2019

Frank W. Nelte

WEBSITE USAGE REPORT FOR THE YEAR 2019

Period: January - December 2019

Website: www.franknelte.net

1) TOTAL VISITORS TO THE WEBSITE

There were **88,090 visitors**, at an average of **241 per day**.

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

1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
18,828	21,501	23,123	24,638	88,090

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

1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
209	236	251	267	241

The number of visitors for the year represented a **43% increase** over 2018.

2) BREAKDOWN INTO NEW VISITORS & RETURNING VISITS

Of these 88,090 visitors, there were:

New Visitors: **80,478** = **91.3%**

Returning Visits: **7,612** = **8.7%**

The ratio of new visitors to returning visits is approximately 21:2.

3) NUMBER OF TIMES ARTICLES WERE VIEWED

The total number of times articles were looked at was **124,851**, at an average of **342 articles per day**. This represents a **27% increase** over 2018.

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

1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
26,972	31,154	31,421	35,304	124,851

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

1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
299	342	341	383	342

4) **TOTAL NUMBER OF WEBSITE USERS**

For the year there were **67,128 different visitors**. This is a **49% increase** over 2018.

1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
14,433	16,399	17,647	18,649	67,128

5) **TOTAL NUMBER OF COUNTRIES & TERRITORIES REPRESENTED**

Comment: The United Nations recognizes 241 Countries and Territories in the world. Of those **196** are "**Countries**" and **45** are "**Territories**" by most counts, though some countries recognize a slightly smaller or greater number as "Countries". Google Analytics lists all 241 as "Countries" in their reports, without distinguishing between "Countries" and "Territories". Mostly I follow Google Analytics in this category.

For the whole year the visitors came from **200 different Countries & Territories**, 11 more than in 2018. These numbers include visitors from **the following number of Countries & Territories**:

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

In Australasia = 2 countries

In Europe = 45 countries

In Asia = 46 countries

In Africa = 45 countries

In South America = 12 countries

In the Caribbean = 25 countries

In Central America = 8 countries

In Melanesia = 4 countries

Micronesia Region = 5 countries

In Polynesia = 5 countries

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 I believe they will find it.

6) NUMBER OF CITIES WORLDWIDE

For the whole year visitors came from 8,472 different cities and towns scattered across those 200 countries and territories. This number is a 14% increase over 2018, and it illustrates the geographically wide scattering amongst the visitors to the website.

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

Visitors came from 6,049 cities and towns in the United States. This number is a 11% increase over 2018. These cities were scattered throughout all 50 States and D.C.

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

- 434 cities in the United Kingdom (= 11% increase over 2018)

- 307 cities in Canada (= 28% increase over 2018)

- 92 cities in South Africa (= 53% increase over 2018)

- 42 cities in Australia (= 8% decrease over 2018)

- 34 cities in New Zealand (= 17% increase over 2018)

Some visitors might like to read articles that are shorter than 10 pages in length on the website. There are currently 125 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 currently 239 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 755 articles, a 24% increase over 2018.

9) NUMBER OF ARTICLES PRINTED OUT DIRECTLY

For the year visitors printed out directly 1,484 articles, a decrease of 73% over 2018.

10) COMBINED TOTAL OF DOWNLOADS + PRINTED

For the year the combined total was 2,239 articles.

11) TOTAL NUMBER OF DIFFERENT ARTICLES VIEWED

By the end of 2019 there were 364 different articles with a total of 7,164 pages of text for visitors to read and to print/download. Those 364 articles have the following number of pages each (as

originally recorded in my Word Perfect format, which may well be different from your copies of those articles):

- 125 articles = from 1-9 pages long

- 100 articles = from 10-19 pages long

- 69 articles = from 20-29 pages long

- 48 articles = from 30-49 pages long

- 18 articles = from 50-99 pages long

- 4 articles = more than 100 pages long

Of the total 364 articles, during the course of 2019 visitors viewed 350 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 50.8% of visitors

#2 = SAFARI used by 29.8% of visitors

#3 = FIREFOX used by 4.6% of visitors

#4 = SAMSUNG INTERNET used by 3.5% of visitors

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

#6 = EDGE used by 3.0% of visitors

#7 = INTERNET EXPLORER used by 2.9% of visitors

#8 = MISC. OTHER BROWSERS used by 2.2% of visitors

4 out of every 5 visitors used either Chrome or Safari to come to this website. The Samsung Internet browser has made noticeable gains, and the Internet Explorer is clearly falling out of favor with my website visitors.

14) ACQUISITION, HOW VISITORS CAME TO THE WEBSITE

Organic Search = 73,585 = 83.5%

Direct Visits = 12,867 = 14.6%

Social Media = 1,071 = 1.2%

Referrals = 621 = 0.7%

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

The 86,452 visitors, who came either as "Direct Visits" or as a result of "Organic Search", represent over 98% of all visitors to the site. They represent 49 out of every 50 visitors. And these two groups represent the target audience of this website. The greatest increase in visitor numbers has come from the Organic Search group.

15) <u>TOP 10 MOST VIEWED ARTICLES</u>

Of the 124,851 times articles were viewed during this period, the following were the top 10 most viewed articles.

#1 = Significance of the Feeding of the 5000 & the 4000

Viewed = 6,617 times

#2 = 80 Mistranslations of the Bible & Their Significance

Viewed = 6,532 times

#3 = The Timing of the Barley Harvest in Israel

Viewed = 6,330 times

#4 = What Does The Bible Say About Eating Fat?

Viewed = 3,094 times

#5 = The Name Lucifer Has Never belonged To Satan

Viewed = 2,896 times

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

Viewed = 2,860 times

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

Viewed = 2,857 times

#8 = What Are The Names of Blasphemy?

Viewed = 2,593 times

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

Viewed = 2,156 times

#10 = Passover Dates for 30 A.D. and for 31 A.D.

Viewed = 2,151 times

These top 10 articles were viewed 38,186 times, and this represents 30.6% of the 124,851 times that articles were viewed during this year. Many of them are the same articles as the top 10 last year, though their positions within the list have changed. Over the past 3 years (i.e. since we've had Google Analytics installed) several articles have now been viewed more than 10,000 times each.

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 2019 my website was again being accessed overwhelmingly by my target audience.

The 7-day period (not a literal week) with the highest number of visitors for the year 2019 was April 17 - April 23 inclusive. During those 7 days there were:

- 2,407 website visitors (2.7% of the year's total)

- who viewed 3,478 articles (2.8% of the year's total)

- these 2,407 visits came from 2,033 different users

- 133 visits came from repeat visitors during those 7 days

- visitors came from 1034 cities and towns

- located in 86 different countries

IN SUMMARY

The following conclusions for the year 2019 emerge from these reports:

1) The 88,090 visitors came from 200 different countries, representing 8,472 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 10.4 visitors. This shows a wide geographic spread amongst visitors to my website.

2) The website visitor numbers for the past 3 years are: 2017 = 28,034 visitors, 2018 = 61,453 visitors, 2019 = 88,090 visitors. This is an encouraging trend.

3) While 65% of all visitors live in the U.S.A. (i.e. 57,634), those visitors were spread around in 6,049 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 9.5 visitors from the U.S.A. This shows that people from every part of this country are accessing this website.

4) 350 out of the 364 articles on the website at the end of the year were viewed at least twice during the year by visitors to the website.

5) The 88,090 visitors to the website either printed out or downloaded 2,239 articles.

6) About 80% of all visitors used either Chrome or Safari as their browser of choice to come to the website.

7) During this year 91% of all visitors were new visitors, and 9% were return visits by previous visitors. Thus the ratio of return visits to new visitors was 1:10. As visitor numbers increase I expect the percentage of new visitors to increase even more.

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 2019 I sent out 13 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