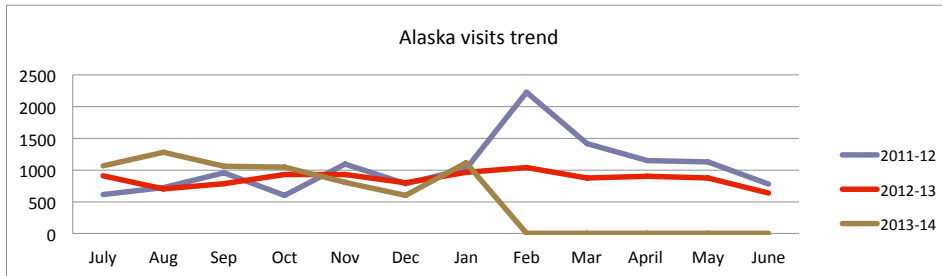


## Best Beginnings FY 2013-14 Web Performance Dashboard

### Section 1. Alaska traffic

	Jan 2014	Dec 2013	M-M Growth	FY total	Prior Year	Y-Y growth
<b>Total Alaska Visits</b>	1,113	599	86%	6,963	6,012	16%
<b>Unique Visitors</b>	726	438	66%	4,623	4,296	8%
<b>Page views</b>	3,410	1,651	107%	20,596	15,256	35%

All Visits	YTD	Prior Year	Y-Y growth
Total Visits	38,597	25,885	49%
Unique Visitors	32,874	21,962	50%
Pageviews	68,378	45,056	52%

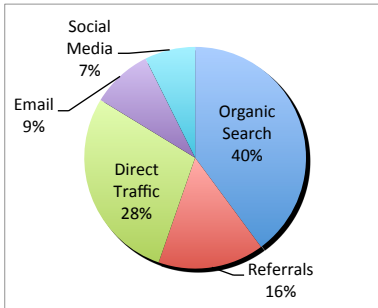


### Notes/Recommendations

Alaska visits in January nearly doubled over December, and have increased YTD over 2012-13 FY by 16%. 4,175 unique individuals have visited since July 1, 2013, which is 11% more than the prior year. On average, Alaska visitors are viewing 17% more pages this year, and spending a full minute longer on the site (about 3-1/2 minutes on average).

### Section 2. Traffic Sources and Content - ALASKANS ONLY

#### Year-to-Date Traffic Sources



Facebook Page	Last month	YTD
Posts	29	255
Comments	35	129
Shares	26	281
Post "Likes"	240	1632
Avg Comments/Post (conversion)	1.21	0.51
Avg Shares/Post (Amplification)	0.90	1.10
Avg Likes/Post (Applause)	8.28	6.40

#### Sources of Alaska traffic Fiscal YTD:

Search Engines: 2,817 (+16% YTD)  
 None/Direct: 2,005 visits (+3% YTD)  
 Referring websites: 1,562 (+44% YTD)  
 E-newsletters: 579 visits (+20% YTD)  
 Social media: 552 visits (+100% YTD)

#### Social Media

Facebook conversions were highest so far this year in January, with an average comments per post of 1.21. The Words Count videopost garnered the highest comments, likes and shares.

Local Referring Websites	LM	YTD	Top 10 Pages Last Month	Pageviews (PV)	Site entrances	Entrance % of PV
anchorage.craigslist.org	16	16	Home	595	413	69%
aeec-sea.org	9	30	Anchorage IL	159	106	67%
matsuimaginationlibrary.org	9	70	Staff and Contacts	156	14	9%
threadalaska.org	5	46	Words Count	150	62	41%
forakergroup.org	5	37	Alaska's IIs	114	12	11%
matsufamilies.org	5	34	Expanding IL	99	29	29%
alaskanativeyouth.org	3	3	StoryTRACKS	96	37	39%
fairbanksfamilies.com	3	32	Imagination Library	74	31	42%
r.duckduckgo.com	2	5	Babies on Track (what we i	31	13	42%
alaskaaeec.org	2	12	IL Books and Activities	53	4	8%
<b>Total</b>	<b>59</b>		<b>Total</b>	<b>1527</b>	<b>721</b>	<b>47%</b>
% of total referrals	39%		% of total pageviews	7%		

Facebook reporting --- to provide a more robust look at response and overall performance. new metrics include:  
 Conversation Rate = average comments per post; measures the connection with your audience. \*Engaged = The people who have liked, commented or shared your posts  
 Amplification Rate = average shares per post; rate at which your followers take your content and share it through their own network.  
 Applause Rate = average Likes per post.  
 Another means to measure whether you are connecting and delivering valuable, relevant content that matters.

Recent E-newsletters	Delivered	Opens	Total Clicks	Click-thru rate*	Average clicks/person	All Web Visits (updated monthly)
January 2014 Enewsletter	1555	305	185	5.6%	2.1	127
November 2013 Enewsletter	1548	324	166	5.9%	1.8	193
September Enews Welcome	657	143	21	2.1%	1.5	17
September 2013 Enewsletter	906	206	57	4.2%	3.6	106
July 2013 Enewsletter	834	197	108	8.4%	1.5	105

\*unique opens divided by total delivered