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.

	Device Category ?	Acquisition Sessions ? ↓
☐		**735,956** % of Total: 100.00% (735,956)
☐	1. mobile	**357,170** (48.53%)
☐	2. desktop	**288,840** (39.25%)
☐	3. tablet	**89,946** (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 ? ↓	
	638,353 % of Total: 86.74% (735,956)	
1. New South Wales	**201,999** (31.64%)	
2. Victoria	**172,990** (27.10%)	
3. Queensland	**125,134** (19.60%)	
4. Western Australia	**67,144** (10.52%)	
5. South Australia	**45,039** (7.06%)	
6. Australian Capital Territory	**13,599** (2.13%)	
7. Tasmania	**9,552** (1.50%)	
8. Northern Territory	**2,801** (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".

	User Type	Acquisition
		Sessions
		735,956 % of Total: 100.00% (735,956)
	1. New Visitor	570,124 (77.47%)
	2. Returning Visitor	165,832 (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 ■ Organic Search	616,706		
2 ■ Direct	77,962		
3 ■ Social	14,607		
4 ■ Referral	14,521		
5 ■ Paid Search	11,806		
6 ■ (Other)	337		
7 ■ Email	16		
8 ■ Display	1		

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

female   male

27.5%

72.5%
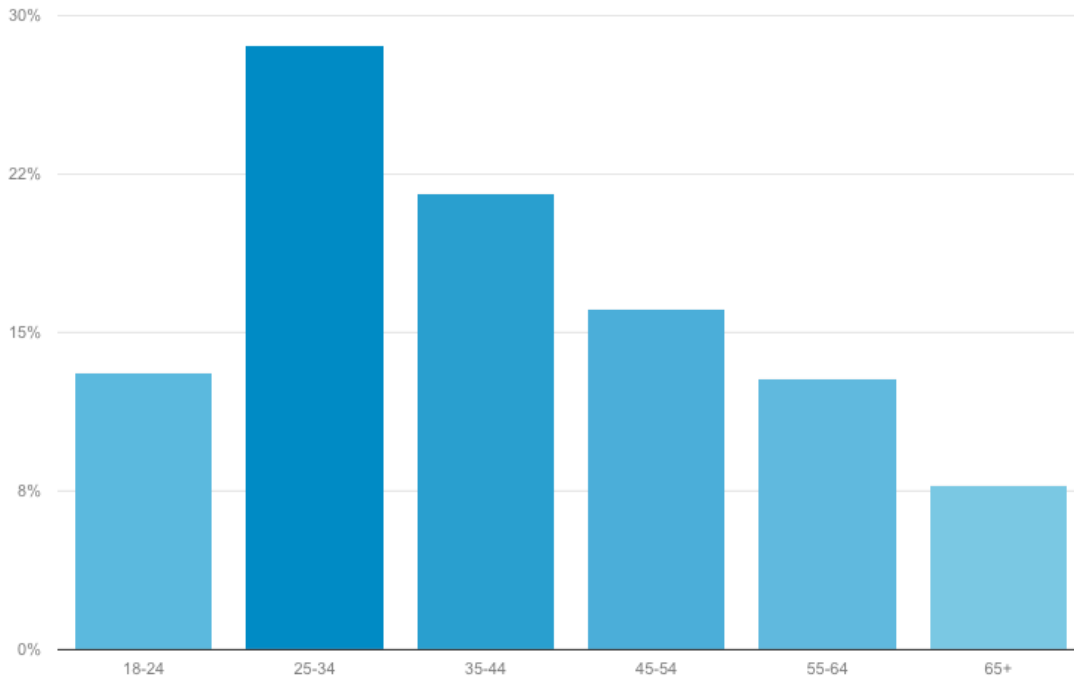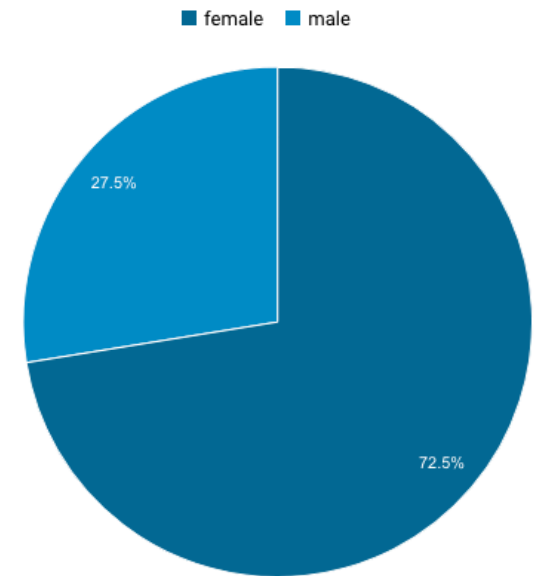
Engagement

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

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