

Analysis of Web Traffic for TheKitchenCabinet.us

August-September 2010

Prepared by IntelliDyne, LLC -- Creative & Development Services

October 1, 2010

On August 19, 2010, the Kitchen Cabinet began using Google Analytics to measure web usage and traffic patterns on thekitchencabinet.us.

This report will use the data collected over the past six weeks to outline current visitor trends, analyze what is driving users to the site and determine what content they are viewing.

Key takeaways:

- Traffic has varied considerably, which can be attributed to online mentions of the Kitchen Cabinet, primarily from news sites and blogs. The two biggest spikes correspond with the publication of articles on two sites: OneNewsNow.com's "Objective: Stopping the Obama Train" and Townhall.com's "Check Out the Kitchen Cabinet."
- The majority of users come to the site from direct sources (such as typing in the address or using a bookmark). Of users who clicked a link to get to the site, the top referrals come from Google, Facebook, OneNewsNow.com, The Kitchen Cabinet Newsletter and Townhall.com.
- Users who use a search engine to find the site almost exclusively search by the site's name, such as "kitchen cabinet" or "the kitchen cabinet."
- Once on the site, the data shows that the majority of users stay on the homepage instead of exploring the site. The good news is that users stay an average of 2 minutes and 20 seconds, which suggests that users are reading content and watching videos. The data currently is unclear which elements users are interacting with on the homepage – this will require further research.
- Data indicates that a significant amount of traffic comes from repeat visitors in California and Virginia. This suggests that some traffic spikes may be partially attributed to staff of The Kitchen Cabinet and its partners reviewing and updating the site.

When are people coming to our site?

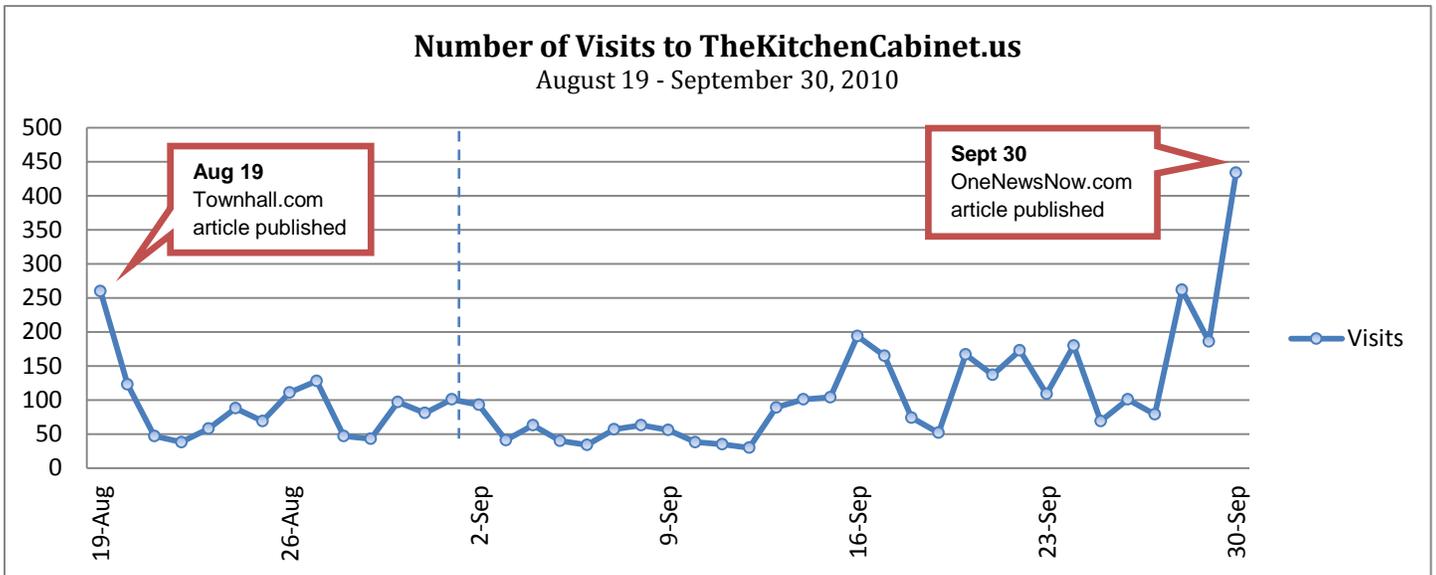
Traffic to thekitchencabinet.us varies considerably. On a weekly basis, the website has gotten as few as 323 visits (Sept 5-Sept 11), and as many as 1062 visits (Sept 26-Sept 30). The periods of high activity often correspond with the publication of articles and blog posts.

The table on the right shows the days that received the highest **number of visits** (also called user sessions). It includes the average amount of time users spent on the site on that day, and the percent of users that were first time visitors.

The graph below shows visits to the Kitchen Cabinet’s website over time, and how it correlates to the publication of two news articles.

| Top Days, August 19 – September 30, 2010 | | | |
|--|--------|-------------------|--------------|
| Day | Visits | Avg. Time on Site | % New Visits |
| September 30 | 434 | 2:32 | 77% |
| September 28 | 262 | 4:11 | 76% |
| August 19 | 260 | 2:15 | 92%* |
| September 16 | 194 | 6:22 | 49% |
| September 29 | 186 | 4:46 | 56% |
| September 24 | 180 | 3:17 | 50% |
| September 22 | 173 | 4:28 | 51% |
| September 20 | 167 | 4:10 | 47% |
| September 17 | 165 | 4:09 | 59% |
| September 21 | 137 | 5:11 | 33% |

**August 19th was the first day of data collection, so a high number of new users is expected.*

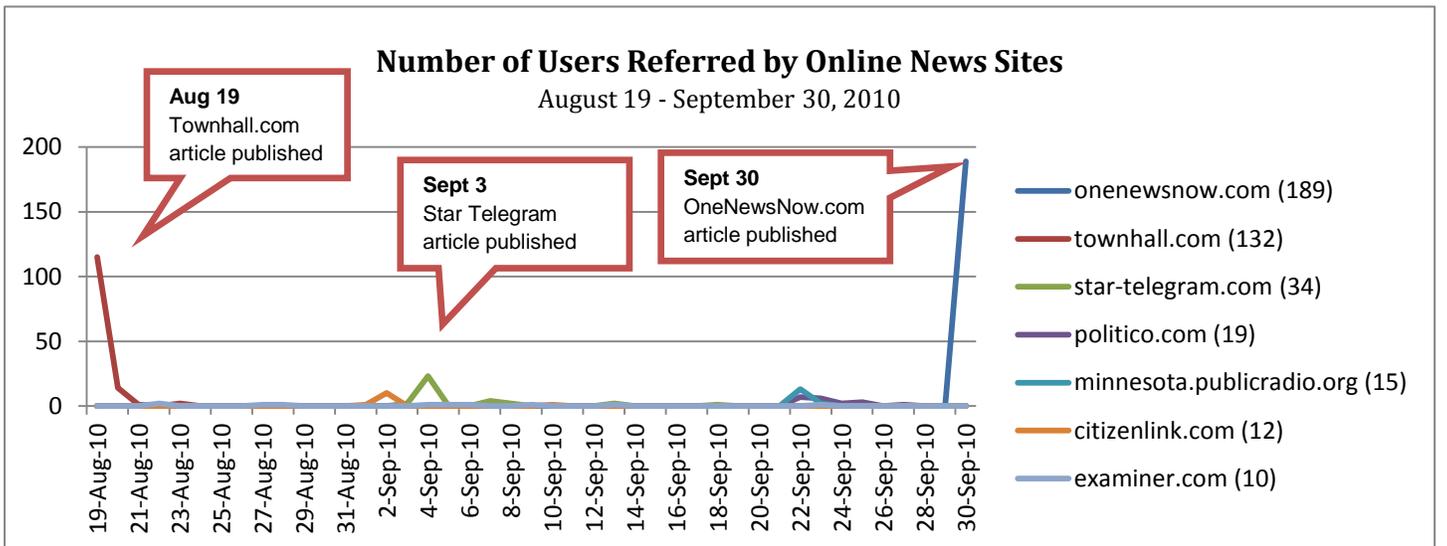
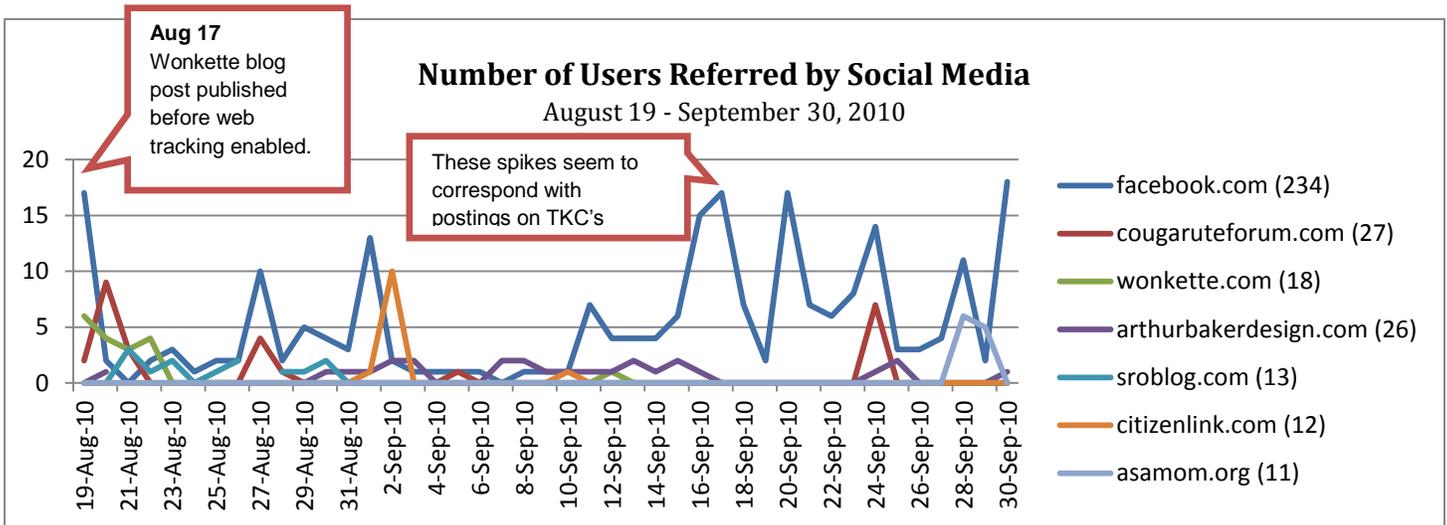
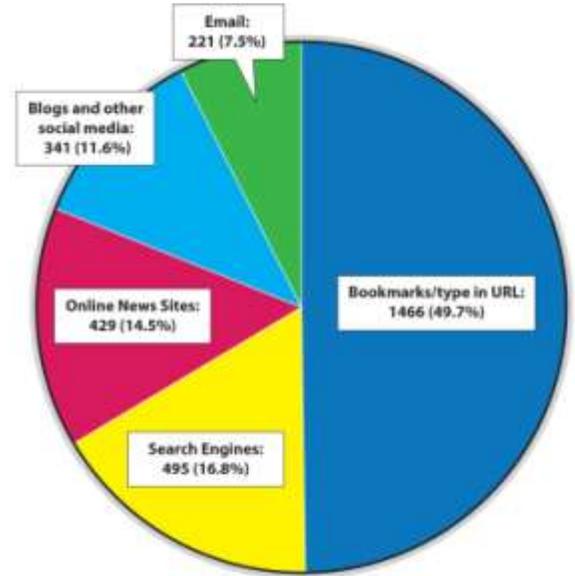


It’s important to note that the data collected does not currently exclude the staff of the Kitchen Cabinet or its partners. The data shows that there are a high number of users that are repeat visitors coming from California and Virginia, who spend a large amount of time on the site. This is likely an indication that the work done to update and review the site may contribute to some spikes in traffic.

How are people getting to our site?

The graph on the right shows the **number of users** that have visited the Kitchen Cabinet's website, and the method by which they were referred to the site.

- By far, the largest source of referrals is direct traffic (49.7% of all traffic). This number includes bookmarks and typing in the URL directly.
- Search engines account for 16.8% of traffic (Google is 90% of that number). Search terms are almost exclusively variants of The Kitchen Cabinet's name (such as "kitchen cabinet," "the kitchen cabinet" or "kitchen cabinet pac".)
- Links from online news sites, such as OneNewsNow.com and TownHall.com, account for 14.5% of referrals.
- Social media sites account for 11.6% of referrals. This includes Facebook, blogs, and discussion forums.
- Links from email are 7.5% of referrals (likely from emails sent to The Kitchen Cabinet's mailing list).



What other sites are linking to our site?

The table below lists articles and other links to the Kitchen Cabinet's site posted in August and September (this may be incomplete).

| Date | Type | Source | Article Title |
|------|------------------------------------|--|--|
| 8/12 | Blog Post | California Women's Leadership Association | Our Saving Grace: Common Sense |
| 8/17 | Blog Post | US News & World Report Washington Whispers | New Group Looks to Tea Party, Sarah Palin |
| 8/17 | Blog Post | Wonkette | Conservative Women Lock Themselves In a Cupboard, Will Come Out When There Is a Normal, White President |
| 8/19 | Blog Post | Townhall.com's The Tipsheet | Check Out the Kitchen Cabinet |
| 8/23 | News Column | WashingtonTimes's Inside the Beltway | Purse Strings |
| 8/27 | Blog Post | Projectvirginia.com | Kitchen Cabinet Aims To Mobilize Conservative Women (This is a repost of the US News article) |
| 8/27 | Blog Post | The Daily Caller | The Kitchen Cabinet: women fighting runaway government spending |
| 8/28 | Email | The Kitchen Cabinet | Kitchen Cabinet Op-Ed: Tucker Carlson's The Daily Caller |
| 8/30 | Blog Post | Arthur Baker Design | The Kitchen Cabinet.US Launches |
| 9/3 | News Article | Star Telegram | Effort aims to get conservative women to the polls |
| 9/5 | Online comment | Union Leader | Bonnie's whopper: When caught, he lies more (The link comes from a comment to the story made by Sonja.) |
| 9/14 | Facebook link | The Kitchen Cabinet's Facebook page | The Name |
| 9/14 | Blog Post | Leigh Livin the LA Life | i think its fly when girls stop by for the summer. |
| 9/17 | TV Appearance (reposted online) | Kudlow Report CNBC | The Gender Pay Gap |
| 9/20 | Facebook link | The Kitchen Cabinet's Facebook page | The Name |
| 9/22 | Radio Appearance (reposted online) | Sonja on Minnesota Public Radio | Is the tea party a women's movement? |
| 9/22 | Online News Story | Politico mention of Rubio interview | Marco Rubio: Voters don't want 'experts' |
| 9/26 | Email | The Kitchen Cabinet | Women Are Changing The Nation At The Kitchen Cabinet |
| 9/26 | Facebook link | The Kitchen Cabinet's Facebook page | Sonja Eddings Brown Introducing TheKitchenCabinet.US |
| 9/28 | Blog Post | As A Mom's Get Up -N- Vote | Get Up -N- Vote! |
| 9/29 | Blog Post | Pandora's | The Kitchen Cabinet |
| 9/30 | Online News Story | OneNewsNow | Objective: Stopping the Obama Train |
| 9/30 | Email | The Kitchen Cabinet | It's Time For Women to Clean House in Washington |

What geographic locations are the site users coming from?

Site traffic is overwhelmingly from the United States. There were 4,403 visits from the US during the time period (Canada was second with 17).

The table on the right shows a breakdown of which states users are coming from.

| Top States, August 19 – September 30, 2010 | | | |
|--|----------------------|--------|-----------|
| | Region | Visits | Avg. Time |
| 1 | California | 1316 | 6:22 |
| 2 | Virginia | 850 | 5:14 |
| 3 | Texas | 251 | 2:13 |
| 4 | Illinois | 214 | 2:29 |
| 5 | New York | 206 | 1:59 |
| 6 | District of Columbia | 181 | 2:46 |
| 7 | Florida | 132 | 1:43 |
| 8 | Ohio | 119 | 2:47 |
| 9 | Utah | 108 | 1:02 |
| 10 | New Jersey | 87 | 3:39 |

What are people looking at on the site?

The table on the right shows the top pages viewed by all users in September 2010.

- The data shows that The Kitchen Cabinet's homepage is the standout for page activity.
- The large dropoff suggests that users are not exploring subpages. Further research would be needed to determine the reasons for this.
- Users spend a particularly long time on each page, which seems to indicate that users are reading content and watching videos.

| Top Pages, August 19 - September 30, 2010 | | | |
|---|---|--------|-----------|
| | Page Name | Visits | Avg. Time |
| 1 | The Kitchen Cabinet's Homepage | 2,283 | 2:20 |
| 2 | Splash Page | 1,517 | 1:10 |
| 3 | About Us | 81 | 1:15 |
| 4 | Leadership | 49 | 1:37 |
| 5 | /about-us/le.aspx | 38 | 2:42 |
| 6 | The Name | 38 | 1:43 |
| 7 | Founders | 26 | 1:51 |
| 8 | Fire From The Heartland | 24 | 2:31 |
| 9 | How To Talk To Your Friends About Politics | 23 | 1:59 |
| 10 | Michelle Obama Hits the Campaign Trail – Is the First Mom out of touch? | 23 | 2:08 |

Recommendations for how to improve our ability to track users.

The following are recommendations on how to improve our web analytics tracking:

- **Include tracking codes in Mailchimp emails.** Adding [tracking codes to the links inside the emails](#) can help us better track the effectiveness of the email campaigns.
- **Include tracking codes in online advertising.** Currently, banner ads are running on truenorthnewsandcommentary.com. Including [Google tracking codes](#) in the addresses on these banners and any future ones can help us more effectively track the effectiveness of the ad campaigns.
- **Investigate methods of overlay tracking.** Google Analytics has a built-in click overlay, which shows how users are interacting with the site. Currently, links on the Kitchen Cabinet site are coded in a way that makes the data invalid--multiple links to the same page are counted as one number, certain types of clicks are not counted. I recommend looking into whether changes can be made to the site that let the Google overlay tool work, or installing an [alternative overlay tracker](#).
- **Alert IntelliDyne when a media mention occurs.** If we are alerted when a news story or blog post starts referring traffic, we can more actively track the traffic from those sources.