

Analytics Review

Domains: <https://www.vccd.edu/>, <https://www.moorparkcollege.edu/>,
<https://www.oxnardcollege.edu/>, <https://www.venturacollege.edu/>.

Date Range: July 1, 2014 — April 1, 2019 (4 years, 9 months).

Overview

	District	Moorpark	Oxnard	Ventura
Total Number of Pageviews	4,960,280	19,481,071	7,240,822	14,093,265
Total Number of Sessions	2,929,295	7,901,042	3,196,351	6,250,951
Desktop Sessions	2,150,042 (73.40%)	4,906,998 (62.11%)	1,985,022 (62.10%)	3,951,593 (63.22%)
Mobile Sessions	653,832 (22.32%)	2,668,556 (33.77%)	1,091,591 (34.15%)	2,060,606 (32.96%)
Tablet Sessions	125,421 (4.28%)	325,488 (4.12%)	119,738 (3.75%)	238,752 (3.82%)

Acquisition

	District	Moorpark	Oxnard	Ventura
Organic Search ¹	1,208,916 (41.27%)	3,416,370 (43.24%)	1,246,817 (39.01%)	2,350,605 (37.60%)
Direct ²	967,888 (33.04%)	1,663,336 (21.05%)	1,011,363 (31.64%)	1,929,152 (30.86%)
Referrals ³	745,570 (25.45%)	2,793,996 (35.36%)	929,042 (29.07%)	1,940,966 (31.05%)
Social Media Networks	5,354 (0.18%)	26,137 (0.33%)	8,227 (0.26%)	18,631 (0.30%)
Miscellaneous ⁴	1,567 (0.06%)	1,203 (0.02%)	902 (0.02%)	11,597 (0.19%)

Location (Cities)

District		Moorpark		Oxnard		Ventura	
Top 10 Cities	# and % of sessions	Top 10 Cities	# and % of sessions	Top 10 Cities	# and % of sessions	Top 10 Cities	# and % of sessions
Oxnard	498,016 (17.00%)	Moorpark	2,711,867 (34.32%)	Oxnard	1,990,278 (62.27%)	Ventura	3,250,384 (52.00%)
Ventura	495,728 (16.92%)	Los Angeles	1,510,206 (19.11%)	Los Angeles	307,894 (9.63%)	Oxnard	759,196 (12.15%)
Los Angeles	430,061 (14.68%)	Simi Valley	875,127 (11.08%)	Camarillo	151,333 (4.73%)	Los Angeles	572,978 (9.17%)
Camarillo	202,723 (6.92%)	Thousand Oaks	818,523 (10.36%)	Ventura	126,873 (3.97%)	Santa Paula	269,189 (4.31%)
Moorpark	202,202 (6.90%)	Camarillo	269,444 (3.41%)	Thousand Oaks	72,553 (2.27%)	Camarillo	213,720 (3.42%)
Thousand Oaks	185,589 (6.34%)	Agoura Hills	195,348 (2.47%)	Simi Valley	30,889 (0.97%)	Thousand Oaks	96,507 (1.54%)
Simi Valley	150,728 (5.15%)	Oxnard	116,547 (1.48%)	Santa Barbara	27,937 (0.87%)	Ojai	96,162 (1.54%)
Santa Paula	83,355 (2.85%)	Ventura	94,248 (1.19%)	Santa Paula	24,589 (0.77%)	Santa Barbara	84,489 (1.35%)
Santa Barbara	32,110 (1.10%)	Calabasas	70,456 (0.89%)	Moorpark	22,902 (0.72%)	Simi Valley	33,194 (0.53%)
Ojai	31,203 (1.07%)	Santa Clarita	50,815 (0.64%)	San Diego	20,058 (0.63%)	Moorpark	32,550 (0.52%)

Findings

- Moorpark’s site has more than twice as many sessions as Oxnard’s and the District’s.
- Consistent desktop & mobile ratios for all three colleges, mobile traffic makes up between 33–34%.
- Approximately 40% of traffic on all four sites come from search engine results.
 - Referrals are the 2nd largest acquisition channel for Moorpark & Ventura; 3rd for District & Oxnard.
 - Insignificant social media traffic, <0.5%, across all sites.

- Each of the three colleges' respective cities rank first for sessions by location (even with Internal IP filtered out), yet the city of Moorpark ranks below Los Angeles & Camarillo for sessions on the District site.

Mobile

	District		Moorpark		Oxnard		Ventura	
	Desktop	Mobile	Desktop	Mobile	Desktop	Mobile	Desktop	Mobile
Sessions	2,150,042 (73.40%)	653,832 (22.32%)	4,906,998 (62.11%)	2,668,556 (33.77%)	1,985,022 (62.10%)	1,091,591 (34.15%)	3,951,593 (63.22%)	2,060,606 (32.96%)
Pages per Session	1.73	1.56	2.78	1.90	2.41	1.99	2.46	1.86
Average Session Duration	02:02	01:13	03:53	01:33	03:46	01:41	03:38	01:38
Bounce Rates⁵	30.71%	47.71%	30.69%	60.56%	31.84%	58.88%	33.84%	60.36%

Most Visited Pages

	District		Moorpark		Oxnard		Ventura	
	Desktop	Mobile	Desktop	Mobile	Desktop	Mobile	Desktop	Mobile
1. Home	1. MyVCCCD Portal	1. Home	1. Home	1. Home	1. Home	1. Home	1. Home	1. Home
2. MyVCCCD Portal	2. Home	2. Schedule of Classes	2. Schedule of Classes	2. Schedule of Classes	2. Schedule of Classes	2. Schedule of Classes	2. Schedule of Classes	2. Schedule of Classes
3. Employment	3. Map Your Future	3. Services for Students	3. Academic Calendar	3. Online Resources	3. Academic Calendar	3. Library	3. Academic Calendar	3. Academic Calendar
4. Map Your Future	4. Employment	4. Apply for Admission	4. Teaching Zoo	4. Apply for Admission	4. Apply and Enroll	4. Application for Admission	4. Apply and Enroll	4. Apply and Enroll
5. Human Resources	5. Police	5. Academic Calendar	5. Performing Arts Center	5. Library Learning Resource Center	5. Register for Classes	5. College Catalog	5. Application for Admission	5. Application for Admission

6. Fees	6. Payment Plans	6. College Catalog	6. New Student Steps for Success	6. College Catalog	6. Apply for Admission	6. Databases A to Z -- Online Resources	6. Registratio n
7. Office 365 Student Licensing	7. Human Resources	7. Academic Departments	7. Services for Students	7. Academic Departments	7. College Catalog	7. Academic Calendar	7. Ventura College Campus Map
8. 2017-2018 Financial Aid Forms	8. Cash for College Workshops	8. Library	8. Academic Departments	8. Services for Students	8. Departments	8. Services for Students	8. College Catalog
9. Salary Schedules	9. 1098-T	9. New Student Steps for Success	9. College Catalog	9. Academic Calendar	9. Academic Departments	9. Academic Departments	9. Counseling
10. HR Actions	10. Registratio n Priorities	10. Registratio n Guide	10. Directions, Maps and Transportat ion	10. Register for Classes	10. Financial Aid Office	10. Registratio n	10. Financial Aid

Findings

- Desktop bounce rates are moderately low across all four sites, though the mobile rates double on the college sites.
- Desktop users will spend more time on the site while also visiting more pages.
 - 2 minute session difference on college sites, 1 minute on district's.
- Consistent desktop traffic across all three college sites (Catalog, Admissions, Library, Academics, Financial Aid), more specific pages jump in ranking across mobile browsing (Teaching Zoo, Performing Arts, Campus Map).
 - Class Schedule consistently most visited page, excluding the homepage.
 - Academic Calendar consistently 3rd viewed across mobile devices.
 - Registration rounds out the top 10 on desktop.
- Popular District pages relate to Current Students & Human Resources.

Traffic

Pageviews (Total)

District		Moorpark	
Pageviews	# and % of pageviews	Pageviews	# and % of pageviews
1. Homepage	1,934,747 (39.00%)	1. Homepage	7,377,070 (37.87%)
2. MyVCCCD Portal (Account Management) /departments/information-technology/myvcccd-portal	553,774 (11.16%)	2. Schedule of Classes /apply-and-enroll/schedule-of-classes	1,464,097 (7.52%)
3. Employment /departments/human-resources/employment	140,383 (2.83%)	3. Services for Students /departments/student-services	528,777 (2.71%)
4. Human Resources /departments/human-resources	101,468 (2.05%)	4. Academic Calendar /apply-and-enroll/academic-calendar	418,021 (2.15%)
5. Students /students	75,226 (1.52%)	5. Apply for Admission /apply-and-enroll/apply-for-admission	387,145 (1.99%)
6. Fees /students/fees (redirects from /paynow)	66,392 (1.34%)	6. College Catalog /apply-and-enroll/college-catalog	371,740 (1.91%)
7. Registration Priorities /students/registration-priorities	61,724 (1.24%)	7. Academic Departments /departments/academic	358,261 (1.84%)
8. Map Your Future /students/map-your-future	55,267 (1.11%)	8. Registration Guide /apply-and-enroll/registration-guide	227,044 (1.17%)
9. Directory /about-the-district/directory	51,050 (1.03%)	9. Library /departments/student-services/library	226,991 (1.17%)
10. Campus SaVE Act /students/title-ix-campus-save-act	47,818 (0.96%)	10. New Student Steps for Success /apply-and-enroll	196,484 (1.01%)

Oxnard		Ventura	
Pageviews	# and % of pageviews	Pageviews	# and % of pageviews
1. Homepage	3,053,520 (42.17%)	1. Homepage	5,759,742 (40.87%)
2. Schedule of Classes /apply-and-enroll/schedule-of-classes	462,243 (6.38%)	2. Schedule of Classes /apply-and-enroll/schedule-of-classes	1,088,563 (7.72%)
3. Apply for Admission /departments/student-services/admissions-and-records/apply-for-admission	152,184 (2.10%)	3. Library /departments/student-services/library	414,763 (2.94%)
4. Online Resources /departments/student-services/library-learning-resource-center/online-resources	131,220 (1.81%)	4. Apply for Admission /apply-and-enroll/application-for-admission	323,861 (2.30%)
5. Library Learning Resource Center /departments/student-services/library-learning-resource-center	119,740 (1.65%)	5. Academic Calendar /apply-and-enroll/academic-calendar	264,509 (1.88%)
6. Academic Calendar /apply-and-enroll/academic-calendar	118,902 (1.64%)	6. College Catalog /apply-and-enroll/college-catalog	238,030 (1.69%)
7. Register for Classes /apply-and-enroll/register-for-classes	112,103 (1.55%)	7. Services for Students /services-for-students	212,445 (1.51%)
8. Services for Students /services-for-students	110,849 (1.53%)	8. Registration /apply-and-enroll/registration	205,252 (1.46%)
9. Academic Departments /departments/academic	103,616 (1.43%)	9. Academic /departments/academic	186,195 (1.32%)
10. Apply and Enroll /apply-and-enroll	99,570 (1.38%)	10. Apply and Enroll /departments/academic	162,233 (1.15%)

Findings

- Across all four websites, around 40% of pageviews are just on homepages.
 - District site sees a significant drop-off after MyVCCCD Portal.
 - College sites see significant drop-offs after Class Schedules.

- Student & HR related pages make up most of the traffic on the district site, along with tools like the portal & the directory.
- Pageviews across all three college sites relate to the enrollment & registration processes, along with resources & services for current students.

Terminology:

¹Organic Search Traffic	Traffic acquired through search engines like Google, Bing, and Yahoo. Excludes paid search ads.
²Direct Traffic	Traffic acquired through manually entering the URL into the browser, accessing the page through a bookmark, or .
³Referral Traffic	Traffic acquired through a redirect from another website or domain. Excludes social media networks & email.
⁴Miscellaneous	Traffic acquired from email, paid search ads, and other uncategorized channels.
⁵Bounce Rate	The rate at which visitors leave a single page on the site without interacting with it.