Our Top 100 Pages

By Pageviews July 2016 – June 2017

COLLEGE OF ARTS & SCIENCES | UNIVERSITY *of* WASHINGTON

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Top 5 pages

> English Department Home Page

> Arts & Sciences Home Page

> What is Political Science?

> Economics Department Home Page

> Research Assistant/Associate Job Description (Economics)

Page Types and Purposes in the 100

Type of Page	Count
Academic Programs/Admissions/Curriculum (DWF)	31
Home Page	27
Directory Listing	12
Events	9
Very General Information or Tool	7
Job Related	5
Division Pages on Arts & Sciences Site	4
Other	3

General Information & Jobs

Page titles in this classification

> What is Political Science?

> Writing the Cover Letter

> Writing Papers that Apply Sociological Theories or Perspectives

> Why Study Philosophy?

> The C.V. (Curriculum Vitae)

> What is Linguistics?

> Careers in Editing and Publishing

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Engagement and Acquisition

A couple of noticeable patterns

> General information and job related pages have longer average time on page. This means people are actually READING the pages.

> These pages also have higher ratios of entrance to total page views. This means people are finding the pages without necessarily navigating from the home or any other page on the site.

Examples

Page | Time on Page | Entrance %

> Home pages
  - English Department Home Page | 134.61 | 79%
  - Arts & Sciences Home Page | 52.78 | 73%

> Non-home page, non GI or jobs
  - Event Calendar School of Music | 28.44 | 15%
  - People Faculty Economics |48.22 | 19%

> General information and jobs pages
  - What is Political Science? | 274.21 | 88%
  - Writing the Cover Letter| 350.52 | 91%

So ...

It looks like

> Some of our most visited pages are those that contain content that show the visitor "how to" do something, or are related to jobs.

> People tend to spend more time engaging with this type of page.

> People are finding these pages without navigating the site, either through direct links, or more likely, from search engines.

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Some things to think about

> Do we care about attracting web audiences that don't have an existing connection to the UW?

> Should we be producing more "how to" content in order to attract visitors to our sites?

> So what do you think?
  – There's a job for that quiz
  – D School at Stanford
  – Valuing a liberal arts education

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