



Web Usage Report
Fall Quarter 2011
September 1, 2011 – January 3, 2012



◆ *September 26, 2011: 30,519 visits*

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This report was prepared by the De Anza Web Team using Google Analytics and De Anza's own Google Mini search engine. It covers the Fall Quarter 2011, which for this report includes the date range of September 1, 2011 through January 3, 2012.

Google Analytics was first installed on the De Anza Web site in October 2007 and has had its own Google Mini search appliance since Fall 2004. The first Web usage report was conducted in February 2008 and included the dates November 1— Jan 31, 2008 using the data collected from the newly installed Google Analytics.

While Google Analytics does provide excellent statistics about visitors on our Web site, it does have limitations:

- If a visitor has turned off, or is blocking JavaScript in his/her browser, tracking cannot be performed. Some tracking cannot be performed if the visitor has cleared his/her browser cookies.
- File transfers are not tracked (i.e.: downloading a PDF).
- Only Web sites on the main De Anza Web server are tracked. MyPortal and separate Web servers on the FHDA network are not tracked.
- Statistics can include non-human accesses (i.e.: other search engines crawling the Web site), but Analytics differentiates between search engines (non-human) and direct visits (human).

Summary Statistics for Fall 2011 (Sept. 1, 2011 – Jan. 3, 2012):

- 1,187,026 visits
- 498,365 unique or distinct visitors
- 1,991,691 total Web page-views (number of accesses/hits)
- 1.68 average Web pages per visit



Of these statistics, almost 38% were new visitors to De Anza's Web site, up about 7% from the 2008 report.

However, Google Analytics uses browser cookies to track visitor returns (if the cookie hasn't expired in 2 years). With more security-minded browsers and security-educated users, it's unlikely that a 2-

year old cookie would be around in a user's browser. The most accurate statement this statistic can provide is “a majority of visitors are returning visitors to De Anza's Web site.”

Geography: From where do our visitors come?

International

As would be expected, over 97% of our visitors are from within the United States. However in a change from the 2008 report, China, South Korea and Japan displaced Hong Kong as the countries with the highest number of visitors outside the United States. Indonesia is a newcomer to this top-ten list.

Country/Territory	Visits	% Visits
United States	1,156,075	97.39%
China	4,083	0.34%
South Korea	2,717	0.23%
Japan	2,510	0.21%
Hong Kong	2,455	0.21%
Indonesia	2,067	0.17%
Taiwan	1,927	0.16%
India	1,581	0.13%
Vietnam	1,295	0.11%
Canada	1,059	0.09%

National

Within the United States, California holds its typical lead with 97% of the visitors. Texas displaces New Jersey and Nevada displaces Virginia—two states from the 2008 report. Arizona is also new to this top-ten list.

	State	Visits	% Visits
1.	California	1,072,645	97.00%
2.	Texas	4,434	0.40%
3.	New York	3,768	0.34%
4.	Washington	2,507	0.23%
5.	Florida	1,731	0.16%
6.	Oregon	1,379	0.12%
7.	Illinois	1,327	0.12%
8.	Arizona	1,193	0.11%
9.	Nevada	1,133	0.10%
10.	Massachusetts	996	0.09%

Local Visitors

The list of the top 25 cities accessing De Anza's Web site is one of the most interesting indicators of change that our Web site has experienced since the 2008 report.

Cupertino placed 22 on the 2008 report. In 2012, it tops both San Jose and Sunnyvale (#1 in 2008). This could be the result of two major changes since 2008.

First, the rollout of wireless Wi-Fi access across the De Anza campus.

And second, the proliferation of Web-connected mobile devices and smart-phones that our students are bringing to campus.

Both changes promote constant and continuous easy access to our online services and information.

This is reflected in the almost 6,000% increase in Web accesses from the Cupertino area (see statistics below).

	City	Visits	% Visits
1.	Cupertino	328,971	29.35%
2.	San Jose	260,373	23.23%
3.	San Francisco	144,123	12.86%
4.	Sunnyvale	67,385	6.01%
5.	Santa Clara	65,431	5.84%
6.	Mountain View	31,768	2.83%
7.	Palo Alto	22,509	2.01%
8.	Fremont	18,980	1.69%
9.	Campbell	14,514	1.29%
10.	Oakland	14,142	1.26%
11.	Milpitas	9,962	0.89%
12.	Berkeley	8,600	0.77%
13.	Los Gatos	8,265	0.74%
14.	Saratoga	6,560	0.59%
15.	Los Altos	6,385	0.57%
16.	Los Angeles	5,750	0.51%
17.	Santa Cruz	5,159	0.46%
18.	Alviso	4,728	0.42%
19.	San Mateo	4,252	0.38%
20.	Hayward	4,147	0.37%
21.	Morgan Hill	3,397	0.30%
22.	Gilroy	3,120	0.28%
23.	Redwood City	3,045	0.27%
24.	San Diego	2,978	0.27%
25.	Union City	2,967	0.26%

2008 Location Comparison

As is shown in the 2008 comparison, the change in number of accesses from Cupertino has dramatically increased.

Another interesting fact is that San Jose and San Francisco displaced Sunnyvale and Santa Clara as the #2 and #3 top locations respectively.

Note: Google Analytics was installed on the De Anza Web site in October 2007. For a direct comparison of location statistics, the dates Nov. 1 – Jan. 3 were used since the 2008 report did not include September or part of October.

Languages

Statistically, there has been no change in the languages (set by the visitor's browser and computer operating system) that visitors use when accessing De Anza's Web site.

Language	% Visits
en-us	91.37%
en	3.36%
zh-cn	1.73%
zh-tw	0.99%
ko	0.73%
ja	0.31%
ja-jp	0.26%

After English (94%, en-us & en), Chinese (3%, zh-ch & zh-tw), Korean (< 1%, ko), and Japanese (< 1%, ja & ja-jp) follow the same statistical pattern and order as in the 2008 report.

City (2012 ranking)		
1.	Cupertino	
	Nov 1, 2011 - Jan 3, 2012	165,569
	Nov 1, 2007 - Jan 3, 2008	2,751
	% Change	5,918.50%
2.	San Jose	
	Nov 1, 2011 - Jan 3, 2012	132,634
	Nov 1, 2007 - Jan 3, 2008	33,332
	% Change	297.92%
3.	San Francisco	
	Nov 1, 2011 - Jan 3, 2012	65,520
	Nov 1, 2007 - Jan 3, 2008	17,845
	% Change	267.16%
4.	Sunnyvale	
	Nov 1, 2011 - Jan 3, 2012	34,814
	Nov 1, 2007 - Jan 3, 2008	131,363
	% Change	-73.50%
5.	Santa Clara	
	Nov 1, 2011 - Jan 3, 2012	33,553
	Nov 1, 2007 - Jan 3, 2008	80,450
	% Change	-58.29%

Technology: How are visitors accessing the De Anza Web site?

How our visitors and students have accessed the De Anza Web site has changed a great deal from our first report in 2008. Internet Explorer for Macintosh no longer exists. Chrome (the browser from Google) had just been released on December 11, 2008. And Safari, the browser from Apple, Inc., had just over 10% usage in 2008.

Today, Safari commands over 20% of all browsers and it is the number one browser for all mobile devices visiting De Anza College's Web site. Chrome is challenging Firefox as the second most used browser in the world and has become a major player for the Windows and Macintosh platforms accessing our Web site.

Browser and Operating Systems

Another major change since 2008 is the use of mobile devices accessing our Web site. In the 2008 report, the only device registering in Google Analytics on the De Anza Web site was the iPhone with just over 1,600 accesses/hits.

For fall 2011, the De Anza Web site received 40,501 accesses from an iPhone device alone (> 2,431% increase). The iPhone makes up 44% of all mobile devices currently accessing the De Anza Web site. If included with the iPad and iPod devices, the iOS operating system (mobile operating system from Apple, Inc.) makes up almost 70% of all mobile devices accessing our Web site.

	Browser	Operating System	Visits	% Visits
1.	Firefox	Windows	316,368	25.24%
2.	Internet Explorer	Windows	291,817	23.28%
3.	Safari	Macintosh	225,445	17.99%
4.	Chrome	Windows	184,784	14.74%
5.	Firefox	Macintosh	84,824	6.77%
6.	Safari	iPhone	41,332	3.30%
7.	Chrome	Macintosh	31,175	2.49%
8.	Android Browser	Android	27,116	2.16%
9.	Safari	iPad	16,744	1.34%
10.	Safari	Windows	11,273	0.90%

Mobile Devices

The use of mobile devices to access Web services is expected to grow tremendously in the United States (we're still behind countries like Japan and South Korea) and the world this next decade. There are many articles from technology tracker Web sites that verify this trend.

While our Web site functions on full-Web site mobile browsers (like Safari on the iPhone and FireFox on Android), the De Anza Web Team has made creating a mobile-specific, mobile-enhanced Web site experience a priority project. We expect to have this project completed by the end of the spring 2012 quarter, ready to launch and promote for the summer session and the fall 2012 quarter.

	Device	Visits	% Visits
1.	iPhone	40,501	44.00%
2.	Android	26,622	28.92%
3.	iPad	16,826	18.28%
4.	iPod	6,691	7.27%
5.	BlackBerry	915	0.99%
6.	Windows Phone	168	0.18%
7.	SymbianOS	149	0.16%
8.	Samsung	50	0.05%
9.	PalmOS	49	0.05%
10.	Windows	38	0.04%

Content: Which Web pages are our visitors accessing?

The statistics for the top-viewed Web sites content provides a list of the top 25 pages that visitors are coming to on the De Anza Web site. The main page of our site is the landing page of many computers in labs and kiosks on campus that are set to automatically bring up the De Anza home page. It is also the target of many search engines.

Its number one position is no surprise. Everything below that, however, gives us insight into what our visitors and students are most interested in viewing. We can see where improvements to our Web site might be most needed with this statistic coupled with the search statistics (next).

Top Viewed Web Site Content

	Web Page	Visits	Unique Visits	% Visits
1.	De Anza Home Page	1,329,895	1,047,601	66.7%
2.	Searchable Schedule (Winter Quarter selection)	142,447	70,627	7.15%
3.	Searchable Schedule (Fall Quarter Selection)	112,325	69,301	5.64%
4.	Library/Learning Center	94,488	66,589	4.74%
5.	Searchable Schedule (Open Course Listings)	70,662	36,077	3.55%
6.	Searchable Schedule (no quarter selection)	47,382	21,647	2.38%
7.	Counseling and Advising Center	25,166	18,896	1.26%
8.	Outreach & Relations with Schools	23,949	19,137	1.20%
9.	Transfer Planning	22,975	17,530	1.15%
10.	Enhanced Searchable Course Catalog	16,254	9,101	0.82%
11.	Registration: Getting Started How to Enroll	13,102	10,734	0.66%
12.	De Anza College Athletics	12,301	9,143	0.62%
13.	Events Calendar	8,784	6,768	0.44%
14.	Medical Laboratory Technology (MLT)	5,341	3,354	0.27%
15.	Transfer Admission Agreement/Guarantee (TAA/TAG)	5,156	4,354	0.26%
16.	Searchable Schedule (Summer Quarter selection)	4,824	3,166	0.24%
17.	Campus Virtual Tour	4,464	3,812	0.22%
18.	Workforce Education	3,438	2,880	0.17%
19.	Transfer Center	3,070	2,583	0.15%
20.	ESL (English as a Second Language) Department	2,911	1,872	0.15%
21.	Intercultural/International Studies Division	2,450	1,784	0.12%
22.	Physical Education Department	2,442	1,902	0.12%
23.	Transfer to the CSU	2,192	1,794	0.11%
24.	Transfer to UC	1,883	1,533	0.09%
25.	Career Center	1,578	1,212	0.08%

Content: What information is being searched for on our Web site?

Using our own Google Mini search engine, we can see the top terms being used for searching on our Web site. We can also see the frequency of search requests are being made to the search engine.

Top 100 Search Keywords (October 10 – January 3)

	# Occurrences		# Occurrences
1 catalyst	7564	51 learning	713
2 calendar	2583	52 fall	705
3 math	2409	53 csu	675
4 schedule	2354	54 department	671
5 bookstore	2268	55 eops	652
6 igetc	2116	56 english	647
7 class	1908	57 club	646
8 classes	1869	58 miller	642
9 nursing	1805	59 school	639
10 winter	1779	60 de	591
11 center	1752	61 drop	583
12 student	1750	62 hours	577
13 course	1525	63 finals	575
14 placement	1413	64 how	573
15 transfer	1376	65 distance	572
16 2012	1303	66 college	565
17 program	1263	67 my	562
18 esl	1248	68 music	558
19 for	1241	69 health	554
20 map	1209	70 book	551
21 to	1208	71 biology	550
22 test	1155	72 quarter	547
23 of	1140	73 anza	546
24 education	1128	74 grades	541
25 academic	1110	75 ccp	534
26 a	1064	76 search	532
27 general	1057	77 lab	527
28 aa	1045	78 time	526
29 degree	1021	79 international	523
30 luna	1011	80 medical	517
31 2011	993	81 10	513
32 online	968	82 development	508
33 and	963	83 computer	506
34 office	958	84 form	504
35 requirements	952	85 email	494
36 pass	946	86 child	482
37 ge	938	87 cis	475
38 courses	903	88 spring	474
39 aid	894	89 arts	472
40 final	848	90 units	466
41 transcript	844	91 portal	448
42 financial	840	92 in	446
43 catalog	817	93 caos	444
44 library	792	94 chemistry	442
45 honors	785	95 registration	440
46 calender	767	96 services	432
47 campus	725	97 business	429
48 summer	725	98 dates	428
49 parking	715	99 physics	427
50 transcripts	715	100 mccauley	426

Top 100 Search Queries (October 10 – January 3)

	# Occurrences		# Occurrences		# Occurrences		# Occurrences
1 catalyst	7022	general	333	51 honors program	201	76 employment	141
2 bookstore	1969	26 education	328	52 tono ramirez	200	77 ipbt	137
		27 anna miller		academic			
3 calendar	1591	28 math	297	53 calender	194	78 important dates	137
4 igetc	1301	29 mccauley	277	54 ESL	183	79 mlit	136
5 nursing	1167	30 my portal	272	55 stockwell	182	80 online courses	134
6 luna	813	31 athletics	269	56 jobs	180	81 ge	134
				child			
7 map	718	32 myportal	259	57 development	174	82 biology	134
8 placement test	581	33 clubs	248	58 refund	174	83 lilly	131
9 transcripts	525	34 finals	246	59 phlebotomy	171	84 nursing program	131
10 library	507	35 book store	243	60 parking permit	167	85 deborah miller	128
11 eoops	478	36 online classes	233	61 finals schedule	162	86 housing	127
academic							
12 calendar	462	37 hassett	227	62 counselor	160	87 accounting	127
13 transcript	456	38 eco pass	224	63 chemistry	159	88 calander	127
14 calender	441	39 tuition	219	64 isp	159	89 cad	125
15 schedule	437	40 grades	219	65 dasb	158	90 tag	122
16 ccp	435	41 mcpatlan	216	66 scholarship	154	91 football	121
17 transfer	424	42 caos	215	67 Bookstore	154	92 newton	121
18 IGETC	420	43 campus map	211	68 classes	151	93 winter 2012	117
19 Search	413	44 final schedule	210	69 course catalog	150	94 automotive	114
20 honors	403	45 counseling	210	70 assessment	149	95 scholarships	114
21 financial aid	401	46 class schedule	208	71 placement	149	96 cashier	113
22 catalog	362	47 club	205	72 himes	144	97 Luna	112
23 esl	361	48 paralegal	205	73 physics	142	98 gpa	112
24 distance learning	360	49 electronic music	203	74 study abroad	142	99 tutoring	111
						schedule of	
25 Catalyst	349	50 parking	202	75 Calendar	141	100 classes	110

Total number of searches each hour (October 10 – January 3)

AM	12:00:00 AM	01:00:00 AM	02:00:00 AM	03:00:00 AM	04:00:00 AM	05:00:00 AM	06:00:00 AM	07:00:00 AM	08:00:00 AM	09:00:00 AM	10:00:00 AM	11:00:00 AM
	3728	2400	1309	800	566	639	1036	2008	4096	7253	8734	9194
PM	12:00:00 PM	01:00:00 PM	02:00:00 PM	03:00:00 PM	04:00:00 PM	05:00:00 PM	06:00:00 PM	07:00:00 PM	08:00:00 PM	09:00:00 PM	10:00:00 PM	11:00:00 PM
	9199	8912	9143	9039	8466	7097	6213	6167	6547	7170	6810	5629

Total number of searches (October 10 – January 3): 132,555

Total number of distinct searches: (October – January 3): 128,126

Day with the highest number of searches (3,209): November 29, 2011

De Anza has had three iterations of the Google Mini. We were actually one of the first colleges to get a Google Mini search appliance. Our latest search engine was refreshed/installed on October 11, 2011. Therefore, October 10, 2011 was the furthest back in to the past we were able to go for this report.