

CED ANALYTICS REPORT 2020

**MISTYRE BONDS &
ALLEGRA FIETS**

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HOW DO USERS ACCESS THE SITE?

Direct: Users navigate to the site via the url ced.sog.unc.edu or via bookmark

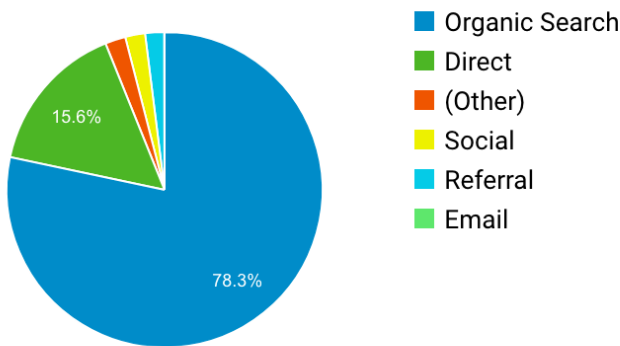
Organic Search: Users navigate to the site via a search engine

Referral: Users Navigate to the site via a blog post, news article, etc.

Social: Users navigate to the site via social media

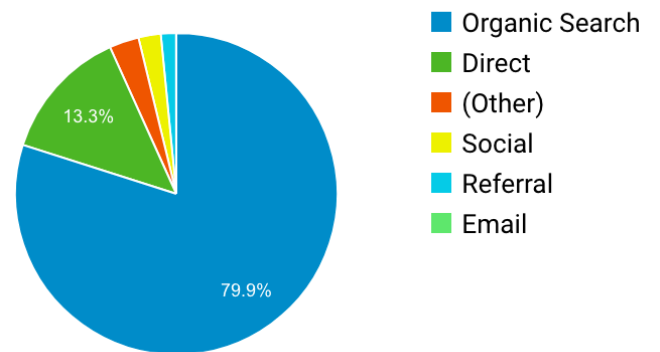
2019

Top Channels



Last 3 Months
March 1, 2020-May 31, 2020

Top Channels



Acquisition			
	Users	New Users	Sessions
Returning Users	5,698	0	10,129
New Users	49,664	49,215	49,215
1 google / organi	3,902 36,521		
2 (direct) / (none)	1,023 6,623		
3 rss / rss	320 901		
4 bing / organic	318 2,565		
5 yahoo / organic	107 888		
6 m.facebook.com	34 703		
7 t.co / referral	22 95		
8 duckduckgo / o	18 246		
9 l.facebook.com	15 51		
10 linkedin.com / r	13 108		

Acquisition			
	Users	New Users	Sessions
All Users	11,008	10,836	13,242
Returning Users	1,461	0	2,406
1 google / organi	7,989 976		
2 (direct) / (none)	1,487 239		
3 bing / organic	637 90		
4 rss / rss	329 115		
5 yahoo / organic	220 28		
6 pinterest.com /	119 3		
7 m.facebook.com	89 2		
8 duckduckgo / o	77 6		
9 ncmainstreetcc	26 9		
10 ecosia.org / org	18 2		

AVERAGE NUMBER OF SITE USERS

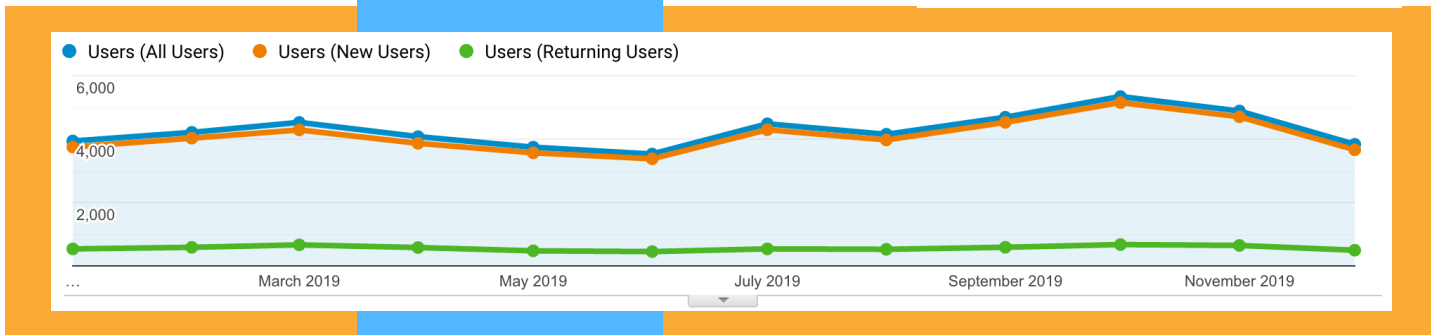
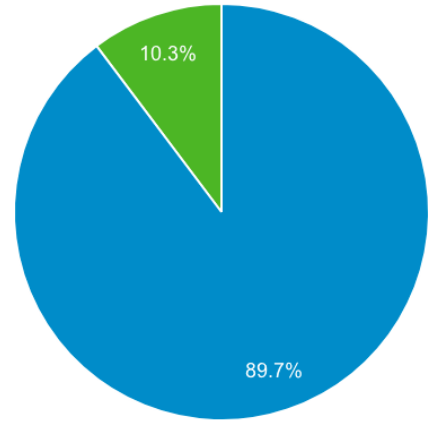
New Users: First time visitors to the site

Returning Users: Users who have previously visited the site

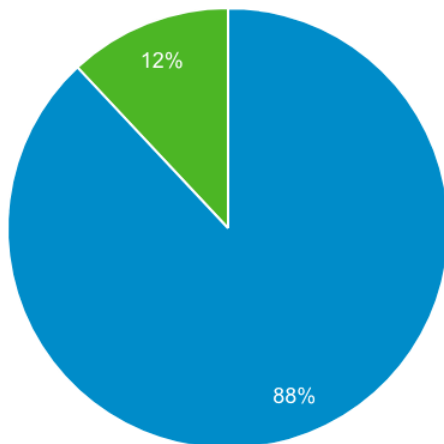
■ New Visitor ■ Returning Visitor

2019

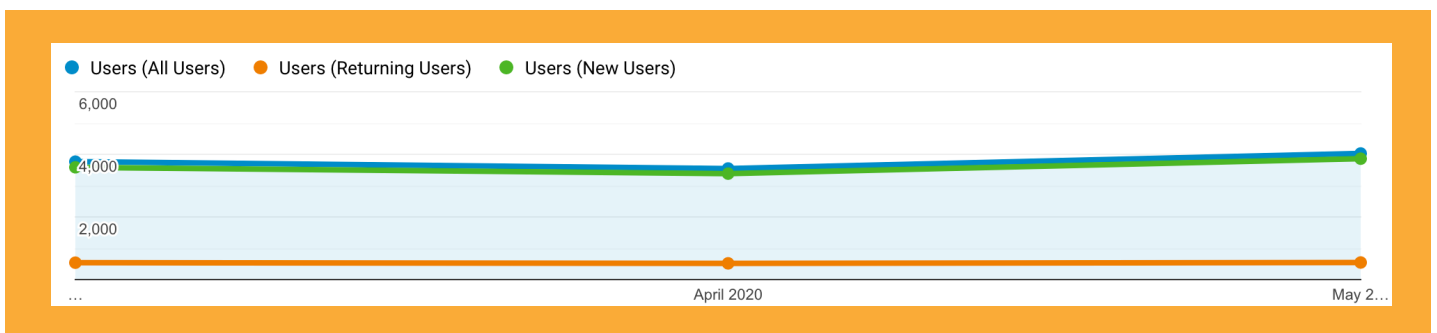
Users
49,963



■ New Visitor ■ Returning Visitor



Last 3 Months
Users
11,008

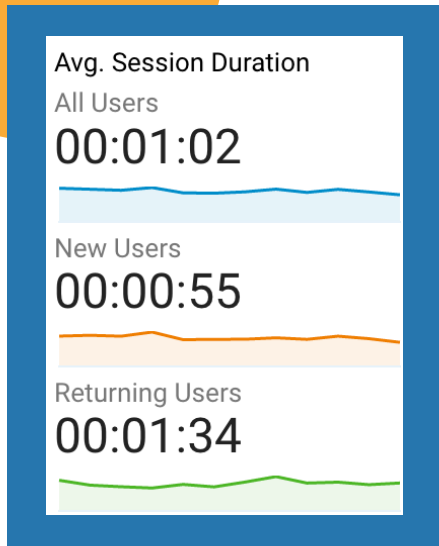


SESSION STATS

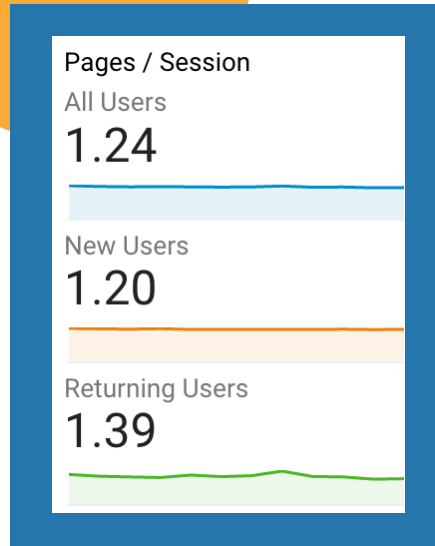
A **session** describes the entire time a user was on your site

2019

How long do users stay on the site?

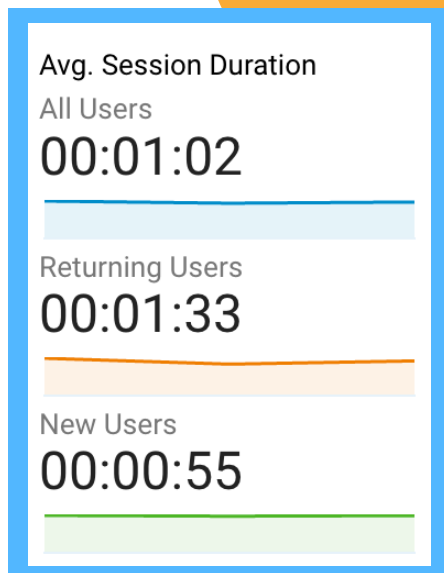


How many pages do users visit?

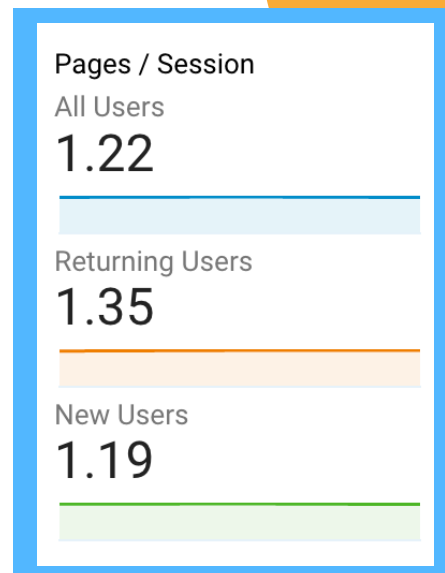


Last 3 Months

How long do users stay on the site?



How many pages do users visit?



PAGE VIEW BY CATEGORY

Organized by page view, the number of times a page was viewed

2019

Page ?	Pageviews ? ↓
	1,018 % of Total: 1.39% (73,396)
1. /category/development-finance-initiative/	227 (22.30%)
2. /category/cd/	122 (11.98%)
3. /category/cd/built/	107 (10.51%)
4. /category/ed/	81 (7.96%)
5. /category/downtown/	80 (7.86%)
6. /category/finance/	73 (7.17%)
7. /category/program-work/ccp/ccplenoir/	34 (3.34%)
8. /category/program-work/ccp/ccpcaswell/	29 (2.85%)
9. /category/sustainable/	29 (2.85%)
10. /category/program-work/cerc/	28 (2.75%)
11. /category/program-work/ccp/	25 (2.46%)
12. /category/program-work/ccp/ccpcaswell/page/2/	17 (1.67%)
13. /category/ced-news-social-media/	15 (1.47%)
14. /category/regional-collaborative/	15 (1.47%)
15. /category/program-work/ruralopportunities/	14 (1.38%)
16. /category/program-work/ccp/page/3/	13 (1.28%)
17. /category/ccp/page/2/	11 (1.08%)
18. /category/cd/natural/	8 (0.79%)
19. /category/cd/socialcivic/	8 (0.79%)
20. /category/cd/built/page/2/	7 (0.69%)
21. /category/cd/built/page/3/	7 (0.69%)
22. /category/cd/financial/	7 (0.69%)
23. /category/ed/page/2/	6 (0.59%)
24. /category/ccp/page/3/	5 (0.49%)
25. /category/featured-articles/	5 (0.49%)
26. /category/cd/humancultural/	4 (0.39%)
27. /category/cd/page/2/	4 (0.39%)

28. /category/cd/page/3/	3 (0.29%)
29. /category/downtown/page/3/	3 (0.29%)
30. /category/program-work/	3 (0.29%)
31. /category/program-work/cerc/page/2/	3 (0.29%)
32. /category/uncategorized/	3 (0.29%)
33. /category/cd/built/page/4/	2 (0.20%)
34. /category/cd/built/page/5/	2 (0.20%)
35. /category/cd/page/5/	2 (0.20%)
36. /category/downtown/page/2/	2 (0.20%)
37. /category/ed/page/8/	2 (0.20%)
38. /404.html?page=/category/development-finance-initiative&from=	1 (0.10%)
39. /category/ed/page/5/	1 (0.10%)
40. /category/ed/page/7/	1 (0.10%)
41. /category/finance/page/3/	1 (0.10%)
42. /category/program-work/page/2/	1 (0.10%)
43. /category/program-work/page/3/	1 (0.10%)
44. /category/program-work/page/4/	1 (0.10%)
45. /category/regional-collaborative/page/2/	1 (0.10%)
46. /category/regional-collaborative/page/3/	1 (0.10%)

BOUNCE RATE OF HOMEPAGE

Bounce rate represents the sessions on your site where users arrived on a given page and exited without viewing any other pages. A "bounce" is a single-page session.

53.14%

2019

50.62%

Last 3 Months

BOUNCE RATE BY CATEGORY

2019

BOUNCE RATE OF MOST POPULAR PAGES

Above Average

Below Average

Page ?	Bounce Rate ?
	59.23% Avg for View: 82.81% (-28.47%)
1. /category/cd/financial/	100.00%
2. /category/ed/	100.00%
3. /category/finance/page/3/	100.00%
4. /category/program-work/ruralopportunities/	100.00%
5. /public/8h5m-dp52/20161202041738mp_/http://ced.sog.unc.edu/category/development-finance-initiative/	100.00%
6. /category/ccp/page/2/	80.00%
7. /category/ccp/page/3/	80.00%
8. /category/program-work/cerc/	75.00%
9. /category/development-finance-initiative/	66.67%
10. /category/program-work/ccp/ccplenoir/	57.89%
11. /category/program-work/ccp/page/3/	57.14%
12. /category/cd/	54.55%
13. /category/downtown/	50.00%
14. /category/program-work/ccp/ccpcaswell/	50.00%
15. /category/cd/built/	33.33%
16. /category/sustainable/	33.33%
17. /category/program-work/ccp/	28.57%
18. /category/finance/	25.00%
19. /category/program-work/ccp/ccpcaswell/page/2/	25.00%

EXIT RATE BY CATEGORY

Exit rate represents the percentage of pageviews that were the last in the session.

2019

EXIT RATE OF MOST POPULAR PAGES

Above Average

Below Average

Page ?	% Exit ? ↓
	31.43% Avg for View: 79.93% (-60.67%)
1. /category/finance/page/3/	100.00%
2. /category/regional-collaborative/page/3/	100.00%
3. /public/8h5m-dp52/20161202041738mp_/http://ced.sog.unc.edu/category/development-finance-initiative/	100.00%
4. /category/ccp/page/3/	80.00%
5. /category/uncategorized/	66.67%
6. /category/development-finance-initiative/	57.71%
7. /category/ccp/page/2/	54.55%
8. /category/program-work/ccp/ccpcaswell/	51.72%
9. /category/cd/page/5/	50.00%
10. /category/ed/page/8/	50.00%
11. /category/program-work/ccp/ccplenoir/	44.12%
12. /category/program-work/ccp/ccpcaswell/page/2/	41.18%
13. /category/featured-articles/	40.00%
14. /category/program-work/ruralopportunities/	35.71%
15. /category/program-work/cerc/	32.14%
16. /category/program-work/ccp/page/3/	30.77%
17. /category/cd/financial/	28.57%
18. /category/ed/	24.69%
19. /category/sustainable/	24.14%
20. /category/downtown/	23.75%
21. /category/cd/	22.95%
22. /category/ced-news-social-media/	20.00%
23. /category/regional-collaborative/	20.00%
24. /category/ed/page/2/	16.67%
25. /category/program-work/ccp/	16.00%
26. /category/cd/built/	15.89%
27. /category/cd/natural/	12.50%
28. /category/cd/socialcivic/	12.50%
29. /category/finance/	12.33%

TOP SEARCH QUERIES

What content are users searching for within the site?

2019

opportunity zones
 NC Works
 historic tax credit
 affordable housing
 landmark
 NMTC
 brownfield
 disposing
 income inequality
 mezzanine

Page ?	Pageviews ? ↓
	859 % of Total: 1.17% (73,396)
1. /?s=opportunity zones&cat=plus-5-r results	24 (2.79%)
2. /?s=NC Works&cat=plus-5-results	20 (2.33%)
3. /?s=historic tax credit&cat=plus-5-r results	15 (1.75%)
4. /?s=affordable housing&cat=plus-5- -results	11 (1.28%)
5. /?s=landmark&cat=plus-5-results	10 (1.16%)
6. /?s=NMTC&cat=plus-5-results	9 (1.05%)
7. /?s=brownfield&cat=plus-5-results	8 (0.93%)
8. /?s=disposing&cat=2-5-results	7 (0.81%)
9. /?s=income inequality&cat=plus-5-r results	7 (0.81%)
10. /?s=mezzanine&cat=plus-5-results	7 (0.81%)

Last 3 Months

washington county
 odio
 ahoskie
 grants
 plymouth
 TAX CREDITS
 2020 farm tax exemptions
 9% LIHTC
 albermarle
 ashley tucker

Page ?	Pageviews ? ↓
	176 % of Total: 1.09% (16,119)
1. /?s=washington county&cat=plus-5- results	7 (3.98%)
2. /?s=odio&cat=plus-5-results	5 (2.84%)
3. /?s=ahoskie&cat=2-5-results	4 (2.27%)
4. /?s=grants&cat=plus-5-results	3 (1.70%)
5. /?s=plymouth&cat=2-5-results	3 (1.70%)
6. /?s=TAX CREDITS&cat=plus-5-result s	3 (1.70%)
7. /?s=2020 farm tax exemptions&cat =1-result	2 (1.14%)
8. /?s=9% LIHTC&cat=2-5-results	2 (1.14%)
9. /?s=albermarle&cat=plus-5-results	2 (1.14%)
10. /?s=ashley tucker&cat=plus-5-result s	2 (1.14%)

SHARES VIA SOCIAL MEDIA

Event Action measures the actions that occur in response to triggered events

Total Events tracks the number of events that occur.

2019

Event Action ?	Total Events ? ↓
	55 % of Total: 1.20% (4,590)
1. https://twitter.com/share	20 (36.36%)
2. http://www.facebook.com/share.php?u=https://ced.sog.unc.edu/ced-and-planning-vs-income-inequality-part-1-when-communities-pay-the-price/	2 (3.64%)
3. http://www.linkedin.com/shareArticle?mini=true&url=https%3A%2F%2Fced.sog.unc.edu%2Fdfi-of-the-public-for-the-public%2F&title=DFI%3A+Of+the+Public%2C+For+the+Public&summary=The+mission+of+the+School+of+Government+is+to+improve+the+lives+of+North+Carolinians+through+training%2C+advising%2C+and+scholarship+for+public+officials.+However%2C+when+it+became+clear+that+a+%5B%26hellip%3B%5D&source=Community+and+Economic+Development+in+North+Carolina+and+Beyond	2 (3.64%)
4. https://plus.google.com/share?url=https%3A%2F%2Fced.sog.unc.edu%2Fdesignating-local-historic-landmarks-in-north-carolina%2F	2 (3.64%)
5. http://www.facebook.com/share.php?u=https://ced.sog.unc.edu/collaboration-and-community-resilience/	1 (1.82%)
6. http://www.facebook.com/share.php?u=https://ced.sog.unc.edu/does-affordable-housing-negatively-impact-nearby-property-values/	1 (1.82%)
7. http://www.facebook.com/share.php?u=https://ced.sog.unc.edu/household-overcrowding-in-north-carolina-a-look-at-the-data/	1 (1.82%)
8. http://www.facebook.com/share.php?u=https://ced.sog.unc.edu/key-elements-of-successful-downtowns/	1 (1.82%)
9. http://www.facebook.com/share.php?u=https://ced.sog.unc.edu/north-carolina-biotechnology-center-fueling-growth-in-ncs-biotech-industry/	1 (1.82%)
10. http://www.facebook.com/share.php?u=https://ced.sog.unc.edu/the-community-reinvestment-act-lihtc-how-changes-in-the-banking-sector-could-affect-affordable-housing/	1 (1.82%)