

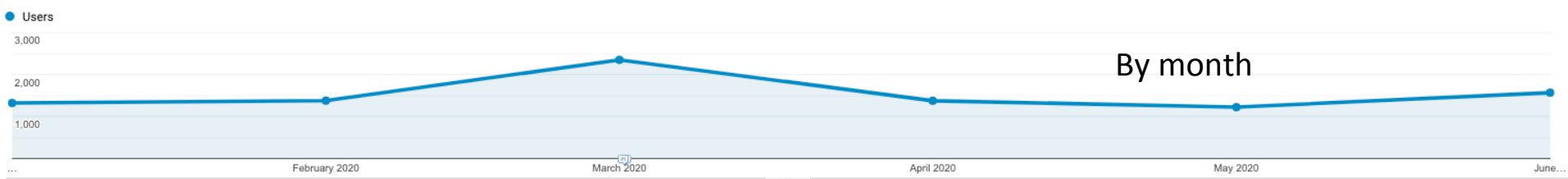
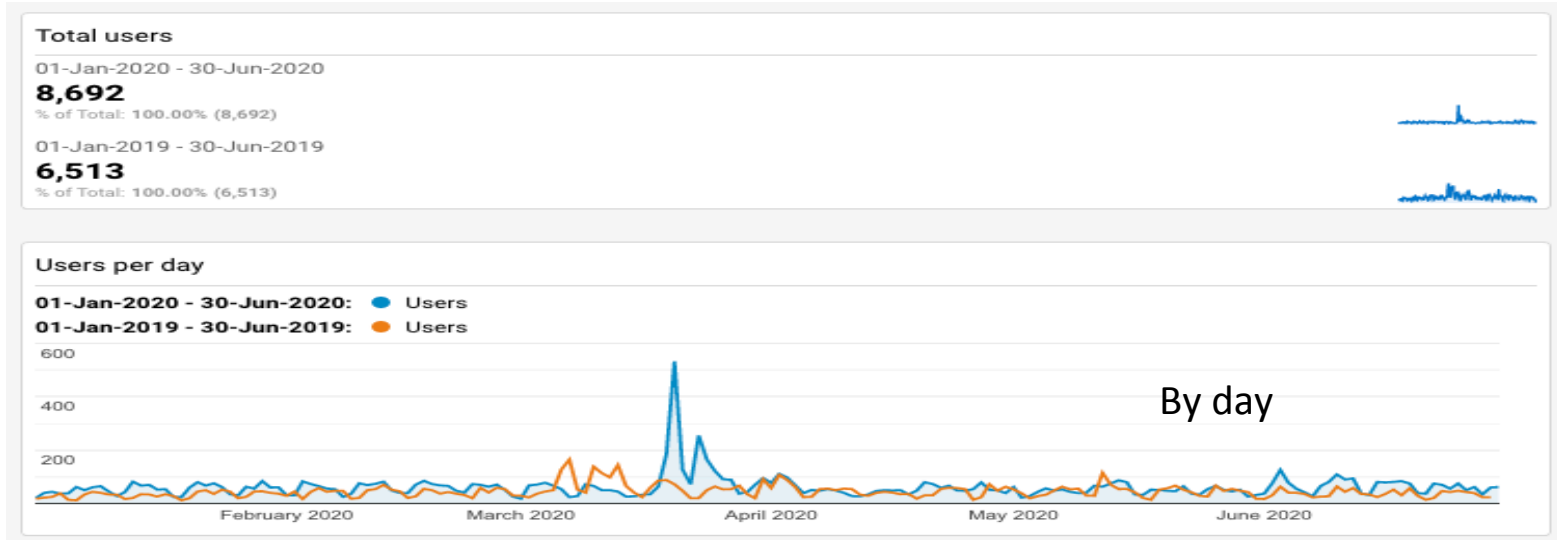


# ITIA Website - Google Analytics Jan-June 2020

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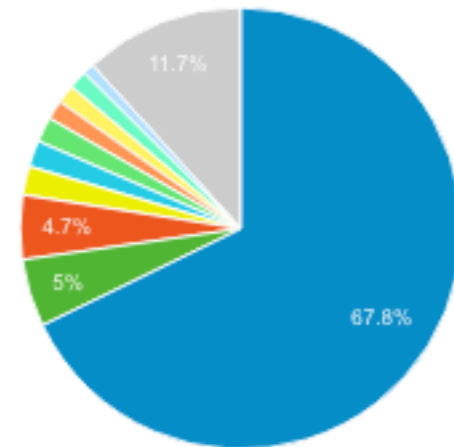
JULY 2020

# Numbers: Increase in overall users, with big spike due to translation competition



# Most visitors are based in Ireland, with 63% accessing the site from Dublin

Country	Users
	8,692 % of Total: 100.00% (8,692)
1.  Ireland	67.78%
2.  United Kingdom	4.97%
3.  United States	4.70%
4.  Spain	2.10%
5.  France	1.93%
6.  Germany	1.84%
7.  China	1.41%
8.  Italy	1.36%
9.  Japan	1.34%
10.  Poland	0.83%



Within Ireland, 63% are from Dublin.

# Devices: more mobile users compared to first half of 2020

Device Category <sup>?</sup>	Acquisition
	Users <sup>?</sup> ↓
	33.46% <span style="color: green;">▲</span> 8,692 vs 6,513
1. desktop	
01-Jan-2020 - 30-Jun-2020	4,941 (57.29%)
01-Jan-2019 - 30-Jun-2019	4,082 (62.84%)
<b>% Change</b>	<b>21.04%</b>
2. mobile	
01-Jan-2020 - 30-Jun-2020	3,488 (40.44%)
01-Jan-2019 - 30-Jun-2019	2,127 (32.74%)
<b>% Change</b>	<b>63.99%</b>
3. tablet	
01-Jan-2020 - 30-Jun-2020	196 (2.27%)
01-Jan-2019 - 30-Jun-2019	287 (4.42%)
<b>% Change</b>	<b>-31.71%</b>

# TYPES OF SEARCHES

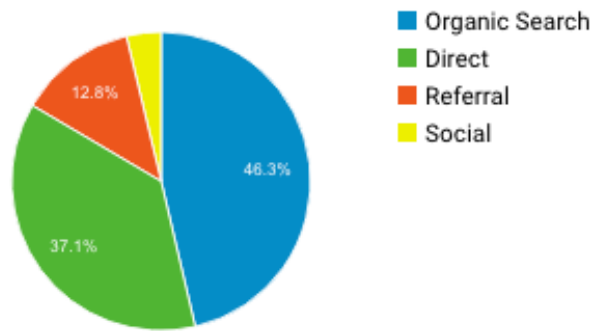
**Organic search** = search result based on search engine results

**Direct search** = typing in the exact URL

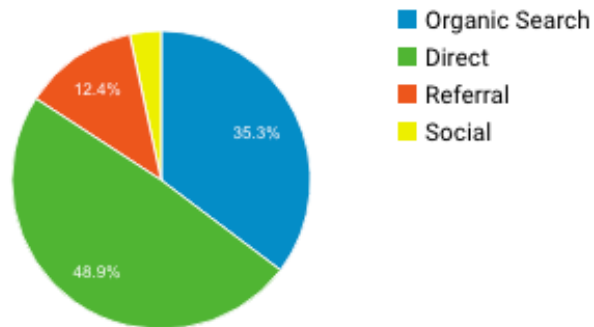
**Referral** = through a link on another website (may contain some data from social)

**Social** = FB, LinkedIn, Twitter, Instagram

1 Jan 2020 - 30 Jun 2020



1 Jan 2019 - 30 Jun 2019



Referral traffic via links on other websites (ndls = National Driving Licence Services requirement for certified translations; Baidu = Chinese search engine; some results here probably relate to online teaching during lockdown)

Source ?	Acquisition
	Users ? ↓
	<b>1,137</b> % of Total: 13.08% (8,692)
1. <a href="#">ndls.ie</a>	<b>444</b> (38.95%)
2. <a href="#">getbottraffic4free.pw</a>	<b>194</b> (17.02%)
3. <a href="#">baidu.com</a>	<b>176</b> (15.44%)
4. <a href="#">classroom.google.com</a>	<b>82</b> (7.19%)
5. <a href="#">mail.google.com</a>	<b>25</b> (2.19%)
6. <a href="#">teams.microsoft.com</a>	<b>15</b> (1.32%)
7. <a href="#">cca.desire2learn.com</a>	<b>14</b> (1.23%)
8. <a href="#">uniqueschoolapp.ie</a>	<b>12</b> (1.05%)
9. <a href="#">en.wikipedia.org</a>	<b>9</b> (0.79%)
10. <a href="#">translationservices.ie</a>	<b>9</b> (0.79%)

# Social traffic: FB & Twitter best for traffic; FB & LinkedIn best for engagement

Social Network <sup>?</sup>	Sessions <sup>?</sup>	↓	Avg. Session Duration <sup>?</sup>	Pages/Session <sup>?</sup>
1. Facebook	177 (41.26%)		00:01:41	3.79
2. Twitter	165 (38.46%)		00:01:03	1.42
3. LinkedIn	80 (18.65%)		00:04:10	2.61
4. Instagram	3 (0.70%)		00:00:14	1.00
5. Yelp	3 (0.70%)		00:01:24	4.00
6. Blogger	1 (0.23%)		00:00:00	2.00

## Notes:











- Facebook/Twitter/LinkedIn traffic largely related to translation competition, overall high drop-off rates
- LinkedIn traffic also related to translation competition, but overall broader, i.e. also interest in translator search, Covid update or joining the ITIA

# Most visited pages (/= homepage)

Page ?	Page Views ?	Avg. Time on Page ?
	<b>34,659</b> % of Total: 100.00% (34,659)	<b>00:01:24</b> Avg for View: 00:01:24 (0.00%)
1. /	<b>5,501</b> (15.87%)	00:01:46
2. /itia-translation-competition-2020/	<b>2,674</b> (7.72%)	00:05:27
3. /translator-interpreter-search/	<b>2,455</b> (7.08%)	00:00:58
4. /name-search/	<b>1,606</b> (4.63%)	00:00:30
5. /how-to-join-the-itia/	<b>1,293</b> (3.73%)	00:01:22
6. /about-certified-translation/	<b>1,139</b> (3.29%)	00:01:52
7. /why-join-the-itia/	<b>623</b> (1.80%)	00:01:32
8. /interpreter-training/	<b>601</b> (1.73%)	00:05:07
9. /itia-membership-fees/	<b>530</b> (1.53%)	00:02:02
10. /associate-itia-membership/	<b>508</b> (1.47%)	00:02:57



# Most visited landing pages

Landing Page <sup>?</sup>	Acquisition
	Sessions <sup>?</sup> ↓
	<b>11,014</b> % of Total: 100.00% (11,014)
1. / 	<b>3,689</b> (33.49%)
2. /itia-translation-competition-2020/ 	<b>2,067</b> (18.77%)
3. /translator-interpreter-search/ 	<b>618</b> (5.61%)
4. /about-certified-translation/ 	<b>587</b> (5.33%)
5. /interpreter-training/ 	<b>436</b> (3.96%)
6. /how-to-join-the-itia/ 	<b>257</b> (2.33%)
7. /why-join-the-itia/ 	<b>216</b> (1.96%)
8. /itia-certified-legal-translator/ 	<b>197</b> (1.79%)
9. /itia-membership-fees/ 	<b>154</b> (1.40%)
10. /interpreter-rates-and-translation-rates-survey/ 	<b>118</b> (1.07%)