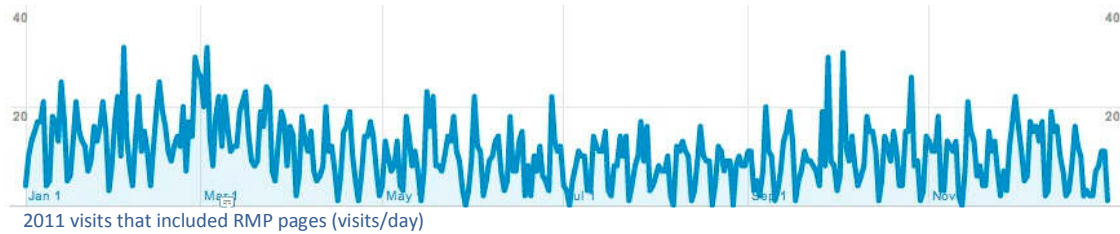


RMP Web Traffic Summary

2011

Internal traffic excluded

Overall traffic



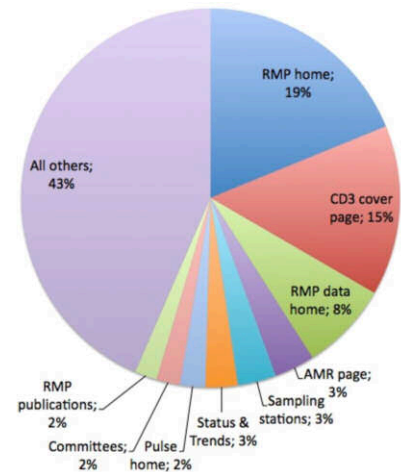
The RMP section of SFEI’s website¹ was part of 3,908 visits in 2011, or 9% of all www.sfei.org visits. These visitors averaged 6.6 pages viewed per visit, and 5.5 minutes per visit. RMP pages were viewed 9,722 times.

Click-through rate

66% of visitors landing on an RMP page decided to explore the site further. For www.sfei.org overall, the proportion of visitors who explored further was 50%.

Popular RMP pages

Page	Page URL	Pageviews
RMP home	/rmp	1,831
CD3 cover page	/rmp/wqt	1,413
RMP data home	/rmp/data	737
AMR page	/rmp/amr	337
Sampling stations	/rmp/data/stations	319
Status & Trends	/rmp/rmp_status_trends	267
Pulse home	/rmp/pulse	209
Committees	/rmp/committees_and_workgroups	197
RMP publications	/rmp/rmp-annual-reports-and-publications	184
All others		4,228

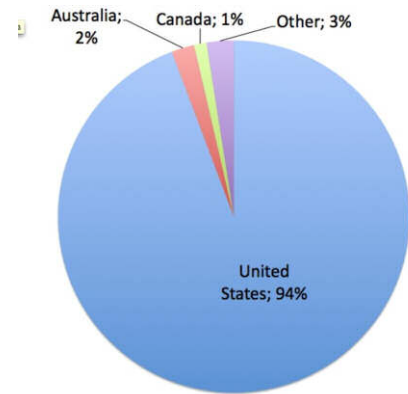


¹ In this analysis, the RMP section includes all content under www.sfei.org/rmp. This includes the cover page for the CD3 data access tool, but not the tool itself.

Visitor Location

94% of visitors to the RMP home page are from the US.

When looking at visitor location by city, Sacramento leads with 15% of all pageviews, followed by San Francisco (14%), Oakland (9%), and San Jose (4%).

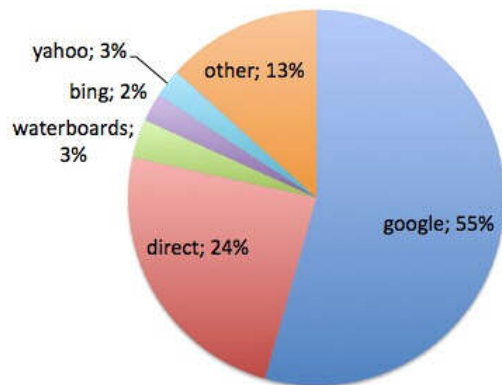


City	% total	City	% total
Sacramento	15%	Palo Alto	1%
San Francisco	14%	Santa Clara	1%
Oakland	9%	Menlo Park	1%
San Jose	4%	Santa Cruz	1%
Richmond	3%	Carmichael	1%
Berkeley	2%	Irvine	1%
Los Angeles	2%	Seaside	1%
Davis	2%	Stanford	1%
Walnut Creek	2%	New York	1%
Alameda	2%	Corvallis	1%
Melbourne	2%	Pleasant Hill	1%
Emeryville	2%	San Diego	1%
Washington	1%		

The first non-US city is Melbourne (2%).

Sources of Visitors

Over half of the visitors to RMP pages arrived via Google. About One-quarter arrived via a link in email or typing in the address. The largest non-search-engine source of traffic was waterboards.ca.gov, responsible for about 3% of all traffic to RMP pages.



Popular Downloads

Total 2011 downloads for popular RMP-related documents

Document	Downloads
2009 Pulse	7416
Triclosan Fact Sheet	6504
2006 Sportfish Report	3401
2008 Pulse	2881
2005 Pulse	1431
Schlenk Ann Mtg PPT	1224
AMR 2003	966
AMR 2007	930
2010 Pulse	885

Data Access

SFEI's Contaminant Data Display and Download (CD3) tool had 1595 completed data downloads in 2011. Of those, 1379 (86%) were for RMP status & trends data. The most popular type of data requested was water chemistry data (48% of all requests); the most popular analyte group was trace elements (23% of all requests); and the most popular analyte was mercury (6% of all requests).