



INIS Web Analytics

Galileo Galilei once said “Measure what can be measured, and make measurable what cannot be measured.” This approach is well incorporated in the collection of all web statistics and subsequent web analytics. An abundant wealth of information created by web traffic represents a great source for the analysis of various trends and aspects of users’ Internet behaviour. Once collected and analysed, this information can be used by both web site developers and web managers to improve their web presence and to achieve their ultimate goals for running a website.

Web Analytics is the analysis of both qualitative and quantitative data collected from a website, the purpose of which is to drive continuous improvement of the on-line experience to the visitors of the site. Web analytics offers an answer to questions such as, who visits the website and why; what they are looking for; why they are there; and, finally, to determine, according to the predefined criteria and goals, if the site is a success.

This overview uses data from Google Analytics covering the period 1 January to 31 August 2012 for the following websites maintained by INIS:

- INIS Collection Search (inis.iaea.org/search/)
- INIS home page (www.iaea.org/inis/)
- INIS Members area (www.iaea.org/inis/Members-area)

1. INIS Collection Search

1 January–31 August 2012

	Total 2011	Monthly average 2011	Total 2012	Monthly average 2012	Monthly increase from 2011
Visits	38 054	3171	48 970	6121	+93%
Unique Visitors	20 917	1743	23 554	2944	+69%
Pageviews	321 695	26 807	386 010	48 251	+80%
Pages / Visit	8.45	/	7.88	/	/
Avg. Visit Duration	00:09:01	/	00:08:40	/	/
Bounce Rate	30.71%	/	37.46%	/	/
New Visits	54.35%	/	46.66%	/	/
Returning visitors	44.65%	/	53.34%	/	/
Downloads	17 527	1460	22 048	2756	+89%

Comparing a monthly average in 2011 to the one in 2012, the INIS Collection Search indicates a substantial increase, or 93%, in the number of visits and almost a 70% increase in unique visitors accessing the search page. Each month, approximately 3000 visitors searched the INIS Collection, viewing almost 50 000 web pages.

Out of 49 000 visits, over 30 000 were through different referral sites. Around 8000 visits came from various areas of the INIS home page, with an additional 2500 from iaea.org. This includes 1500 visits from nucleus.iaea.org. The biggest outside referral was worldwidescience.org, followed by two Japanese sites.

The Advanced Search was used 30 000 times, 8% of all searches using advanced features.

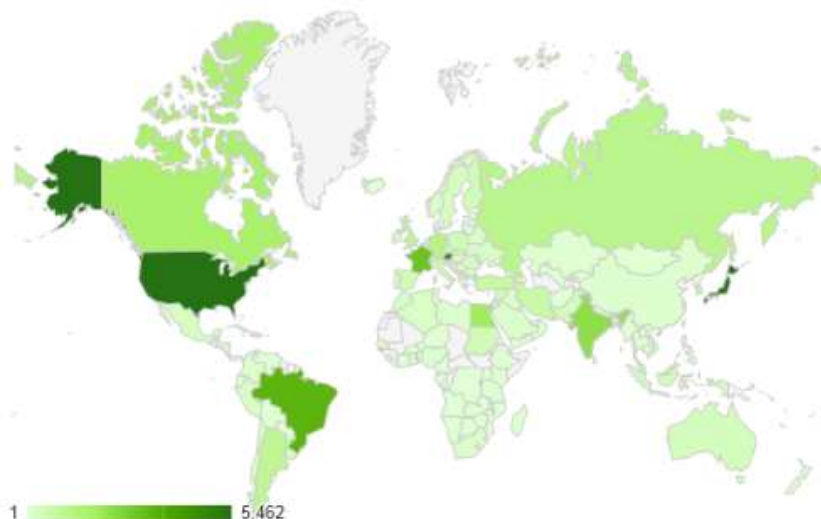
48% of all visitors accessed the INIS home page only once, while approximately 28% accessed it more than 10 times.

The most frequently used search term was Fukushima, followed by Chernobyl, nuclear safety, nuclear, Three Mile Island, plasma, and nuclear reactors.

Internet Explorer was used in 55% of searches, followed by Firefox, with 24%, and Chrome, with 14%.

Visitors' Location

Country/Territory	Visits
USA	5462
Japan	5349
Austria	5018
Brazil	3372
France	2991
India	2269
Egypt	1902
Canada	1648
Germany	1235
Russia	1128
	48 970



The greatest number of visits came from the United States of America, closely followed by Japan and Austria. Twelve countries had more than 1000 visitors. Almost 80% of all INIS Collection searches came from 20 countries, which clearly indicates the need for more promotional activities to be conducted within INIS Member States.

Language	Visits
en-us	24 022
ja	4987
fr	3767
pt-br	3290
es	1868
ru	1200
en-gb	902
de	819
ko	771
en	603
	48 970

Visitors' Language

English was the most frequently used language on the browser (US and GB), used in more than 50% of the cases, followed by Japanese, French, Brazilian Portuguese, French and Russian.

2. INIS Home Page

1 January–31 August 2012

	Total 2011	Monthly average 2011	Total 2012	Monthly average 2012	Monthly increase from 2011
Visits	29 587	2465	27 431	3428	+39%
Unique visitors	14 887	1240	13 980	1747	+40%

Pageviews	79 644	6637	66 473	8309	+25%
Pages / visit	2.69	/	2.42	/	/
Avg. visit duration	00:02:47	/	00:02:27	/	/
Bounce rate	58.34%	/	54.37%	/	/
New visits	48.90%	/	48.23%	/	/
Returning visitors	51.10%	/	51.77%	/	/

INIS home page analytics indicate a substantial increase of 40% in the number of visits and unique visitors. Over 8300 web pages were viewed by almost 3500 visitors per month.

During this period, 48% of all visitors accessed the INIS home page only once, while around 28% of visitors accessed it more than 10 times.

Visitors' Location

Country/Territory	Visits
Austria	3859
USA	1965
India	1749
France	1246
Japan	1156
Russia	1125
Malaysia	1099
Germany	793
Republic of Korea	749
Nigeria	736
	27 431

Visitors' Language

Language	Visits
en-us	15 007
fr	2353
ja	1004
ru	900
ru-ru	804
ko	725
es	718
en-gb	704
pt-br	669
en	553
	27 431

Due to the physical location of the INIS and IAEA headquarters, Austria had the most visits, followed by the USA, India, France and Japan.

The INIS contacts, the INIS Collection, and the reference series were the most frequently visited pages. They were viewed more than 1000 times each, followed by INIS history, events, web page search, activities, and the site index, which had over 500 views.

Internet Explorer, the most popular browser, was used in around 45% of the visits, followed by Firefox, with 31%, and Chrome, gaining ground with just over 16%.

3. INIS Members' Area

1 January–31 August 2012

	Total 2011	Monthly average 2011	Total 2012	Monthly average 2012	Monthly increase from 2011
Visits	1738 145	1208	151	+4%	
Unique visitors	464	39	356	45	+15%
Pageviews	6251	521	6084	761	+46%
Pages / visit	3.60	/	5.04	/	/
Avg. visit duration	00:03:26	/	00:04:41	/	/
Bounce rate	51.67%	/	36.67%	/	/

New visits	48.90%		25.41%		
Returning visitors	51.10%		74.59%		

Analytics for the INIS Members' Area indicate that on average, 45 users visit the site each month, at least 3 times. This is a small increase compared to 2011, but the number of pages viewed shows a significant increase of 46%. During this period, 25% of all visitors accessed the INIS Members' Area only once, while 27% of visitors accessed it more than 25 times.

Visitors' Location

Country/Territory	Visits
Austria	305
Malaysia	91
Japan	65
Niger	47
Kenya	37
India	35
Brazil	32
Ghana	28
Côte d'Ivoire	22
France	22
	1208

Visitors' Language

Language	Visits
en-us	737
fr	120
ja	64
es	38
pt-br	31
ru	28
en	22
zh-cn	21
en-gb	20
hu-hu	17
	1208

Due to the physical location of the INIS and IAEA headquarters, Austria had the most visits, followed by Malaysia and Japan.

The pages hosting INIS Correspondence, the Membership Agreement, and Promotion were the most frequently visited.

Internet Explorer was the most popular browser used in around 60% of visits, followed by Firefox, with 27%.

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