

MDMR Website Annual Analytics Report

for 2012

The Mississippi Department of Marine Resources (MDMR) website metrics are necessary to determine how well the website aligns with the mission of the agency. Website analytics reports are meant to present these metrics in a meaningful and engaging way. The Highlights section is a one-page summary of key findings. The Analysis section is designed around a series of high-level questions about the website and its visitors. The report concludes with a few brief trends, recommendations based on those trends, and information regarding this report.

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dmr.ms.gov Annual Report

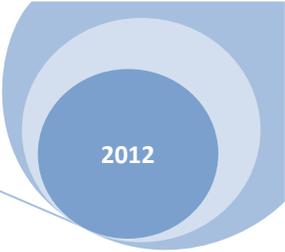
(2012 - 2013)

Highlights

- **Traffic to dmr.ms.gov came from 140 different countries and territories.** The top five countries (not including the United States) were the Philippines, India, the United Kingdom, Canada, and Australia.
- **Traffic to dmr.ms.gov came from each of the 50 states and Washington, D.C.** The top five states (not including Mississippi) were Texas, Louisiana, Alabama, Florida, and California.
- **Only 3.71% of visitors to dmr.ms.gov used the search feature on the site.** This tells us most users can find what they need using the navigation tools. When the site search feature is used, three of the top ten searched terms were related to employment, and four of the top ten searched terms were related to shrimp or crab.
- **Nearly 25% of the most frequent visitors to the site came from Mississippi state agencies, including within the agency.** The Mississippi Department of Information Technology Services (ITS) does not segment outgoing Internet traffic, so it is impossible to distinguish between internal and external traffic from the ITS network.
- **29% of the traffic to the site began on the home page, and 39% of this traffic left without viewing any other pages.** While this bounce rate of 39% is low for a government website, there is still an opportunity to improve design and content to further engage users.
- **The home page and the Artificial Reef page were the most trafficked pages.** Overall, 29% of all pageviews were of home page and 5% of all pageviews were of the Artificial Reef page.

Quick Stats

- 47,631 unique visitors
- 91,091 total visits
- 292,902 total pageviews
- 3.22 pages viewed per visit
- 4:11 minutes average visit duration

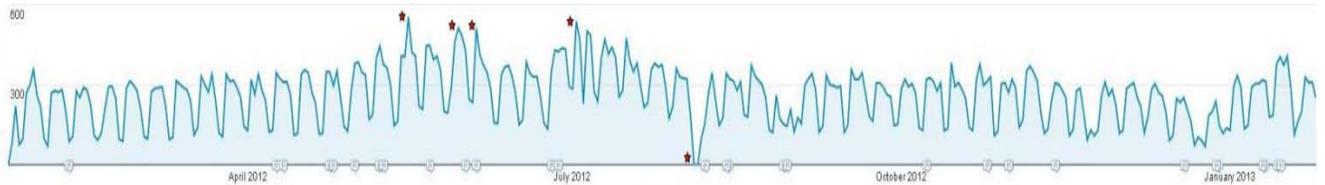


Analysis

How many people visited the website?

- 47,631 people visited the website, generating 91,091 total visits and 292,902 pageviews. See Figure 1.
- Spikes in traffic occurred on:
 - May 16--fishing record set
 - May 30--shrimp season opens
 - June 4--reef enhancement news release
 - July 2--CMR special meeting
- The absence of traffic on August 4 and 5 was due to an outage at ITS

Figure 1: Daily Visits to dmr.ms.gov



How engaged were these visitors within the website?

- On average, users visited 3.22 pages per visit, yet 14% only viewed one page per visit.
- On average, users stayed on the site for 4 minutes per visit, yet 16% of visits lasted 0-10 seconds.
- 52% of visitors were new to the website, and 48% of visitors were returning.

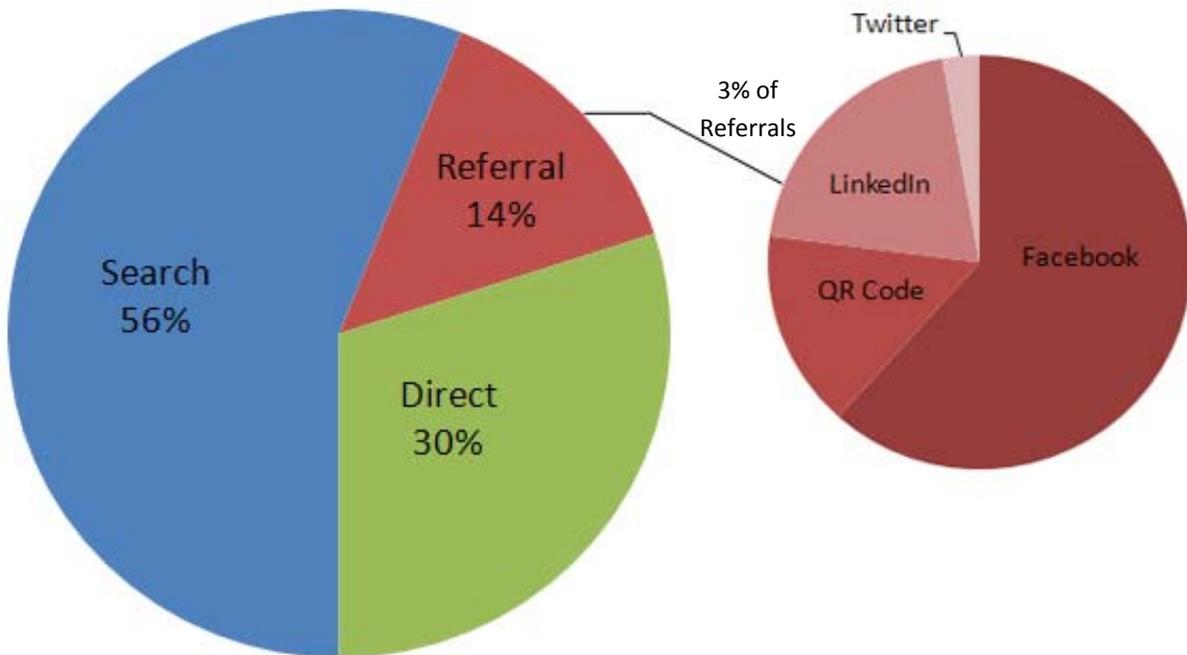
Are our visitors mobile?

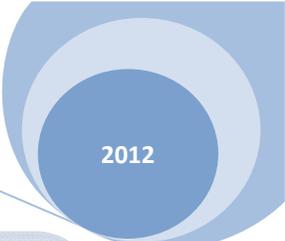
- 16% of visits came from mobile devices, mostly on Apple iPhones, Apple iPads, and Samsung SCH 1500 Fascinate smartphones.
- Mobile visitors made up 67% of new visits to the website.

How do people find our website?

- About 56% of traffic came from search, 30% came directly to the site (by typing in the address or using bookmarks or email links), and the remaining came from links in other websites.
- Top referral sources were:
 - mgfb.com
 - our Intranet
 - gulfcoast.org
 - primofish.com
 - bluecrab.info
- 327 visitors came from social network referrals, and 49 visits came via QR code combined for a total of .03% of referrals. See Figure 2.

Figure 2: Sources of Traffic to dmr.ms.gov

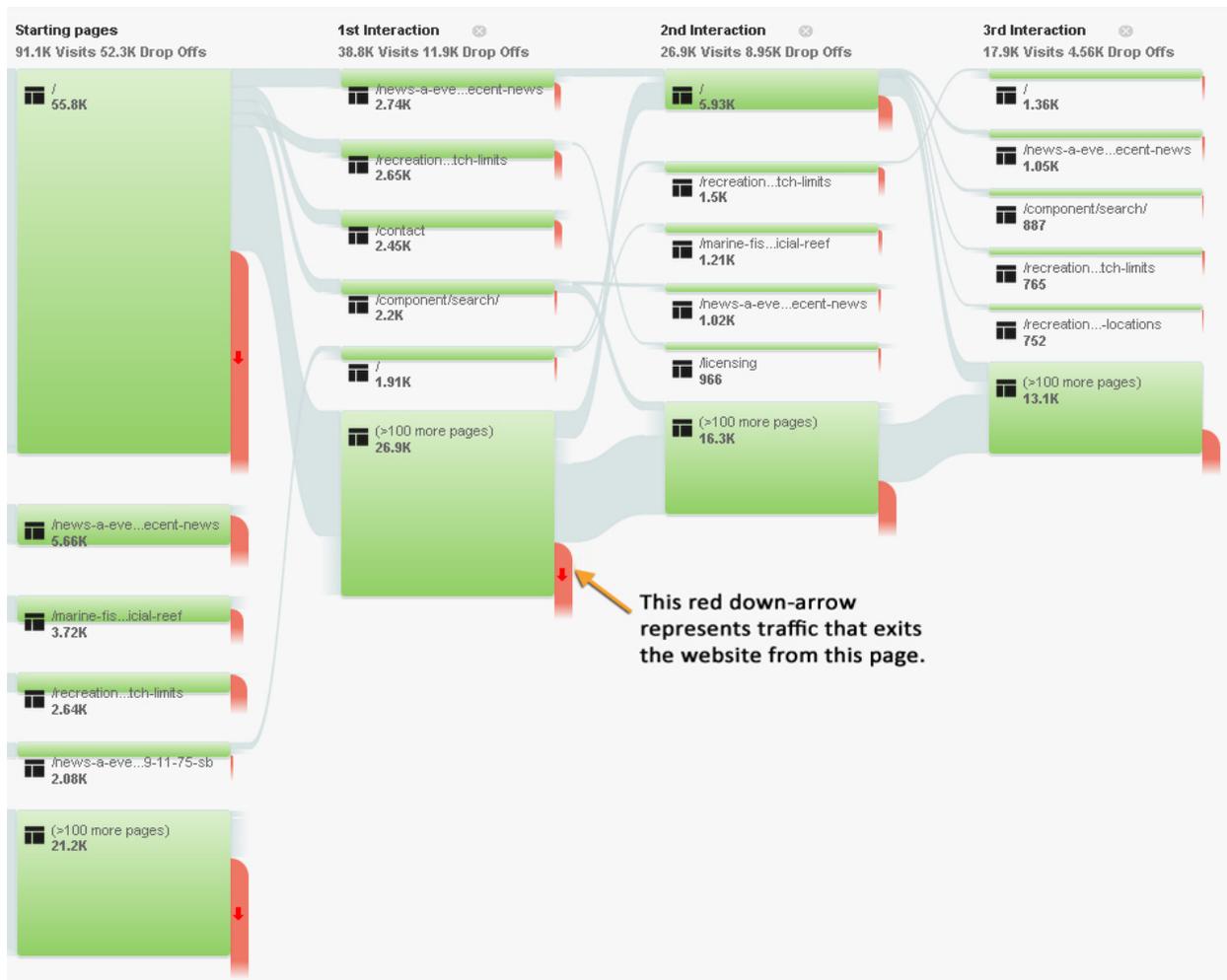


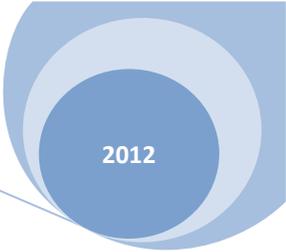


What paths do visitors take through our website?

- 61% of traffic began on the home page.
- 32% of the visits that began on home page left the site without viewing any other pages.
- 20% of the remaining visitors continued through to the News & Events pages, the Recreational Fishing Catch Limits page, or the Contact Us page. See Figure 5.

Figure 5: Visitor Flow through dmr.ms.gov

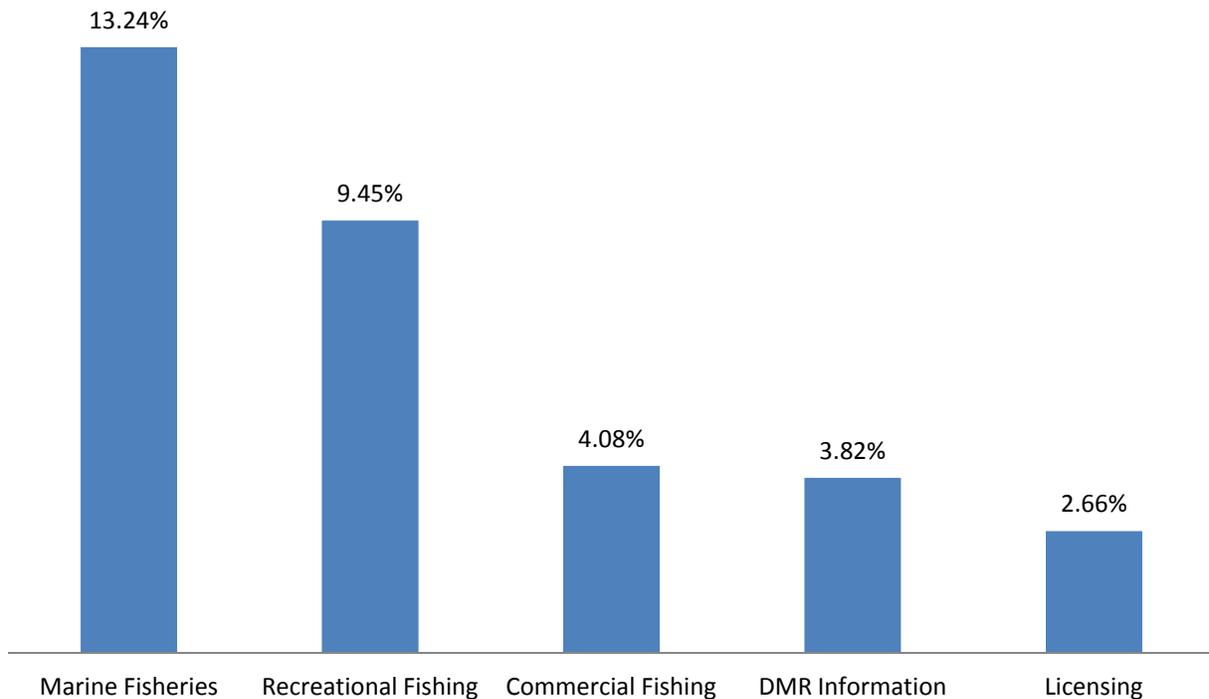




What content is popular with visitors?

- After the home page, the Artificial Reef page received the most pageviews, with about 5% of total pageviews.
- Primary navigation *sections* - Licensing, DMR Information, Commercial Fishing, Recreational Fishing, and Marine Fisheries - received between 3% and 13% of total pageviews. See Figure 6.
- The top 5 popular pages were:
 - Artificial Reef
 - Recreational Catch Limits
 - Inshore Reefs
 - Contact Us
 - Recreational Fishing

Figure 6: Annual Pageviews of Key Sections of *dmr.ms.gov*



Where do visitors go from here?

- Our website has over 60 outbound links (links to other websites).
- The top 5 outbound links were:
 - MDWFP - Purchase or Renew Fishing License
 - MDWFP - Fishing & Boating
 - MS State Personnel Board
 - Transparency Mississippi
 - MS Coastal Cleanup

Noticeable Trends and Recommendations

- While we are beginning to highlight more content in the home page slideshow, we could do more to graphically showcase pages with the fewest pageviews. Analytic data show consistent spikes in traffic to the Grand Bay NERR page when monthly Adventure Quenchers are promoted on the home page. Therefore, recommendations include creating engaging content for the least-trafficked pages and cross-promoting content on popular pages, when applicable.
- Outbound traffic to MDWFP's fishing license renewal page spikes when open seasons are announced and when fishing records are set. Recommendations based on this trend include increasing the public's anticipation of upcoming seasons through outreach campaigns and creating feature stories highlighting agency efforts supporting various fishing activities.
- As anticipated, highlighting key information on fishing, seasons, and licenses is helpful to visitors. However, the high level of interest in employment with the MDMR was not foreseen. Prominently displaying vacancy announcements in the home page slideshow may help visitors find employment information more easily.

About MDMR Website Annual Analytics Reports

The MDMR launched its current website on January 12, 2012. At that time, Google Analytics was added to gain insights into user engagement with dmr.ms.gov. Kimberly Denz analyzed Google Analytics metrics on visitors and prepared this report. Ms. Denz is available to customize and present this information, upon request. Please feel free to contact Ms. Denz with any questions or suggestions regarding this report. This report was created on February 11, 2013, and is the first annual report prepared for the agency.