

## **Communications Analytics & Insights 2014**

Susan Kleinwechter

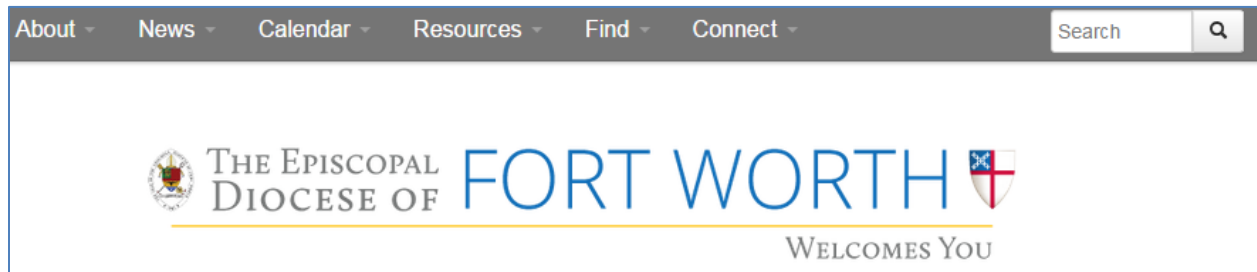
October 21, 2014

Analyzing how people engage with our major communication methods helps us understand visitor activities and paint a picture of our audience and the effectiveness of what we do. It helps us understand whether our publishing strategy is sound. It helps us avoid hunches and gut feelings and gives a solid foundation to consider change and improvement.

The communicators for the Episcopal Diocese of Fort Worth have analyzed the major communication channels our diocese uses - our website, Facebook page, YouTube channel, Twitter account, and Flickr account. We're sharing that to help the people of our diocese understand what our digital reach is, and to reveal that people are finding us and engaging with us in ways that we've not seen before.

This report goes into the weeds with data, with tables and graphs and bullet points. Where a point is important, it's flagged with "IMPORTANT," so don't miss those.

# Website - [episcopaldiocesefortworth.org](http://episcopaldiocesefortworth.org)



Website statistical data is from Jetpack and Google Analytics statistics, for the period of 365 days ending 8/6/2014, unless otherwise noted.

## Publishing rate - how much are we publishing?

Website posts per month as of end of September, 2014, going back in time to 2009.

Average posts /month					
2014	2013	2012	2011	2010	2009
21	29	15	10	7	7

- does not account for pdf-only posts, such as convention reports, for either green or blue websites
- IMPORTANT: average publishing rate has nearly doubled after launching new website

## Website visits (aka sessions) - 47809

## Pageviews - 105171

Total number of pages viewed, including repeated views of a single page.

## Bounce Rate - 57%

- Bounce Rate is the percentage of single-page visits (i.e., visits in which the person left our site from the entrance page without going to other pages; they landed, then left).
- Our 57% bounce rate is understandable
  - Our website has good search engine optimization (SEO), so naturally search engines navigate people to it, but sometimes that's not where they wanted to be
  - We're not the only Episcopal Diocese of Fort Worth website - some people land on our site, realize they are in the wrong place, and leave
  - Our marketing strategy also contributes - we make frequent news posts, offer email subscribers email with excerpts, and post excerpts & links on Facebook & Twitter. Each inbound link is to one single place on our website
  - While it's generally better to keep your site visitors reading and clicking around your site for as long as possible, how we publish & take people to our site doesn't support that notion

IMPORTANT: We do & will continue to use excerpts and also to link to other posts and pages on our site to encourage visitors to engage more

## Session Duration - how long do people spend on our site?

A session is a group of interactions that take place on a website within a given time frame, usually 30 minutes. Leaving a browser tab open looking at the website can result in a longer session time. Repeated views of a single page are counted in the pageviews here.

Session Duration (seconds)	Session Duration (minutes)	Sessions	Pageviews	notes on sessions
0-10		28,316	29,208	they read quick or didn't want to be there; goes along with bounce rate
11-30		2,852	5,826	6% of sessions
31-60		2,862	6,870	6% of sessions
61-180	1-3	5,588	17,706	12% of sessions
181-600	3-10	4,865	23,019	10% of sessions
601-1800	10-30	2,647	15,826	6% of sessions
1801+	>30	679	6,716	1% of sessions
		<b>47,809</b>	<b>105,171</b>	

## Where did visitors come from? (Search)

When people land on our website from an internet search, what are they looking for?

- Answers are based on the top 500 search terms
- Recognizable search terms: 4116
- Additional searches (masked to us by their search settings): 9829
- Total searches from the top 500 search terms: **13945**

Searching for...	Views	%	
Something about our diocese	2319	54%	half were looking for us, or ACNA
Episcopal terms & beliefs	878	21%	HUGE!
Churches or a specific church	298	7%	see note below
A person	250	6%	bishops, deacons, specific people, clergy by name, not just our staff or people (Steven Charleston)
A prayer	132	3%	
A program	129	3%	
Legal/lawsuit info	157	4%	
Anglican	96	2%	

### **IMPORTANT note for churches regarding internet searches that landed people on the diocesan website:**

We're delighted that 7% of the internet searches that landed people on our website are looking for information on our churches, and this is a major way that we can navigate people to you. But you really want people to find you via:

- your website - is it optimised for search engines?
- your facebook page -possibly a worthwhile community outpost for you
- local geographic search directory listings (Google Local, Bing Local, Yahoo, Yelp, Mapquest, Citysearch, Superpages, ...) - have you claimed and are you keeping those up to date?

## Where did they come from? (Geographically, that is)

Where are website visitors located? Their IP address reveals that anonymously.

- In our diocese - 17818 or 37% (IMPORTANT- 63% from outside our diocese)
- in Texas - 27054 or 57%

## Page Depth

Page Depth is the average number of pages viewed during a session. Repeated views of a single page are counted.

Page Depth	Sessions	Pageviews	
<1	60	0	
1	28,715	28,715	60% of sessions & views are 1 page deep
2	7406	14,812	76% of sessions are <=2 pages deep
3	4444	13,332	85% of sessions are <=3 pages deep
4	2215	8860	90% of sessions are <=4 pages deep
5	1477	7385	93% of sessions are <=5 pages deep
6	946	5676	7% of sessions have page depth > 5
7	722	5054	
8	454	3632	
9	335	3015	
10	232	2320	
11	171	1881	
12	143	1716	
13	114	1482	
14	60	840	
15	58	870	
16	51	816	
17	36	612	
18	25	450	
19	24	456	
20+	121	3247	
	47809	105171	

### Note about page depth on our website:

- Page depth tracks our marketing approach.
- Page depth isn't alarming and does not indicate difficulty of people finding finding resources.

## Top Pages - based on page views

When people land on our website, what are they visiting most ?

	Top 20 Pages	Views
1	<a href="#">We welcome you.</a>	25,864
2	<a href="#">Home page / Archives</a>	13,785
3	<a href="#">What Do Episcopalians Believe?</a>	8,580
4	<a href="#">Find a Church</a>	4,551
5	<a href="#">Episcopal Churches – Fort Worth Diocese</a>	2,708
6	<a href="#">Episcopalians react to Texas Supreme Court opinion</a>	1,866
7	<a href="#">A letter from Bishop Rayford High following the opinion from the Texas Supreme Court</a>	1,648
8	<a href="#">The Rt. Rev. Rayford B. High, Jr.</a>	1,600
9	<a href="#">2013 Diocesan Convention – General Info</a>	1,515
10	<a href="#">“Reimagining Our Church” event to commemorate anniversary</a>	1,276
11	<a href="#">Contact</a>	1,271
12	<a href="#">How to help with border crisis</a>	1,076
13	<a href="#">Calendar</a>	1,059
14	<a href="#">About</a>	1,022
15	<a href="#">Steven Charleston offers daily inspiration</a>	855
16	<a href="#">Letter from Bishop Rayford High on next steps after Texas Supreme Court opinion</a>	784
17	<a href="#">Prayer for First Responders</a>	575
18	<a href="#">Registration for Reimagining Our Church Event</a>	574
19	<a href="#">Statement from the Episcopal Diocese of Northwest Texas regarding the Texas Supreme Court opinon in the Masterson case</a>	507
20	<a href="#">Texas Supreme Court denies motions for rehearing</a>	483

**When people land on our website, what *categories of information* are they visiting most?**

	Categories from top 500 pages 101500 views	Views		
1	Our home page & news			um, naturally
2	Episcopal terms & beliefs	9135	9%	
3	Churches or a specific church	8383	8%	
4	Legal/lawsuit information	8795	6%	
5	a program	6388	6%	
6	a person	3074	3%	
7	a prayer	1574	3%	Huge - we only published 15 prayers

**IMPORTANT takeaways from considering these categories:**

- Our site and content publishing is working well for search engine optimisation (SEO). Our content publishing strategies work. Attention to detail of titles, links in posts works.
- Good content works for evangelism - just look at Episcopal Terms and beliefs and prayers. The 9135 site visits from people wanting general Episcopal information on beliefs and worship info brings people to us. We have less than 5 pages of that kind of information. We published 15 prayers, and 3% of our search visits and 1567 site visits are from people looking for prayers. Good content just plain works.
- Our church listing pages deliver to help people find our churches. So does publishing their stories.

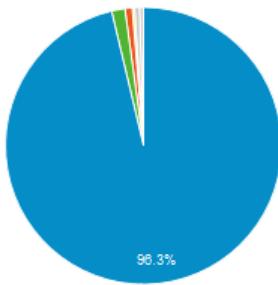
# About our website visitors

## Location - Where are website visitors located?

Their IP address reveals that anonymously.

- In our diocese - 17818 or 37% (IMPORTANT: 63% of visits outside diocese)
- in Texas - 27054 or 57%

## Language - overwhelmingly United States English



## OS

- Windows 55%
- iOS 24%
- Mac 12%
- Android 7%

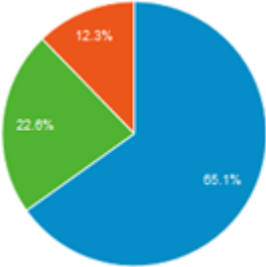
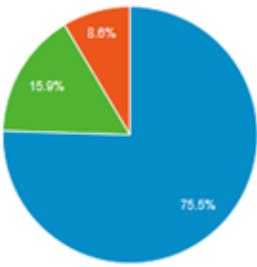
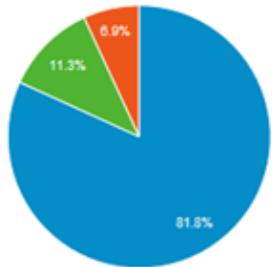
## Browser

- Safari 28%
- Chrome 25%
- IE 24%
- Firefox 13%



## Device Category used in website sessions

We have an increasing number of users on smaller platforms such as tablets or phones.

	2014 ytd	2013 year	2012 (2 mo)	
	Jan 1 - Aug 19	Jan 1-dec 31	Nov - Dec 2012	
desktop	65.1	75.5	81.8	
mobile	22.6	16.0	11.3	
tablet	12.3	8.6	6.9	
				

### IMPORTANT - about that mobile usage...

- we have an increasing number of users on smaller platforms
- In the last year there has been a significant drop in desktop usage
- this segment continues to grow nationwide at over 11% per year since 2010;  
<http://www.statista.com/statistics/188352/mobile-internet-users-in-the-us-from-2009-to-2014/>
- Americans spend more internet time using mobile apps than PCs  
<http://money.cnn.com/2014/02/28/technology/mobile/mobile-apps-internet/>
- This spring had the worst PC sales drop in history  
<http://money.cnn.com/2013/04/10/technology/pc-sales/?iid=EL>

### What this means to us and to our congregations

- a responsive website is recommended -  
[Responsive web design](#) will allow your webpage display to provide optimal viewing on devices with different screen sizes, from mobile phones to tablets to large computer monitors, with easy reading and navigation and a minimum of resizing, panning, and scrolling.
  - Nielsen Norman Group's explanation:  
<http://www.nngroup.com/articles/responsive-web-design-definition/>

## Top Referrers - sites that navigate people to us

Data is from Jetpack for 365 days ending 2014-10-17

Search Engines			27,507
	Google	23,731	
	Bing	1,308	
	Yahoo	1,269	
	and the rest	1,199	
Facebook			4542
en.wikipedia.org			299
episcopalchurch.org			272
Twitter			253

### IMPORTANT - about referrals...

- Google rules
- all non-Google search referrals is less than what we generate from Facebook, meaning our inbound social marketing is the #2 way people reach our website
- wikipedia brings more people to us than episcopalchurch.org
- episcopalchurch.org just barely edges out our Twitter marketing
- standfirminfaith just barely edged out St. Martin-in-the-Fields for the next significant website referral
- 2% of our referral traffic comes from congregation websites in our diocese; that's pretty low. Thanks to all our churches for the referrals - please link to content on our website every time you share it, and we'll do the same

## **Clicks - where we send people off our website**

Data is from Jetpack for 365 days ending 2014-10-17

### **Ding, Survey says, Top 5 sites people click away from our site to theirs:**

- Google - maps, some documents
- flickr.com - our photos
- episcopaldigitalnetwork.com (Episcopal News Service)
- redmoonpublications.com/meet-steve-charleston.html (Steven Charleston is popular)
- episcopalchurch.org (The Episcopal Church's website)
- anglicancommunion.org (the Anglican Communion website)

### **Where else do we send people?**

- 23% to our churches (IMPORTANT, which is why we encourage reciprocity from church referrals)
- 19% to national Episcopal organizations
- 13% to our other diocesan assets - photos, social media, subscription signup

# Facebook page - [facebook.com/DioFW](https://facebook.com/DioFW)

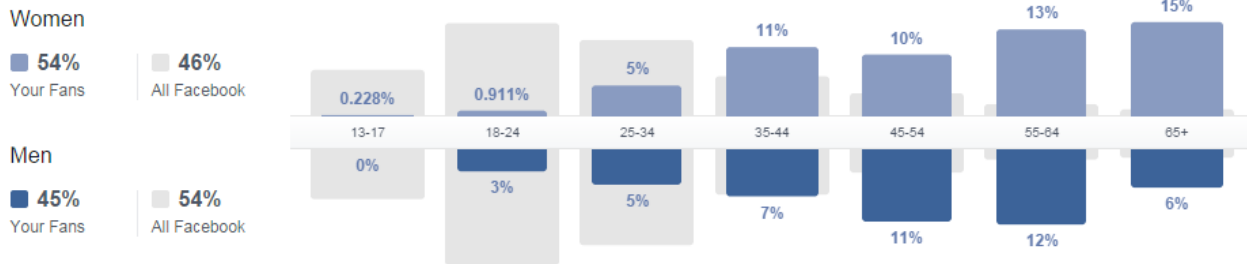


## Likes - 10/1/2011 thru 10/16/2014



## Fans - Women/men, age breakouts

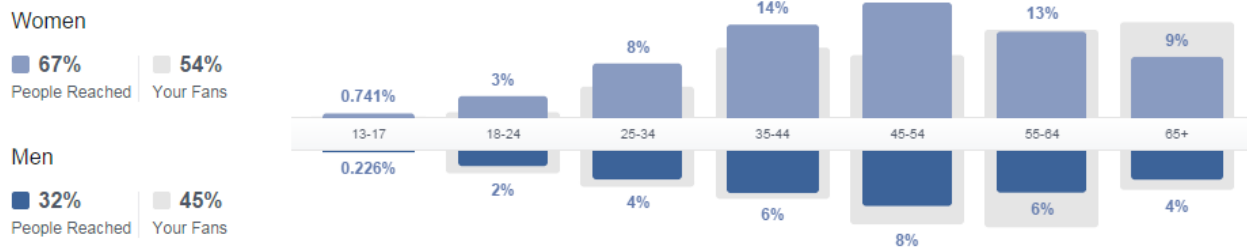
The people who like your Page



- Older fans
- Our fanbase is almost the flipflop of Facebook's overall base.

## Reach - typical month - Women/men, age breakout

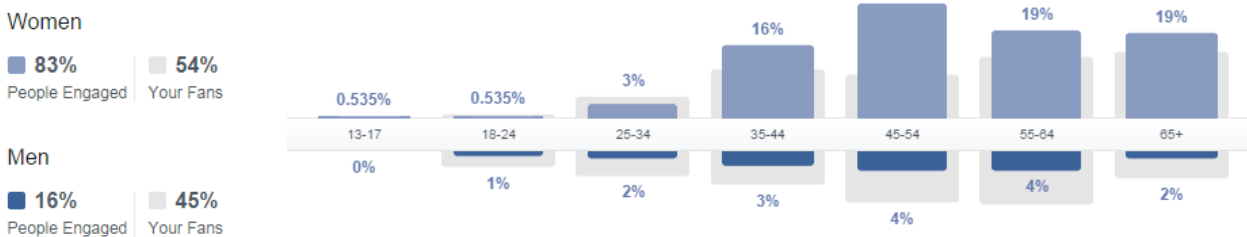
The number of people your post was served to in the past 28 days.



- we reach more women

## Engagement - typical month - Women/men, age breakout

The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.



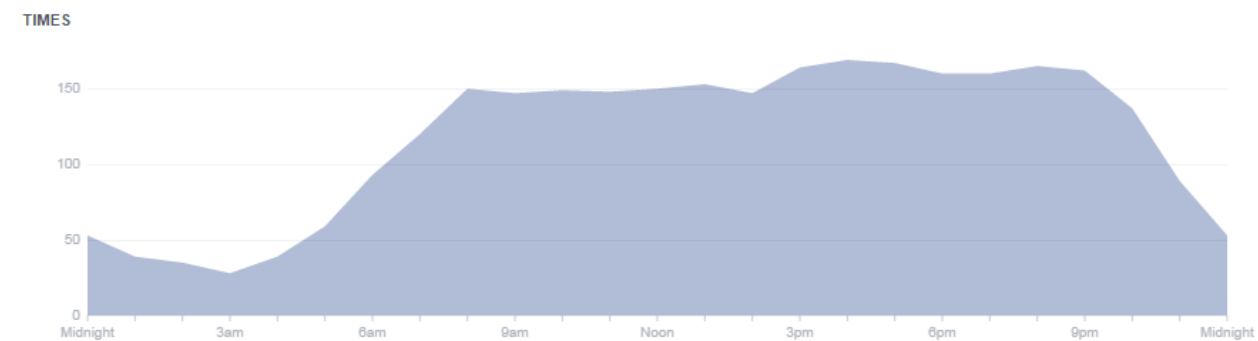
- Our women fans are much more engaged
- Note engagement bump in middle of age ranges does not track with age of fans

## Location - Where are fans visitors located?

- Overwhelmingly USA, English speaking, but fans on every continent but Antarctica
- Overwhelmingly local to our diocese and areas geographically near it

## Language - overwhelmingly United States English

## When fans are online in a typical week:



- Bulk of fans are online constantly from 8:45am to 9pm

## External Referrers

Top website referrers - places that bring people to our Facebook page - in order

- [episcopaldiocesefortworth.org](http://episcopaldiocesefortworth.org) (our website)
- [google.com](http://google.com)
- [fortworth.goesto.episcopalgeneralconvention.org](http://fortworth.goesto.episcopalgeneralconvention.org) (our General Convention website that we haven't published to in 2 years)
- [episcopalchurch.org](http://episcopalchurch.org)

IMPORTANT: Not surprisingly, our publishing and Google search take more people to our Facebook page than anything else.

## Reach - 10/1/2011 thru 10/16/2014

### Total Reach

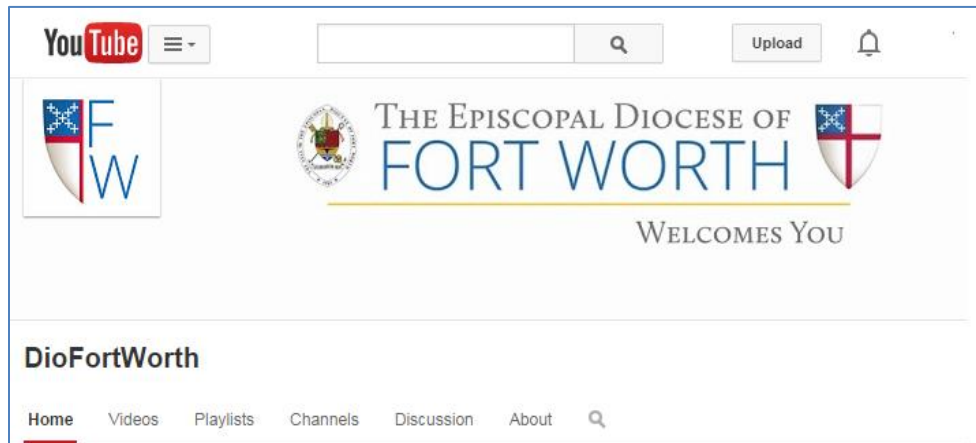
The number of people who were served any activity from your Page including posts, posts by other people, Page like ads, mentions and checkins.



### IMPORTANT - how you can help us increase our reach

- Organic reach is diminishing - Facebook bases what they deliver to your newsfeed based on your engagement
- Fans - we realize you are not really on Facebook to see our diocesan posts, but we do know most of you are local
- If you want to get notifications from our page, instead of letting Facebook decide whether or not to deliver it to you, [here's how to turn on notifications for pages you follow](#):
  - Login to Facebook and go to our page [facebook.com/DioFW](https://facebook.com/DioFW)
  - “Like” our page if you haven’t already
  - Click “Liked”
  - Click “Get Notifications”
  - Then you’ll get a notification each time the page posts something
- Congregations, you can help - share our content on your pages. We’ll reciprocate!

# YouTube - [youtube.com/user/DioFortWorth/](https://www.youtube.com/user/DioFortWorth/)



Created on 12/14/2009  
 78 videos published in the account's lifetime  
 13456 views in the account's lifetime

## YouTube Publishing Rate

Year	Videos published	Views	
2014	23	805	IMPORTANT: we have reached over 800 people with what is primarily Bishop High's sermons preached in congregations in our diocese
2013	11	1386	
2012	22	1386	
2011	7	4931	
2010	6	1627	
2009	1	193	

## YouTube Engagement

Year	Views	Minutes Watched	
2014	1473	5327	3 days, 16 hours
2013	2270	6885	4 days, 18 hours
2012	3213	not available prior to Sept 1, 2012	
2011	5424		
2010	1040		
2009	36		





# Twitter – Ft. Worth Episcopal @DioFW

We have 1,431 followers on Twitter. Though our account is old, Twitter’s analytics are new and not very informative. However, we did find a service to create a word cloud from our hashtags to give a view of the conversations we have there:





Flickr - [flickr.com/photos/diofw/](https://www.flickr.com/photos/diofw/)

The screenshot displays the Flickr profile for 'The Episcopal Diocese of Fort Worth'. At the top, the Flickr logo is on the left, and navigation links for 'You', 'People', 'Groups', 'Explore', and 'Upload' are in the center. A search bar is on the right. Below this, the group name 'THE EPISCOPAL DIOCESE OF FORT WORTH' is prominently displayed in blue, accompanied by a group photo of a cross. Underneath, the text 'Episcopal Diocese of Fort Worth' is shown in a lighter font, along with the username 'diofw' and a photo count of '2,656 Photos'. A dark navigation bar at the bottom contains buttons for 'Photostream', 'Albums', 'Favorites', 'Creations', and 'Edit'.

Flickr is our photo repository and sharing site. Its analytic information is not mature, but we are pleased to share that since 2011 we have published 2656 photos in 77 galleries, and have had 104,892 photo views.