



Web visit statistics, 2016

www.maristfathers.org.au

Webmaster's comments

A good year?

- It was a very good year
- Although there were less visits than in 2015, this was accounted for as we shook off some strange web visitors from Eastern Europe
- So, 2016 figures are about visitors more genuinely interested in the site
- Nevertheless, about half the visits come from automated sources (eg, Google, etc)
- That leaves ca 200 daily visits from 'real people'

Whence the visits?

Each month, visits come from just over 100 countries

- 62% from Australia
- 30% from six other countries [NZ, Canada, Italy, Germany, Thailand and Brazil – there are Marists in each of these countries]
- 8% from about 90 other countries

Visits, hits, pages, etc

- Daily visits seem to be the best indicator of interest in the site, averaging 400 per day throughout 2016
- Visits rose each month throughout the year (381 in Jan to 457 in Dec)
- 'Hits', although there's more of them, don't always tell the story
- Nevertheless, for the second year in a row hits exceeded 5,000,000
- Each visitor looked at an average of 4 site pages each day