Division of Student Affairs
Google Analytics
2021-2022

2 MILLION+
PAGE VIEWS

JAN-21/22

590,307
USERS

REFERRALS
- 54% Google (356,983 Users)
- Unt.edu
- My.unt.edu
- Twitter

TOP PROGRAMS
Orientation
Family Weekend
CFSL Chapters
First Flight Week
CFLS Volunteer Opportunities

SERVICES
Covid Testing
CTS Services & Staff
Testing TSI & Parking
SHWC Psychiatry, Walk in STD Testing, Pharmacy & ADD-ADHD
Veteran Services
Off Campus Student Services
TOP PAGES:

COVID TESTING 75,135
DSA HOME 63,449
ORIENTATION 56,902
SHWC 53,248
FF CHECK-IN 49,958
STUDENT ORGS 34,302
IMMUNIZATION 32,675
ODA 31,194
DOS 30,133
CTS 26,268
HOME COMING 23,410

PROGRAM & SERVICE PAGES

- 4,423 Users-programs & services all
- 4,235 Users-programs & services categories
- 1,441 Users-virtual programs & services
- 2,604 Users-career & leadership page
  - 3,347 Users-student life page
- 3,866 Users-engagement & support
  - 3,723 Users-wellbeing & safety
SOCIAL

Referrals to web

Facebook: 59% @ 14,938 users
Twitter: 20% @ 5,203 users
Instagram: 10%
InstaStories: 5%
Reddit: 2%
Next in order: Snapchat,
YouTube, LinkedIn, Pinterest,
TikTok are all under 1%
TOP OPERATING SYSTEM

IOS & WINDOWS
350,000 users on Mobile-Design for mobile first!

1. IOS (iPhone) 285,258 80%
2. Android (Android Phones, Samsung etc.) 67,834 19%
3. Windows (Desktop/Laptops) Less than 1%
4. MAC (Desktop/Laptop) Less than 1%

SAFARI & CHROME

Next in order: EDGE, FIREFOX, MOZILLA, SAMSUNG, ANDROID, INTERNET EXPLORER
USERS:

590,307 USERS
78% NEW USER - USE THE LENSE OF A FIRST-TIME USER
AUGUST 450,579 VISITORS - UPDATE ALL INFO BEFORE AUGUST
2 MINUTES ON PAGE - AVERAGE READING & SCROLL TIME
49% LEAVE SITE AFTER FIRST PAGE (AVG IS 40-60%)