



The University of Manchester

School of Arts, Languages and Cultures

Google Analytics Report

March 2013

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1. Summary

- The University of Manchester utilises a Google Search Appliance (GSA) to continually monitor website usage
- The GSA allows for individual accounts to be created to monitor usage on localized (Faculty and School) websites
- The School of Arts, Languages and Cultures analytics account was activated on September 4 2012

For the purposes of this report, the following metrics apply to the period **1 – 31 March 2013**.

1.1 Visitor overview

Between 1-31 March 2013, the School of Arts, Languages and Cultures received the following number of visitors:

Visits	27,039
Unique visitors	18,011
Page views	124,357
Page visits	4.60
Average visit duration	00:03:26
Bounce rate	41.24%
New visits	27.37%

Definitions

Visits: The number of visits to the website.

Unique visitors: The number of unduplicated (counted only once) visitors to the website over the course of the specified time period.

Page views: The total number of pages viewed. Repeated views of a single page are counted.

Page visits: The average number of pages viewed during a visit to your site. Repeated views of a single page are counted.

Average visit duration: The average time duration of a session.

Bounce rate: The percentage of single-page visits (i.e. visits in which the person left the website from the entrance page).

New visits: An estimate of the percentage of first time visits

1.2 Top 10 most popular pages / sections

Between 1 and 31 March 2013, the top 10 pages / sections were:

Page / section	Visits
SALC homepage	8,749
Subject landing page	4,583
Manchester International Summer School	4,447
Music landing page	2,936
Our people landing page	2,769
Our people {Academic staff} page	2,739
About us	1,997
History landing page	1,854
Graduate school landing page	1,675
Linguistics and English Language landing page	1,603

1.3 Visitors by top-level tab

Between 1 and 31 March 2013, the top 10 subject areas were:

Subject area	Page views	% of Total views
Subjects	69,044	55.52%
About us	13,968	11.23%
Our people	6,198	4.98%
Fees and funding	5,523	4.44%
How to apply	4,730	3.80%
Graduate school	3,676	2.96%
Our research	2,809	2.26%
623	623	0.05%

1.4 Visitors by subject area

Between 1 and 31 March 2013, the most popular subject areas were:

Subject area	Page views
Linguistics and English Language	8,003
Music	6,921
History	6,406
English, American Studies and Creative Writing	6,224
Translation and Intercultural Studies	4,388
Religions and Theology	3,974
Art History and Visual Studies	3,726
Middle Eastern Studies	3,596
Classics and Ancient History	3,447
Drama	3,246
Archaeology	2,649
East Asian Studies	2,037
Spanish, Portuguese and Latin American Studies	1,825
French Studies	1,759
Italian Studies	1,576
German Studies	1,436
Russian and East European Studies	1,406

1.5 Visitors by behaviour

Between 1 and 31 March 2013, the following behaviour was observed:

Visitor type	Visits
New visitor	15,527
Returning visitor	11,512

1.6 Visitors by browser

Between 1 and 31 March 2013, the top 10 internet browsers used to access the website were:

Browser	Visits
Chrome	8,048
Internet Explorer	6,868
Safari	5,906
Firefox	5,396
Android browser	395
Opera	172
Safari (in-app)	122
Opera mini	54
Mozilla Compatible Agent	32
IE with Chrome frame	18

1.7 Visitors by mobile device

Between 1 and 31 March 2013, 2,558 people used a mobile device to access the website. The top 10 devices used were:

Mobile device	Visits
Apple iPad	1,091
Apple iPhone	802
(Unidentified device)	114
Samsung GT-I9300 Galaxy S3	63
Apple iPod	59
Samsung GT-I9100 Galaxy S II	31
Google Nexus 7	17
Samsung GT-S5830i Galaxy Ace	14
Samsung GT-N7000 Galaxy Note	12
Samsung GT-P3110 Galaxy Tab 2 7.0	12

1.8 Visitors by geographic location

Between 1 and 31 March 2013, the top 10 geographic website access points were:

Location	Visits
United Kingdom	16,687
China	1,908
United States	1,030
Spain	417
Italy	416
Germany	398
(Unidentified country)	366
Hong Kong	322
France	268
Greece	248

2. Subject area metrics

2.1 Archaeology

Between 1 and 31 March 2013, the top 10 Archaeology pages were:

Page	Visits
Archaeology landing page	1,110
Our people	396
Course list (Undergraduate)	129
Undergraduate	114
Postgraduate taught	63
(Course) Ancient History and Archaeology [BA]	47
(Course) Archaeology [BA]	46
Archaeology research	43
Postgraduate research	42
Events and seminars	40

2.2 Art History and Visual Studies

Between 1 and 31 March 2013, the top 10 Art History and Visual Studies pages were:

Page	Visits
AHVS landing page	1,072
Our people	626
Events and seminars	151
Undergraduate	150
(Course list) Undergraduate	122
(Course list) Postgraduate research	105
(Course list) Postgraduate taught	103
(Course) History of Art [BA]	93
Postgraduate taught	91
Postgraduate research	88

2.3 Classics and Ancient History

Between 1 and 31 March 2013, the top 10 Classics and Ancient History pages were:

Page	Visits
CLAH landing page	1,278
Our people	531
Undergraduate	154
Events and seminars	152
(Course list) Undergraduate	150
Seminars	89
Facilities and resources	72
(Course) Ancient History [BA]	70
Resources	55
(Course) Ancient History [BA] {Tab 2}	55

2.4 Drama

Between 1 and 31 March 2013, the top 10 Drama pages were:

Page	Visits
Drama landing page	979
Our people	359
(Course list) Undergraduate	235
Undergraduate	182
(Course) Drama [BA]	126
Postgraduate taught	97
(Course list) Postgraduate taught	89
(Course list) Postgraduate research	83
(Course) Drama [BA] {Tab 3}	56
Drama research	52

2.5 East Asian Studies

Between 1 and 31 March 2013, the top 10 East Asian Studies pages were:

Page	Visits
East Asian Studies landing page	423
Our people	337
Undergraduate	87
(Course list) Undergraduate	81
(Course list) Postgraduate research	47
(Course) Japanese studies	46
Postgraduate research	31
(Course list) Postgraduate taught	31
Current PhD students	30
Events and seminars	29

2.6 English, American Studies and Creative Writing

Between 1 and 31 March 2013, the top 10 English, American Studies and Creative Writing pages were:

Page	Visits
EASCW landing page	1,289
Our people	1,071
(Course list) Undergraduate	204
(Course list) Postgraduate research	201
Undergraduate	160
Postgraduate taught	138
Extracts (Hidden page)	136
(Course) English Literature [BA]	115
(Course list) Postgraduate research	94
Postgraduate research	68

2.7 French Studies

Between 1 and 31 March 2013, the top 10 French Studies pages were:

Page	Visits
French studies landing page	395
Our people	306
(Course list) Undergraduate	103
Undergraduate	85
(Course) French studies	34
(Course) Translation and Interpreting Studies [MA]	25
(Course) Intercultural Communication [MA]	24
Current PhD Students	20
Postgraduate research	19
Postgraduate taught	19

2.8 German Studies

Between 1 and 31 March 2013, the top 10 History pages were:

Page	Visits
German studies landing page	385
Our people	303
(Course list) Undergraduate	74
Undergraduate	52
Events	24
(Course) German studies	24
Postgraduate taught	22
(Course list) Postgraduate research	19
(Course list) Postgraduate taught	19
Postgraduate research	18

2.9 History

Between 1 and 31 March 2013, the top 10 History pages were:

Page	Visits
History landing page	1,806
Our people	672
Undergraduate	277
(Course list) Undergraduate	236
Postgraduate taught	212
History research	185
(Course list) Postgraduate taught	184
(Course) History [MA]	152
(Course) History [BA]	150
Events and seminars	145

2.10 Italian Studies

Between 1 and 31 March 2013, the top 10 Italian Studies pages were:

Page	Visits
Italian studies landing page	311
Our people	194
(Course) Translation and Intercultural Studies PhD	53
(Course list) Undergraduate	53
Undergraduate	40
Facilities and resources - PLIDA	39
Postgraduate research	39
(Course list) Postgraduate research	31
Current PhD students	26
Events	25

2.11 Linguistics and English Language

Between 1 and 31 March 2013, the top 10 Linguistics and English Language pages were:

Page	Visits
LEL landing page	1,554
Our people	859
Archer project	395
(Course list) Postgraduate taught	247
Postgraduate taught	189
(Course list) Undergraduate	158
Archer project – Documentation page	140
Undergraduate	140
(Course list) Postgraduate research	129
LEL Research	125

2.12 Middle Eastern Studies

Between 1 and 31 March 2013, the top 10 Middle Eastern Studies pages were:

Page	Visits
Middle Eastern studies landing page	748
Our people	409
(Course list) Undergraduate	154
Events – 2011 Egyptian Revolution	147
(Course list) Postgraduate taught	91
Undergraduate	91
Postgraduate taught	88
(Course list) Postgraduate research	86
Postgraduate research	82
Events	67

2.13 Music

Between 1 and 31 March 2013, the top 10 Music pages were:

Page	Visits
Music landing page	2,724
Our people	411
Undergraduate	324
(Course list) Undergraduate	176
Concerts and events	164
What's on	158
(Course list) Music [MusB]	141
(Course list) Music [MusB] – {Tab 2}	131
About us	121
What we do	107

2.14 Religions and Theology

Between 1 and 31 March 2013, the top 10 Religions and Theology pages were:

Page	Visits
Religions and Theology landing page	1,168
Our people	544
(Course list) Undergraduate study	176
Undergraduate	147
(Course list) Postgraduate taught	131
Postgraduate taught	100
(Course) Study of Religion and Theology	93
Postgraduate research	88
(Course list) Postgraduate research	87
(Course) Religions and Theology PhD	86

2.15 Russian and East European Studies

Between 1 and 31 March 2013, the top 10 Russian and East European Studies pages were:

Page	Visits
REES landing page	365
Our people	232
(Course list) Undergraduate	59
Postgraduate research	38
Undergraduate	37
(Course list) Postgraduate taught	33
Conferences	32
(Course list) Postgraduate research	29
Current PhD students	28
Postgraduate taught	28

2.16 Spanish, Portuguese and Latin American Studies

Between 1 and 31 March 2013, the top 10 SPLAS pages were:

Page	Visits
SPLAS	392
Our people	388
(Course list) Undergraduate	65
Undergraduate	55
Postgraduate taught	53
(Course list) Postgraduate research	40
(Course list) Postgraduate taught	35
Postgraduate research	31
SPLAS research	27
Events	24

2.17 Translation and Intercultural Studies

Between 1 and 31 March 2013, the top 10 Translation and Intercultural Studies pages were:

Page	Visits
TIS landing page	1,007
Our people	391
(Course) Translating and Interpreting Studies [MA]	296
(Course list) Postgraduate taught	263
Postgraduate research	196
(Course) Translating and Interpreting Studies [MA] – {Tab 2}	156
Postgraduate taught	133
(Course) Conference Interpreting [MA]	120
(Course) Translating and Interpreting Studies [MA] – {Tab 3}	114
(Course) Translating and Interpreting Studies [MA] – {Tab 5}	110