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Website Benchmarking Initiative for Continuing Education

*State of the Industry Report
Quarter 2, 2011*

The JMHC Consulting Website Benchmarking Initiative represents the first ongoing benchmarking effort for continuing education websites. More than 15 institutions participate in this groundbreaking initiative. (Note that 5 of the included institution had incomplete data for the previous year comparisons. Data from these institutions was only included in months for which they had data.)

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Report Overview

If you'd like more detailed information on your website's performance, contact Nicole Foerschler at nfoerschler@jmhconsulting.com or **404.312.3999** to learn more about our WBI Individualized Comparison Reports. You'll receive invaluable insights into how your website compares to industry averages, comparable sites, and your site's performance last year.

Trends and Observations

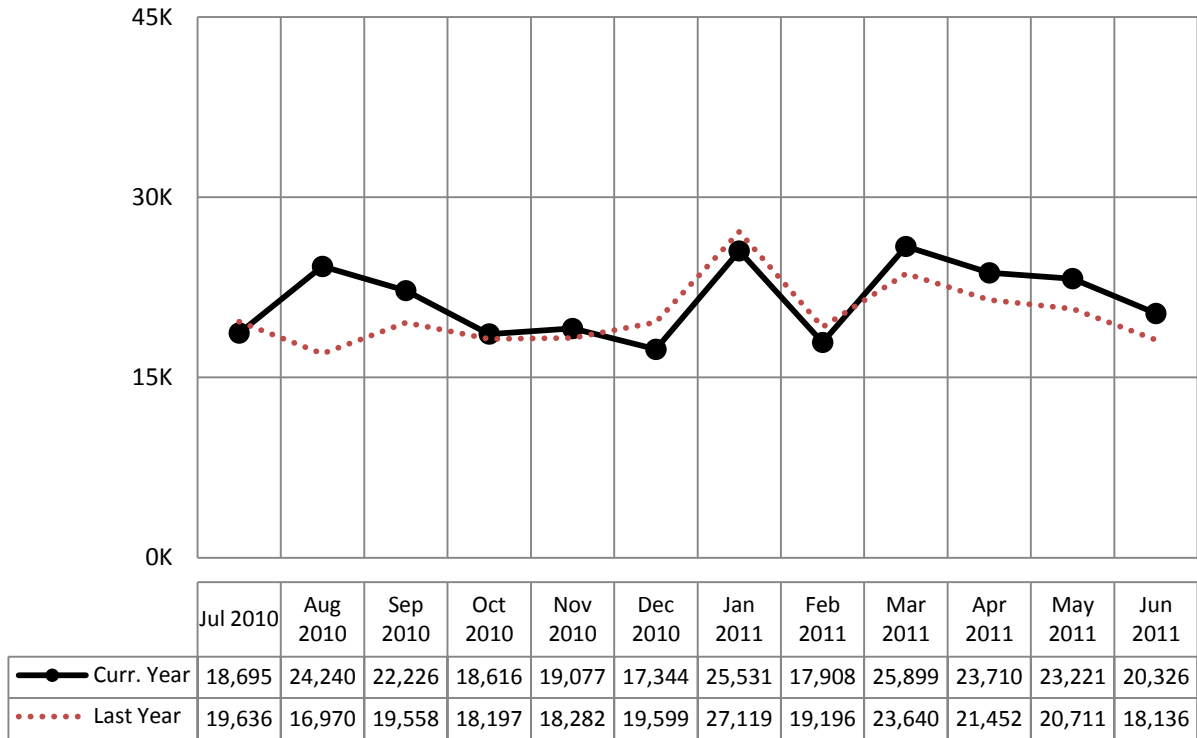
- Visits increased by 11% since last year for quarter 2, which was 3% lower than Q1 2011. Unique visitors followed a similar trend. This suggests that there is slightly less interest in continuing education during Q2. It also suggests that overall traffic increased substantially since last year.
- April received the most visits, visitors, and pageviews. June received the fewest visits, visitors, and pageviews. In fact, there was a linear decline in all three metrics over the three months and a similar trend in 2010. This suggests a fairly predictable pattern of decreasing interest during Q2 each year.
- Bounce rates have been higher in every month of 2011 compared to 2010. The bounce rate reached its highest level in June at almost 46%. Overall Q2 2011 bounce rates were 7.6% higher than Q2 2010 and 5% higher than Q1 2011. This is an unfortunate trend that our industry should address. Nearly half the visitors to our websites leave before viewing a second page!
- Pages per visit were slightly lower in Q2 of this year compared to last year, but seem to be slowly rising in 2011.
- Traffic from search engines followed an almost identical pattern in Q2 2011 compared with Q2 2010, though it was slightly higher this year.
- The largest year-over-year shift in these metrics was in referral traffic, which increased by 20% since 2010. Referral traffic also declined steadily since March, and was 15% lower in Q2 than in Q1. We note, but cannot explain the spike in referral traffic in March through May of 2011.
- There was a relatively even distribution of visits from Direct Sources (30%), Search Engines (35%), and Referring Sites (35%). All three sources increased from Q2 2010 to Q2 2011. Interest
- All three Traffic Sources showed a pattern of high visits in January and March, with low visits in December and February.

Performance Comparisons

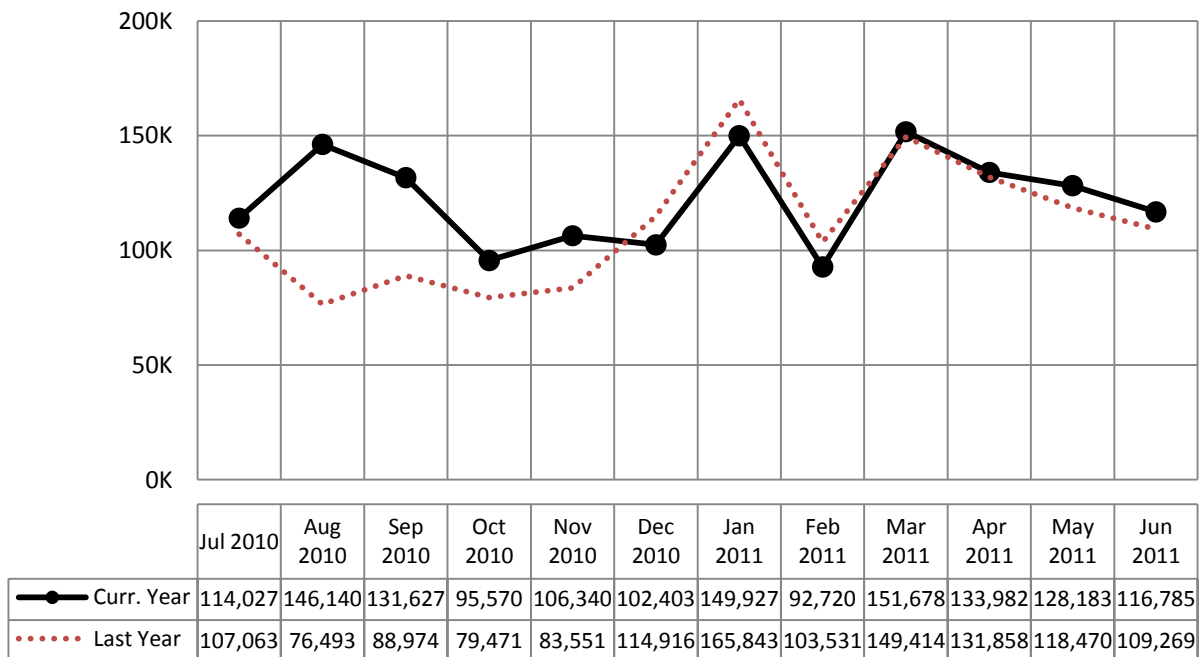
	LAST QUARTER INDUSTRY AVERAGE COMPARED TO...	
	PREVIOUS QUARTER THIS YEAR	SAME QUARTER LAST YEAR
Visits	-3.0%	+11%
Pageviews	-3.9%	+5.4%
Visitors	-3.2%	+12%
% New Visits	-4.3%	+1.1%
Bounce Rate	+5.0%	+7.6%
Pages per Visit	+3.9%	-1.7%
Search Traffic	+3.7%	+4.1%
Direct Traffic	+2.9%	+7.6%
Referral Traffic	-15%	+20%

Visit Analytics

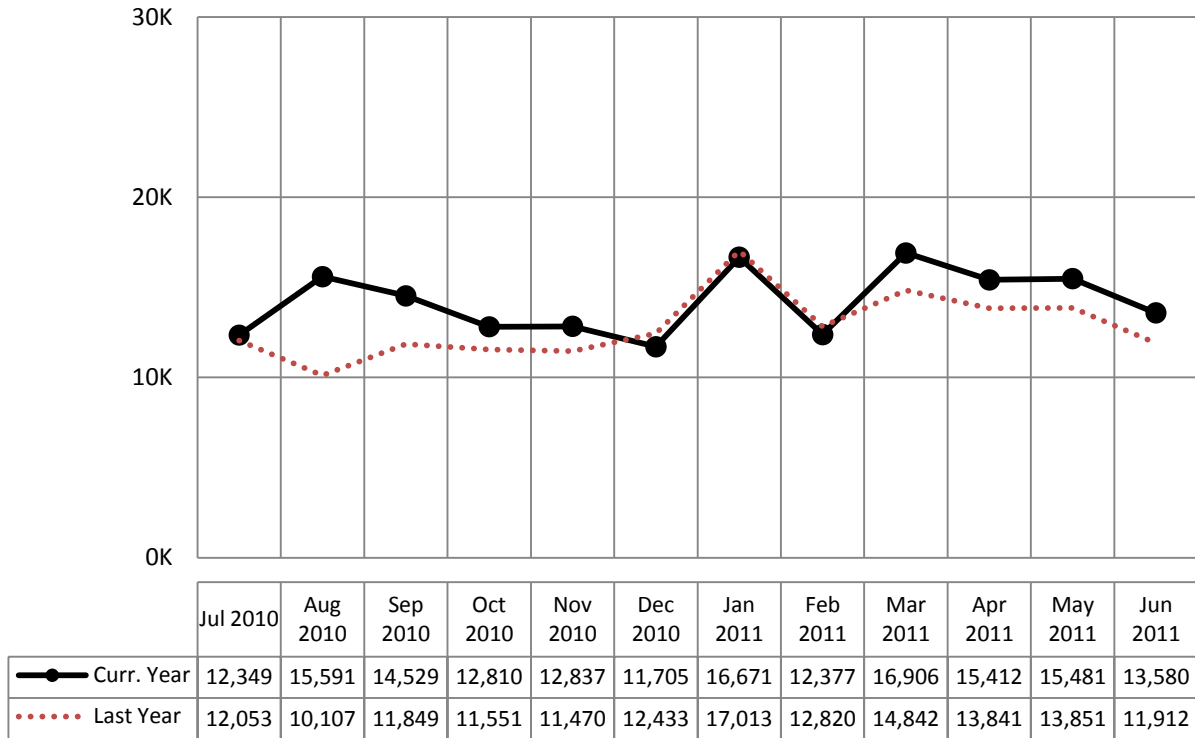
Visits



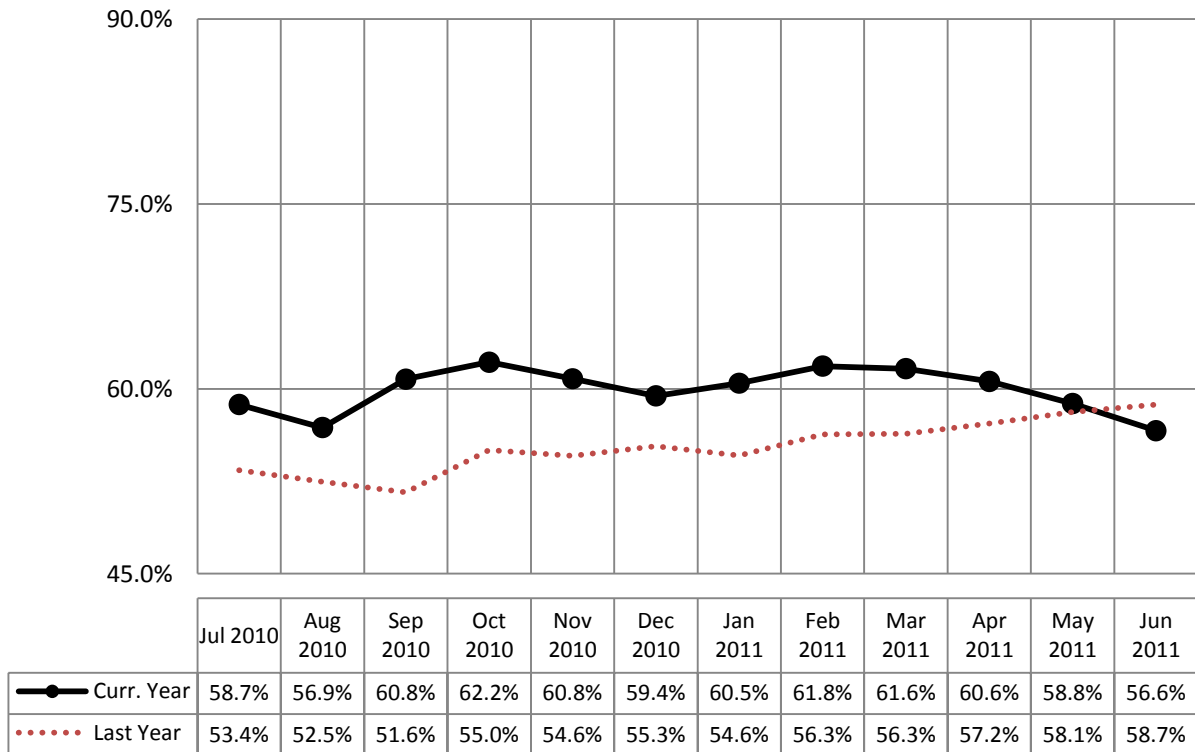
Pageviews



Visitors

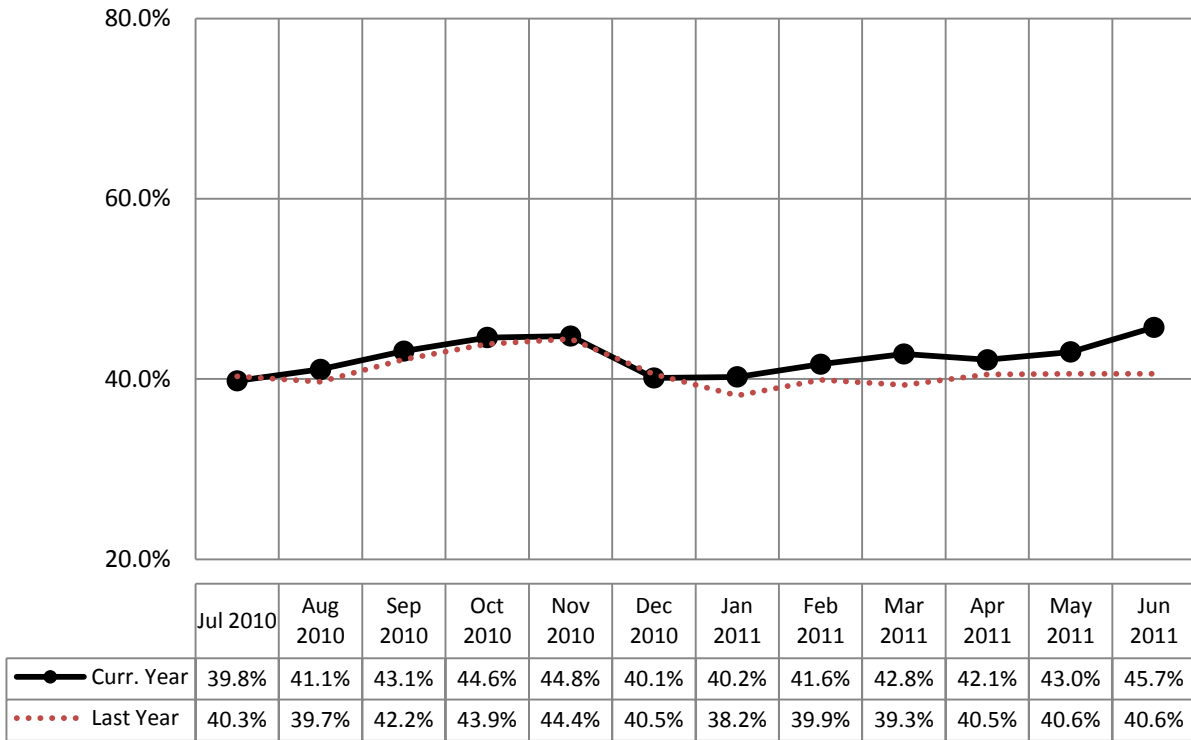


% New Visits

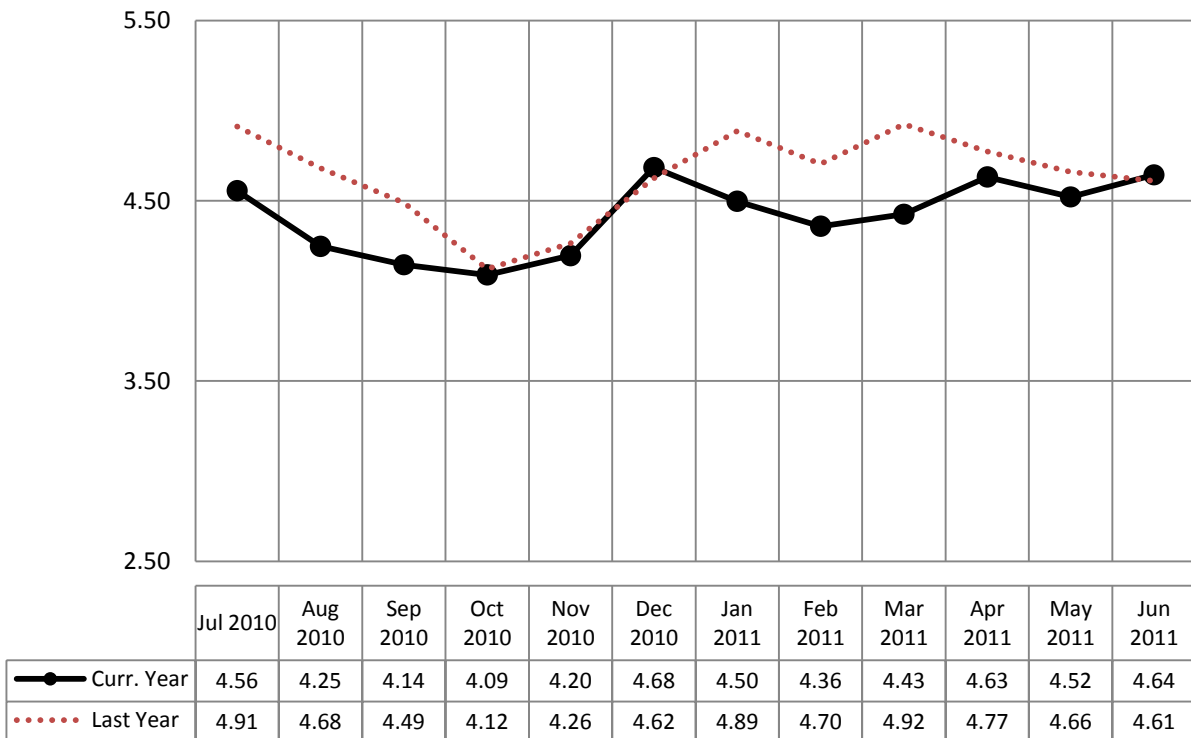


Site Interaction Analytics

Bounce Rate

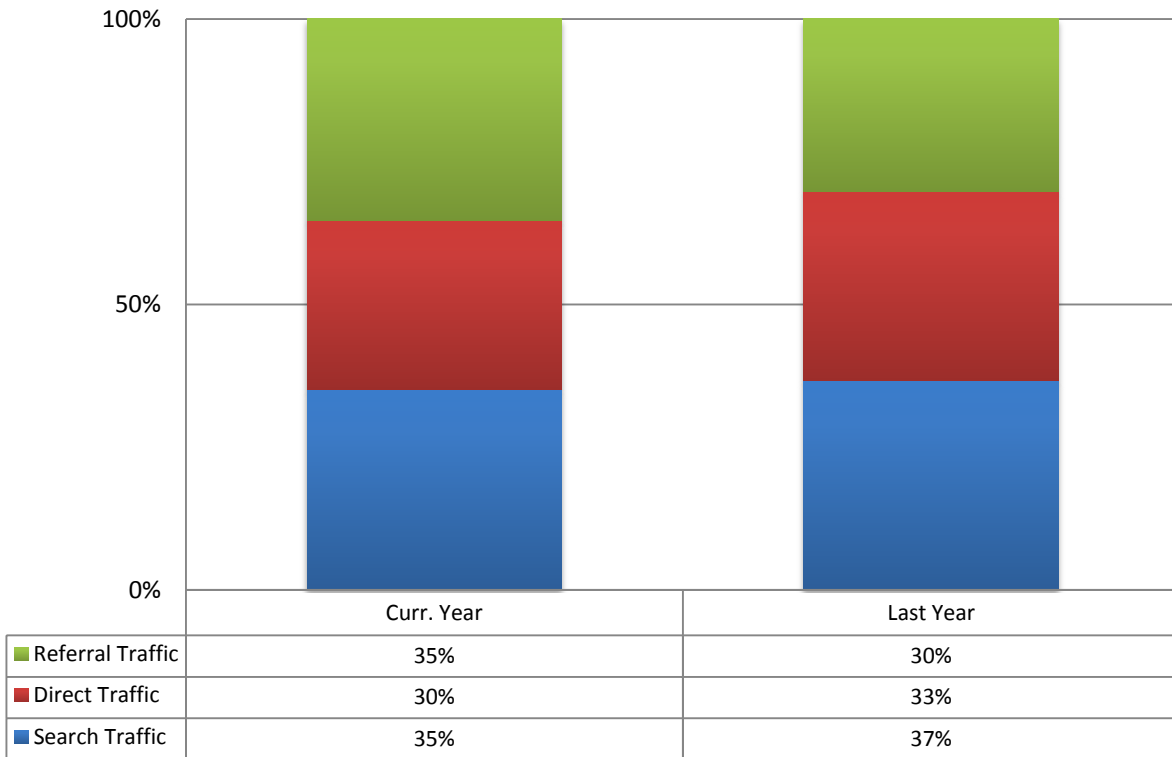


Pages per Visit

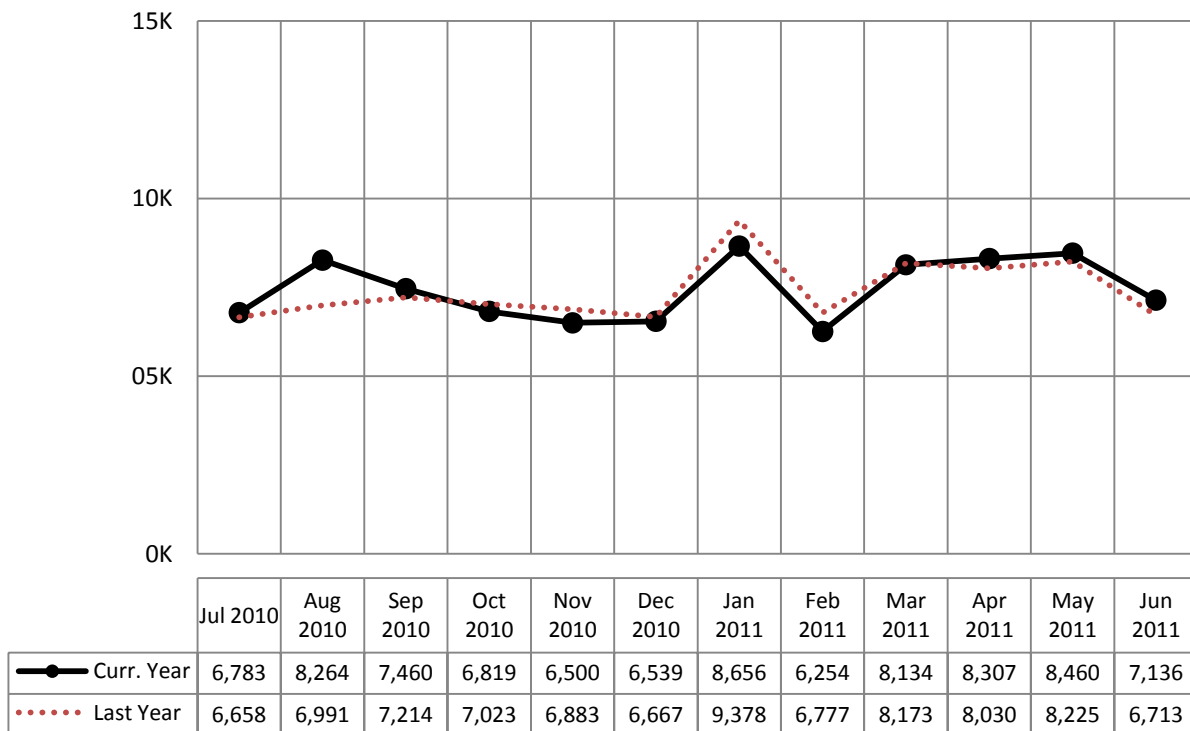


Traffic Sources

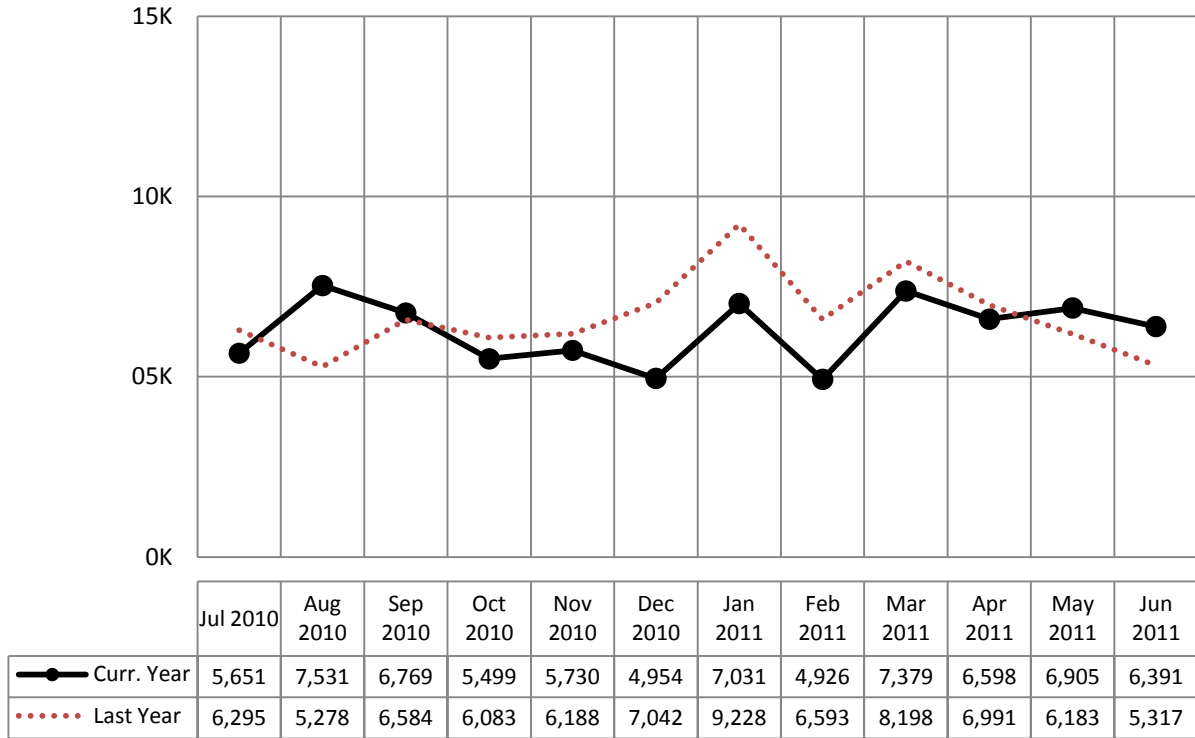
Traffic Sources Breakdown



Search Traffic



Direct Traffic



Referral Traffic

