

CLF/Q4M Stats and Analytics

October 2012

Here are some stats about membership and contributions (the fundraising report will be available Monday, Oct 29) and the QuestForMeaning.org site:

180 joined as of September 20, 2012

165 = net increase since certification in January 2012 (3654 now vs 3489 certified)

126 new individual members who have never belonged before

The group of 126 gave a total of \$6,678 as of 9-20-12, with gift averages of \$38.62 per member and \$80.45 per household.

Average gift for the whole membership = \$210 per member

According to the last Quest mailing, we send Quest to every state in the U.S. and 35 countries.

QuestForMeaning.org has had visits from 133 countries.

Worship attendance: In the following reports you will see that Pageviews spike each week on Sunday, with a smaller spike on Mondays when do our morning and afternoon services. Average Sunday pageviews Feb-Aug 2012 = 200+, with September Sundays averaging over 400.

The average number of visitors/month = 5,823

The average number of visitors/day = 200 for August and September

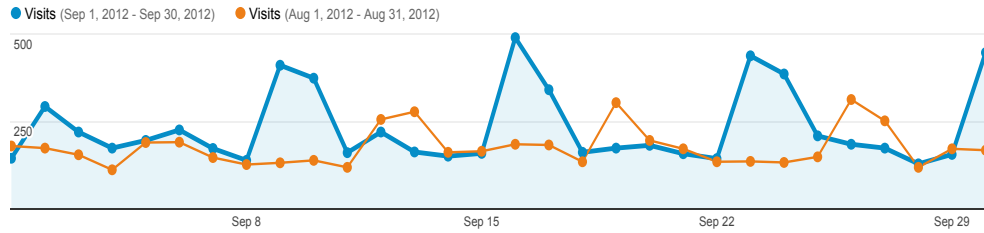
We will be looking at the Google Analytics during the meeting when Linda Berez, our Minister of Technology will be with us.

Visitors Overview

Sep 1, 2012 - Sep 30, 2012
Compare to: Aug 1, 2012 - Aug 31, 2012

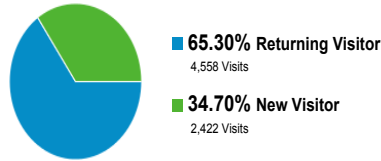
change in % of visits: +0.00%

Overview



2,804 people visited this site

- Visits: 27.47%**
6,900 vs 5,476
- Unique Visitors: 10.66%**
2,804 vs 2,534
- Pageviews: 64.75%**
41,660 vs 25,287
- Pages / Visit: 29.25%**
5.97 vs 4.62
- Avg. Visit Duration: 42.46%**
00:07:00 vs 00:04:55
- Bounce Rate: -7.14%**
42.21% vs 45.45%
- % New Visits: -13.97%**
32.21% vs 37.44%



Language	Visits	% Visits
1. en-us		
Sep 1, 2012 - Sep 30, 2012	6,277	89.93%
Aug 1, 2012 - Aug 31, 2012	4,901	89.50%
% Change	28.08%	0.48%
2. en		
Sep 1, 2012 - Sep 30, 2012	289	4.14%
Aug 1, 2012 - Aug 31, 2012	257	4.69%
% Change	12.45%	-11.78%
3. en-gb		
Sep 1, 2012 - Sep 30, 2012	116	1.66%
Aug 1, 2012 - Aug 31, 2012	112	2.05%
% Change	3.57%	-18.75%
4. de-de		
Sep 1, 2012 - Sep 30, 2012	115	1.65%
Aug 1, 2012 - Aug 31, 2012	76	1.39%

All Traffic

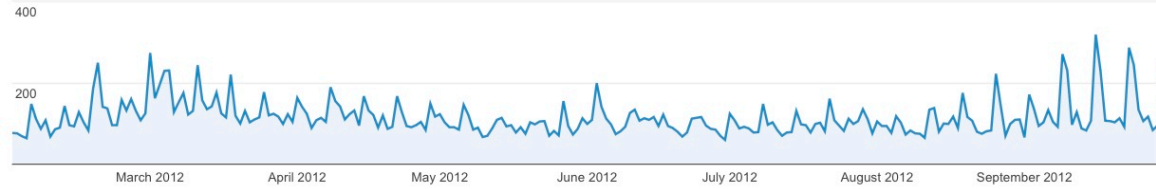
Feb 1, 2012 - Sep 30, 2012

Referral Traffic % of visits: 60.63%

Explorer

Site Usage

Visits (Referral Traffic)



	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
Referral Traffic	28,248 % of Total: 60.63% (46,587)	4.33 Site Avg: 4.03 (7.36%)	00:04:49 Site Avg: 00:04:26 (8.76%)	38.56% Site Avg: 42.14% (-8.50%)	47.26% Site Avg: 49.87% (-5.23%)

Source / Medium	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. clf.uua.org / referral	7,660	4.66	00:05:04	34.60%	39.39%
2. uua.org / referral	5,547	5.12	00:05:43	62.45%	33.32%
3. facebook.com / referral	3,470	2.78	00:02:36	37.12%	64.09%
4. dailycompass.org / referral	3,331	2.41	00:02:46	16.24%	64.85%
5. questformeaning.org / referral	1,618	11.42	00:14:52	8.53%	29.42%
6. 36ohk6dgmcd1n-c.c.yom.mail.yahoo.net / referral	684	2.89	00:03:09	22.51%	56.29%
7. uuworld.org / referral	349	5.15	00:05:05	59.03%	42.12%
8. cdn.livestream.com / referral	345	4.94	00:06:45	1.16%	22.03%
9. m.facebook.com / referral	323	1.59	00:01:11	80.80%	77.40%
10. google.com / referral	306	2.14	00:02:10	48.04%	60.78%
11. uupdates.net / referral	243	2.77	00:02:15	30.45%	64.20%
12. uulansing.org / referral	182	1.60	00:01:24	92.31%	81.32%
13. en.wikipedia.org / referral	177	5.56	00:04:51	67.80%	25.42%
14. inbox.centurylink.net / referral	129	1.20	00:00:44	6.98%	91.47%
15. webmail.earthlink.net / referral	119	2.70	00:03:20	26.05%	63.03%
16. tipsheet.blogs.uua.org / referral	118	3.19	00:03:29	69.49%	49.15%
17. youtube.com / referral	95	3.11	00:05:30	15.79%	54.74%
18. pacificunitarian.org / referral	91	2.27	00:01:37	70.33%	75.82%
19. mail.aol.com / referral	84	2.43	00:02:29	40.48%	63.10%
20. livestream.com / referral	77	8.87	00:09:40	11.69%	29.87%
21. pinterest.com / referral	76	2.95	00:11:39	6.58%	42.11%
22. sz0026.wc.mail.comcast.net / referral	69	1.20	00:00:46	0.00%	88.41%
23. uumm.blogspot.com / referral	67	3.09	00:01:45	79.10%	43.28%

Visitors Flow



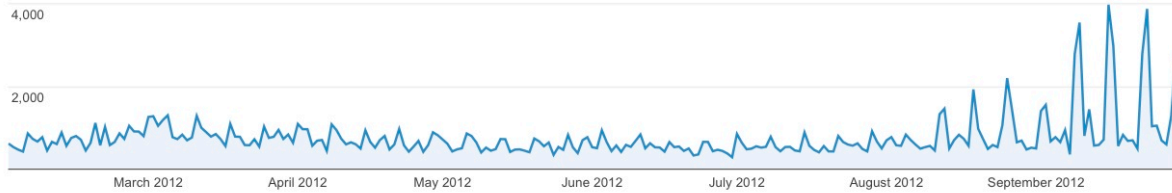
Pages

100% of pageviews: 100.00%

Explorer

Site Usage

Pageviews



Pageviews 187,919 % of Total: 100.00% (187,919)	Unique Pageviews 133,152 % of Total: 100.00% (133,152)	Avg. Time on Page 00:01:28 Site Avg: 00:01:28 (0.00%)	Entrances 46,587 % of Total: 100.00% (46,587)	Bounce Rate 49.87% Site Avg: 49.87% (0.00%)	% Exit 24.79% Site Avg: 24.79% (0.00%)	Page Value \$0.00 % of Total: 0.00% (\$0.00)
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Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /	32,031	23,331	00:01:41	22,041	35.87%	33.40%	\$0.00
2. /reflecting/worship	13,079	9,500	00:03:03	3,068	69.30%	46.44%	\$0.00
3. /welcome	8,649	6,172	00:00:58	695	47.05%	16.88%	\$0.00
4. /reflecting	7,148	5,025	00:00:35	364	36.26%	9.40%	\$0.00
5. /connecting	4,820	3,610	00:00:34	218	50.92%	10.17%	\$0.00
6. /welcome/new_here	4,630	3,338	00:01:46	259	45.17%	13.20%	\$0.00
7. /questformeaning/on-air/Covenant revised	3,800	1,058	00:01:14	389	35.73%	11.47%	\$0.00
8. /reflecting/monthly_theme	3,659	2,799	00:00:39	153	37.25%	10.58%	\$0.00
9. /questformeaning/on-air/Pop Out Instructions	3,578	926	00:00:51	267	29.59%	8.27%	\$0.00
10. /questformeaning/on-air/Streaming Tips	3,512	903	00:00:48	249	24.50%	8.29%	\$0.00
11. /reflecting/daily_reflections	3,454	2,111	00:00:51	275	37.45%	13.40%	\$0.00
12. /questformeaning/on-air/Daily Compass	3,393	807	00:00:23	140	11.43%	3.65%	\$0.00
13. /care_help	3,298	2,529	00:00:48	188	53.19%	14.25%	\$0.00
14. /connecting/find_online_community	3,034	2,247	00:02:05	258	59.30%	27.62%	\$0.00
15. /connecting/join	2,907	2,015	00:00:48	257	25.68%	11.46%	\$0.00
16. /questformeaning/on-air/Fall Services	2,879	603	00:00:35	123	22.76%	4.76%	\$0.00
17. /page/welcome/ten-reasons-you-might-not-like-it-here	2,499	2,316	00:02:33	486	77.37%	27.25%	\$0.00
18. /welcome/about_us	2,205	1,815	00:01:13	76	59.21%	16.96%	\$0.00
19. /connecting/classes	2,052	1,533	00:01:23	59	33.90%	21.78%	\$0.00
20. /site_search	1,735	1,124	00:00:56	64	54.69%	16.54%	\$0.00
21. /page/show_404	1,725	1,217	00:01:32	870	34.71%	31.59%	\$0.00
22. /connecting/find_local_community	1,609	1,317	00:02:46	106	57.55%	41.58%	\$0.00