

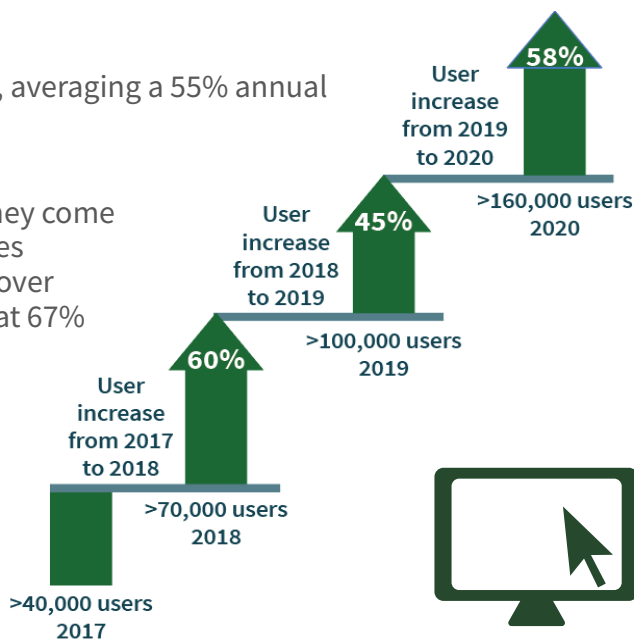
Website Usership Overview - FY2019

TRAFFIC

Traffic to and use of CCRC continues to grow steadily, averaging a 55% annual increase in usership over the past 4 years.

And these users aren't just looking at the first page they come to and leaving again - users that look at multiple pages average 5 pageviews while they are on the site. With over 335,000 pageviews this year, CCRC users are looking at 67% more information than the previous year.

Higher visitation Monday-Friday, October-June, with a gap over the winter holidays suggests that we are reaching our intended audience - professionals with an outdoor field season.



333,666
pageviews



visits from
218
countries



Users enter the site
mostly through
search and directly

INTERESTS



Visitors who return to the site more than 2 times during the year return to topics, education, and tools.



Wildlife
Grasslands
Birds
Global Carbon
Insect Disturbance

most visited
TOPIC and TOOLS
pages

CTCC
Watershed Erosion
Prediction Projector
i-tree

