



October Online Catalog

November 2021

dial Digital
Impact
Alliance



BILL & MELINDA
GATES *foundation*



Executive Summary

Overview

- There were **6502 pageviews** by **1512 users** in **1654 sessions**, which is a decrease of 5% for pageviews but an increase of 57%, and 63% for users and sessions, respectively, as compared to September
 - ***NOTE*** the data being pulled for users and sessions is likely inaccurate. I don't think the R package I'm using is working properly anymore in terms of users and sessions. I'm going to see if there's another one I can use or fix the current one.
 - Each **session** involved on **average 3.93 pages**, down from 6.75 pages per session in September
 - Each **user** viewed on **average 4.3 pages**, down from 7.09 pages per user in September
 - **Average time on page** was **1016**, an increase of 5% from September, and the **median time on page** was **244 seconds**, a decrease of 14% from September.
- Traffic that was referred to the online catalog **interacted with more pages but spent less time on page** than referral and search engine traffic.
 - **30% of pageviews, 24% of sessions, and 21% of users** was from referral traffic, which is a lower proportion of pageviews, sessions and users as compared to the previous 6 months
 - Referral traffic viewed **up to 24% more pages per session** than traffic from search and direct sources
 - Referral traffic viewed **up to 43% more pages per user** than traffic from search and direct sources
 - Referral traffic spent an average of **37% less time on registry pages** than traffic from other sources

User composition

- **51% of overall traffic only viewed 1 page** and then immediately left the online catalog, which is lower than the average of 60% over the previous six months
- **52% of overall traffic spent 10 seconds or less** on the online catalog, which is lower than the average of 60% over the previous six months
- **30% of visits were repeat visits**, higher than the average of 27% over the previous six months
 - The repeat visitors spent **2x the time on the online catalog** as well as **interacted with the online catalog almost 2x as much** as new visitors, a similar ratio to the previous six months
 - New users **bounced** (ie. Left after viewing one page) at a **lower proportion** and had **more actions per visit** than the previous 6 months
- **6 users** used the "sign in" function and **0 users** signed up, down from **19 "sign ins"** and down from **20 "sign ups"** in July
 - There were also 14 people attempting to reset passwords as well

Sources

- **4667 pageviews** came from **22 referral and search sources**, which is a 69% increase in pageviews from those sources as compared to July.
 - **94% of total referral traffic** came from only **5 sources**, a significantly higher proportion than the previous six months
 - The top 5 sources were DIAL's main website, GovStack, Startpage, GovStack Building Blocks, and Microsoft Teams.
- **Confirmed links to other organizations**
 - GovStack affiliated links led to 362 pageviews from 67 users
 - Digital Principles affiliated links led to 47 pageviews from 12 users
 - Digital Public Goods Alliance affiliated links led to 22 pageviews from 4 users
 - Social Impact affiliated links led to 2 pageviews from 1 users
 - GIZ affiliated links led to 26 pageviews from 6 users

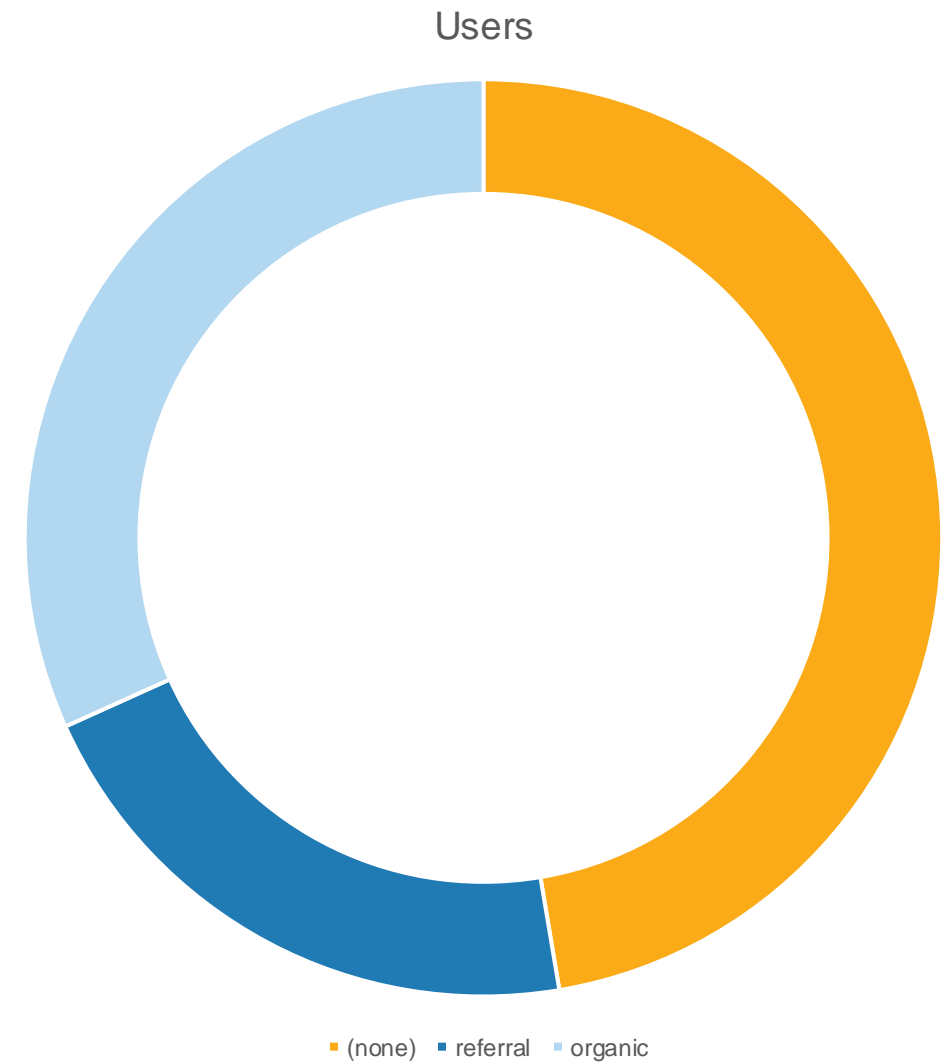
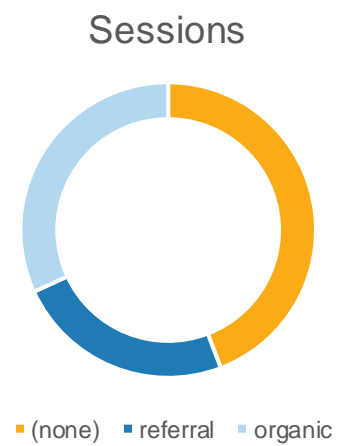
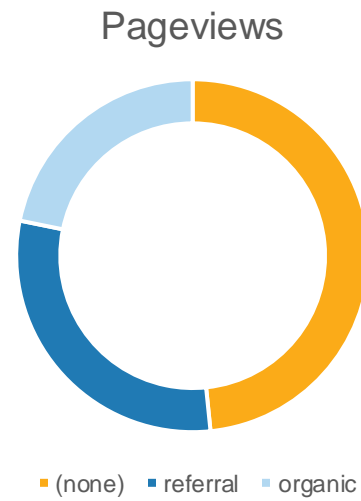
Technology and pathways

- Technology (devices, browsers, operating systems)
 - **86% of users** accessed the catalog through **desktop**, similar to the previous 6 months.
 - **55% of users** access the registry through **Chrome**, lower than the 76% of users in July and the trend of around 75% of users in the previous 6 months.
 - There were a higher percentage of Edge users in September, with 24% of catalog users
 - **70% and 14% of users** accessed the registry with **Windows and Macintosh operating systems** respectively, representing a higher proportion of Windows users and a higher proportion of Macintosh users than the previous six months
- Traffic Pathways
 - Traffic primarily **arrived on the building blocks page, index page, and products page.**
 - Traffic primarily **exited on the building blocks page, products page, and index page.**

Overview

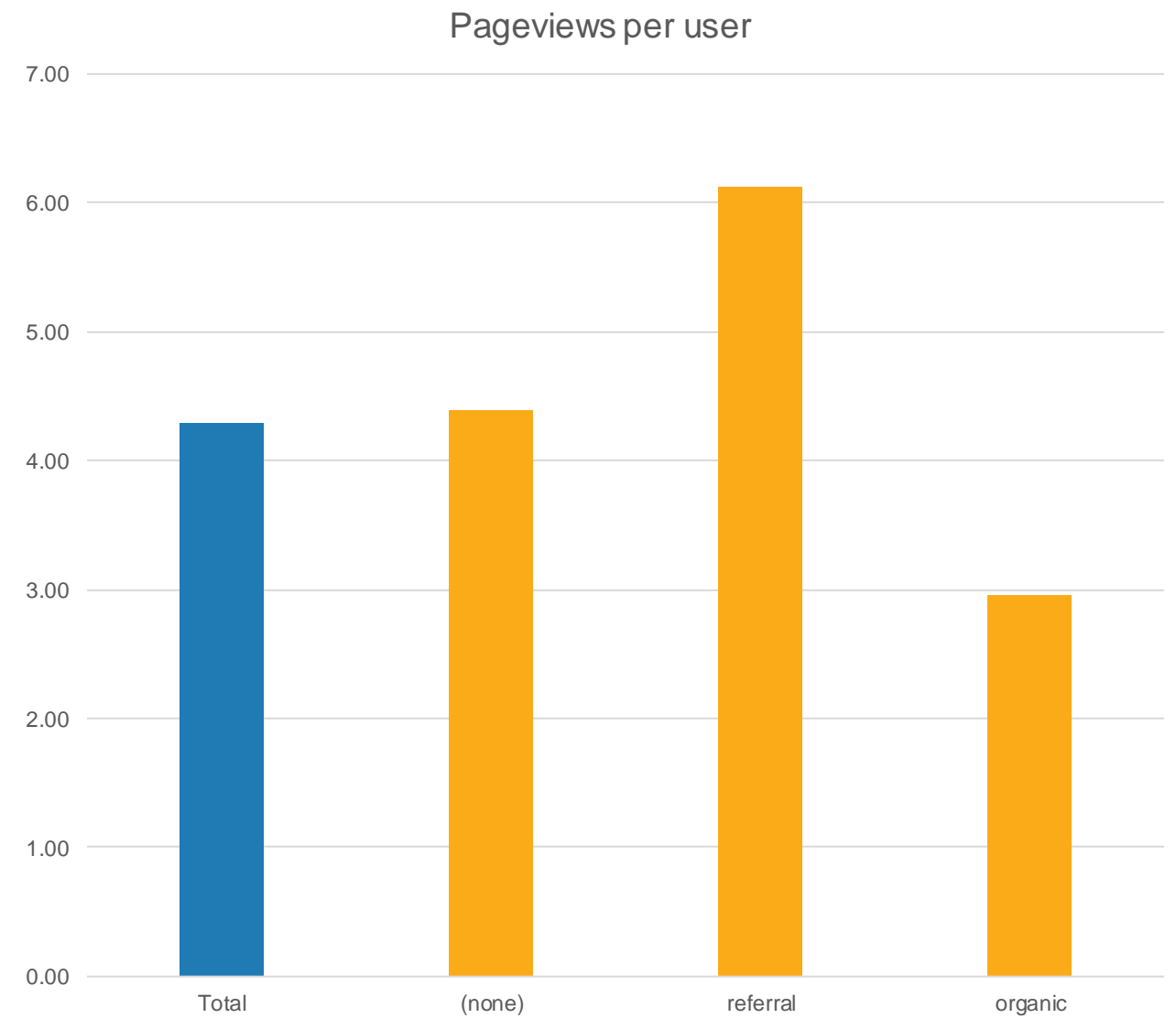
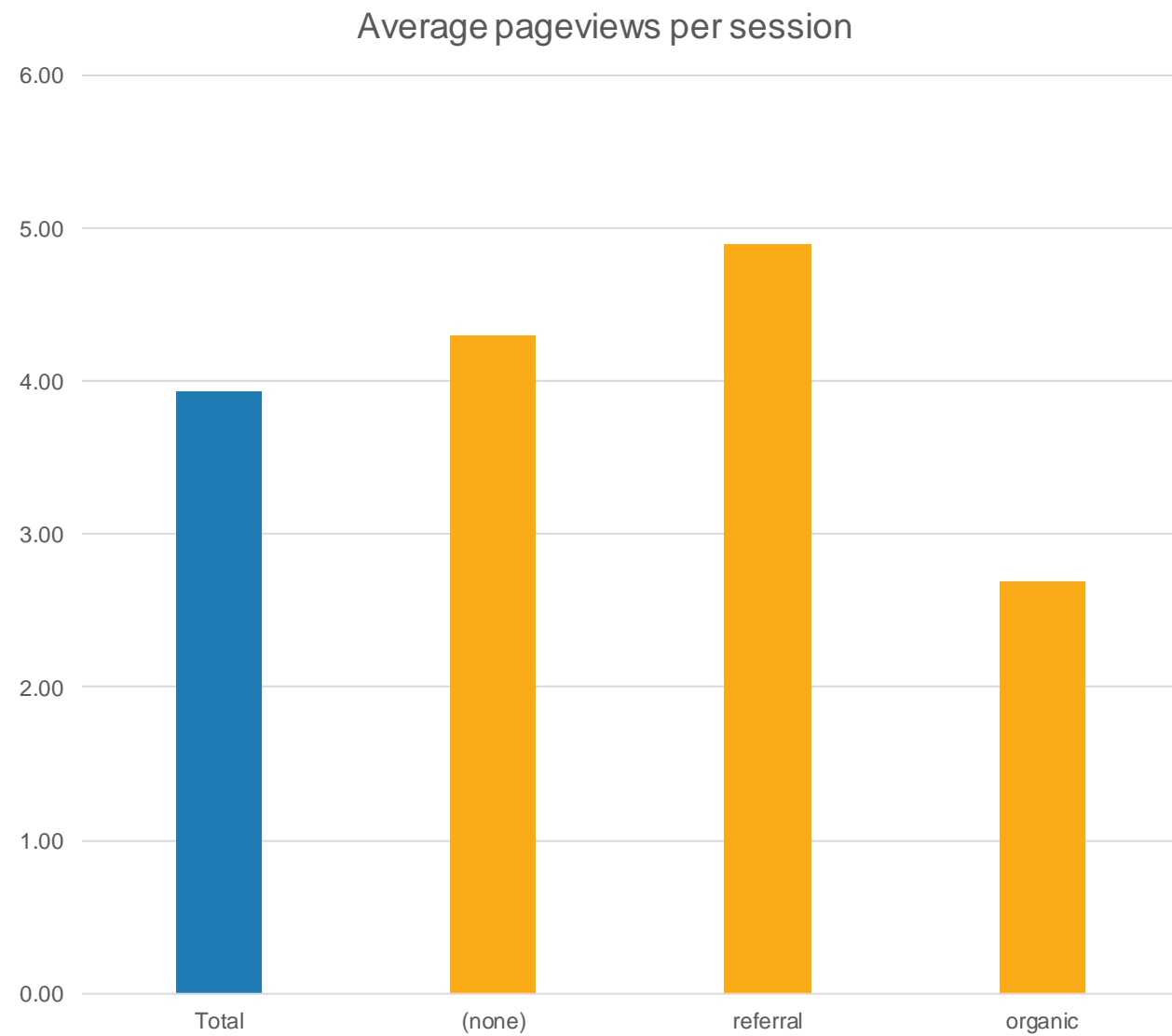
Overview

Pageviews, sessions, and users



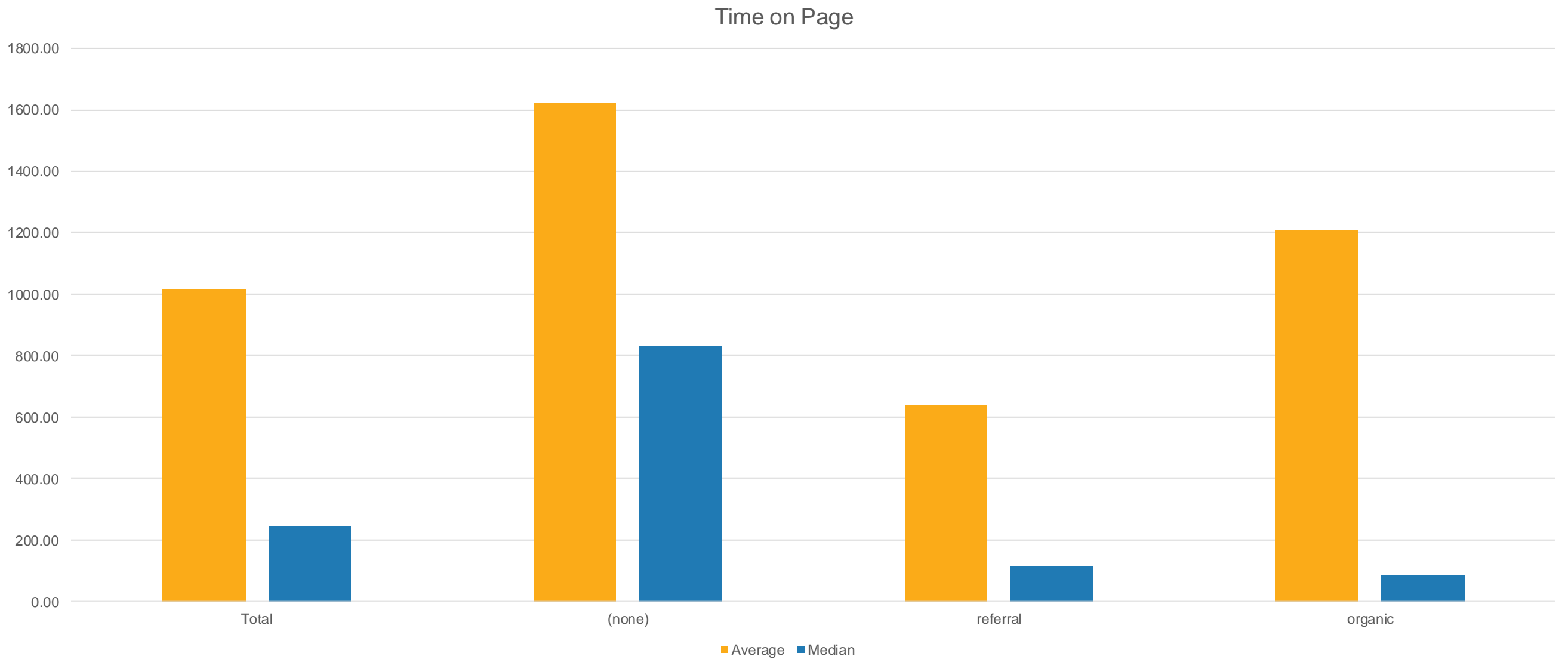
Overview

Pageviews per session and user



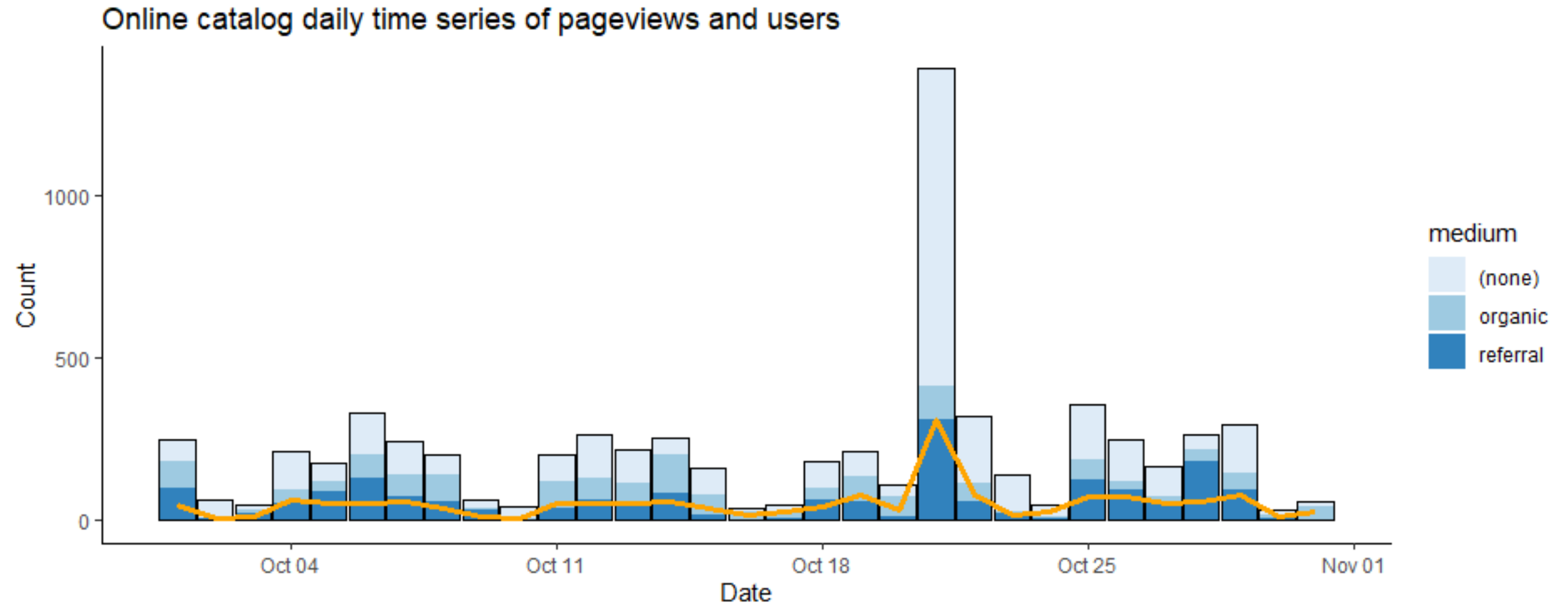
Overview

Time on page



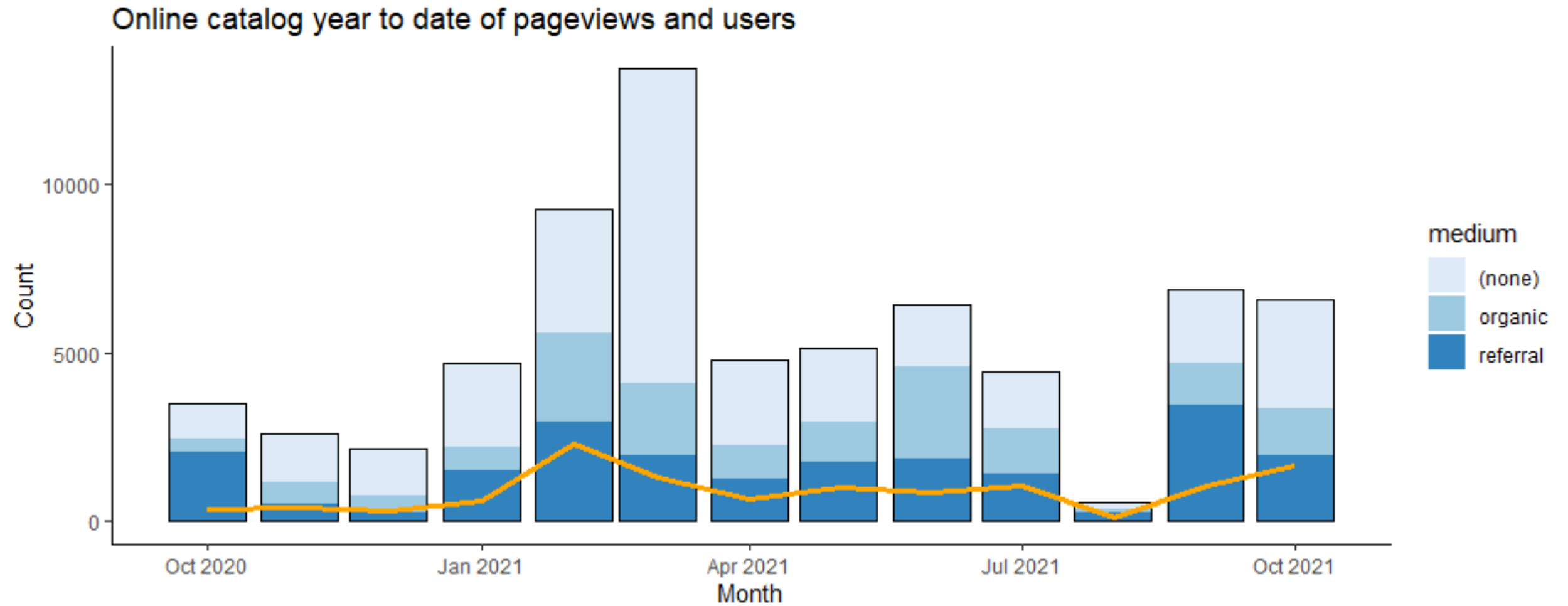
Time series

Daily chart over previous month



Time series

Monthly chart over the previous year



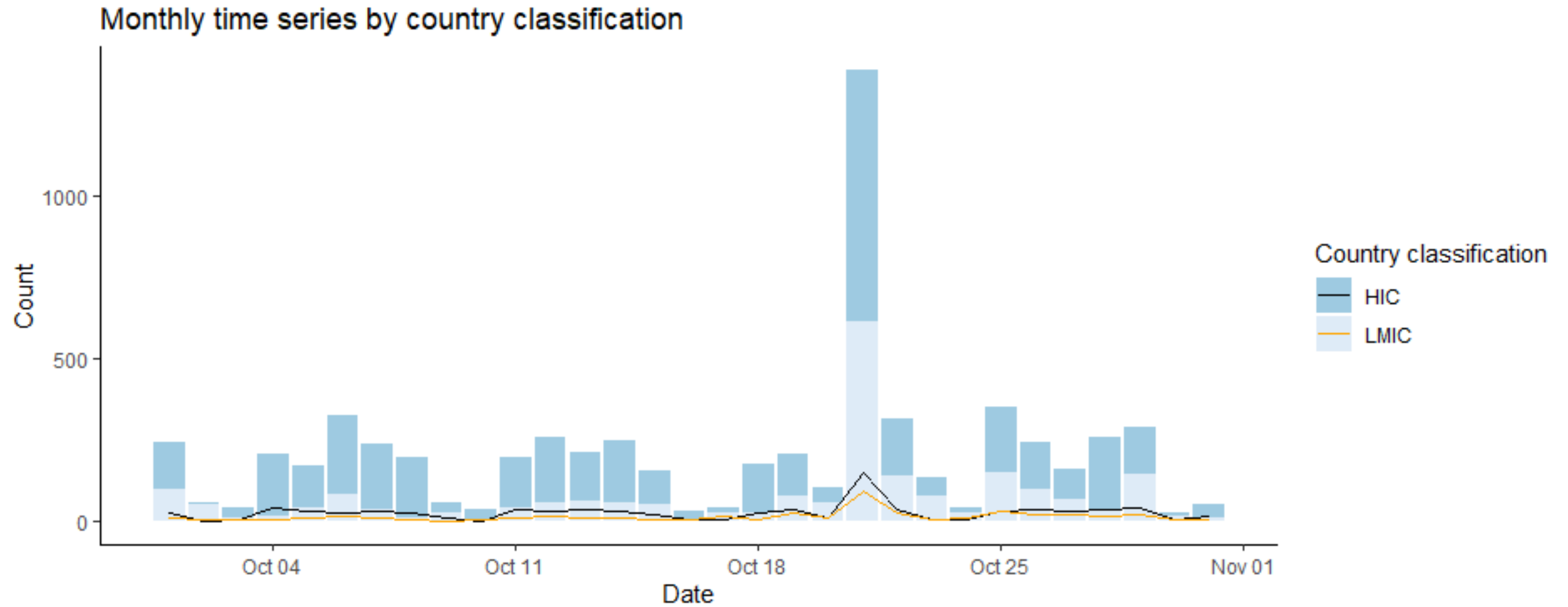
Geographic distribution

Country classification

- **High income countries**
 - **4220 pageviews** from **894 users**
 - This represents a 19% decrease in pageviews and a 68% increase in users as compared to September (*Note* there may be an error in data pulls for users and sessions).
 - This also represents 76% of total pageviews and 64% of total users
 - Average session duration of **593 seconds** with a median session duration of **24 seconds**
 - This represents 37% decrease in average session duration but a 269% increase in median session duration as compared to September
 - Top 5 high income countries: United States, Germany, the United Kingdom, Ireland, and France
- **Low income countries**
 - **1653 2282 pageviews** from **303 518 users**
 - This represents a 38% increase in pageviews and a 70% increase in users as compared to September.
 - This also represents 24% total pageviews and 36% of total
 - Average session duration of **364 299 seconds** with a median session duration of **0 seconds**
 - This represents an 18% decrease in average session duration and no change in median session duration
 - Top 5 low and middle income countries: India, China, Kenya, South Africa, and Ethiopia

Country classification

Monthly time series

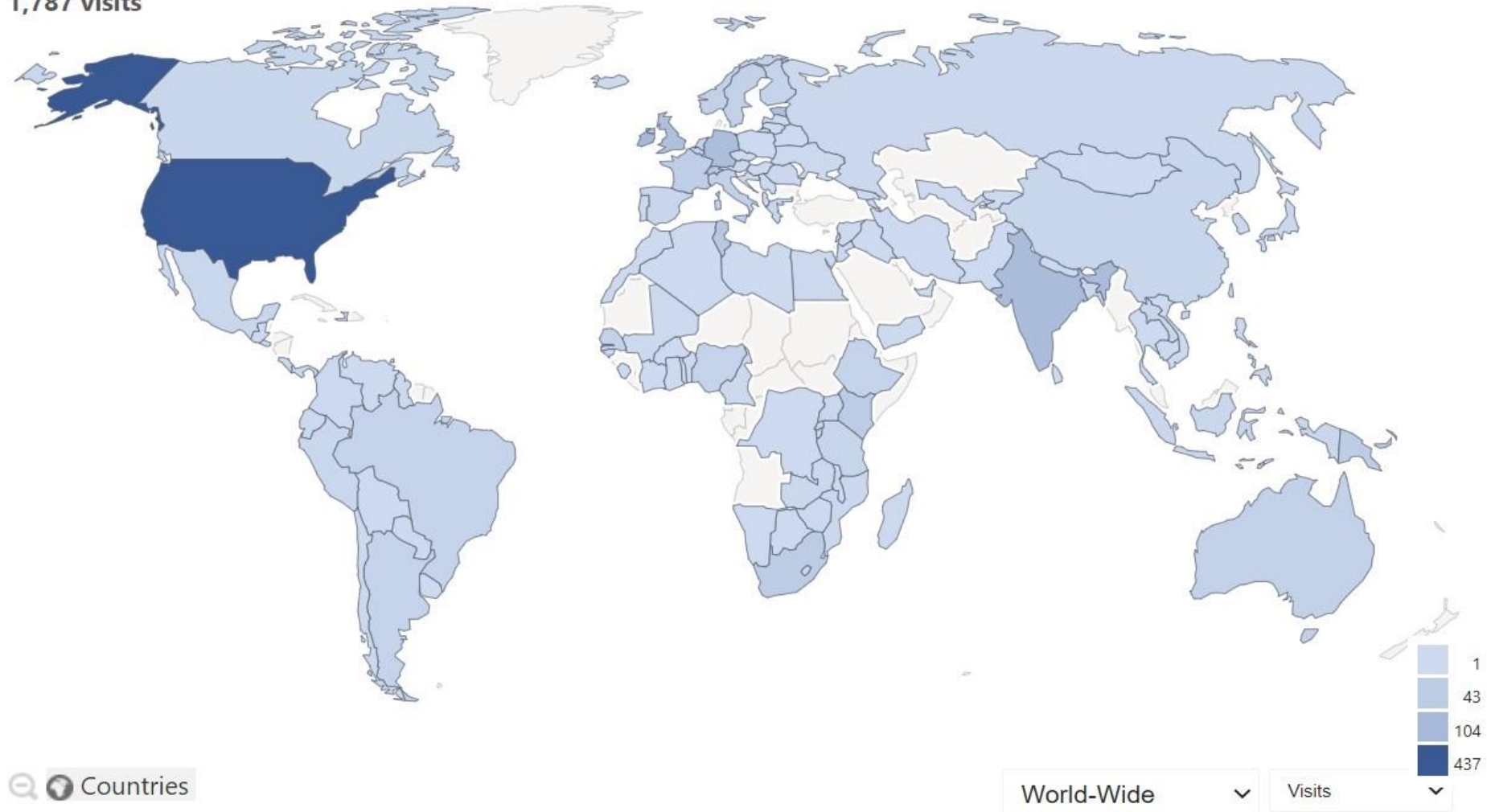


Users

July by country

Visitor Map

1,787 visits



🔍 Countries

World-Wide

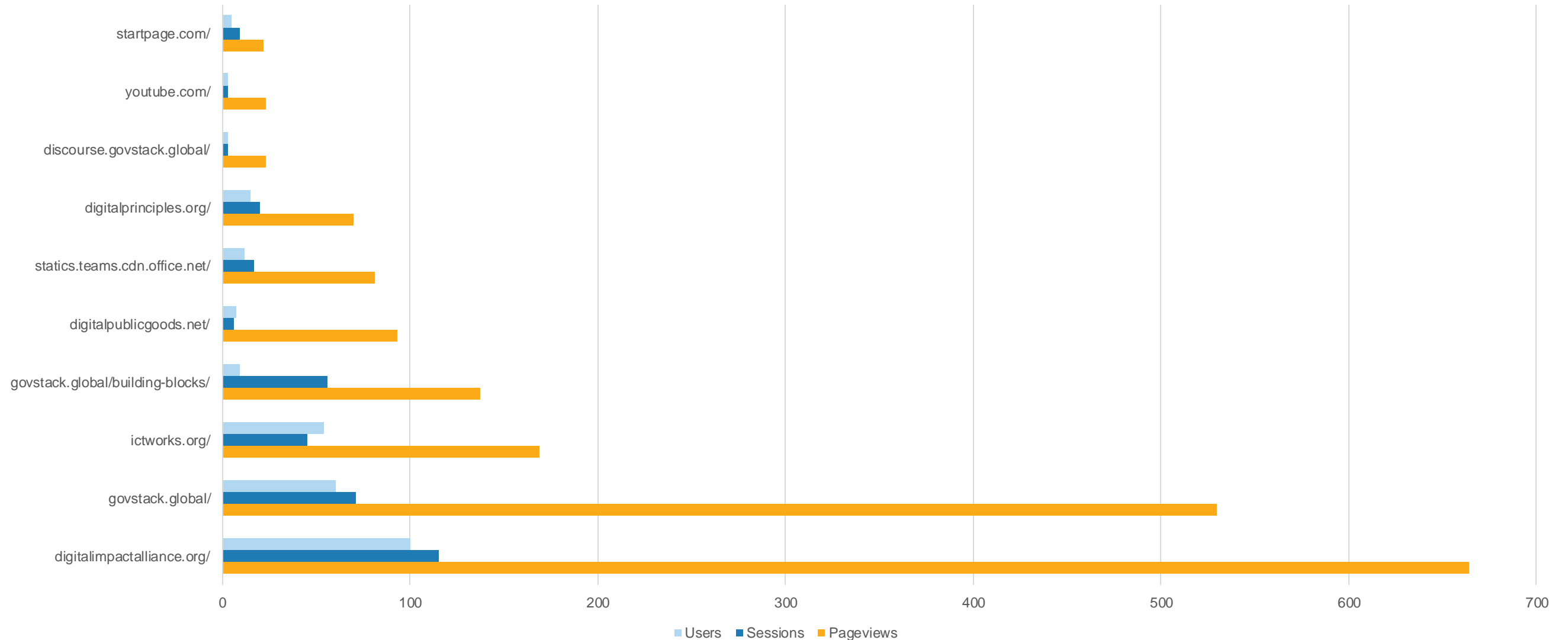
Visits

Graphs

Top 10 referral sources

Pageviews, sessions, and users

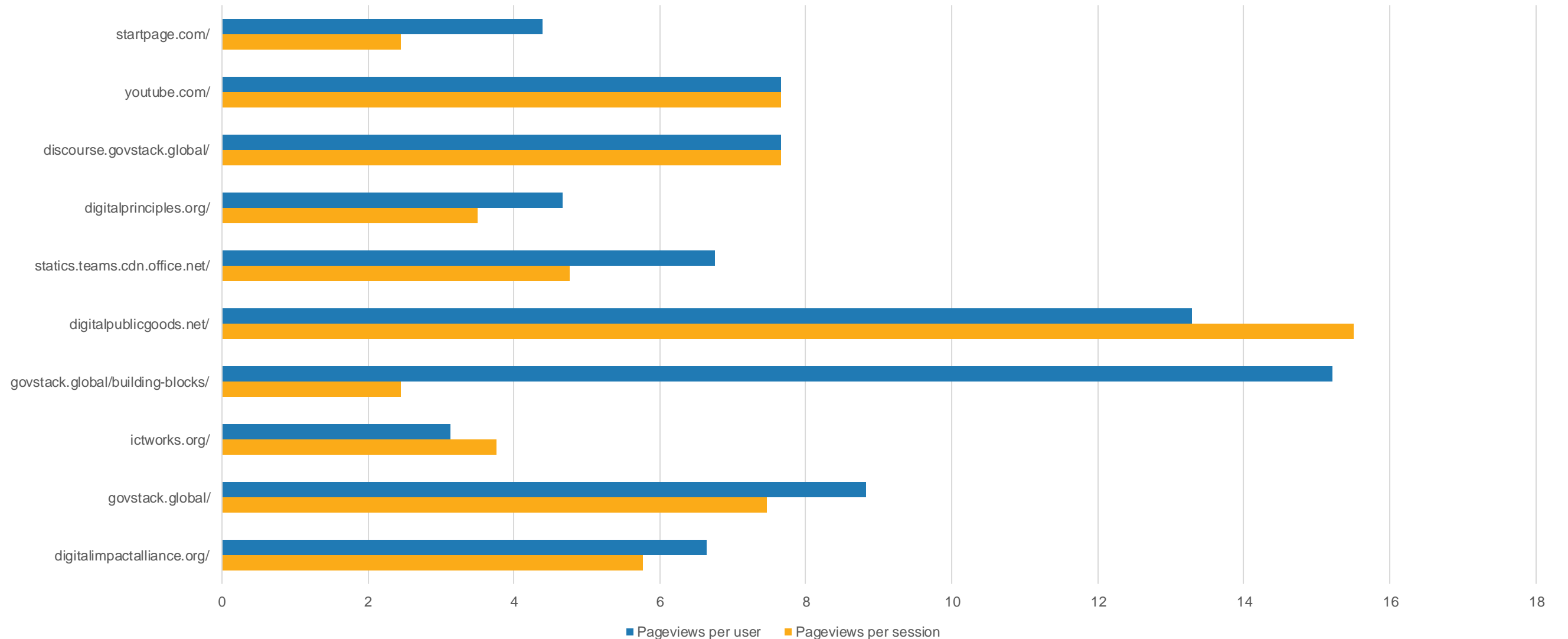
Referral Metrics



Top 10 sources

Pageviews per session and pageviews per user

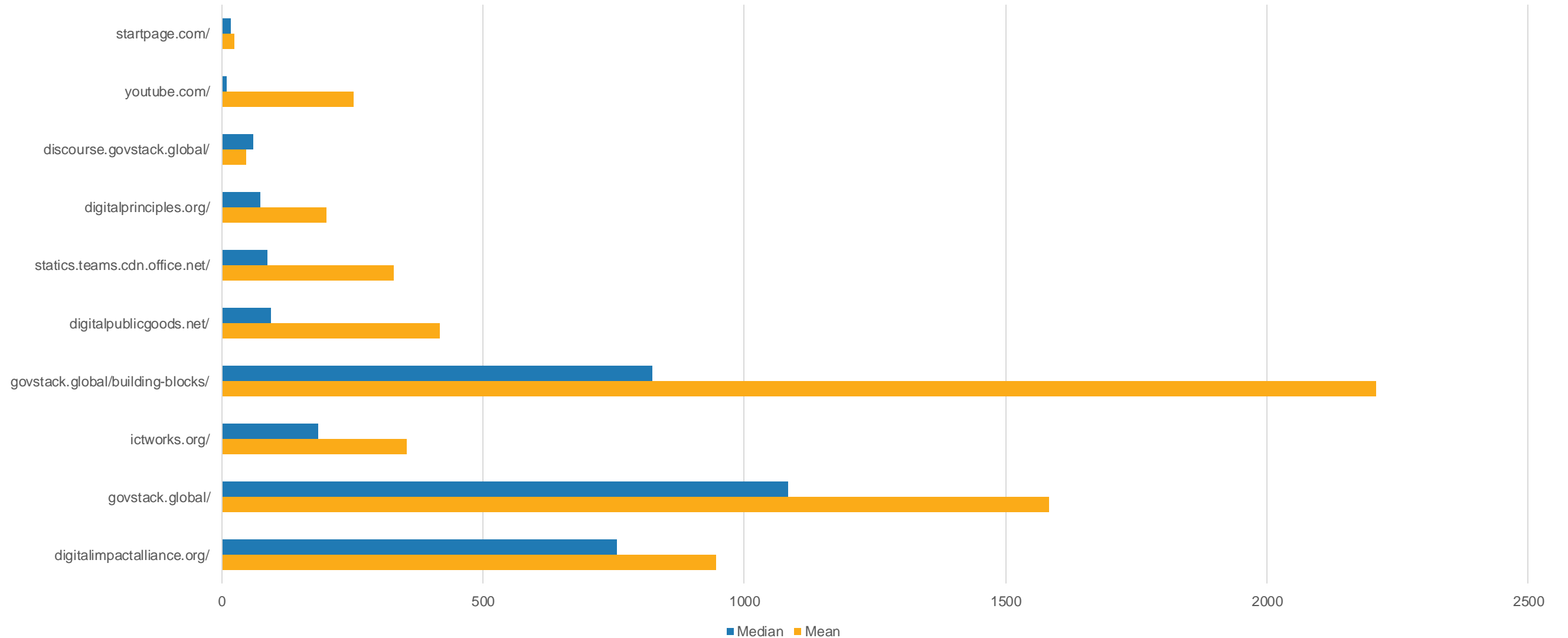
Referral Averages



Top 10 sources

Average and median time on page

Time on Page



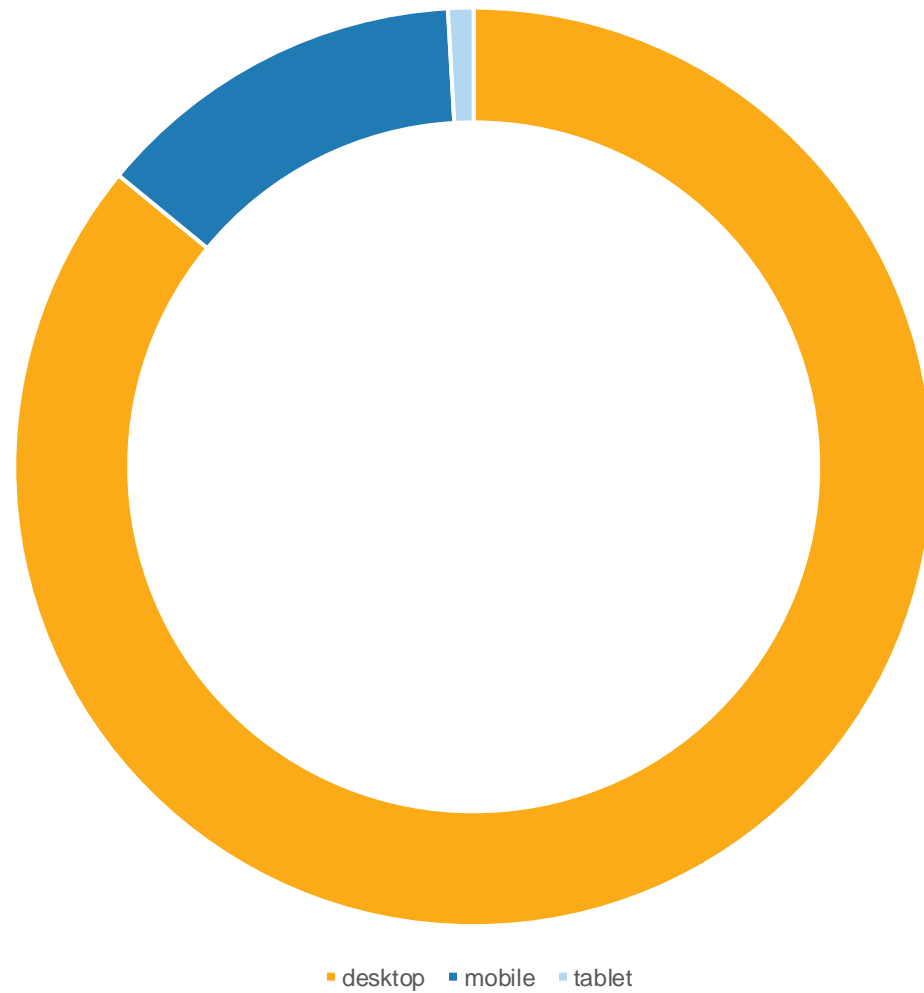
Top 10 Sources

Referral Page	Pageviews	Sessions	Average pageviews per session	Users	Pageviews per user	Average Time on Page	Median Time on Page	Average Session Duration	Median Session Duration
digitalimpactalliance.org/	664	115	5.773913	100	6.64	945.24138	757	945.4828	730
govstack.global/	530	71	7.4647887	60	8.8333333	1584.3478	1085	1584.348	1086
ictworks.org/	169	45	3.7555556	54	3.1296296	354.5	183.5	354.2222	183.5
govstack.global/building-blocks/	137	56	2.4464286	9	15.222222	2209.8	823	2210	823
digitalpublicgoods.net/	93	6	15.5	7	13.285714	416.16667	94.5	416	93.5
statics.teams.cdn.office.net/	81	17	4.7647059	12	6.75	328.28571	86	328.1429	139
digitalprinciples.org/	70	20	3.5	15	4.6666667	200.5	74.5	200.5	74.5
discourse.govstack.global/	23	3	7.6666667	3	7.6666667	47	59	47.33333	60
youtube.com/	23	3	7.6666667	3	7.6666667	251.66667	9	251	9
startpage.com/	22	9	2.4444444	5	4.4	22.75	17.5	23.25	18

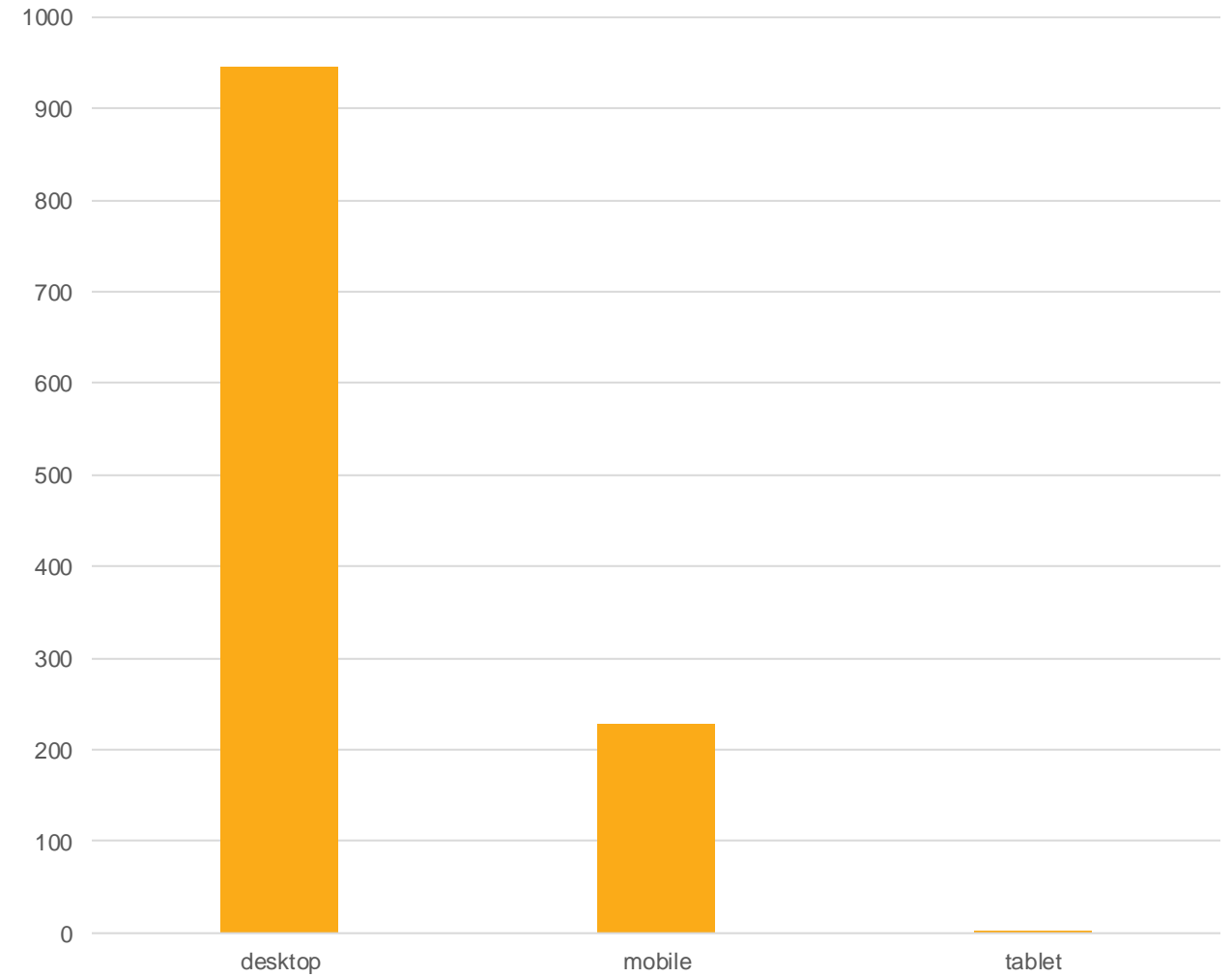
Device, browser and operating system

Users

Devices by users

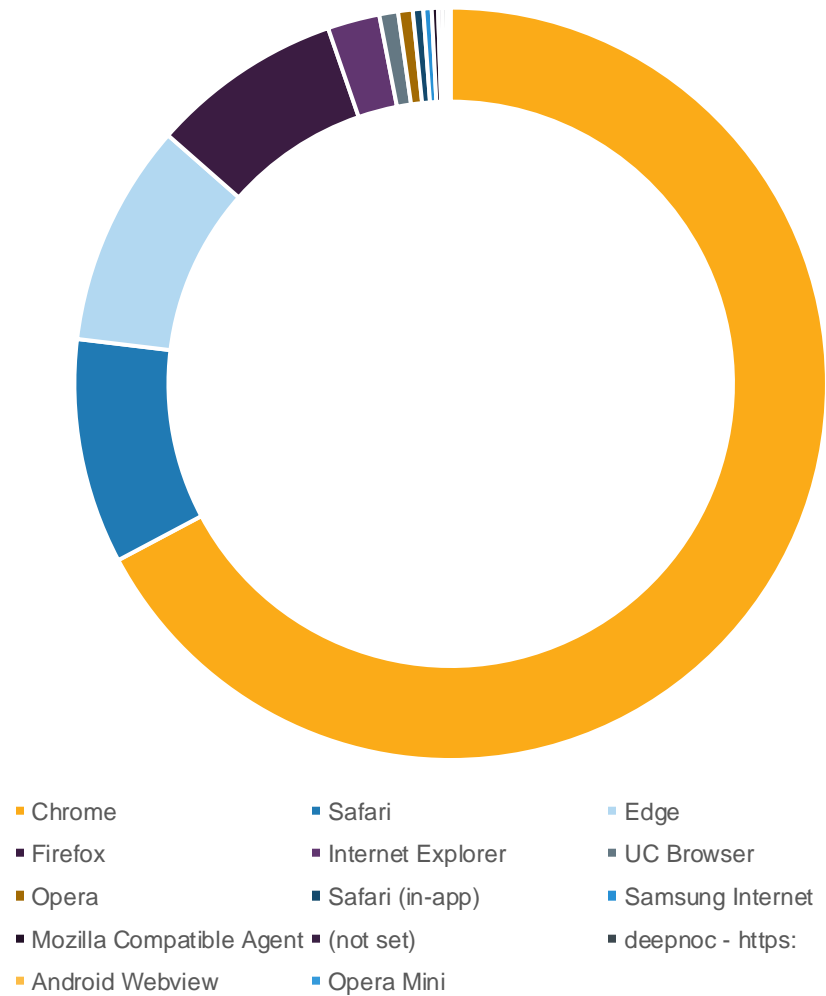


Average time on page by device

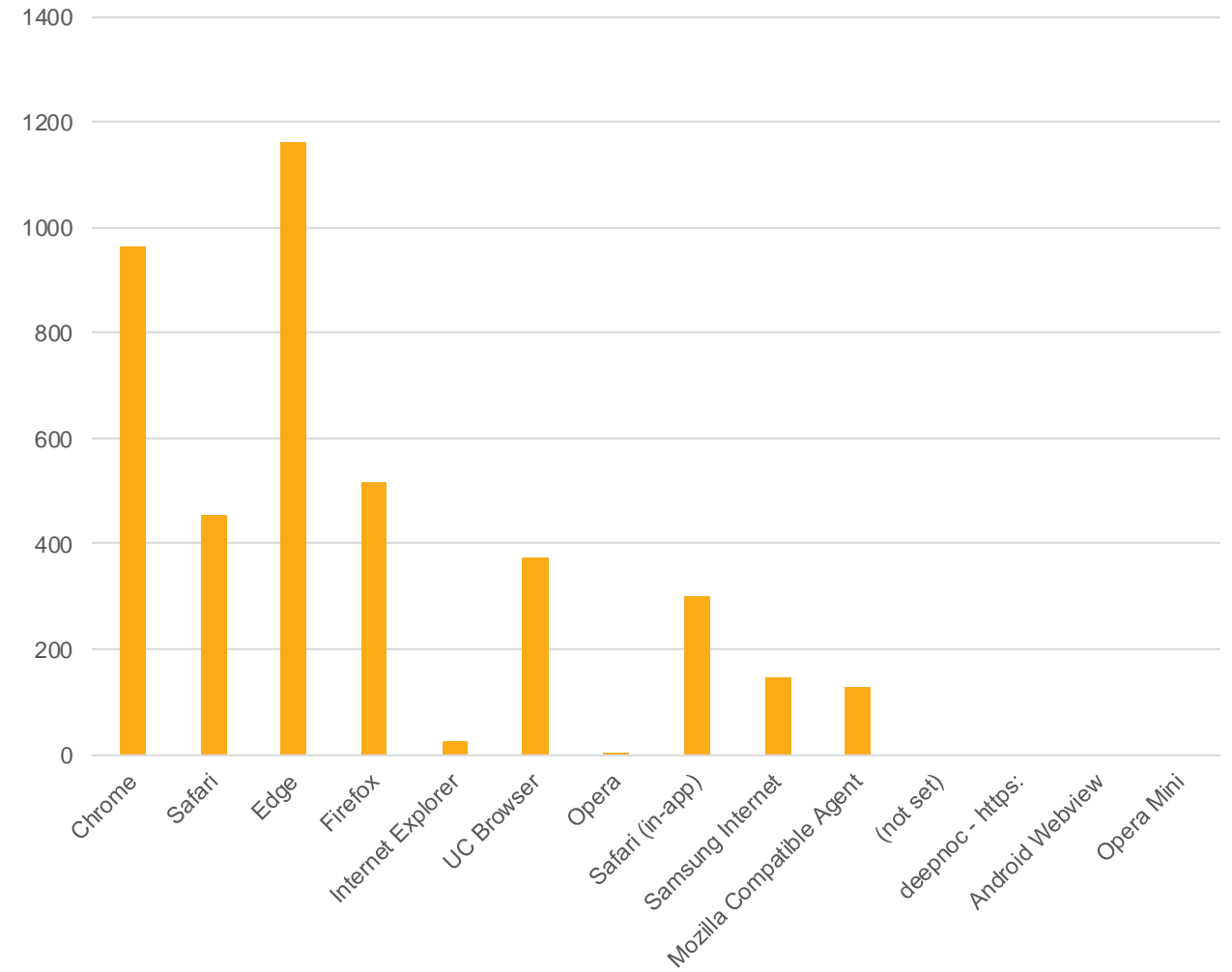


Browser

Total users by browser

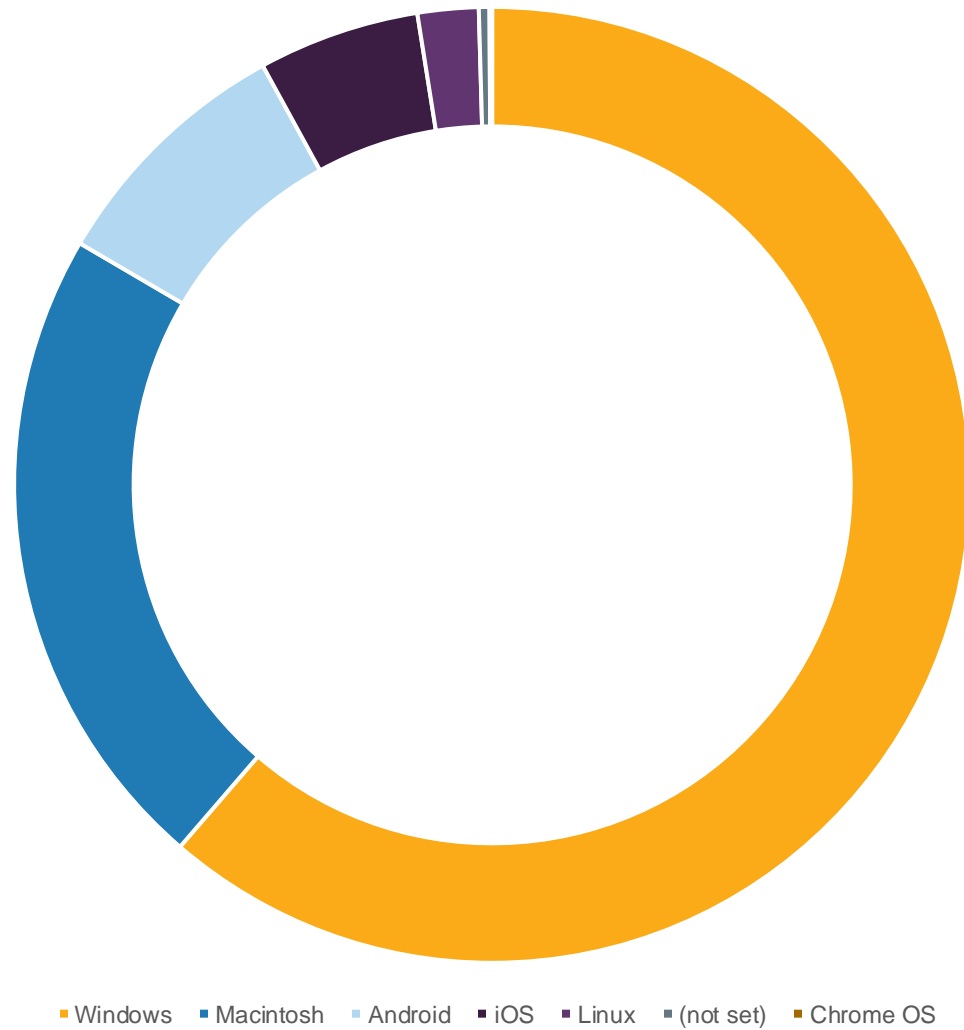


Average time on page by browser

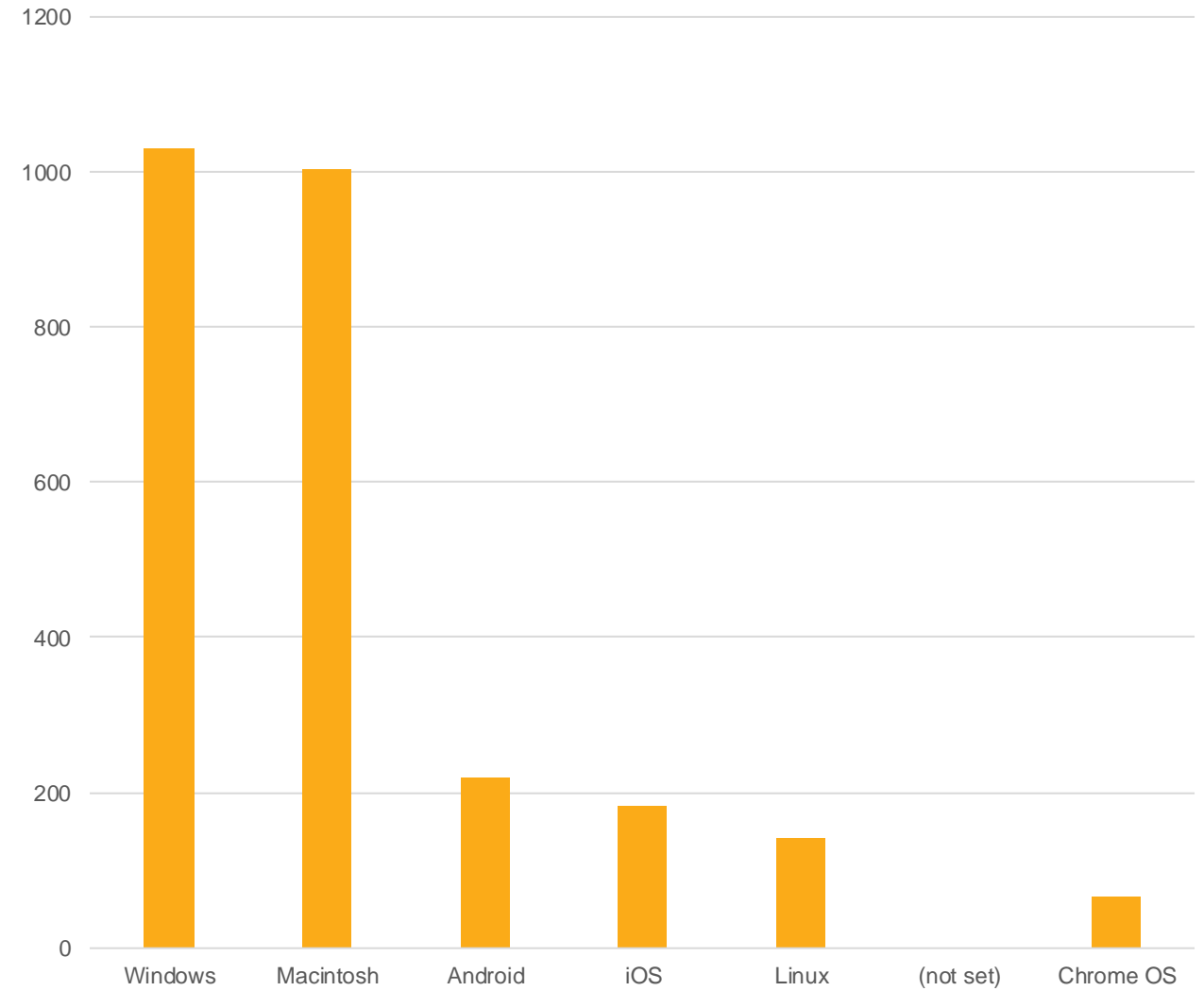


Operating system

Total users by operating system



Average time on page by operating system



GovStack

Govstack

Overview

- Govstack received **405 users** in October, of which **327 were new users**. This is higher than September, which had 480 users and 409 new users.
- Users spent approximately **88 seconds on page** in July, which is lower than the 85 seconds on page in September.
- 11% of traffic was referred to GovStack from 17 sources, up from 9% of traffic and 14 sources in September.
 - The top 3 sources of referral traffic were Facebook, DIAL's main website, and DIAL's Catalog of Digital Solutions
- Below is the table with the top 5 viewed pages on the Govstack platform along with views, users, new users, and views per user for each page.

Page Title	Views	Users	New Users	Views per user
Home	562	346	283	1.62
Building Blocks	257	150	8	1.71
Our Solution	218	149	6	1.46
Context	170	108	13	1.57
Partnerships	152	111	15	1.37

Govstack

Country usage



COUNTRY	USERS
<u>Estonia</u>	93
<u>Germany</u>	42
<u>United States</u>	41
<u>Ireland</u>	18
<u>Switzerland</u>	16
<u>France</u>	14
<u>India</u>	13