

A large, thick yellow swoosh graphic that starts on the left side of the page and curves upwards and to the right, ending above the title.

Website Benchmarking Initiative for Continuing Education Report

*Individualized Website Benchmarking Report for: INSTITUTION NAME
Quarter 2, 2011*

The JMHC Consulting Website Benchmarking Initiative represents the first ongoing benchmarking effort for continuing education websites. More than 15 institutions participate in this groundbreaking initiative.

Prepared by Jacob Ensign

June 2011

Report Overview and Individualized Website Observations

- Both Visits and Visitors to your site increased by 7% since last year and were particularly high in May. If your conversion rates remain stable, that could be translating into a nice increase in website leads and/or students. Your site received 46% more visits and 44% more visitors than peer institutions. Kudos!
- Your Direct Traffic increased by 6% since last year and was particularly high in May. You received 18% more visits from Direct Traffic than the industry average and 124% more than peer institutions. High volumes of direct traffic often result from students returning to your website over and over. However, your % of New Visits is actually higher than the industry average, suggesting some other explanation.
- Your Search Traffic increased by 19% since last year and was particularly high in May. While you still receive fewer visitors from search than other schools, this shows a significant improvement.
- Both total Pageviews and Pages per Visit decreased since last year. Pages per visit dropped by 7% since the previous year and were 30% lower than the industry average and 24% lower than peer institutions. Pageviews dropped by 2% since the previous year and were 42% lower than the industry average and 9% higher than peer institutions. We recommend reviewing any recent website changes to determine whether such changes could be causing this decline.
- Your site's Bounce Rate increased by 6% since last year and is now 24% higher than the industry average and 33% higher than peer institutions. In addition, the chart below shows a small, but steady increase in bounce rate during the past 12 months. We recommend reviewing website changes that occurred during that period to determine whether such changes could be causing this decline.

Performance Comparisons

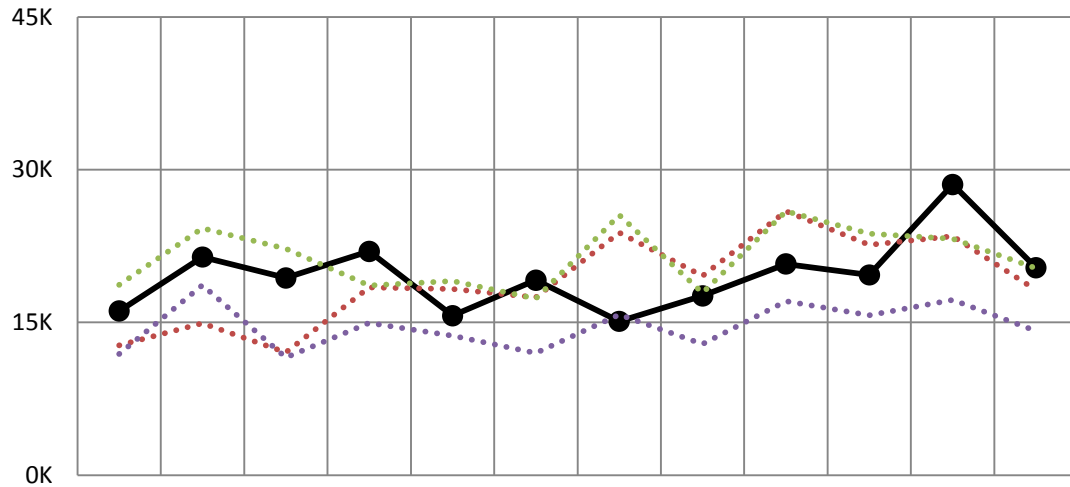
	YOUR CURRENT SCORES FOR THIS QUARTER COMPARED TO...		
	YOUR SCORES LAST YEAR	THE INDUSTRY AVERAGE	YOUR PEERS
Visits	+7%	+2%	+46%
Pageviews	-2%	-42%	+9%
Visitors	+7%	+15%	+44%
% New Visits	+3%	+13%	-4%
Bounce Rate	+6%	+24%	+33%
Pages per Visit	-7%	-30%	-24%
Search Traffic	+19%	-10%	-23%
Direct Traffic	+6%	+18%	+124%
Referral Traffic	-2%	+7%	+26%

If you'd like more information about your website's performance, contact Nicole Foerschler at nfoerschler@jmhconsulting.com or 404.312.3999. We would love to discuss any of the information in this report and how to make substantial improvements to any of your website's performance metrics.



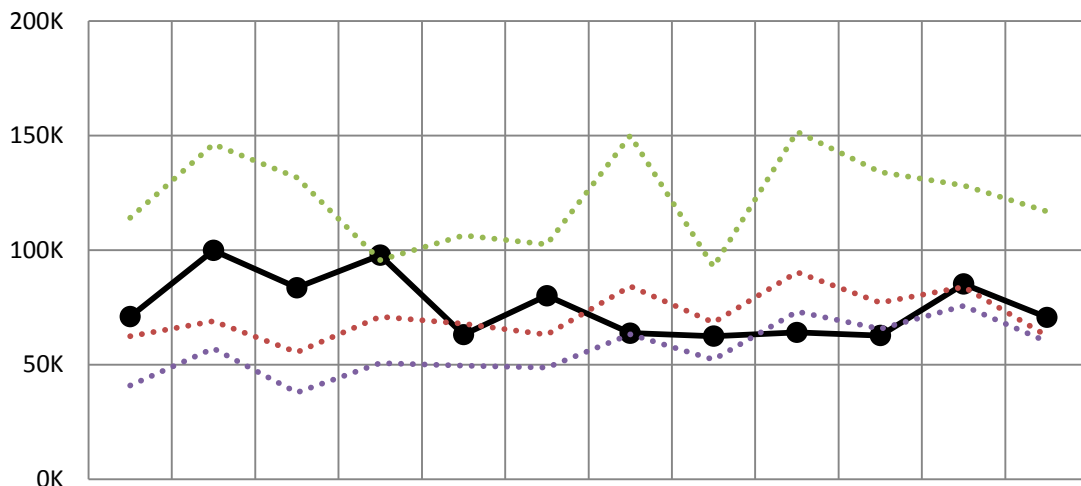
Visit Analytics

Visits



	Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011
—●— Curr. Year	16,123	21,417	19,371	21,972	15,663	19,149	15,106	17,611	20,736	19,662	28,539	20,376
..... Last Year	12,756	14,917	12,041	18,440	18,285	17,447	23,809	19,581	25,902	22,617	23,466	18,181
..... Ind. Avg.	18,695	24,240	22,226	18,616	19,077	17,344	25,531	17,908	25,899	23,710	23,221	20,326
..... Peer Avg.	11,891	18,662	11,563	14,944	13,688	12,005	15,777	12,873	17,081	15,696	17,219	14,162

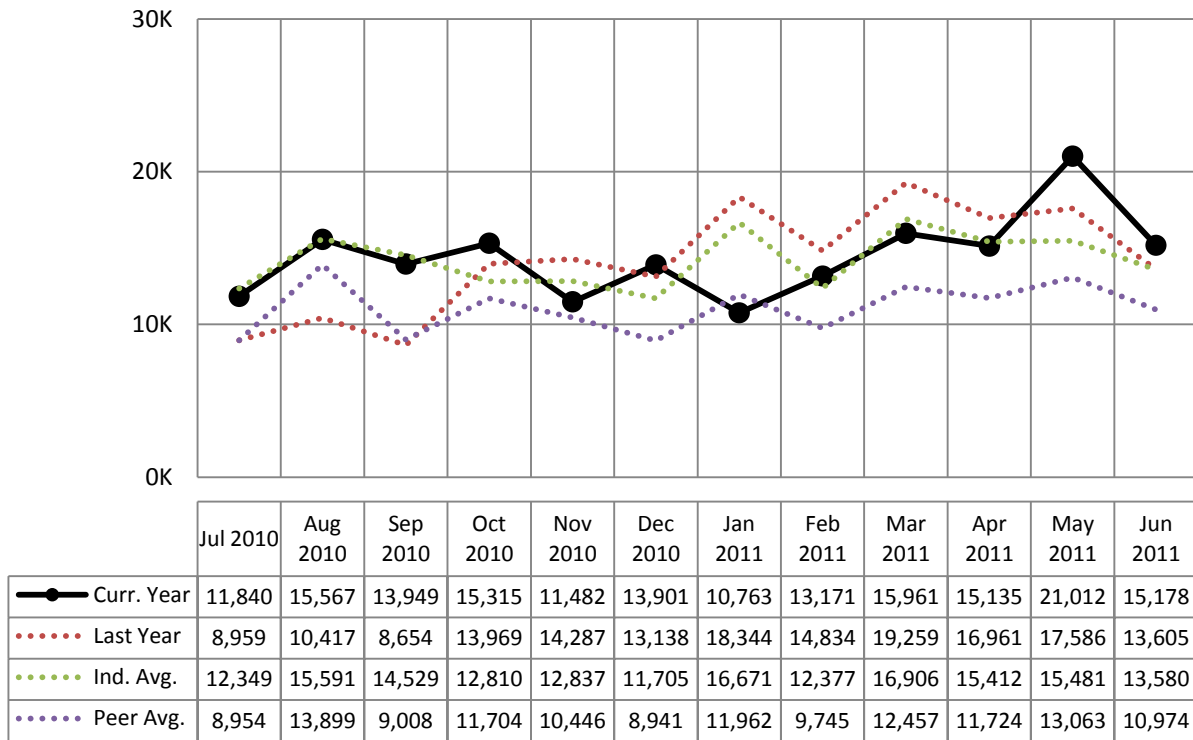
Pageviews



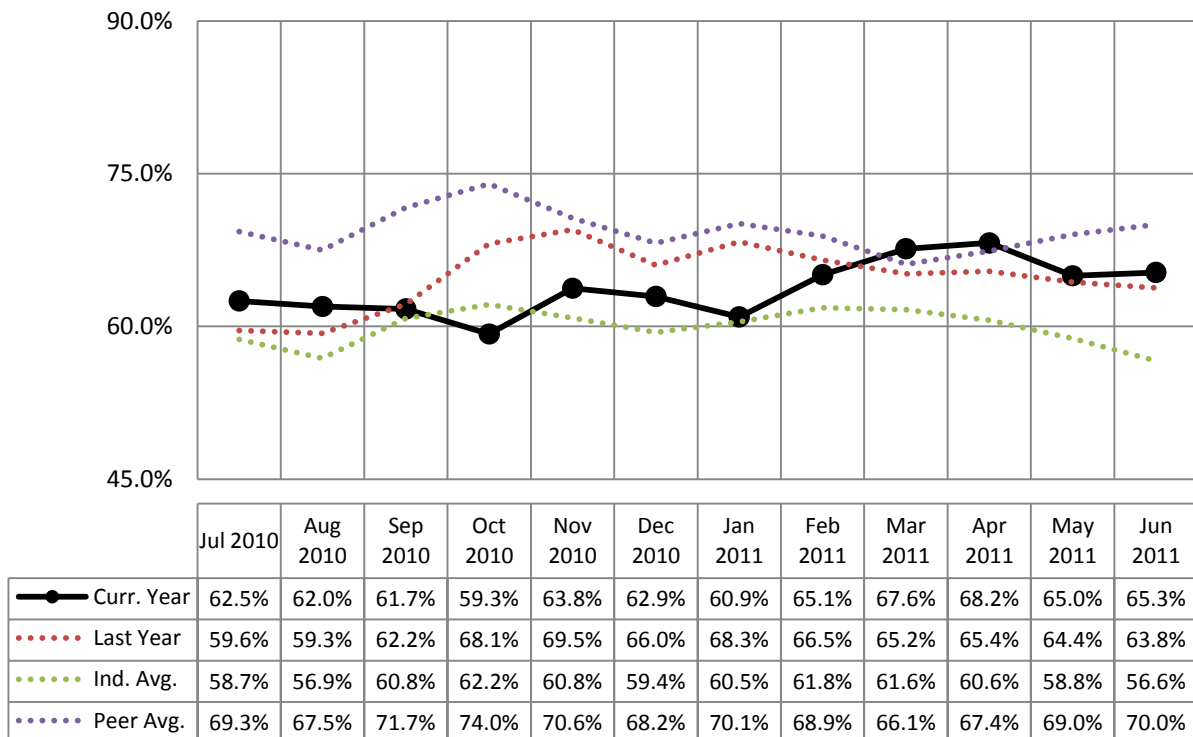
	Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011
—●— Curr. Year	70,937	99,843	83,547	97,783	63,093	80,062	63,723	62,410	64,046	62,702	85,196	70,603
..... Last Year	62,412	68,883	55,364	70,931	67,814	63,120	84,218	68,447	90,279	76,992	83,890	62,549
..... Ind. Avg.	114,027	146,140	131,627	95,570	106,340	102,403	149,927	92,720	151,678	133,982	128,183	116,785
..... Peer Avg.	40,813	57,106	37,869	50,596	49,501	48,659	63,180	52,131	73,178	65,553	75,625	60,037

Visitor Analytics

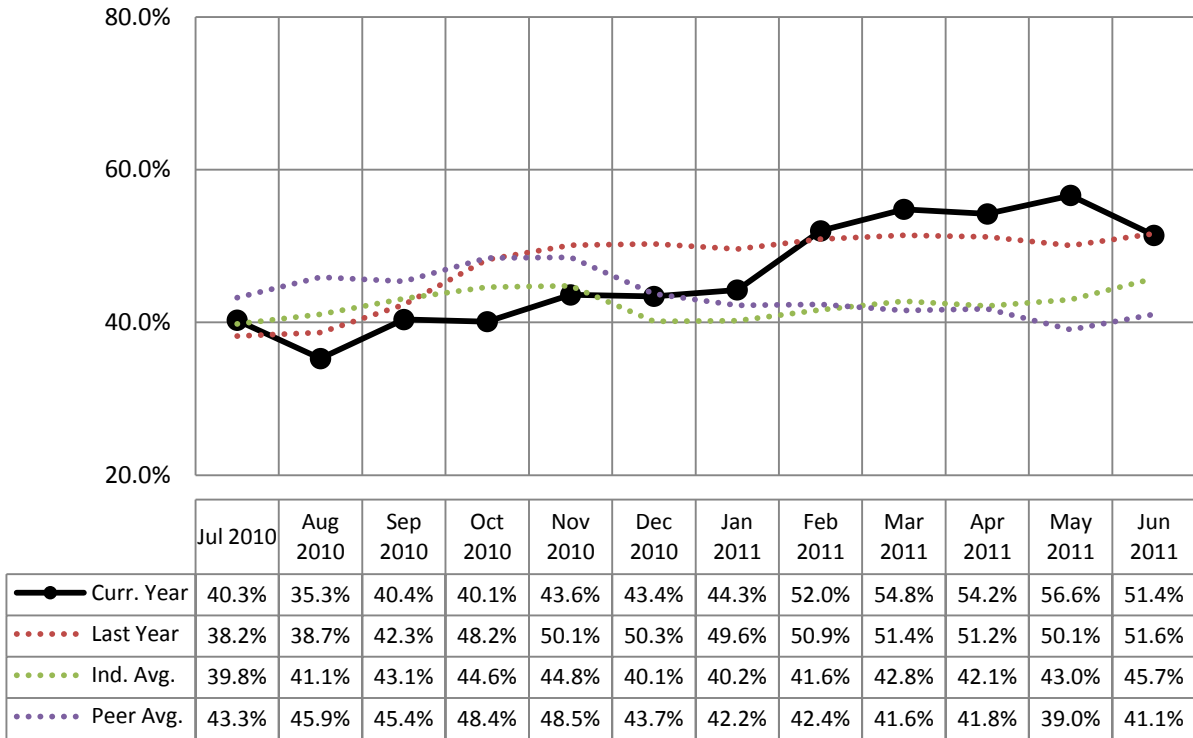
Visitors



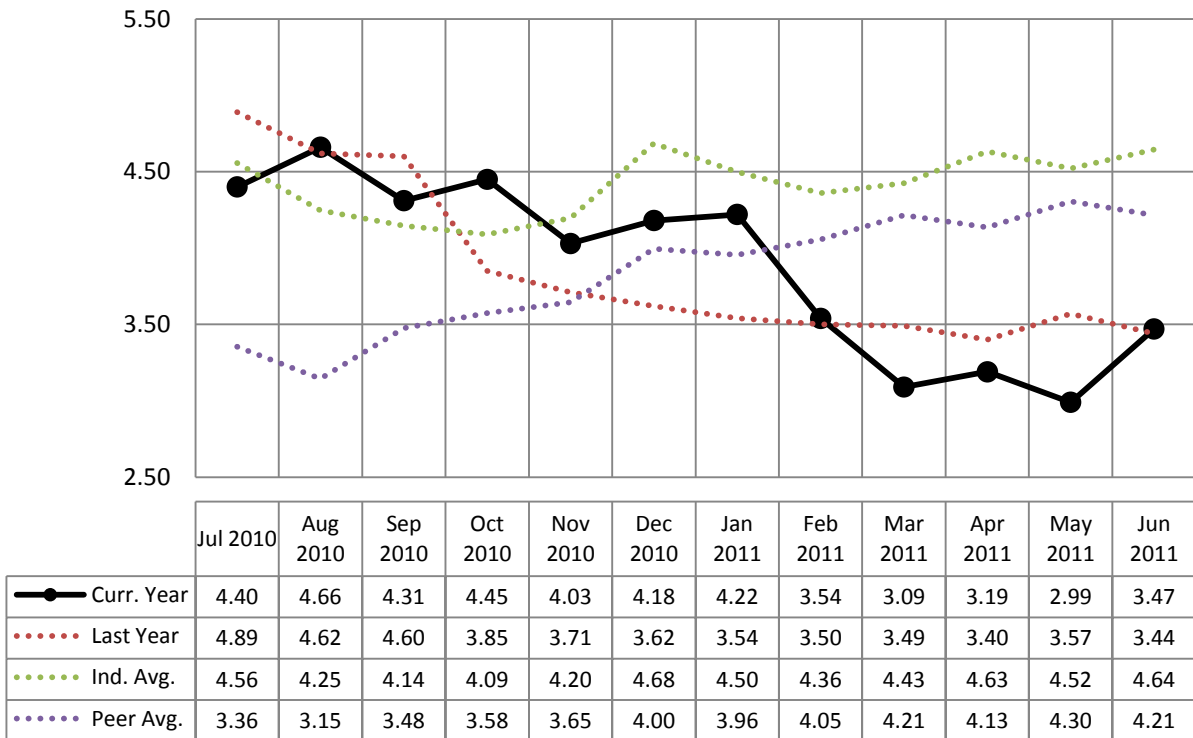
% New Visits



Bounce Rate

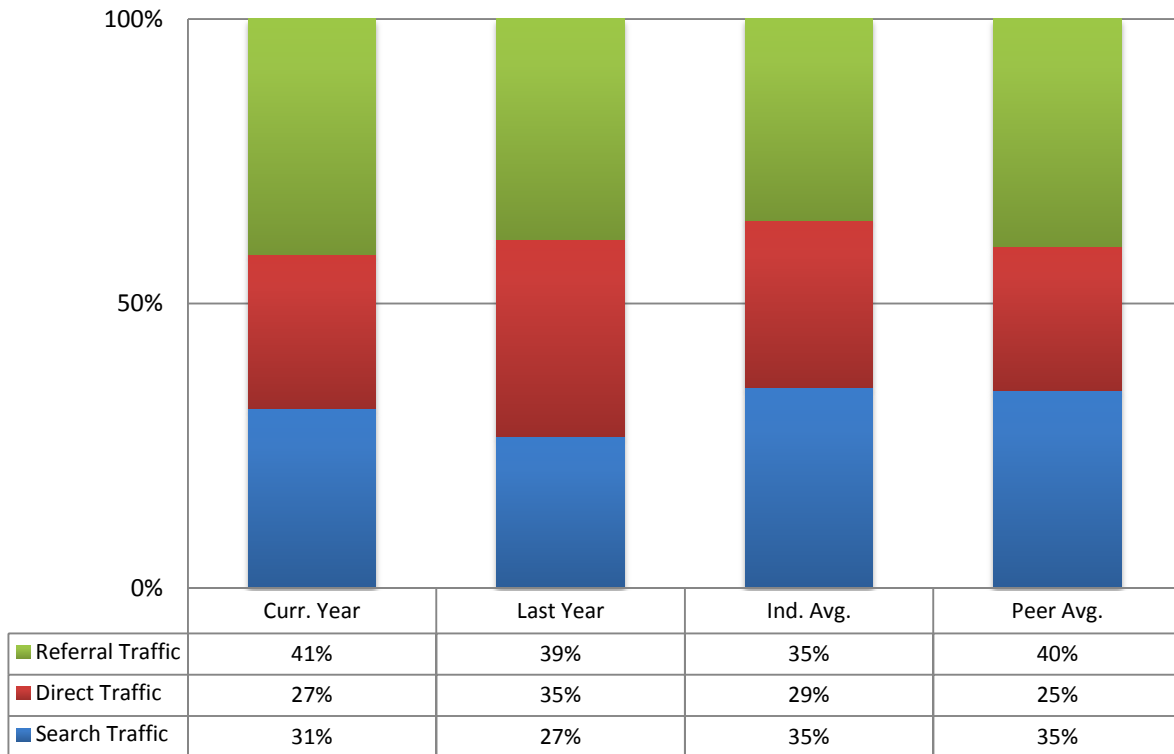


Pages per Visit

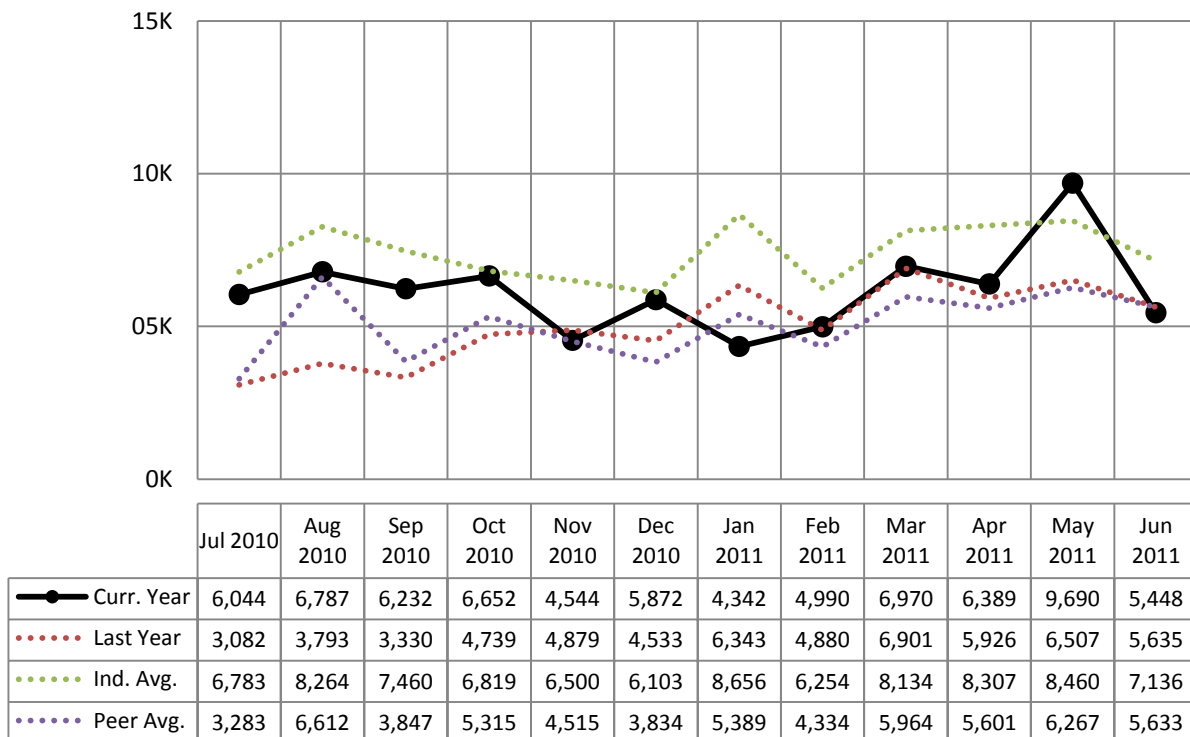


Traffic Sources

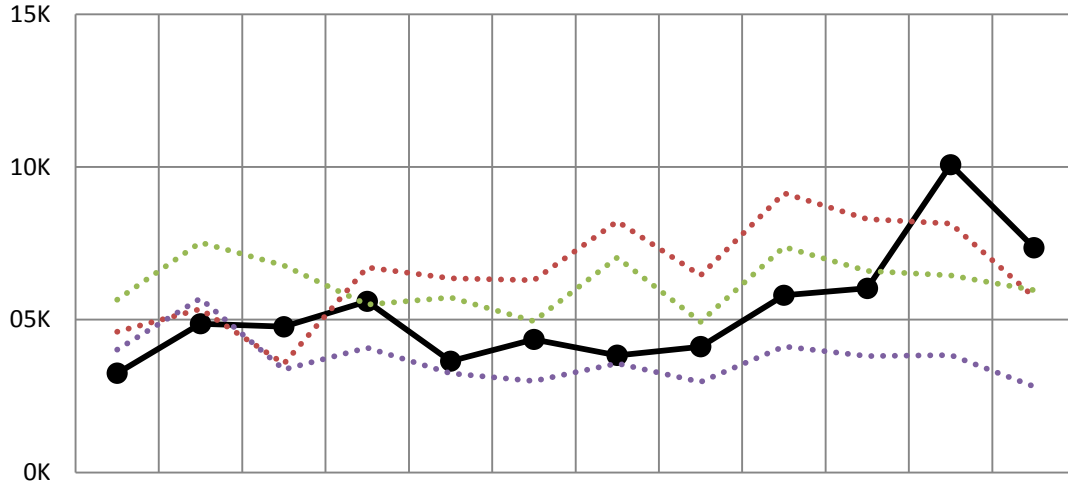
Traffic Sources Breakdown



Search Traffic

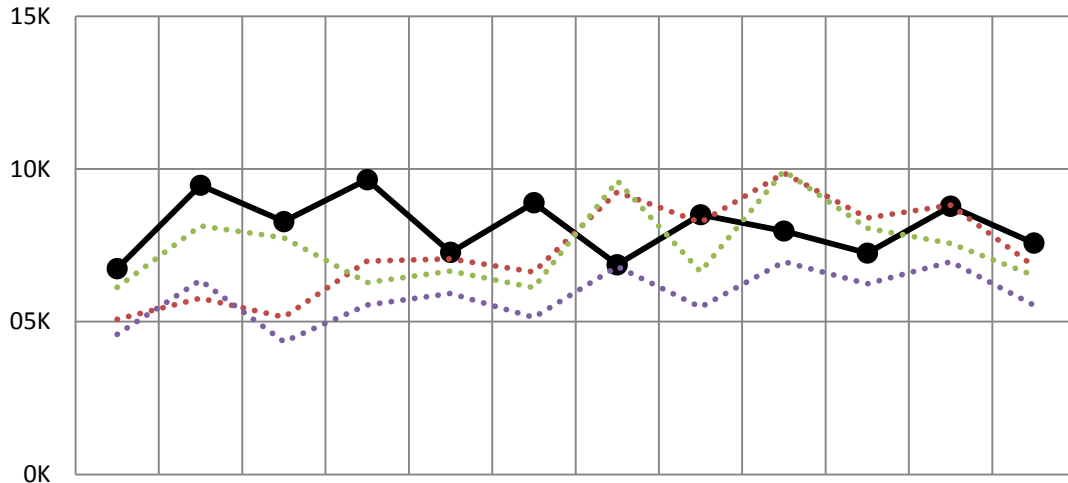


Direct Traffic



	Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011
●— Curr. Year	3,246	4,866	4,771	5,600	3,641	4,354	3,833	4,116	5,798	6,027	10,073	7,355
●... Last Year	4,601	5,353	3,558	6,714	6,352	6,288	8,221	6,449	9,137	8,292	8,146	5,743
●... Ind. Avg.	5,651	7,531	6,769	5,499	5,730	4,954	7,031	4,926	7,379	6,598	6,445	5,965
●... Peer Avg.	4,024	5,699	3,373	4,084	3,244	2,996	3,565	2,961	4,124	3,808	3,846	2,812

Referral Traffic



	Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011
●— Curr. Year	6,737	9,465	8,278	9,652	7,269	8,893	6,865	8,501	7,968	7,246	8,776	7,573
●... Last Year	5,073	5,771	5,153	6,987	7,054	6,626	9,245	8,252	9,864	8,399	8,813	6,817
●... Ind. Avg.	6,124	8,140	7,749	6,280	6,657	6,118	9,611	6,636	9,933	8,061	7,557	6,516
●... Peer Avg.	4,585	6,352	4,343	5,545	5,927	5,142	6,808	5,474	6,959	6,243	6,958	5,537