

General Stats for Research.carleton.ca

Research.carleton.ca

Total hits to the research website: 4073 Sessions (7831 Page Views)

- Up 21% from last month (4073 vs 3354)
- Down 9% from last year (4073 vs 4493)
(Note RW moved to stories)

Total views from Google: 977 (24% of total traffic)

- Up 31% from last month
- Up 10% from last year (977 vs. 888)

Top pages on the research website:

1. Homepage
2. Find a researcher
3. Research Centres
4. Our Research
5. Research Works

January Overview

6 news pieces published (hits: 134, 100, 104, 164, 42, 226 / 770 total)

4 stories published: (hits: 370, 17, 98, 13 / 498 total)

Top articles:

1. Fragile and Failed States (*Stories*)
370 total hits with 8 from Google
2. Carleton Professor's New Fascism Syllabus Collects Timely Readings (*Newsroom*)
226 total hits and 13 from Google (only published on Jan. 27, will continue to gain)
3. Jesse Stewart Gives 'Hitting the Books' a Whole New Meaning (*Newsroom*)
164 total hits and 14 from Google (only published on Jan. 27, will continue to gain)

Best SEO article:

Jesse Stewart Gives 'Hitting the Books' a Whole New Meaning with 14 hits from Google

Research News for January (Newsroom)

Grad Students have a “Flare” for Research (Jan 6)

<http://newsroom.carleton.ca/2017/01/06/grad-students-flare-research/>

1. How many hits? 134
2. Where did people come from?
 - a. Carleton.ca: 60 (40%)
 - b. Research site: 35 (26%)
 - c. Direct: 26 (19%)
 - d. Google: 12 (9%)
 - e. ca.cisionpoint.com: 1 (0.75%)

Carleton Community Members Appointed to the Order of Canada (Jan 9)

<http://newsroom.carleton.ca/2017/01/09/carleton-community-appointed-order-canada/>

1. How many hits? 100
2. Where did people come from?
 - a. Carleton.ca: 59 (59%)
 - b. Research site: 16 (16%)
 - c. Direct: 15 (15%)
 - d. Google: 7 (7%)
 - e. Other: 3 (3%)

Ashley McCulloch Conducts Research into Toxic Work Environments (Jan 24)

<http://newsroom.carleton.ca/2017/01/24/research-toxic-work-environments/>

1. How many hits? 104
2. Where did people come from?
 - a. Carleton.ca: 74 (71%)
 - b. Direct: 20 (19%)
 - c. Google: 7 (7%)
 - d. LinkedIn: 1 (1%)
 - e. Research site: 1 (1%)

Jesse Stewart Gives ‘Hitting the Books’ a Whole New Meaning (Jan 24)

<http://newsroom.carleton.ca/2017/01/24/jesse-stewart-hitting-books/>

1. How many hits? 164 hits
2. Where did people come from?
 - a. Carleton.ca: 93 (57%)
 - b. Direct: 30 (18%)
 - c. Twitter: 14 (9%)

- d. Facebook: 14 (8.4%) Includes FB mobile
- e. Google: 14 (7%)

Carleton Hosts Giller Prizewinner Andre Alexis (Jan 27)

<http://newsroom.carleton.ca/2017/01/27/carleton-hosts-giller-prizewinner-andre-alexis/>

1. How many hits? 42
2. Where did people come from?
 - a. Carleton.ca: 29 (69%)
 - b. Direct: 6 (14%)
 - c. Google: 6 (14%)
 - d. Twitter: 1 (2.4%)

Carleton Professor's New Fascism Syllabus Collects Timely Readings (Jan 27)

<http://newsroom.carleton.ca/2017/01/27/carleton-professors-new-fascism-syllabus-collects-timely-readings/>

1. How many hits? 226
2. Where did people come from?
 - a. Carleton.ca: 149 (66%)
 - b. Direct: 30 (13%)
 - c. Facebook: 15 (7%)
 - d. Google: 13 (6%)
 - e. Twitter: 10 (4%)
 - f. Facebook: 5 (2%)
 - g. LinkedIn 1 (0.4%)

Research Stories for January (Our Stories)

Fragile and Failed States (Jan 26)

<http://carleton.ca/our-stories/story/fragile-failed-states/>

1. How many hits? 370
2. Where did people come from?
 - a. Direct: 334 (90%) Homepage and email
 - b. LinkedIn: 16 (4%)
 - c. Google: 8 (2%)
 - d. Twitter: 4 (1%)
 - e. Facebook: 2 (0.5 %)

Encountering Democracy (Jan 26)

<http://carleton.ca/our-stories/story/encountering-democracy/>

1. How many hits? 17
2. Where did people come from?
 - a. Direct: 8 (47%)
 - b. Wikipedia: 3 (18%)
 - c. Google: 2 (12%)
 - d. LinkedIn: 2 (12%)
 - e. Twitter: 2 (12%)

Arctic Greenhouse (Jan 27)

<http://carleton.ca/our-stories/story/arctic-greenhouse/>

1. How many hits? 98
*(Note: published late Jan – to date has 636 hits)**
2. Where did people come from?
 - a. Direct: 38 (39%)
 - b. Twitter: 19 (19%)
 - c. Facebook: 17 (17%)
 - d. LinkedIn: 16 (16%)
 - e. Google: 5 (5%)
 - f. Wikipedia: 2 (2%)

Carleton Student Markets Twelve Barrels Whisky (Jan. 30)

<http://carleton.ca/our-stories/story/twelve-barrels-whisky/>

1. How many hits? 13
(Note: published late Jan – to date has 1873 hits with 302 hits from Google – look again next mtg)
2. Where did people come from?
 - a. Direct: 7 (54%)
 - b. Wikipedia: 2 (15%)
 - c. Facebook: 1 (8%)
 - d. Google: 1 (8%)
 - e. LinkedIn: 1 (8%)
 - f. Twitter: 1 (8%)