

# Analytics- Key Findings

## Device Breakup

(Data: 15 Aug 2017 - 12 Nov 2017)

Google Analytics indicates that a whopping **48.5%** of all traffic to the CCA website is on mobile devices, **39.3%** on desktop and **12.2%** on tablet.

With this in mind it is important to cater to mobile users first and provide for their informational needs in a mobile-friendly manner.

<input type="checkbox"/>	Device Category <sup>?</sup>	Acquisition
		Sessions <sup>?</sup> ↓
		<b>735,956</b> % of Total: 100.00% (735,956)
<input type="checkbox"/>	1. mobile	<b>357,170</b> (48.53%)
<input type="checkbox"/>	2. desktop	<b>288,840</b> (39.25%)
<input type="checkbox"/>	3. tablet	<b>89,946</b> (12.22%)

## State Breakup

(Data: 15 Aug 2017 - 12 Nov 2017)

Data indicates that traffic to the national site comes from all states, with New South Wales leading at **31.6%**, followed by Victoria at **27.1%** and Queensland at **19.6%**.

Region ?	Acquisition
	Sessions ? ↓
	<b>638,353</b> % of Total: 86.74% (735,956)
1. New South Wales	<b>201,999</b> (31.64%)
2. Victoria	<b>172,990</b> (27.10%)
3. Queensland	<b>125,134</b> (19.60%)
4. Western Australia	<b>67,144</b> (10.52%)
5. South Australia	<b>45,039</b> (7.06%)
6. Australian Capital Territory	<b>13,599</b> (2.13%)
7. Tasmania	<b>9,552</b> (1.50%)
8. Northern Territory	<b>2,801</b> (0.44%)

## New/Returning Breakup

(Data: 15 Aug 2017 - 12 Nov 2017)

The data indicates that a whopping **77.5%** of traffic is “New Visitors” to the site, whereas the remaining is from “Returning Visitors”.

<input type="checkbox"/>	<b>User Type</b> ?	<b>Acquisition</b>
		<b>Sessions</b> ? ↓
		<b>735,956</b> % of Total: 100.00% (735,956)
<input type="checkbox"/>	1. <b>New Visitor</b>	<b>570,124</b> (77.47%)
<input type="checkbox"/>	2. <b>Returning Visitor</b>	<b>165,832</b> (22.53%)

## Page Views Breakup

(Data: 15 Aug 2017 - 12 Nov 2017)

Google Analytics data revealed some very interesting insights around the top 24 most viewed pages.

- The #1 page besides the homepage was for “checking for signs of skin cancer”, clocking in at 59,418 views with the page after it coming in at 34,898 views.
- 16 out of 24 top pages were within the “Types of cancer” category, indicating that a large portion of users are visiting the Cancer Council website for general cancer information.
- Also popular is the “Preventing cancer” category, especially when it comes to sun protection, making up 3 out of the top 24 pages.
- And finally another notable section was “Early detection” with 3 pages in the top 24.

Page	Page Views
/home.htm	69857
/preventing-cancer/sun-protection/check-for-signs-of-skin-cancer.html	59418
/about-cancer/types-of-cancer/skin-cancer.html	34898
/preventing-cancer/sun-protection/sun-protection-products/home.htm	32195
/about-cancer/types-of-cancer/lymphoma.html	30948
/about-cancer/types-of-cancer/bowel-cancer/home.htm	28606
/about-cancer/early-detection/early-detection-factsheets/understanding-your-pap-smear-results.html	26244
/about-cancer/types-of-cancer/skin-cancer/non-melanoma.html	25917
/about-cancer/types-of-cancer/pancreatic-cancer.html	24088
/about-cancer/types-of-cancer/cervical-cancer.html	22250
/about-cancer/types-of-cancer/skin-cancer/melanoma.html	22231
/about-cancer/types-of-cancer/lung-cancer.html	21423
/about-cancer/types-of-cancer/stomach-cancer.html	18162
/about-cancer/types-of-cancer/breast-cancer/home.htm	17641
/about-cancer/types-of-cancer/brain-cancer.html	16577
/about-cancer/types-of-cancer/prostate-cancer.html	15856
/preventing-cancer/sun-protection/uv-alert/home.htm	15354
/about-cancer/early-detection/early-detection-factsheets/bowel-cancer.html	15342
/about-cancer/types-of-cancer/liver-cancer.html	14819
/about-cancer/types-of-cancer/ovarian-cancer.html	14602
/about-cancer/types-of-cancer/home.htm	14527
/about-cancer/early-detection/early-detection-factsheets/prostate-cancer.html	14276
/about-cancer/types-of-cancer/bladder-cancer.html	13267
/about-cancer/what-is-cancer/facts-and-figures.html	12722

## Acquisition Breakup

(Data: 15 Aug 2017 - 12 Nov 2017)

Acquisition data reveals some very interesting insights, with most traffic coming from Organic Search followed by Direct traffic at second place.

There is also a notable amount of traffic coming in from Social and Referral sources.

	Acquisition		
	Sessions ↓	% New Sessions ↓	New Users ↓
	735,956	77.58%	570,962
1 <span style="color: #0070C0;">■</span> Organic Search	616,706	<div style="width: 83.7%;"><div style="width: 83.7%;"></div></div>	
2 <span style="color: #4CAF50;">■</span> Direct	77,962	<div style="width: 10.6%;"><div style="width: 10.6%;"></div></div>	
3 <span style="color: #E57373;">■</span> Social	14,607	<div style="width: 2.0%;"><div style="width: 2.0%;"></div></div>	
4 <span style="color: #FFEB3B;">■</span> Referral	14,521	<div style="width: 2.0%;"><div style="width: 2.0%;"></div></div>	
5 <span style="color: #00BCD4;">■</span> Paid Search	11,806	<div style="width: 1.6%;"><div style="width: 1.6%;"></div></div>	
6 <span style="color: #4CAF50;">■</span> (Other)	337	<div style="width: 0.05%;"><div style="width: 0.05%;"></div></div>	
7 <span style="color: #E57373;">■</span> Email	16	<div style="width: 0.002%;"><div style="width: 0.002%;"></div></div>	
8 <span style="color: #FFEB3B;">■</span> Display	1	<div style="width: 0.0001%;"><div style="width: 0.0001%;"></div></div>	

## Search Terms

(Data: 15 Aug 2017 - 12 Nov 2017)

An overview of internal site search terms sorted by popularity.

1. Skin cancer
2. Lung cancer
3. Melanoma
4. Breast cancer
5. Smoking

Search Term <sup>?</sup>	Total Unique Searches <sup>?</sup> ↓
	<b>16,132</b> % of Total: 100.00% (16,132)
1. <a href="#">skin cancer</a>	<b>182</b> (1.13%)
2. <a href="#">lung cancer</a>	<b>121</b> (0.75%)
3. <a href="#">melanoma</a>	<b>119</b> (0.74%)
4. <a href="#">breast cancer</a>	<b>117</b> (0.73%)
5. <a href="#">smoking</a>	<b>94</b> (0.58%)
6. <a href="#">prostate cancer</a>	<b>73</b> (0.45%)
7. <a href="#">Skin cancer</a>	<b>73</b> (0.45%)
8. <a href="#">sunscreen</a>	<b>72</b> (0.45%)
9. <a href="#">Melanoma</a>	<b>68</b> (0.42%)
10. <a href="#">Bowel cancer</a>	<b>61</b> (0.38%)
11. <a href="#">Lung cancer</a>	<b>57</b> (0.35%)
12. <a href="#">Breast cancer</a>	<b>56</b> (0.35%)
13. <a href="#">bowel cancer</a>	<b>54</b> (0.33%)
14. <a href="#">statistics</a>	<b>52</b> (0.32%)
15. <a href="#">slip slop slap</a>	<b>42</b> (0.26%)
16. <a href="#">Bowel</a>	<b>41</b> (0.25%)
17. <a href="#">sunglasses</a>	<b>40</b> (0.25%)
18. <a href="#">cervical cancer</a>	<b>38</b> (0.24%)
19. <a href="#">sun safety</a>	<b>38</b> (0.24%)
20. <a href="#">prostate</a>	<b>37</b> (0.23%)
21. <a href="#">hats</a>	<b>36</b> (0.22%)
22. <a href="#">Sunglasses</a>	<b>34</b> (0.21%)
23. <a href="#">sunsmart</a>	<b>32</b> (0.20%)
24. <a href="#">Cervical cancer</a>	<b>30</b> (0.19%)
25. <a href="#">Jobs</a>	<b>28</b> (0.17%)

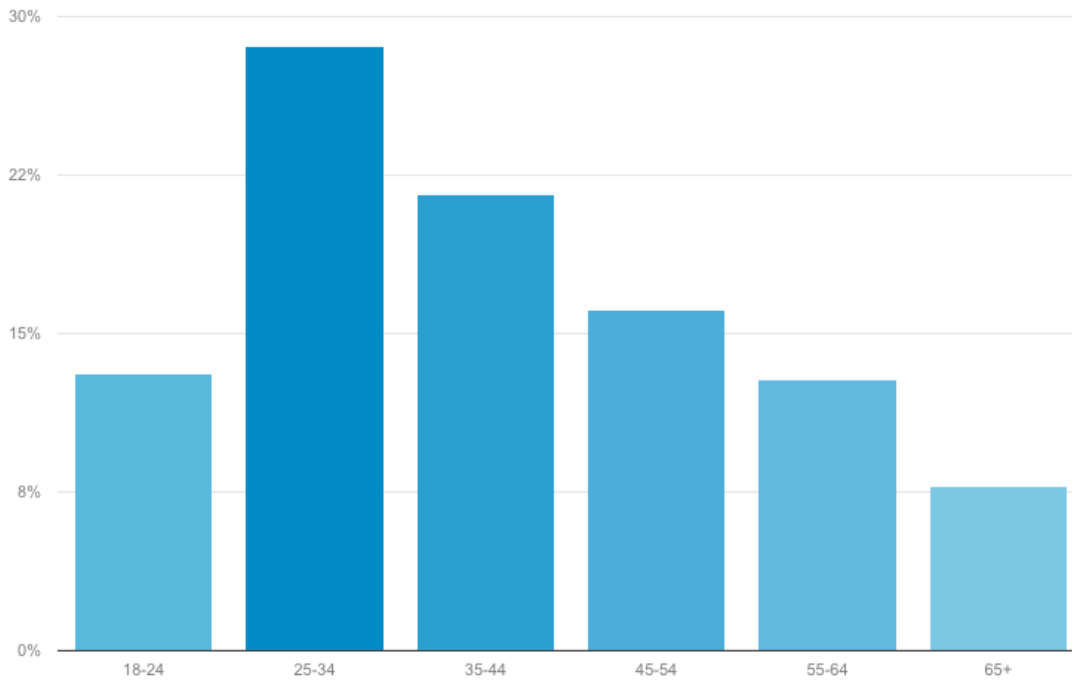
## Demographics

(Data: 15 Aug 2017 - 12 Nov 2017)

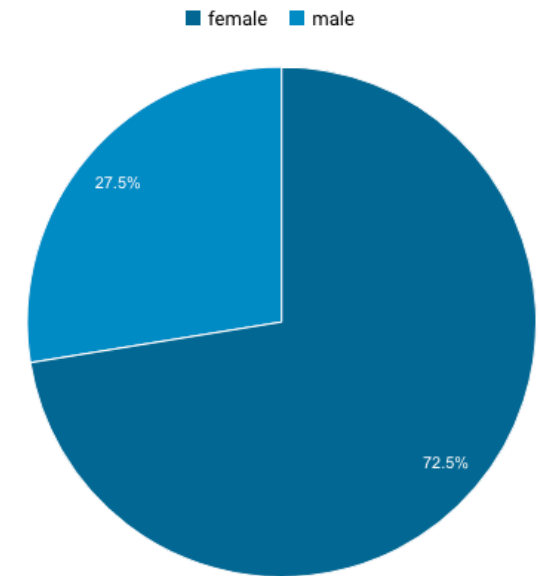
Demographics data reveals that **72.5%** of traffic is female users and the largest age group being the 25-34 category.

### Age

56.74% of Total sessions










### Gender



## Engagement

(Data: 15 Aug 2017 - 12 Nov 2017)

Engagement data indicates that the vast majority of sessions are within the 0-10 second range, with the second highest category being the 61-180 seconds range.

Session Duration <span>?</span>	Sessions <span>?</span>
<b>0-10 seconds</b>	<b>560,018</b> 
<b>11-30 seconds</b>	<b>27,289</b> 
<b>31-60 seconds</b>	<b>24,385</b> 
<b>61-180 seconds</b>	<b>47,958</b> 
<b>181-600 seconds</b>	<b>45,158</b> 
<b>601-1800 seconds</b>	<b>26,471</b> 
<b>1801+ seconds</b>	<b>4,677</b> 













## Content Segment Breakdown

(Data: 15 Aug 2017 - 12 Nov 2017)

The data indicated that the “About cancer” section had the highest number of page views at **60%**, followed by “Preventing cancer” at **19.9%**.

Lowest scorers:

- About us – 2.6%
- News – 2.5%
- Get involved – 2%
- Policy and advocacy – 1.2%

Page path level 1 ?	Page Views ?
	<b>1,127,584</b> % of Total: 100.00% (1,127,584)
1.  /about-cancer/	<b>678,055</b> (60.13%)
2.  /preventing-cancer/	<b>223,781</b> (19.85%)
3.  /home.htm	<b>69,857</b> (6.20%)
4.  /health-professionals/	<b>36,886</b> (3.27%)
5.  /about-us/	<b>29,569</b> (2.62%)
6.  /news/	<b>27,848</b> (2.47%)
7.  /get-involved/	<b>22,589</b> (2.00%)
8.  /policy-and-advocacy/	<b>13,504</b> (1.20%)
9.  /search-results.html?id=259&x=0&y=0	<b>12,142</b> (1.08%)
10.  /contact-us.html	<b>3,359</b> (0.30%)