

2015 SCHOOL WEBSITE

ANALYTICS REPORT

School websites are incredibly important and the best ones are making the most of every marketing channel available and are using the data effectively. With just a small amount of knowledge you can make a difference to how you perform online. The information below is taken from a study of a selection of Schudio School Websites for a period of 1 month in Autumn 2015

High Schools

AVERAGE NUMBER OF WEBSITE PAGEVIEWS

25,568



25,568

Average Number of Pageviews per month on Secondary School Websites

DID YOU KNOW?

That's over 25 page visits per month for every student in the UK



12,238 Visits

Average Number of Unique Visits (or sessions) per month



7,350 Users

Average Number of Unique Users visiting High School websites per month



39% New Visits

Average % of new visitors to High School websites per month

BEST RESULT: Lytham High School with nearly 38k PageViews from 11.5k visitors in 1 month

Primary Schools

AVERAGE NUMBER OF WEBSITE PAGEVIEWS

4931



4936

Average Number of Pageviews per month on Secondary School Websites

DID YOU KNOW?

That's nearly 20 page visits per month for every student in the UK



1118 Visits

Average Number of Unique Visits (or sessions) per month



591 Users

Average Number of Unique Users visiting High School websites per month



49% New Visits

Average % of new visitors to school websites per month

BEST RESULT: St Michael's Primary School, Aldershot with over 11k PageViews from 1.1k visitors in 1 month

Bounce Rates

How many people leave your website without view any additional pages?*



*Bear in mind that sometimes, the Bounce Rate is a bit fudged. Say a visitor searches Google for your Term Dates page. If they find the right page, click the link, visit the page that has all the info they need, then leave your website, you've done a good job!

As a rule though you're looking for a below average Bounce Rate.



Total of Visits

Taking into account all your website visitors ...



49% Bounce

Global Average Bounce Rate (thanks RocketFuel)



34% Bounce

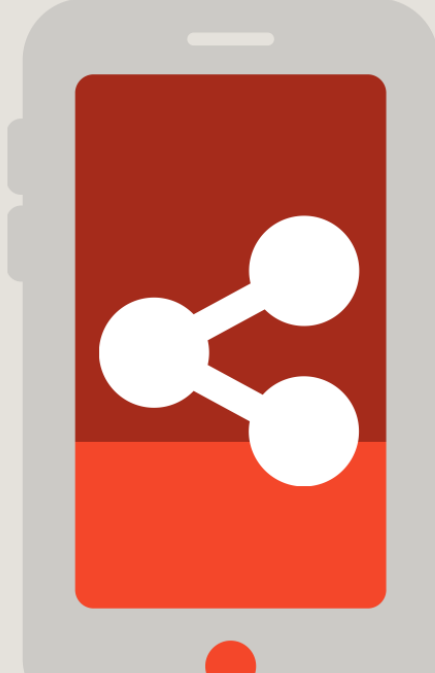
Average Bounce Rate across all High Schools in our data



35% Bounce

Average Bounce Rate across all Primary Schools in our data

How Many People View your School Website on a Mobile Device or Tablet?

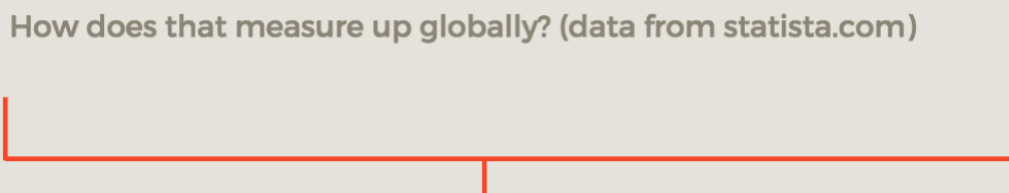


High Schools - 36.75%



Primary Schools - 49.91%

How does that measure up globally? (data from statista.com)



2015 STATS

33.4% Globally

How do People Find Your Website?

Organic: visitors referred by an unpaid search engine listing, e.g. a Google.com search

Direct: visitors who visit your site by typing in the address, clicking on an untracked email link or using favourites

Referral: visitors who find your site by clicking on a link on another website

Social: visitors who visit your site by clicking on a link on a social site such as Twitter or Facebook

High Schools

Organic - 68.8%

Direct - 28.5%

Referral - 2.3%

Social - 0.46%

Primary Schools

Organic - 60.1%

Direct - 32.4%

Referral - 6.4%

Social - 0.64%

Schudio offers a range of services to transform how you market your school online. We're experts in beautiful design, passionate developers of powerful, easy to use tools and brilliantly supportive of all our clients.

Want a **FREE**, no obligation DEMO of the Schudio School Website CMS? Do Get In Touch

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