WEBSITE USAGE REPORT FOR THE YEAR 2018

Period: January - December 2018

Website: www.franknelte.net

1) TOTAL VISITORS TO THE WEBSITE

There were **61,453 visitors**, at an average of **168 per day**.

The **total number of visitors** per Quarter was:

1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
14,345	15,599	16,100	15,409	61,453

The **average daily number of visitors** for each Quarter was:

1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
159	171	175	167	168

The number of visitors for the year represented a **119% increase** over 2017.

2) BREAKDOWN INTO NEW VISITORS & RETURNING VISITS

Of these 61,453 visitors, there were:

New Visitors: **54,201** = **88.2%**

Returning Visits: **7,252** = **11.8%**

The ratio of new visitors to returning visits is approximately 8:1.

3) TOTAL NUMBER OF PAGEVIEWS

The total number of times articles were looked at was **97,970**, at an average of **268 articles per day**. This represents a **94% increase** over 2017.

The **total number of articles viewed** per Quarter was:

1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
23,222	27,320	24,260	23,168	97,970

The **average daily number of articles viewed** was:

1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
258	300	263	251	268

4) **TOTAL NUMBER OF WEBSITE USERS**

For the year there were **44,913 different visitors**. This is a **134% increase** over 2017.

1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
10,376	11,199	11,975	11,363	44,913

5) **TOTAL NUMBER OF COUNTRIES REPRESENTED**

For the whole year the visitors came from **189 different countries**, 20 more countries than in 2017.

These numbers include visitors from **the following number of countries**:

In North America = 3 countries (i.e. incl. Bermuda)

In Australasia = 2 countries

In Europe = 43 countries

In Asia = 45 countries

In Africa = 42 countries

In South America = 12 countries

In the Caribbean = 22 countries

In Central America = 8 countries

In Melanesia = 4 countries

Micronesia Region = 5 countries

In Polynesia = 3 countries

(**Comment:** Google Analytics counts Bermuda as a part of North America, rather than as a part of the Caribbean. And Mexico is counted as a part of Central America. In my website reports I have retained Google's way of grouping all countries, since my reports are based on the data provided by Google Analytics.)

No advertising of any kind on my part, or initiated by me, was involved in bringing visitors to the site. I have also not attempted to use any SEO (Search Engine Optimization) techniques, to perhaps attract more people to my website. I am not opposed to people using SEO techniques, but I see no need for me to use such techniques (i.e. employing specific algorithms and the frequent repetition of key words, etc. in an attempt to have Google list one's website near the top of searches that are performed by users of

the internet) in an attempt to drive more traffic to my site. If people really need to find my website, then they will find it.

6) **NUMBER OF CITIES WORLDWIDE**

For the whole year visitors came from **7,397 different cities** and towns scattered across those 189 countries. This number is a **48% increase** over 2017, and it also illustrates the geographically wide scattering amongst the visitors to the website.

7) **NUMBER OF CITIES IN THE U.S.A.**

Visitors came from **5,443 cities** and towns in the United States. This number is a **58% increase** over 2017. These cities were scattered throughout all 50 States and D.C.

For some other major English-speaking countries visitors came from:

- **390 cities** in the **United Kingdom** (= 35% increase over 2017)

- **239 cities** in **Canada** (= 22% increase over 2017)

- **60 cities** in **South Africa** (= 15% increase over 2017)

- **46 cities** in **Australia** (= 35% increase over 2017)

- **29 cities** in **New Zealand** (= 38% increase over 2017)

Some visitors might like to read articles that are shorter than 10 pages in length on the website. There are over 120 articles of this length. For articles longer than 10 pages most visitors would probably print or download those articles, rather than read them on the website. There are over 200 articles with 10 or more pages each.

For visitors to the website who do not wish to read the articles online there is the choice: they can **either download** the articles to their own computers, **or** they can **print out** the articles directly from the webpage.

Below are the statistics for these two groups.

8) **NUMBER OF ARTICLES DOWNLOADED**

For the year visitors downloaded **606 articles**, a 59% increase over 2017.

9) **NUMBER OF ARTICLES PRINTED OUT DIRECTLY**

For the year visitors printed out directly **5,585 articles**, a decrease of 29% over 2017.

10) **COMBINED TOTAL OF DOWNLOADS + PRINTED**

For the year the combined total was **6,191 articles**.

11) **RATIO OF TOTAL VISITS TO (PRINTED + DOWNLOADS)**

The 6,191 articles either printed out or downloaded, compared to the 61,453 total visitors represent

10.07%. Put another way, for the whole year 1 article was either printed out or downloaded for every 10 visitors to the website.

This indicates that **a high number of visitors find information they are looking for**, and which information they then either print out or else download. I believe that 10% is a very positive response rate. And in addition, a minority of visitors read some of the shorter articles during their website visits, as indicated by those visitors staying on the site for considerable periods of time.

12) **TOTAL NUMBER OF DIFFERENT ARTICLES VIEWED**

By the end of 2018 there were **350 different articles** with a total of **6,910 pages** of text for visitors to read and to print/download. Those 350 articles have the following number of pages each (as originally recorded in my Word Perfect format, which may well be somewhat different from your copies of those articles):

- 121 articles = from 1-9 pages long

- 93 articles = from 10-19 pages long

- 70 articles = from 20-29 pages long

- 44 articles = from 30-49 pages long

- 18 articles = from 50-99 pages long

- 4 articles = more than 100 pages long

Of the total 350 articles, during the course of 2018 **visitors viewed 340 articles at least two or more times**.

For the 10 most viewed articles see #15 below.

13) **MAIN BROWSERS USED BY VISITORS**

#1 = **CHROME** used by **49.5%** of visitors

#2 = **SAFARI** used by **28.2%** of visitors

#3 = **FIREFOX** used by **5.5%** of visitors

#4 = **INTERNET EXPLORER** used by **4.1%** of visitors

#5 = **OPERA MINI** + **OPERA** used by **3.2%** of visitors

#6 = **EDGE** used by **3.2%** of visitors

#7 = MISC. OTHER BROWSERS used by **6.3%** of visitors

7 out of every 8 visitors used either Chrome or Safari or Firefox or Internet Explorer to come to this website. The "miscellaneous other browsers" reflect the diversity of browsers available to people in far-flung areas of the world.

14) **ACQUISITION, HOW VISITORS CAME TO THE WEBSITE**

Organic Search = **47,283** = **76.9%**

Direct Visits = **12,060** = **19.6%**

Social Media = **1,121** = **1.8%**

Referrals = **989** = **1.7%**

(For an explanation of these 4 terms see the "My Goals for the Website" page.)

The 59,343 visitors, who came either as "**Direct Visits**" or as a result of "**Organic Search**", represent over 96% of all visitors to the site. They represent **19 out of every 20 visitors**. The almost 20% of all visitors who type in the website address directly represent people who visit the site fairly regularly. And three-quarters of all visitors are searching for some specific information when they come to this website, as indicated by the "Organic Search" data.

15) **TOP 10 MOST VIEWED ARTICLES**

Of the 97,970 Pageviews during this period, the following were the top 10 most viewed articles.

#1 = **The Name Lucifer Has Never belonged To Satan**

Viewed = **7,267** times

#2 = **80 Mistranslations of the Bible & Their Significance**

Viewed = **4,148** times

#3 = **The Timing of the Barley Harvest in Israel**

Viewed = **3,948** times

#4 = **Significance of the Feeding of the 5000 & the 4000**

Viewed = **3,468** times

#5 = **The Real Story Behind the Translation of 2 Timothy 3:16**

Viewed = **2,459** times

#6 = **What Are The Names of Blasphemy?**

Viewed = **2,240** times

#7 = **The Meaning of "Woe" in the New Testament**

Viewed = **1,990** times

#8 = **What Does "The Foundation of the World" Really Mean?**

Viewed = **1,832** times

#9 = **Isaiah 14:12** (in Mistranslated Scriptures)

Viewed = **1,436** times

#10 = **The Meaning of "Clean & Unclean" and "Holy & Unholy"**

Viewed = **1,300** times

These top 10 articles were viewed 30,088 times, and this represents 30.7% of the 97,970 pages that were viewed during this year. Most of them are the same articles as the top 10 last year, though their positions within the list have changed.

16) **7-DAY PERIOD WITH HIGHEST NUMBER OF VISITORS**

While my desire is to provide biblical understanding to all people who are searching for such understanding, my target audience are people who have some background in the churches of God. I write my articles with **a Church of God perspective**, meaning that mostly I don't explain certain things that are commonly understood by people in the various churches of God.

Visitor numbers to my website were higher during and immediately after the Feast of Unleavened Bread in April, and again during and immediately after the Feast of Tabernacles in October. This increased interest level around the two 7-day Feast periods indicates that a large proportion of all visitors to my website have some Church of God association, people who are searching for more understanding during those Feast periods. This assessment is further reinforced by the fact that for most weeks during the year the highest daily visitor numbers are almost always on Saturdays. I conclude therefore that for the year 2018 my website was being accessed overwhelmingly by my target audience.

The 7-day period (not a literal week) with the highest number of visitors for the year 2018 was **March 28 - April 3 inclusive**. During those 7 days there were:

- **1,732 website visitors** (4.3% of the year's total)

- who viewed **2,727 articles** (3.3% of the year's total)

- these 1,732 visits came from **1,427 different users**

- 305 visits came from repeat visitors during those 7 days

- visitors came from **743 cities** and towns

- located in **68 different countries**

Let's also consider another statistic, one which websites generally prefer not to divulge, because it is a bit of a negative statistic. In fact, many websites prefer to not even be aware of this statistic. However, it is helpful to be aware of this statistic if we seek to establish a realistic picture for website visitors, rather than an unrealistic and artificially inflated picture.

17) **NUMBER OF VISITORS WHO CAME BY MISTAKE**

Every website has visitors who didn't really want to visit that website. They clicked on something without

really knowing where that click would lead them. Or they had a totally different expectation when they clicked that link. Or they were inquisitive, but had no real interest in the website on which they landed. In some cases we were tricked, deceived or enticed into going to a website. You know the feeling.

At one time or another we've all clicked on something, only to find ourselves at a page where somebody wanted to sell us something, or get information about us and from us, or lecture us on something, when we had no intention of getting involved. So when we get to such a website, as soon as we realize our mistake, we exist that page by clicking the "Back to Previous Page" arrow in our browser bar, or we may even abruptly close the browser itself. We can't leave fast enough.

In those cases we are counted as having visited those sites, when in fact we wanted nothing to do with those websites. So our "visit" artificially inflates the visitor numbers for that site, something most websites actually desire (i.e. they desire inflated visitor numbers). But for us personally our "visit" to that site was meaningless. For us it was a mistake.

This happens to all websites, that visitors come "by mistake". And that is also true for my website, that some people, who were not looking for anything that is available on my website, ended up coming as visitors. And typically such "visitors by mistake" exit as quickly as possible.

Now it is a bit tricky to quantify such "mistaken visits". So here is how I have arrived at the number of visits in this category.

For every visit there is a "**Landing Page**", and there is also an "**Exit Page**". The "Landing Page" is where a website visitor arrives at a website, and the "Exit Page" is where the visitor leaves that website.

On my website there are well over 300 different "Landing Pages", where visitors can and do arrive at my website. All of those "Landing Pages" provide the visitor with meaningful information (i.e. articles, reference material, etc.), except for one page.

The one page on my site that does not provide information itself is my **Home Page**. All that the Home Page offers is access to specific information (like articles, research information, a calendar tutorial, etc.). The Home Page is simply the gateway to all the information available on my site. To get any information from my website, visitors must click to another page, away from the Home Page. And the great majority of the visitors who land on my Home Page, do click through to other pages on the site. But some visitors don't.

So when visitors have my Home Page as their Landing Page, and if they then also have my Home Page as their Exit Page, **without having clicked to any other page**, then I believe that such people were "visitors by mistake". They didn't look for any information on my website, other than the text on the Home Page, and **they left after seeing nothing more than the Home Page**. They did not access any meaningful information. So here is this statistic:

Total visits for the year = 61,453.

Visits where the Home Page was both Landing Page + Exit Page = **2,835**.

2,835 = 4.6% of the total number of visits.

So we can say:

4.6% of all visitors in 2018 were "visitors by mistake". They came and then left without looking for any information. They were not looking for anything on my website. Thus such people have

inflated my visitor numbers by close to 5%. This is in line with last year's 5.0% for this category.

The upside of this picture is that the other 95% of all visitors are very likely "real visitors" who are looking for information and understanding, as evidenced by the large number of articles that were printed out and downloaded. And 95% still amounts to a significant number of visitors.

IN SUMMARY

The following conclusions for the year 2018 emerge from these reports:

1) The 61,453 visitors came from 189 different countries, representing 7,397 different cities or towns around the world. This includes visitors from every continent and from some of the most remote human settlements and some of the most remote islands on earth, representing a vast range of local languages. On average, there is 1 new town represented for every 8.3 visitors. This shows a very wide geographic spread amongst visitors to my website.

2) While 67% of all visitors live in the U.S.A. (i.e. 41,661), those visitors were spread around in 5,443 different towns and cities in the U.S.A., spread across all 50 states. On average, there is 1 new town in the U.S.A. represented for every 7.6 visitors from the U.S.A. This shows that people from every part of this country are accessing this website.

3) 340 out of the 350 articles on the website at the end of the year were viewed at least twice during the year by visitors to the website.

4) The 61,453 visitors to the website either printed out or downloaded 6,191 articles. That represents 1 article printed out or downloaded for every 10 visitors.

5) About 77% of all visitors used either Chrome or Safari as their browser of choice to come to the website.

6) During the year 88% of all visitors were new visitors, and 12% were return visits by previous visitors. The ratio of return visits to new visitors is 1:7.3.

The above statistics are restricted to website activities, and they do not take into account all the articles I send out via my personal email mailing list, which list also includes people from many different countries around the world. During the year 2018 I sent out to my mailing list 22 new articles.

This is a small 1-man website, and I do not seek a following. And I certainly don't seek any financial contributions. If website visitors are able to find information they find helpful, then my goal has been achieved.

Frank W Nelte