

Analysis of Future of Children Website Use, 2006 Mid-Year Update

by Meridel Bulle

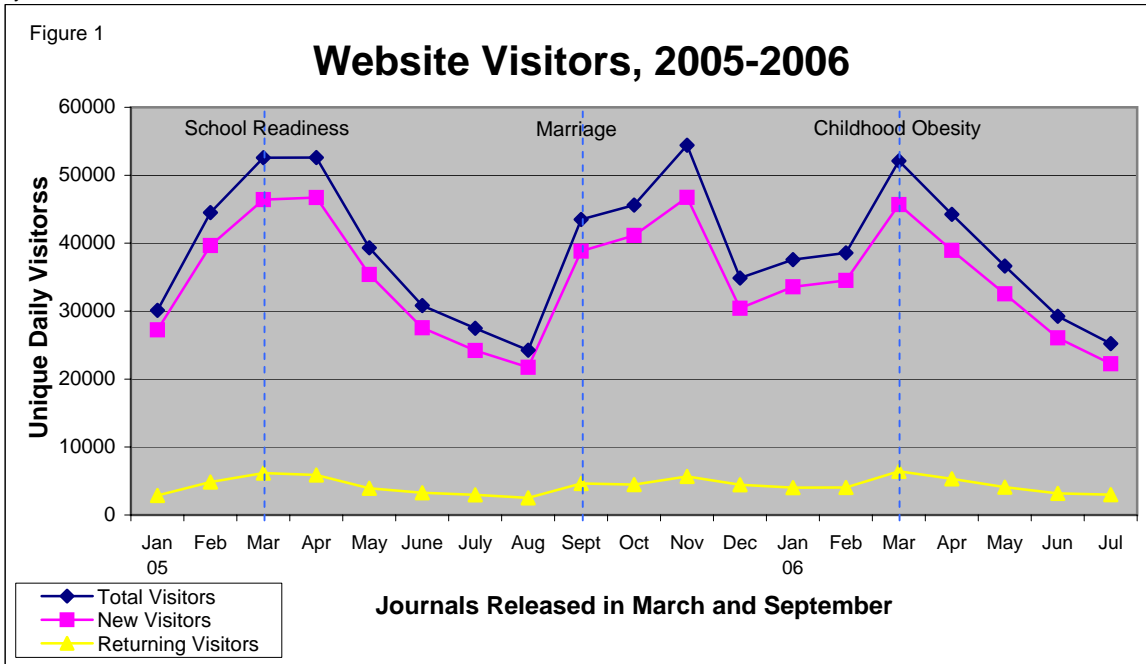
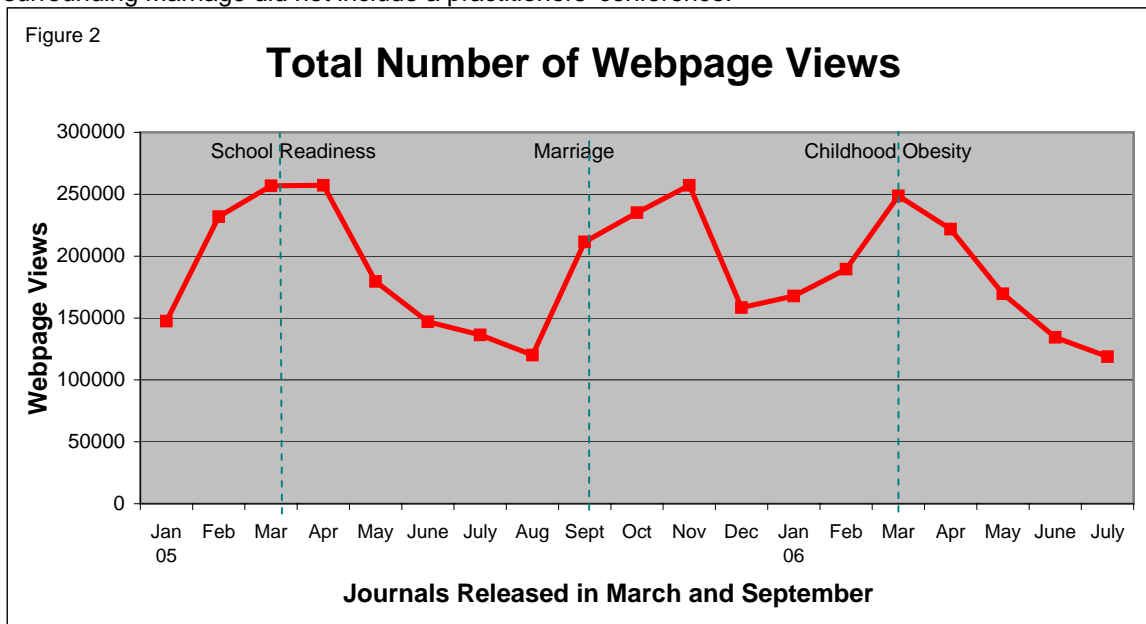
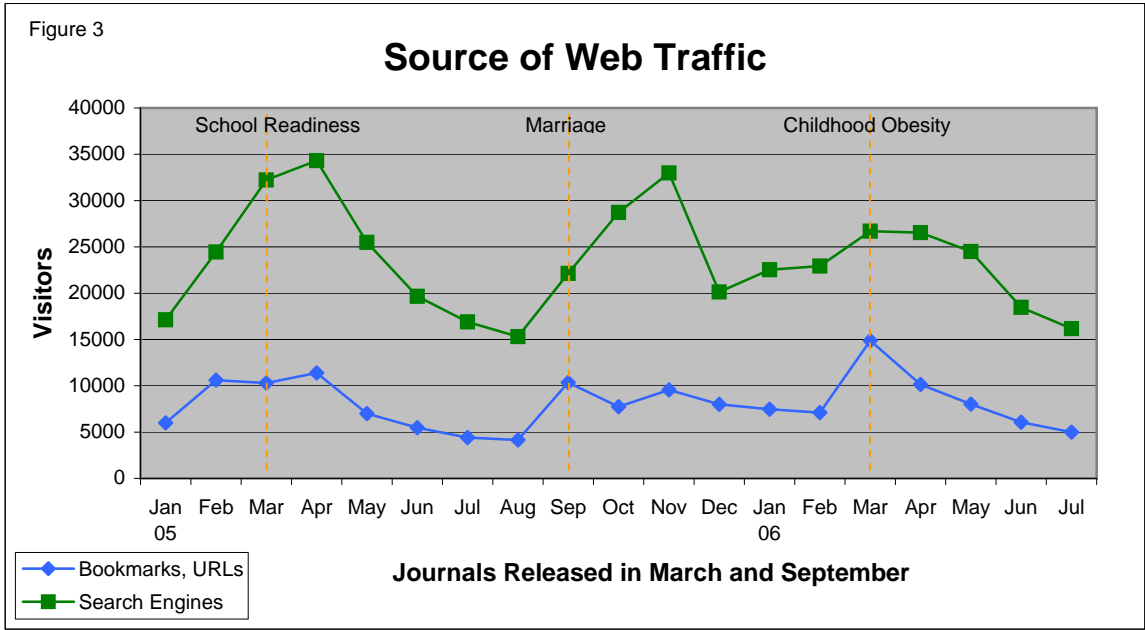


Figure 1 above shows the total number of visitors to our website, www.futureofchildren.org, over the course of 2005 and the first half of 2006. Significant spikes in visitor volume coincide with the release and subsequent outreach efforts of the School Readiness volume in March '05, the Marriage volume in September '05, the Childhood Obesity volume in March '06. While the majority of our visitors are new to our website, a consistent 10% are returning. Figure 2 below provides an indication of how much people use our website. This measure of total webpage views reflects both an increase in visitors and in the number of pages each visitor uses following a journal release. Of note is that the pattern following Marriage is similar to that of the other two volumes, irrespective of the fact that outreach surrounding Marriage did not include a practitioners' conference.





The majority of web visitors find our website through a search engine (such as Google), as shown in Figure 3 above. About a quarter of our traffic, however, is generated from people who have bookmarked our page or followed direct links. This segment is our "loyal traffic"--including the listserv members who receive our e-newsletter and follow links to our webpage and people who have bookmarked our page and visit regularly. As expected, the URL traffic increases immediately upon the release of a journal when we send out announcements with links to the new online volume, whereas the increase in Google traffic follows during the months of outreach. Our ranking on Google lowers when we are not active; therefore it is important to regularly release products so that we can stay on top and these new visitors will find our website.

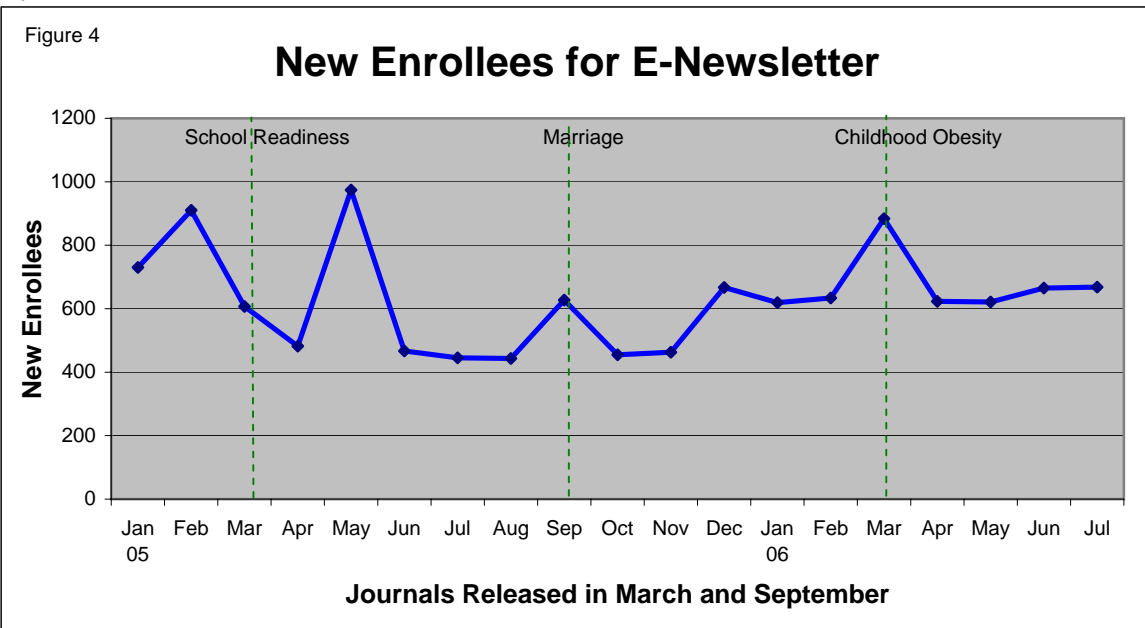
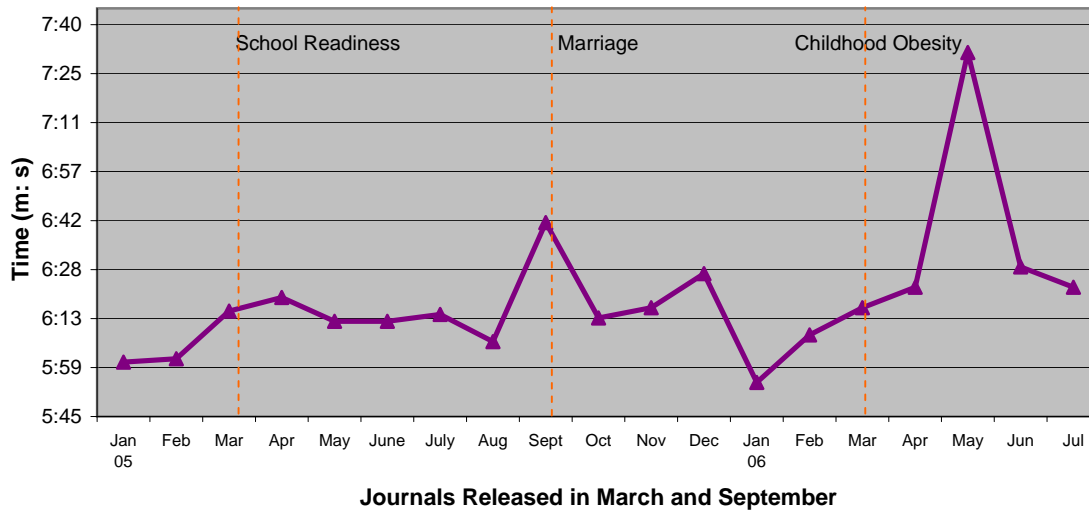


Figure 4 tracks the number of people who voluntarily signed up for our e-newsletter listserv and is therefore a measure of our effectiveness at building our "base." The spikes in May '05 and March '06 follow the practitioners' conferences for School Readiness and Childhood Obesity. The fact that there was no practitioners' conference for the Marriage volume explains the relatively lower number of enrollees.

Figure 5

Average Time Spent on Website



The measures used in Figures 5 and 6 can be thought of as trade-offs; it seems that as web visitors spend more time navigating the webpage, they do not need to email requests for articles and information as readily. The two measures together indicate a substantial increase in visitor activity after the release of the School Readiness and Childhood Obesity volumes. The Marriage volume again generated less visitor activity, most likely because of there was no practitioners' conference tied to this issue.

Figure 6

Requests for Product Info*

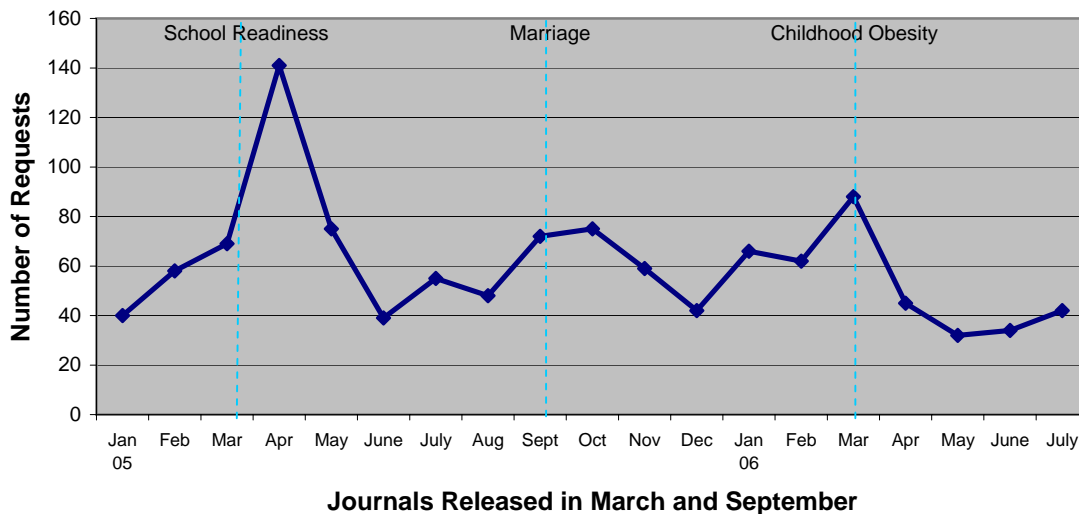


Figure 7

Press Hits

