

## Message from the Editor: *EDGJ* Statistics

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Google Analytics statistics on the online *EDGJ* website collected between September 27, 2010 and May 26, 2011 indicated that:

- The *Journal* site received 9,032 visits by 7,582 unique visitors
- Visitors generated 31,942 page views
- New visits accounted for 83.81% of the visits
- *Journal* visitors came from different 130 countries/territories
- Visitors from the United States accounted for about 40% (N=3,591) of the visits

So what is Google Analytics, or GA? GA is a service offered by Google that compiles visit and visitor statistics about a website. The purpose of compiling these statistics is to identify improvement opportunities and to improve Internet marketing.

On September 28, 2010, an *EDGJ* GA account was created and began collecting data. In addition to the aforementioned statistics, 64.39% of the visits through May 26, 2011 originated from five countries, as an example—see Table 1. In addition to the number of visits originating from these five countries, the number of pages viewed per visit, the average time on the site in minutes and seconds, and the proportion of new visits from these countries were among the statistics provided by GA.

Table 1

Top Five Countries/Territories from which *EDGJ* Visits Originated

	Visits	Pages/Visit	Avg. Time on Site	% New Visits
United States	3,591	6.01	3:18	78.06%
India	1,034	1.60	1:18	95.74%
United Kingdom	533	1.57	0:48	79.17%
Canada	373	2.03	1:17	93.03%
Philippines	285	1.52	1:13	93.68%

Of potential interest to visitors of journal sites and to the authors of the feature articles are statistics on the most frequently visited feature articles. While there are additional statistics, the most frequently visited *EDGJ* feature articles, according to Pageview, between September 27, 2010 and May 26, 2011 appear in Table 2. Pageview refers to every instance of a visit, Unique Pageview refers to the number of sessions a particular page is viewed one or more times, and Avg. Time on Page refers to the average amount of time in minutes and seconds visitors spend on a given page.

Table 2

Top Five Feature Articles Visited

	Page-views	Unique Page-views	Avg. Time on Page
Developing 3-D Spatial Visualization Skills by Sheryl A. Sorby	748	564	3:07
Drafting the Basics by Carol M. Lamb and David G. Kurtanich	602	397	1:41
Spatial Visualization Measurement: A Modification of the Purdue Spatial Visualization Test - Visualization of Rotations by Theodore J. Branoff	524	391	2:29
Cam Design Projects in an Advanced CAD Course for Mechanical Engineers by H. K. Ault	337	243	1:48
Application of 3D CAD for Basic Geometric Elements in Descriptive Geometry by Daniel M. Chen	334	262	3:11

GA also offers a Weighted Sort feature which tempers the statistics collected and offers additional options for assessing site traffic. This feature weighs the results by associated columns.

For additional information on GA, go to <http://www.google.com/analytics/>. Hopefully the statistics provided by GA can assist the Division fine tune the *Journal* to meet its present users' needs and to begin meeting the needs other users. Periodic updates will be provided in this column. If anybody is interested in exploring GA's potential for improving the *Journal* site, feel free to let us know. The *Journal* is also in need of volunteers to scan past issues of the *Journal* for posting.