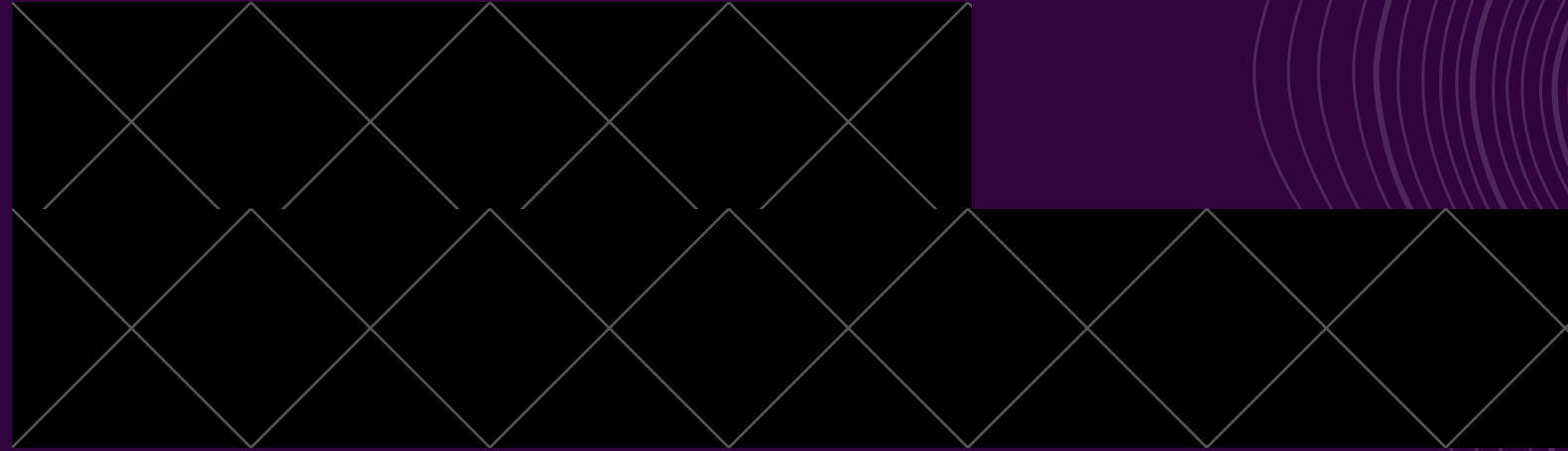




Web Trends

FY '24



Web Benchmarks



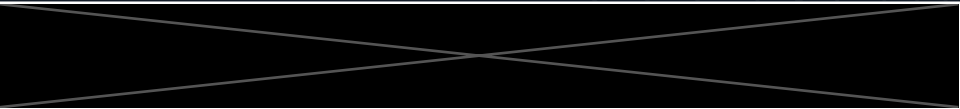
Baseline Benchmarks

Baseline benchmarks examine traffic from organic search and direct to compare performance and understand the impact of other tactics such as email, referral, organic social, paid social, paid search, and paid media.

Quarter	Views	Sessions	Engaged Sessions	Total Users	Returning Users	Avg. Engagement Time	Engagement Rate	Bounce Rate
Q1 24	830	651	370	543	109	0:39	56.8%	43.2%
Q2 24	595	389	308	298	96	1:00	79.2%	20.8%
Q3 24	810	444	369	365	90	0:42	83.1%	16.9%
Q4 24	443	317	270	276	66	0:50	85.2%	14.9%

Web Performance





Page Performance*

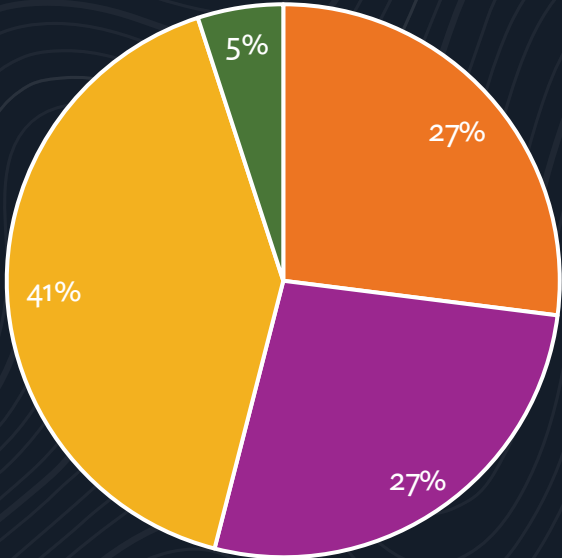
Date Range: 1/1/24 – 12/31/24

Views	Sessions	Engaged Sessions	Total Users	Returning Users	Avg. Engagement Time	Engagement Rate	Bounce Rate
3,647	2,650	1,534	2,132	366	0:35	57.9%	42.1%

Insights

- In 2024, the [redacted] pages achieved a 41% video completion rate.
- Most users, 77%, accessed the page via a desktop device, while only 22% used a mobile device, reinforcing a desktop-dominant audience.
- The top three cities driving traffic to the pages were Virginia, North Carolina, and Washington.
- Among users who engage with scrolling, 29% scrolled to at least the halfway mark of the page, showing a moderate level of content exploration.
- Email drove a significant number of sessions (27%) to the [redacted] age. Despite high email traffic volume, these users were less engaged, resulting in an [redacted] % bounce rate and fewer interactions, such as navigation clicks and video plays.
- Paid campaigns, including paid search, paid text, display, and paid video, generated 81 views, 58 sessions, 54 engaged sessions, and 48 users.
 - While Paid Search and Display had a lower volume of targeted users, they achieved 93.1% engagement rate.
 - Paid tactics attracted more mobile users, with 52% of traffic coming from mobile devices.

Sessions by Channel



Email Direct Organic Search Referral

*During 2024 there were some paid media efforts distributed outside [redacted] team that were excluded.

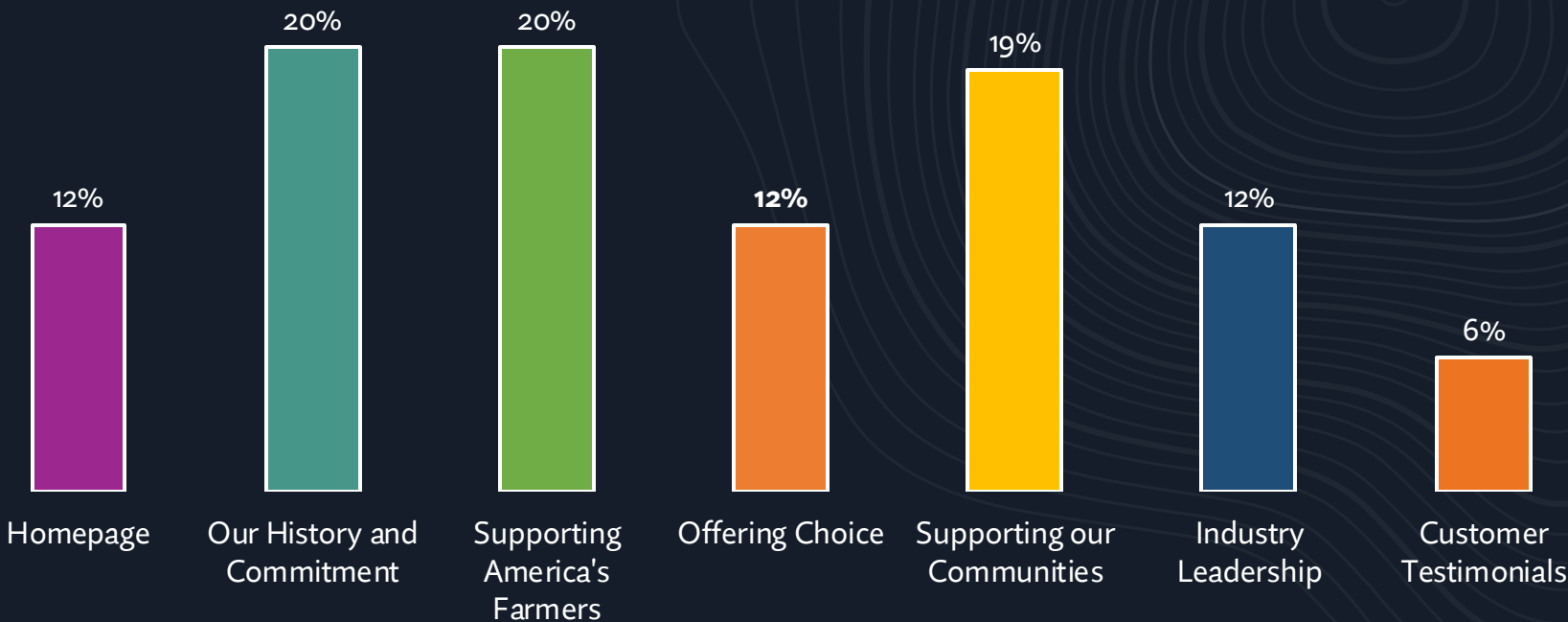


Page Interactions

Page interactions* received a total of 522 clicks, accounting for 19.6% of total sessions.

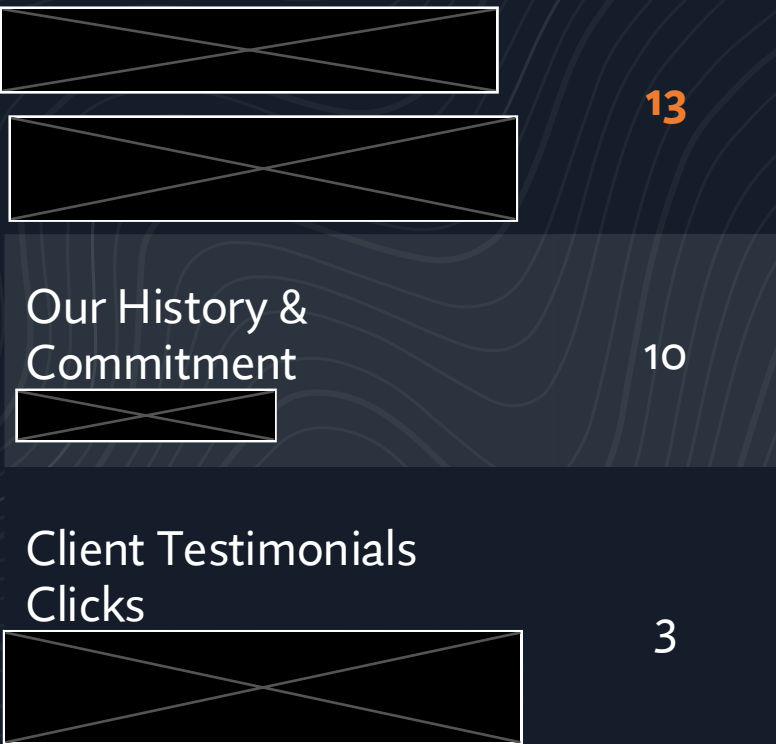
Navigation Clicks

496



Interaction

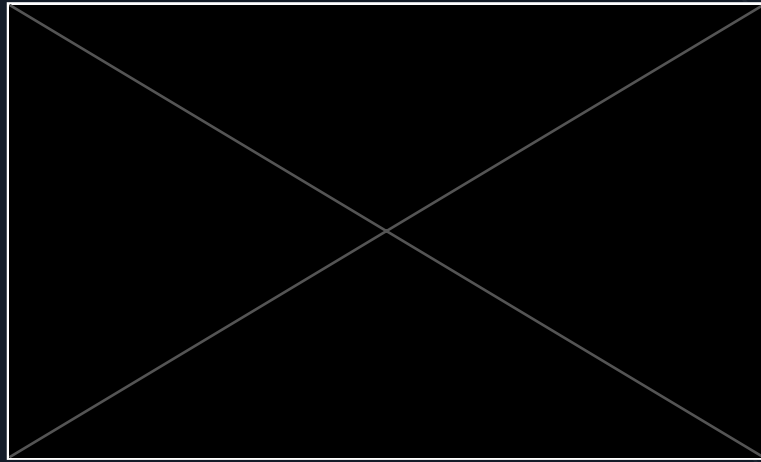
Clicks



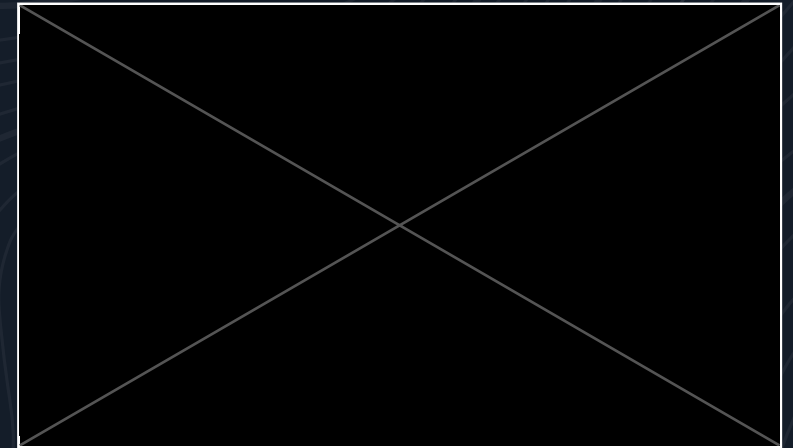
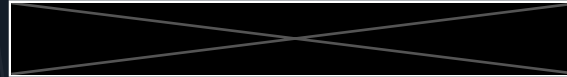
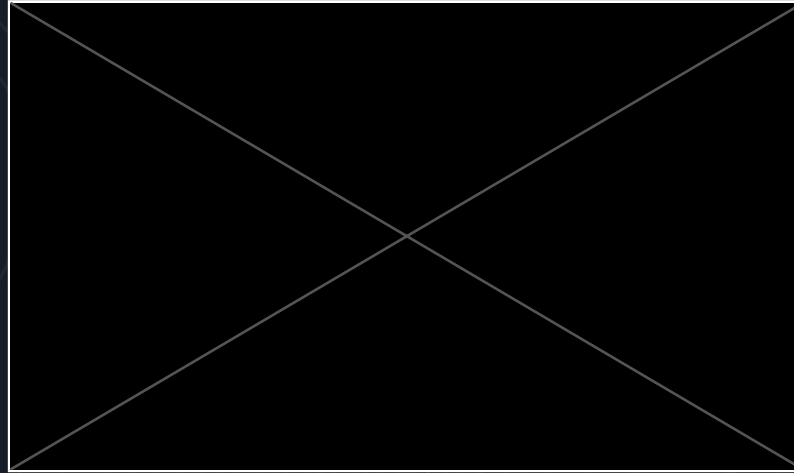
* Page interactions consist of downloads, navigation clicks, testimonial clicks, carousel clicks, and CTA clicks



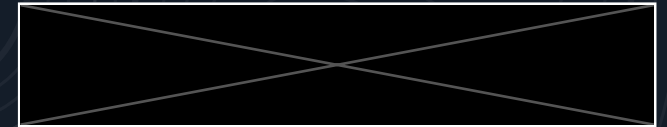
Top 3 Videos



Video Views: 31



Video Views: 26



Additional Takeaways

- Despite videos being distributed throughout various sections of the page, 82% of video plays are from the Homepage section.
- Videos featured on the “Offering Choice” tab received a total of 9 plays, while videos on the “Industry Leadership” tab received 0 plays.
- The top two traffic sources generating video plays are from Organic Search and Direct users.



Recommendations

Video Performance

As videos featured outside of the homepage account for 18% of video plays, consider repositioning the underperforming videos to areas with higher engagement and click throughs.

Page Interaction & Clicks

[REDACTED] page received the third highest number of views and received a high volume of in-page navigation clicks, showing an interest in [REDACTED]'s legacy and initiatives.

Customer Testimonials had the lowest number of clicks to the page and specific stories. Consider differentiating visuals, such as a carousel, to share multiple customer testimonials. Or consider linking to the specific customer story rather than directly to the [REDACTED]

In the Community

Consider updating content with links that are relevant to the information that users want to consume. For example, the [REDACTED] age received the second highest volume of views; however, it does not link users to more information. Consider if there is an opportunity to embed links to specific [REDACTED] articles that highlight [REDACTED]'s community impact and involvement.

SEO & Email

As organic search and direct are the primary drivers to the webpage, continue optimizing SEO and consider email tactics in 2025.

The top search terms are [REDACTED]

Appendix



Google Analytics 4 Glossary

- **Views:** Page views in Universal Analytics translate to the `page_view` event in Google Analytics 4 properties. Measured as an event in GA4, based on the new data model.
- **Views Per Users:** The average number of mobile app screens or web pages viewed per user.
- **Views Per Session:** The number of app screens or web pages your users viewed per session. Repeated views of a single page or screen are counted.
- **Engagement Rate:** The percentage of engaged sessions (*Engaged sessions* divided by *Sessions*).
- **Engaged Session:** The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views.
- **Average Engagement Time:** The average length of time that the app was in the foreground, or the web site had focus on the browser.
- **Average Engagement Time Per Session:** User engagement duration per session - meaning that the user was actively using your web site or mobile app.
- **Average Session Duration:** The total duration of all engaged sessions (in seconds) divided by the number of sessions.
- **Entrances:** represent the total number of visitors who entered a website through a specific page. It is the first page that visitors land on when navigating a website.
- **Session:** The number of sessions that began on your site or app. By default, a session ends (times out) after 30 minutes of user inactivity.
- **Bounce Rate:** A bounce is calculated non engaged sessions divided by the total number of sessions.



Traffic Glossary

- **Organic Search:** Unpaid traffic from known search engines including Google, Bing, Yahoo, etc.
- **Organic Social:** Unpaid traffic from social channels such as Facebook, Twitter, LinkedIn, etc.
- **Referral Traffic:** Traffic driven (referred) from another site or entity.
- **Direct:** The channel by which users arrive at your site via a saved link or by entering your URL.
- **Display:** The channel by which users arrive at your site/app via display ads, including ads on the Google Display Network.
- **Email:** The channel by which users arrive at your site/app via links in *email*.
- **Paid Search:** The channel by which users arrive at your site/app via ads on search-engine sites like Bing, Baidu, or Google.
- **Paid Social:** Users arrive at your site/app via ads on social sites like Facebook and X.
- **Paid Other:** The channel by which users arrive at your site via ads or paid tactics, identified through other mediums such as video, audio, eblasts, high-impact ads, etc.
- **SMS:** The channel by which users arrive at your site/app via links from text messages.

