dedicated to social media channels since start of year. This has driven a large increase in the number of followers on Twitter (over double the rate of increase achieved in previous quarter). Engagement with tweets also seems to have improved.

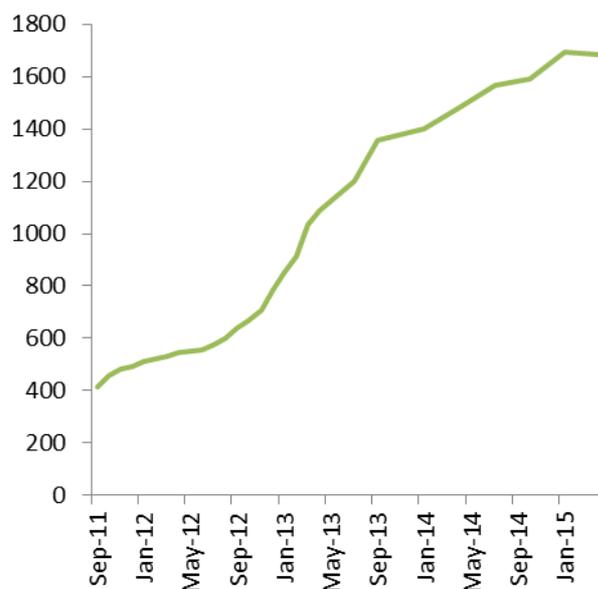


## Facebook

1685 page 'likes' (-8)

### **Comments:**

Unfortunately, strategy of increasing number of posts has not been successful on Facebook. It may be the case that casual 'followers' are annoyed by number of posts appearing on their news feeds. As such, propose limiting ourselves to a maximum of just two shares on Facebook per day.



## Klout

56 (+6).

**Comments:** This is a very big improvement and represents our joint-highest score.