



The University of Manchester

School of Arts, Languages and Cultures

Google Analytics Report

September 2012 – February 2013

Table of contents

1.	Summary	3
1.1	Visitor overview	3
1.2	Top 10 most popular pages / sections	4
1.3	Visitors by top-level tab	4
1.4	Visitors by subject area	5
1.5	Visitors by behaviour.....	5
1.6	Visitors by browser.....	6
1.7	Visitors by mobile device	7
1.8	Visitors by geographic location	8
2.	Subject area metrics	9
2.1	Archaeology	9
2.2	Art History and Visual Studies	10
2.3	Classics and Ancient History.....	10
2.4	Drama.....	11
2.5	East Asian Studies	12
2.6	English, American Studies and Creative Writing	12
2.7	French Studies.....	13
2.8	German Studies.....	13
2.9	History	14
2.10	Italian Studies.....	14
2.11	Linguistics and English Language	15
2.12	Middle Eastern Studies	15
2.13	Music.....	16
2.14	Religions and Theology	16
2.15	Russian and East European Studies.....	17
2.16	Spanish, Portuguese and Latin American Studies	17
2.17	Translation and Intercultural Studies	18

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 **4 September 2012 – 20 February 2013**.

1.1 Visitor overview

Between 4 September 2012 and 20 February 2013, the School of Arts, Languages and Cultures received the following number of visitors:

Visits	138,965
Unique visitors	81,521
Page views	686,003
Page visits	4.94
Average visit duration	00:03:19
Bounce rate	38.68%
New visits	58.65%

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 4 September 2012 and 20 February 2013, the top 10 pages / sections were:

Page / section	Visits
SALC homepage	58,059
Subject landing page	37,290
Our people landing page	18,979
Music landing page	15,231
Graduate school landing page	12,646
English, American Studies and Creative Writing landing page	12,326
How to apply landing page	12,207
History landing page	11,572
About us landing page	10,199
Fees and funding landing page	9,906

1.3 Visitors by top-level tab

Between 4 September 2012 and 20 February 2013, the top 10 subject areas were:

Subject area	Page views	% of Total views
Subjects	406,965	59.32%
About us	32,486	4.74%
How to apply	32,331	4.71%
Our people	30,395	4.43%
Graduate school	28,360	4.13%
Fees and funding	24,972	3.64%
Our research	16,454	2.40%
Alumni	4,209	0.61%

1.4 Visitors by subject area

Between 4 September 2012 and 20 February 2013, the most popular subject areas were:

Subject area	Page views
English, American Studies and Creative Writing	45,345
History	39,149
Music	35,653
Linguistics and English Language	33,952
Translation and Intercultural Studies	26,659
Religions and Theology	22,664
Middle Eastern Studies	22,212
Art History and Visual Studies	21,996
Classics and Ancient History	19,549
Drama	18,074
Archaeology	17,229
East Asian Studies	11,678
Spanish, Portuguese and Latin American Studies	10,898
French Studies	10,491
Russian and East European Studies	9,284
Italian Studies	8,445
German Studies	7,894

1.5 Visitors by behaviour

Between 4 September 2012 and 20 February 2013, the following behaviour was observed:

Visitor type	Visits	Visit %
New visitor	81,589	58.71%
Returning visitor	57,376	41.29%

1.6 Visitors by browser

Between 4 September 2012 and 20 February 2013, the top 10 internet browsers used to access the website were:

Browser	Visits	Visit %
Internet explorer	38,038	27.37%
Chrome	37,438	26.94%
Safari	30,352	21.84%
Firefox	28,815	20.74%
Android browser	1,846	1.33%
Opera	1,120	0.81%
Safari (in-app)	485	0.35%
Mozilla compatible agent	289	0.21%
Opera mini	273	0.20%
IE with Chrome frame	138	0.10%

1.7 Visitors by mobile device

Between 4 September 2012 and 20 February 2013, 11,756 people used a mobile device to access the website.

The top 10 devices used were:

Mobile device	Visits
Apple iPad	4,625
Apple iPhone	3,889
(Unidentified device)	559
Apple iPod	241
Samsung GT-I9100 Galaxy S II	229
Samsung GT-I9300 Galaxy S3	104
Apple iPod Touch	84
Google Nexus 7	84
SonyEricsson LT15i Xperia Arc	83
SonyEricsson LT26i Xperia Arc HD	67

1.8 Visitors by geographic location

Between 4 September 2012 and 20 February 2013, the top 10 geographic website access points were:

Location	Visits
United Kingdom	98,930
United States	6,026
China	2,520
Germany	2,150
Italy	2,011
Spain	1,892
(Unidentified country)	1,558
France	1,239
Canada	1,219
Japan	928

2. Subject area metrics

2.1 Archaeology

Between 4 September 2012 and 20 February 2013, the top 10 Archaeology pages were:

Page	Visits
Archaeology landing page	6,882
Our people	1,926
Undergraduate	1,145
Postgraduate taught	695
Course list (Undergraduate)	646
Postgraduate research	527
Archaeology research	477
Course list (Postgraduate taught)	258
(Course) Archaeology (3 Years) {BA}	242
Events and seminars	239

2.2 Art History and Visual Studies

Between 4 September 2012 and 20 February 2013, the top 10 Art History and Visual Studies pages were:

Page	Visits
Art History and Visual Studies landing page	7,485
Our people	2,728
Undergraduate	1,591
Postgraduate taught	1,159
Postgraduate research	738
Course list (Undergraduate)	594
Course list (Postgraduate research)	523
Course list (Postgraduate taught)	502
Art History and Visual Studies Research	489
(Course) History of Art (3 years) {BA}	431

2.3 Classics and Ancient History

Between 4 September 2012 and 20 February 2013, the top 10 Classics and Ancient History pages were:

Page	Visits
Classics and Ancient History landing page	7,234
Our people	2,410
Undergraduate	1,323
Seminars	682
Course list (Undergraduate)	657
Events	601
Postgraduate taught	513
Postgraduate research	476
Classics and Ancient History Research	410
Facilities and resources	351

2.4 Drama

Between 4 September 2012 and 20 February 2013, the top 10 Drama pages were:

Page	Visits
Drama landing page	5,959
Our people	1,612
Undergraduate	1,353
Course list (Undergraduate)	858
Postgraduate taught	756
Course list (Postgraduate research)	535
Postgraduate research	481
Course list (Postgraduate taught)	456
(Course) Drama (3 years) {BA}	450
Drama research	361

2.5 East Asian Studies

Between 4 September 2012 and 20 February 2013, the top 10 East Asian Studies pages were:

Page	Visits
East Asian Studies landing page	3,456
Our people	1,386
Undergraduate	778
Course list (Undergraduate)	516
Postgraduate taught	448
Postgraduate research	397
Course list (Postgraduate research)	346
East Asian Studies Research	284
Course list (Postgraduate taught)	166
Events and seminars	160

2.6 English, American Studies and Creative Writing

Between 4 September 2012 and 20 February 2013, the top 10 English, American Studies and Creative Writing pages were:

Page	Visits
EASCW landing page	12,326
Document extracts (hidden page)	5,805
Our people	3,778
Undergraduate	2,479
Postgraduate taught	1,452
Course list (Postgraduate taught)	1,392
Course list (Undergraduate)	1,337
Course list (Postgraduate research)	1,103
Postgraduate research	903
EASCW research	664

2.7 French Studies

Between 4 September 2012 and 20 February 2013, the top 10 French Studies pages were:

Page	Visits
French Studies landing page	3,026
Our people	1,565
Undergraduate	818
Course list (Undergraduate)	533
Postgraduate research	324
French Studies Research	251
Postgraduate taught	244
(Course) French Studies (4 years) {BA}	205
Events and seminars	198
Current PhD students	196

2.8 German Studies

Between 4 September 2012 and 20 February 2013, the top 10 History pages were:

Page	Visits
German studies landing page	2,825
Our people	1,177
Undergraduate	615
(Course list) Undergraduate	345
Postgraduate research	210
German Studies research	201
Events and seminars	191
Postgraduate taught	147
(Course) German Studies (4 years) {BA}	129
(Projects) GermanC	109

2.9 History

Between 4 September 2012 and 20 February 2013, the top 10 History pages were:

Page	Visits
History landing page	11,572
Our people	4,061
Undergraduate	2,870
Our people (following URL change)	2,263
Course list (Undergraduate)	1,449
Postgraduate taught	1,239
Course list (Postgraduate taught)	1,149
Postgraduate research	1,005
(Course) History (3 years) {BA}	899
Events and seminars	694

2.10 Italian Studies

Between 4 September 2012 and 20 February 2013, the top 10 Italian Studies pages were:

Page	Visits
Italian Studies landing page	2,289
Our people	1,033
Undergraduate	447
Postgraduate research	343
(Course) Translation and Intercultural Studies PhD	336
Italian Studies Research	272
Events and seminars	252
Course list (Undergraduate)	243
(Course) Translation and Intercultural Studies PhD (page 2 of Campus Solution output)	166
Current PhD students	165

2.11 Linguistics and English Language

Between 4 September 2012 and 20 February 2013, the top 10 Linguistics and English Language pages were:

Page	Visits
Linguistics and English Language landing page	9,860
Our people	3,879
Undergraduate	1,783
Course list (Postgraduate taught)	1,281
Postgraduate research	1,039
Postgraduate taught	1,000
Course list (Undergraduate)	988
Linguistics and English Language research	782
Course list (Postgraduate research)	525
(Projects) Archer	460

2.12 Middle Eastern Studies

Between 4 September 2012 and 20 February 2013, the top 10 Middle Eastern Studies pages were:

Page	Visits
Middle Eastern Studies	5,715
Our people	2,390
Undergraduate	1,082
(Event) 2011 Egyptian Revolution	947
Events and seminars	908
Postgraduate taught	842
Course list (Undergraduate)	827
Postgraduate research	681
(Event) Mihan lecture series	656
Middle Eastern Studies research	614

2.13 Music

Between 4 September 2012 and 20 February 2013, the top 10 Music pages were:

Page	Visits
Music landing page	15,231
Our people	2,810
Undergraduate	2,338
(Course) Music (3 years) {MusB}	988
Course list (Undergraduate)	909
Performance	737
Postgraduate taught	609
(Course) Music (3 years) {MusB} (page 2 of Campus Solution output)	577
Musicology	528
Composition	510

2.14 Religions and Theology

Between 4 September 2012 and 20 February 2013, the top 10 Religions and Theology pages were:

Page	Visits
Religions and Theology landing page	7,741
Our people	2,489
Undergraduate	1,818
Postgraduate taught	785
Postgraduate research	755
Course list (Postgraduate taught)	666
Course list (Undergraduate)	649
Religions and Theology research	559
Events and seminars	551
(Course) Religion and Theology (3 years) {BA}	329

2.15 Russian and East European Studies

Between 4 September 2012 and 20 February 2013, the top 10 Russian and East European Studies pages were:

Page	Visits
Russian and East European Studies landing page	2,875
Our people	1,085
Undergraduate	523
Postgraduate research	446
Postgraduate taught	357
Course list (Undergraduate)	318
Current PhD students	295
Russian and East European Studies research	262
Events and seminars	220
Course list (Postgraduate taught)	194

2.16 Spanish, Portuguese and Latin American Studies

Between 4 September 2012 and 20 February 2013, the top 10 SPLAS pages were:

Page	Visits
SPLAS landing page	3,363
Our people	1,389
Undergraduate	712
Course list (Undergraduate)	435
Postgraduate research	355
Postgraduate taught	325
SPLAS research	315
Events and seminars	257
Seminars	207
Course list (Postgraduate research)	206

2.17 Translation and Intercultural Studies

Between 4 September 2012 and 20 February 2013, the top 10 Translation and Intercultural Studies pages were:

Page	Visits
Translation and Intercultural Studies landing page	7,842
Our people	1,931
Postgraduate research	1,877
Postgraduate taught	1,746
(Course) Translation and Interpreting Studies MA	1,400
Course list (Postgraduate taught)	1,189
Events	1,050
Translation and Intercultural Studies research	833
Current PhD students	699
(Course) Translation and Interpreting Studies MA (page 2 of Campus Solutions output)	658