



## **Statistics report to monitor SuSanA Discussion Forum and library up to 30 April 2015**

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# 1 Summary and conclusions

## **Methodology: Time periods considered and source of data**

This report covers mainly the two-year period from May 2013 until April 2015. Where available and relevant, data going back even four years (i.e. from June 2011 onwards when the SuSanA Forum was launched), is also included. For some of the analyses, the entire four-year time period is split into eight 6-month intervals, starting in May 2011. These periods are referred to as Periods 1 to 8; the most recent time period is therefore Period 8 which spans from November 2014 to April 2015.

The source of data is mainly Google Analytics, as well as some custom-made statistical tables for data about the Forum and SuSanA library. For Period 8 we also accessed data collected by the web analytics application Piwik, as GIZ has plans to move from Google Analytics to Piwik in the future (GIZ in its role as SuSanA secretariat pays for the server that hosts the SuSanA Forum and website).

## **Membership activity levels are high**

The Forum continues to increase in popularity with SuSanA member figures continuously increasing at a rate of about 70 to 120 new members per month (to write on the Forum and to download files which are attached to posts, one has to be a SuSanA member). The total membership figure will hit 5000 people shortly, by mid June 2015. The Forum has become a major tool in knowledge transfer within and outside of the wider WASH community. Our analysis indicates that the so-called “90:9:1” *participation rule* for online fora also applies to this Forum. This means that 1% of members are extremely active and 9% are very active, measured by number of posts. As community moderators, we try to focus on encouraging the next 10-20% of members who have made only few posts so far. However, the impacts of merely *reading* posts (and not making own posts) should not be under-estimated even though this is harder to measure.

## **Outreach to under-represented regions is required**

At the present time, Western and Northern Europe together with Northern America account for about half of the Forum visits. Of the developing parts of the world it is Southern Asia (14%) and Eastern Africa (10%) that are the most represented, and the proportion of visits from Southern Asia (from India in particular) is steadily increasing. The Top-10 countries with the highest number of Forum members are currently the U.S., India, Germany, UK, Kenya, South Africa, the Netherlands, Uganda, Bangladesh and Ghana.

Regions with lower representation according to the classification system used by Google Analytics include: Australasia, Eastern Asia, Southern Europe, Western Asia, Central America, Northern Africa, Middle Africa, Eastern Europe.

To achieve a truly global reach, more “recruitment” of active users is needed particularly in Central America, Latin America and the Caribbean (LAC) as well as in the MENA region (Middle East and North Africa), and in Muslim countries in general, for example Indonesia, parts of Nigeria and Western Africa. More virtual events like webinars on special topics engaging speakers from these regions might help. In some regions, the language divide (e.g. English/Spanish or English/French) may hamper further Forum participation even though Google Translate is helping a lot in this regard.

## **Mobile access is on the increase**

Access using mobile devices is increasing steadily (currently over 20% of users). Therefore we should put more emphasis into improving the mobile version of the Forum and SuSanA platform in the future. Of the two types of mobile devices, access via mobile phones is increasing at a faster rate than access via tablet computers.

## **Outreach to associated sectors to further increase Forum activity**

The number of posts per day (new threads and also new posts in existing threads) is still increasing at present,

showing high activity levels on the Forum. About 300 to 400 Forum posts are currently made per month, or 8-12 posts per day. The number of Forum members is also continuing to increase. Also, the time spent per page is quite long (visitors spend around 5 minutes on the forum per visit and view around 3 pages) and the percentage of returning visitors is also high (50%). On the other hand, a plateau seems to have been reached in terms of Forum page views and visits since about March 2014. This plateau is at a high level of around 30,000 page views and 8000 visits per month.

Such a plateau could be temporary or it could be interpreted that the Forum might have saturated the “first segment” of participants within the WASH sector, or at least those who were easy to reach with this kind of medium (as opposed to those in the WASH sector who continue to prefer email and closed, smaller groups for interactions, or who are focusing more on peer-reviewed academic publications).

To go beyond this level might require more outreach into different sub-sectors such as public health, nutrition, agronomy, urban planning, solid waste, human rights, renewable energies and alike. For example, we have already started to see a shift from a more technical focus to one in the direction of market development and behavior change issues. Users interested in those areas still need to be activated much more in order to increase participation in these new areas.

A certain degree of face-to-face events as well as regular webinars or other virtual meeting options are likely to be necessary to reach out to these new groups of people. Increasing the functionalities of the mobile version might also help to speed up this process. Also, via the work on Wikipedia, other types of participants might also get attracted to the SuSanA platform, including members of the general public (this occurs via cited references from the SuSanA library, as the Forum itself cannot be cited on Wikipedia). Further marketing efforts through other social media like Twitter, Facebook, LinkedIn, YouTube and Flickr are all ongoing.

### **Wikipedia is an important route to affect internet traffic to SuSanA**

In this report we have tried to examine in detail the highly diverse traffic sources leading to the Forum and SuSanA website, using Google Analytics and Piwik. It is not easy to directly influence the internet traffic behavior. The efforts to improve the sanitation content and linkages on Wikipedia pages should continue in future as this is one route of referrals that we can relatively easily influence, as the increasing referral data since October 2014 shows (October 2014 was our starting month for the [Wikipedia work](#)).

### **Popularity of threads and SuSanA library content**

Popular threads can receive a surprisingly high number of views and replies. The top 15 most popular threads on the Forum have between 37 to 63 replies and 13,000 to 30,000 views. The content of the library also shows great popularity, going by the monthly downloads which are between 2000 and 3500 per month, with an average of 2830. The library content should be further augmented with quality documents from the grantees and other sources. Of particular importance are those documents that are not already available online elsewhere or which are difficult to find with internet search engines (such as consultancy reports commissioned by BMGF and other donors and funding agencies).

The new Front Door page (<http://forum.susana.org/index.php>) which was set up in December 2014 to encourage new users to become more active appears thus far not to be the most popular entry point to the Forum. This may be because new users are coming in via internet searches directly to threads, and experienced users might go directly to the recent topics page. However, the Front Door page (recently renamed to “Guide for newcomers”) may rise in popularity as time goes on.

### **Overall conclusions**

The popularity of the SuSanA Forum, in conjunction with the other parts of the SuSanA platform (in particular the library) is clearly evidenced by the available data. The stimulation efforts of dedicated community moderators are very important to maintain a high quality of interactions. The Forum works well in conjunction with selected face-to-face meetings, webinars, video clips from events and conferences as well as using Wikipedia as another

advocacy and gathering place for interested people. In order to reach even higher levels of participation, the community moderation efforts might need to reach out further or more effectively into under-represented regions, other types of participants within the WASH sector and other sectors.

## 2 Methodology

### 2.1 Explanation about the data used

The data used for the compilation of the graphs and tables below have been extracted from the following sources, some of which are available to normal users as well:

1. SuSanA Forum statistics (publicly available): <http://forum.susana.org/forum/statistics>
2. Stats report for Forum and library statistics:
  - <http://stats.susana.org/> (login: report; password: report)
  - Contains statistics on the Forum users, posts and topics, library document uploads and downloads for the period since 1 March 2013 (we finalized our methodology on special data collection by 1 March 2013; this is the reason that this data is not available earlier than 1 March).
  - Statistics are recorded every 7<sup>th</sup> day and for every month (30-day periods).
3. Google analytics (GA):
  - <http://www.google.com/analytics/>
  - Contains statistics on the SuSanA webpage and the SuSanA Forum (these are two separate websites). The data is available since the launch of the SuSanA website and consist of statistics on webpage visits, page views of individual pages and visitor demographics.
4. Piwik
  - <http://piwik.susana.org/index.php>
  - Piwik was implemented as a monitoring tool because GIZ is planning to switch over from Google Analytics to Piwik in the near future due to data protection concerns with GA.
  - Contains statistics on the SuSanA webpage and the SuSanA Forum in addition to GA. The data is available since 31 August 2014 and consists of statistics on SuSanA webpage and the SuSanA Forum.

These **dates and periods** have been of high relevance to the statistics:

- 1 July 2011: launch of the SuSanA Forum.
- 1 November 2012: Start of the BMGF grant to SEI, start of moderator activities.
- 27 November 2012: Start to upload documents from BMGF to the SuSanA library.
- 1 March 2013: The automated statistical reporting specific to BMGF grantees was activated (SuSanA webpage, Forum and library stats).
- The following **periods** have been used for the analytic report:
  - **SuSanA Forum statistics:** from 1 July 2011 to 30 April 2015
  - **SuSanA webpage, Forum and library stats:** from 1 March 2013 (date on which the automated statistical recording was activated) to 30 April 2015
  - **Google analytics:** from 1 July 2011 to 30 April 2015
  - **Piwik:** from 31 August 2014 to 30 April 2015

Other notes:

- The basis of this statistic report is the previous report from June 2014 that was updated and modified.

### 2.2 Definitions

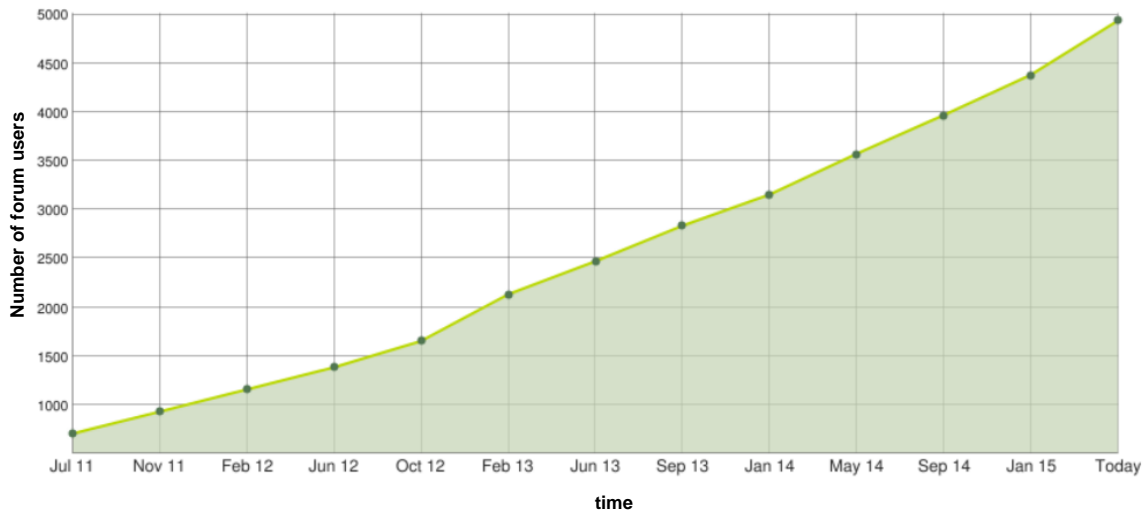
Term	Definition
Visit/visitor	Forum/webpage visits are defined as a group of interactions that take place on the website within a given timeframe. For example a single visit can contain multiple page views, events, social interactions, custom variables and e-commerce

	transactions. A visit does not equal a visitor. One visitor can have multiple visits. Find a specific description here: <a href="https://support.google.com/analytics/answer/2731565?hl=en-GB&amp;topic=2524483&amp;ctx=topic">https://support.google.com/analytics/answer/2731565?hl=en-GB&amp;topic=2524483&amp;ctx=topic</a>
Returning visitor	Google Analytics record a visitor as “returning” when the cookie for the domain of concern exists on the browser accessing a site. Thus a returning visitor is one who has been to the website at least once before.
User	Person that has a user login on the SuSanA Forum. User and visitor are not the same thing, as a visitor does not need to be a logged in.
Channel	Google Analytics divides the traffic into channels. The most important channels in this case are search traffic (search engines), direct traffic (direct entry of URL or bookmark), referral traffic (link that directs to the site), e-mail and social media. For more information see here: <a href="https://support.google.com/analytics/answer/3297892?hl=en">https://support.google.com/analytics/answer/3297892?hl=en</a>
Source / Medium	In contrast to the channels, sources are differentiated. Source / Medium is a dimension that combines a specific source (like a specific search engine, a specific domain or a feed) with the general category of the source (organic search, referrals or e-mail). For more information see here: <a href="https://support.google.com/analytics/answer/6099206?hl=en">https://support.google.com/analytics/answer/6099206?hl=en</a>
Topic	Title of a Forum “thread” – a conversation containing one or several posts from one or several persons.
Page view	The display of the page is what we call the page view. A page view is a single complete page delivered.
Visit	A visit consists of one or more page views and has certain duration. A visit occurs when you send a request to a server and, as a response, the website you requested is displayed.

### 3 Statistics about Forum users and their behaviour

#### 3.1 Membership development

Figure 1: SuSanA membership development since July 2011 (registered Forum members, cumulative)



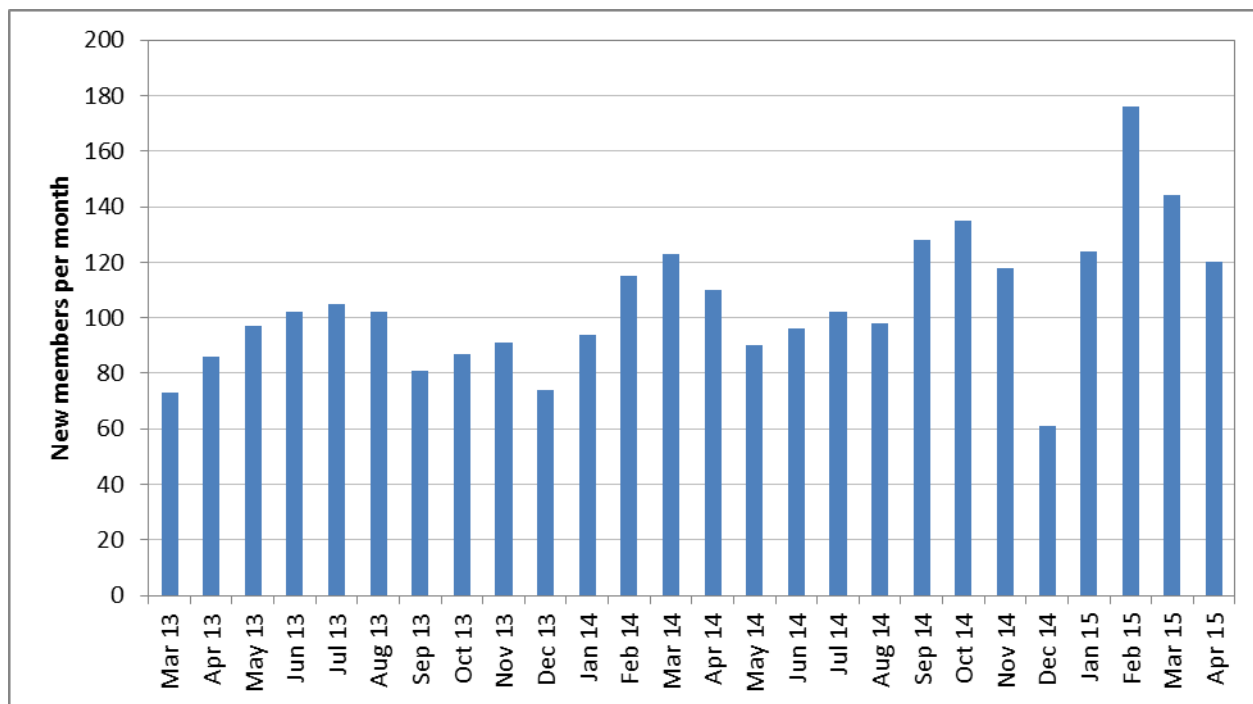
Source: Public SuSanA Forum stats (<http://forum.susana.org/forum/statistics>) (accessed: 01 May 2015)  
 Time period: 01 July 2011 – 30 April 2015.

#### Observations:



- The number of registered users is increasing at a relatively constant rate since July 2011.
- The steeper increase around November 2012 was due to the addition of BMGF grantees (former members of the Sanitation Network) at that time.
- As of 1 May 2015, 4922 registered members

Figure 2: SuSanA membership development since March 2013 (registered Forum members, new members per month)



Source: Forum statistics on <http://stats.susana.org/index-report.php>

**Observations:**

- The increase in new members per month varies typically from 70-120 members per month.
- There was a low value of new members in December 2014 due to the Christmas period.
- The peak in new members so far was February 2015 where 176 members joined in one month.
- The average for the entire time period is 105 new members per month, or 3.5 per day.
- Note: Anyone can read on the Forum but in order to make posts or to access the attachments of posts, people need to obtain a login, i.e. join SuSanA as a member
- Note: The secretariat from time to time “cleans up” the membership database by trying to contact people whose e-mail addresses have bounced, or by removing people who no longer wish to be SuSanA members.

Figure 3: Most active users (top 50) ranked by the sum of posts (orange) and “likes” received for their posts (blue)

Most active users (top 50) ranked by posts and likes received	
1	JKMakowka 586 136
2	joeturner 522 107
3	F H Mughal 404 108
4	christoph 298 130
5	AquaVerde 340 53
6	Florian 256 101
7	canaday 221 88
8	dorothee.spuhler 168 55
9	tmsinnovation 164 53
10	Marijn Zandee 155 56
11	jkeichholz 124 72
12	jonpar 150 41
13	amo 114 73
14	Doreen 133 45
15	christian.rieck 119 40
16	madeleine 89 61
17	KeithBell 132 16
18	ben 96 43
19	Carol McCreary 80 42
20	rahulingle 103 18
21	cecile 92 29
22	KaiMikkel 92 26
23	dietvorst 69 42
24	mwaniki 92 13
25	inajurga 61 35
26	denniskl 80 15
27	sjoerdnienhuys 71 19
28	Sowmya 54 35
29	pkjha 64 16
30	campbelldb 60 18
31	Mona 50 27
32	bracken 43 29
33	AParker 53 15
25	inajurga 61 35
26	denniskl 80 15
27	sjoerdnienhuys 71 19
28	Sowmya 54 35
29	pkjha 64 16
30	campbelldb 60 18
31	Mona 50 27
32	bracken 43 29
33	AParker 53 15
34	DavidAlan 46 18
35	Petra 48 15
36	scottchen 49 13
37	KimAndersson 42 16
38	DrBates 42 16
39	mwink 42 14
40	CeciliaRodrigues 45 11
41	HAPitot 44 12
42	MRonteltap 34 19
43	Wolfgang Berger 33 20
44	Amos 38 9
45	rob# 33 13
46	BlakeMcK 35 1
47	philfei 41 1
48	emmanuel 35 5
49	nazir 34 4
50	blackburn 36 1

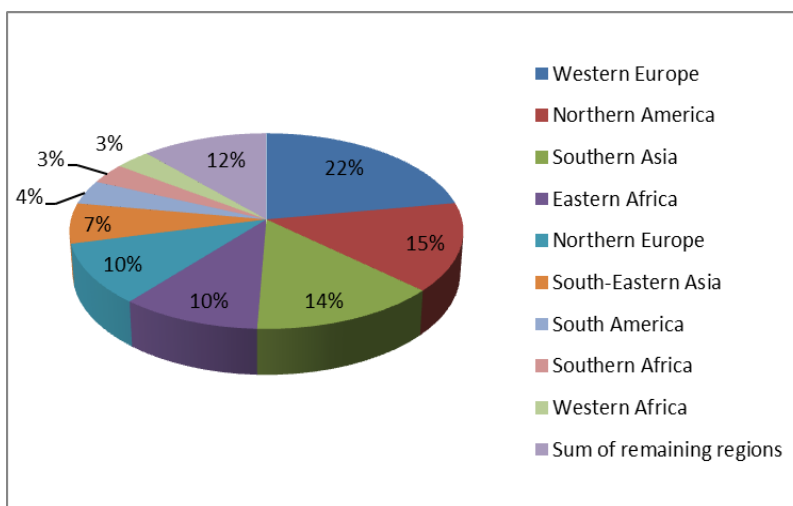
Source: <http://forum.susana.org/forum/statistics?task=1> (visible for all users; total figures for entire time period: July 2011 until April 2015)

### Observations:

- The Top 1% of users (about 50 people) made about 58% of all posts.
- As with most forums, the “90:9:1 rule” applies: roughly 90% of users contributed to 10% of the posts; 10% of users contributed to 90% of the posts (and there are about 1% of “extremely active users”).
- Current figures (22 May 2015): 4910 users; 12273 posts (i.e. 2.5 posts per user if the posts were spread evenly amongst all users). Note: Two accounts are removed from this table: that of community moderator Elisabeth von Muench and that of the SuSanA secretariat. See also [here](#) on the Forum for an explanation. In all the other statistics, the posts of these two accounts are not filtered out, for practical reasons.
- About one quarter of all registered users has made at least one Forum post (source: Forum stats report (<http://stats.susana.org/index-report.php>); and three quarters have made no post so far.
- It means that people also register for the Forum if they have no intention to post. The reasons for registering could be wanting to:
  - o access a file that is attached to a post (one needs to be logged in for that)
  - o contact other Forum members
  - o receiving the Forum digest e-mails

## 3.2 Countries

Figure 4: Location of Forum visitors by region for Period 8 (the last six months) as identified by IP address



Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>).

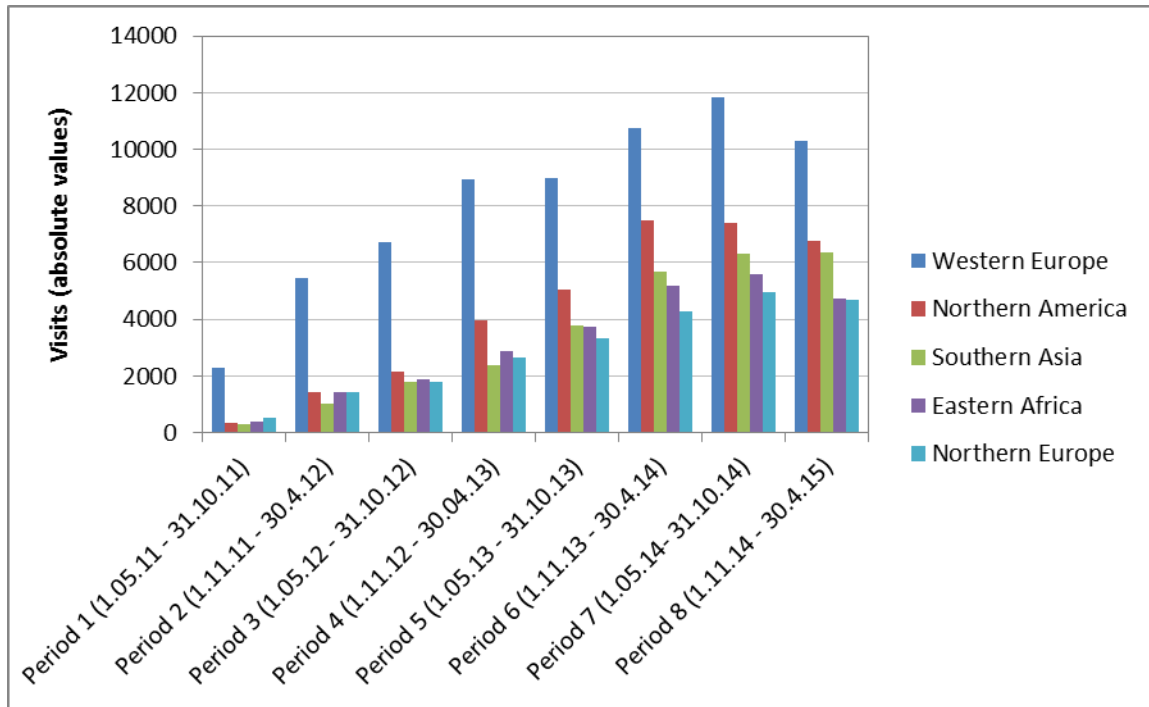
Time period: 01 November 2014 - 30 April 2015

Note: For details which countries belong to which region and which regions are included in “sum of remaining regions” see Appendix 3.

### Observations:

- Western and Northern Europe together with Northern America account for about half of the Forum visits.
- Southern Asia (14%) is almost as active as Northern America (15%) and is followed by Eastern Africa (10%).
- Of the developing parts of the world it is Southern Asia (14%) and Eastern Africa (10%) that are the most represented.
- These regions are grouped as “Sum of remaining regions” in this figure and have relatively little representation, together making up 12% of the total (see also Appendix 3 for details): Australasia, Eastern Asia, Southern Europe, Western Asia, Central America, Northern Africa, Middle Africa, Eastern Europe, Caribbean, Melanesia and Central Asia.

Figure 5: Changes over time in absolute values for the five main world regions over 6-month periods from 1 May 2011 to 30 April 2015.



Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>).

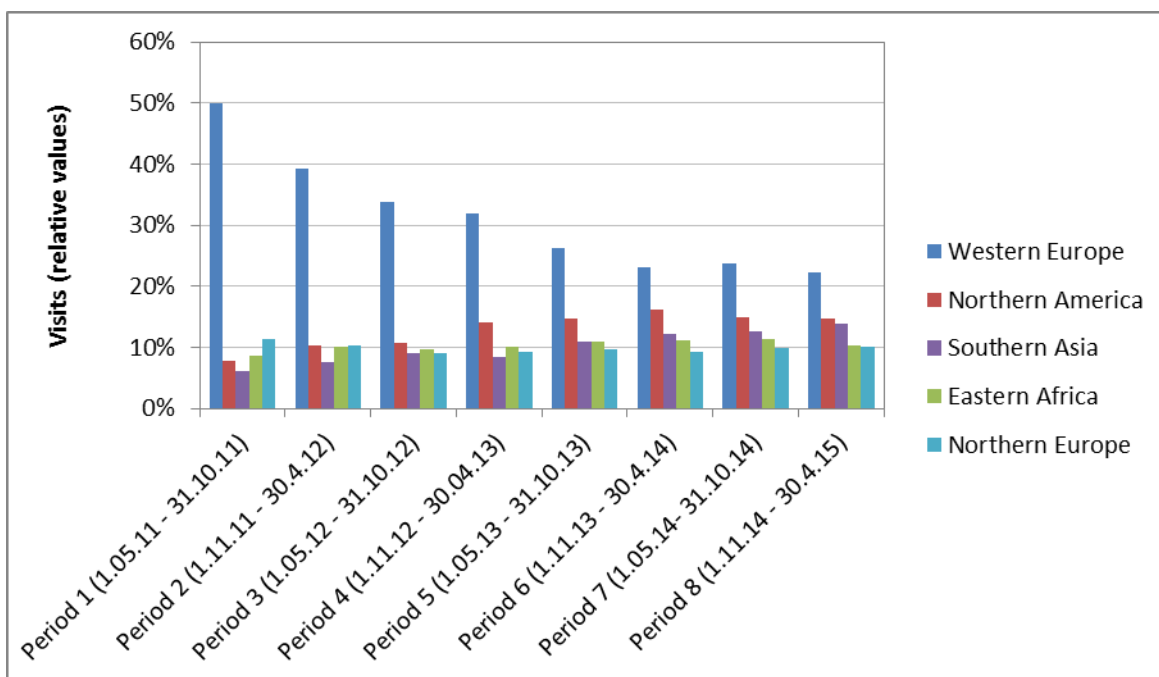
Date: 01 July 2011 – 30 April 2015

Note: For clarity reasons, only the five main regions are shown in this figure.

**Observations:**

- The visitors from Western Europe and Northern America were increasing steadily for time Periods 1 to 7, but have for the first time declined in Period 8.
- The visitors from Southern Asia have been increasing for time Periods 1 to 8.

Figure 6: Changes over time in relative values for the five main world regions over 6-month periods from 1 May 2011 to 30 April 2015.



Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>).

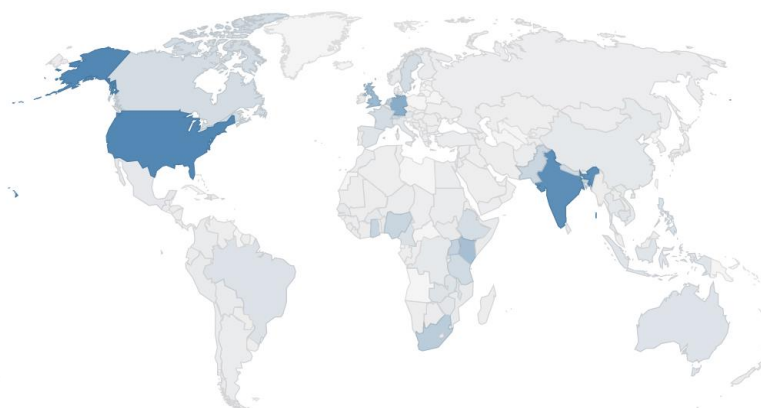
Date: 01 July 2011 – 30 April 2015

Note: For clarity reasons, only the five main regions are shown in this figure.

**Observations and notes:**

- The proportion of visitors from Western Europe is decreasing since the first time period.
- At the same time, the proportion of visitors from Northern America and Southern Asia (most likely due to visitors from India) is increasing; this is an encouraging trend.

Figure 7: Location of registered Forum members by country (top 20)



Source: Public Forum stats (<http://forum.susana.org/forum/statistics>).

Access date: 18 May 2015

Note: This information is based on the country information that a user provides when creating a SuSanA login. It is not related to the location of the IP address.

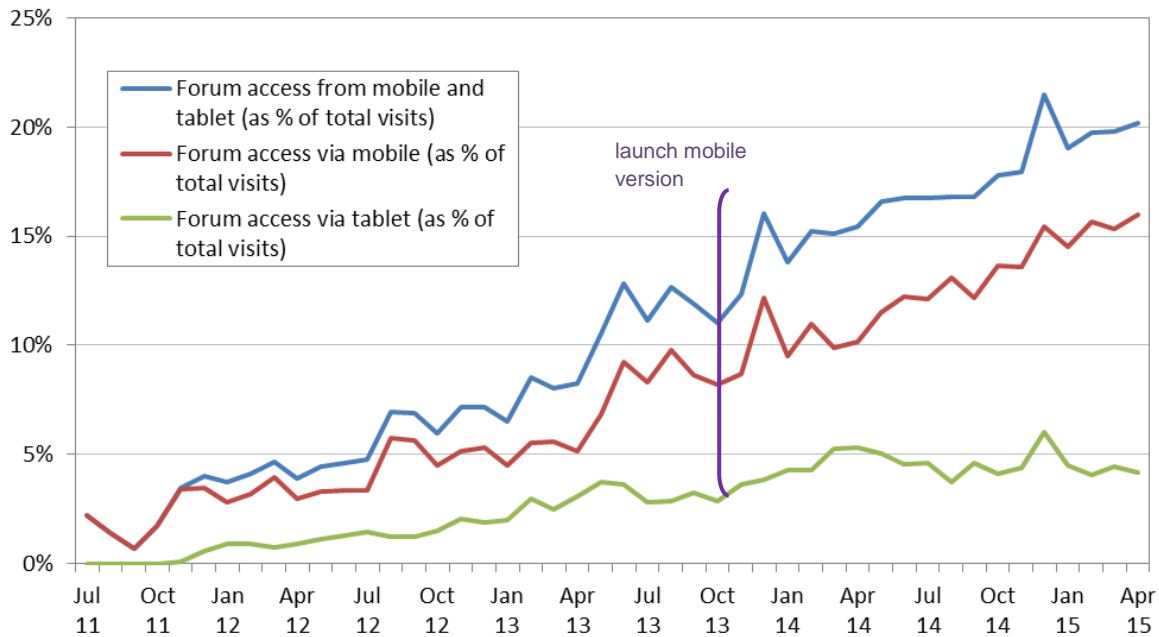
	<b>Country</b>	<b>Number of members</b>
1	United States	499
2	India	466
3	Germany	324
4	United Kingdom	254
5	Kenya	231
6	South Africa	164
7	Netherlands	141
8	Uganda	133
9	Bangladesh	131
10	Ghana	120
11	Nigeria	118
12	Pakistan	117
13	Switzerland	116
14	Tanzania	94
15	Nepal	91
16	France	85
17	Canada	83
18	Sweden	82
19	Ethiopia	79
20	Cameroon	61

**Observations:**

- The location of Forum members is generally similar to the location of Forum visitors (see graphic above).
- The Top 10 countries with the highest number of Forum members are currently the U.S., India, Germany, UK, Kenya, South Africa, the Netherlands, Uganda, Bangladesh and Ghana.
- Relatively few Forum members in the MENA region, Latin America (apart from Brazil), China, Central Africa, Eastern Europe, Central Asia and South-Eastern Asia.

### 3.3 Mobile devices

Figure 8: Monthly Forum visits with mobile devices (in % of all visits)



Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>).

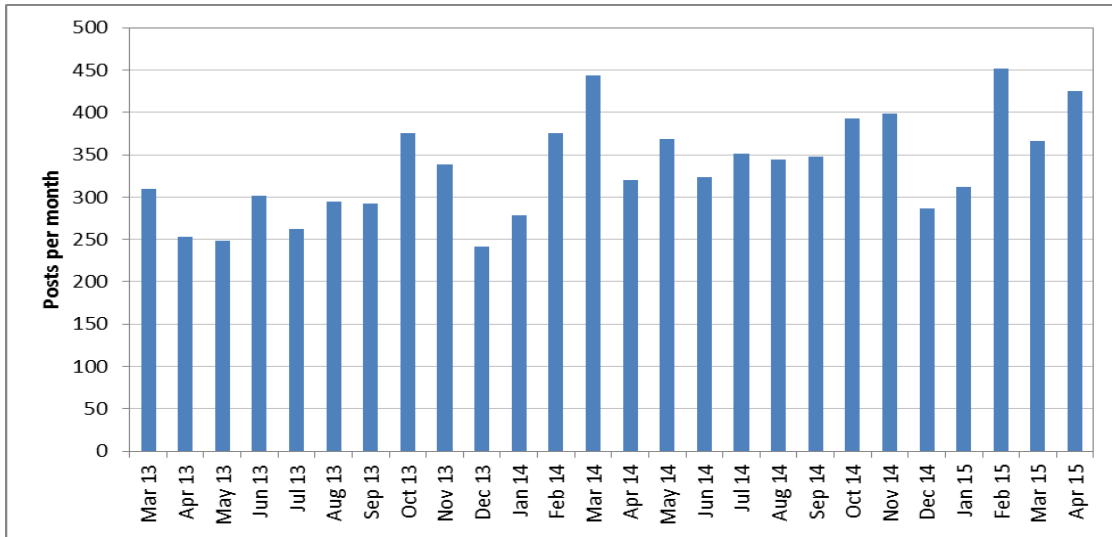
Data: 12 July 2011 – 30 April 2015.

#### Observations:

- The launch of the mobile version (see <http://m.forum.susana.org/forum>) on 18 February 2013 resulted in further increases of access with mobile devices. However, already before February 2013, the access with mobile devices had been increasing.
- Access via mobile phone is increasing while access via tablet computers is staying at a constant level.
- Peak so far: 21% of all users accessed the Forum via a mobile or tablet (in December 2014).

## 4 Activity levels on the Forum

Figure 9: Posts added to Forum per month

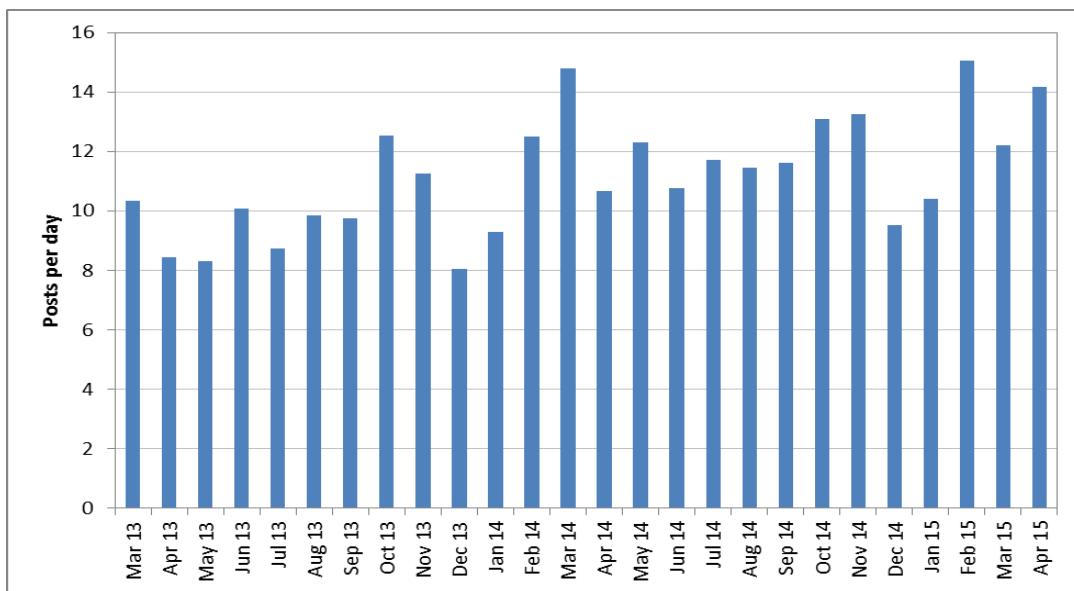


Source: Forum statistics on <http://stats.susana.org/index-report.php>  
 Available data: 01 March 2013 – 30 April 2015.

### Observations:

- About 300 to 400 Forum posts are currently made per month.
- The average number of posts per month over the last 12-month period (May 2014 to April 2015) was 361 which is 16% higher than the average number of posts per month over the previous 12-month period (May 2013 to April 2014) which was 312.

Figure 10: Posts added to Forum per day (monthly average values)



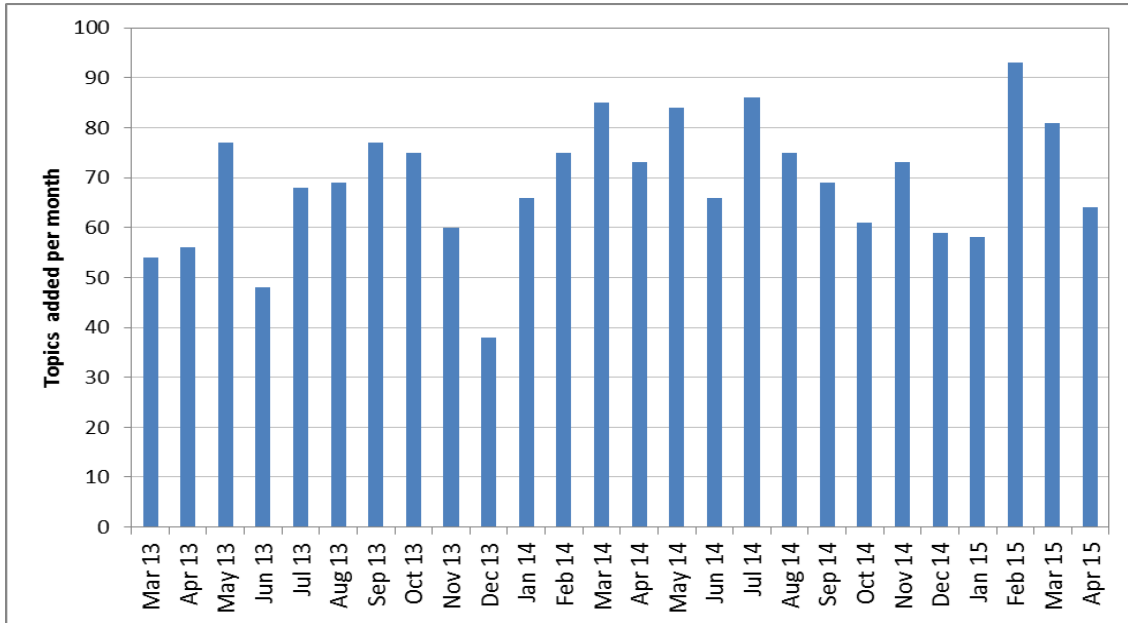
Source: Forum statistics on <http://stats.susana.org/index-report.php>  
 Data: 01 March 2013 – 31 April 2015 (accessed : 18 May 2015)

### Observations:



- The number of posts per day used to be 8 to 12 for the time period April 2013 to March 2014, and is now more in the range of 10-13 for the last 12-month time period.
- This might be due to increasing number of registered users or that active users are making more posts per day.

Figure 11: New topics (or threads) added to Forum per month

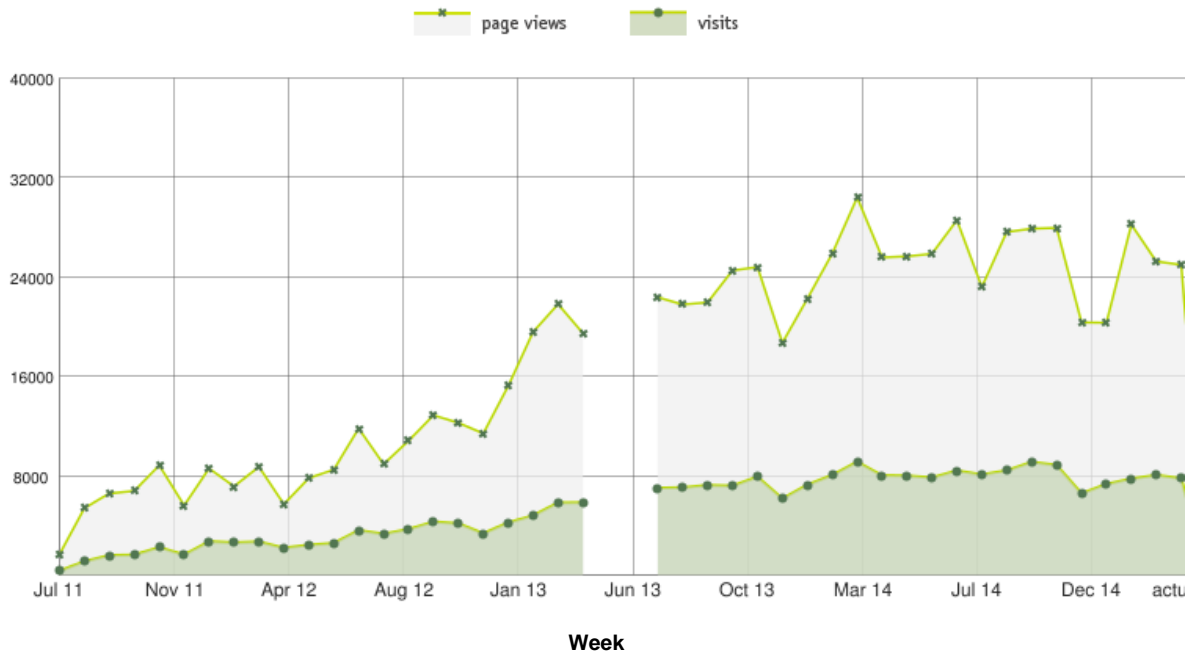


Source: Forum statistics on <http://stats.susana.org/index-report.php>  
 Available data: 01 March 2013 – 30 April 2015.

**Observations:**

- Between 30 to nearly 90 Forum threads are added per month (one thread usually consists of several posts).
- The peak so far was in February 2015 with 88 new topics added in that month.
- The average monthly value over the last 12-month period (May 2014 to April 2015) was 61, which is similar to the value over the previous 12-month-period (May 2013 to April 2014) which was 59.

Figure 12: Forum visits and page views per month

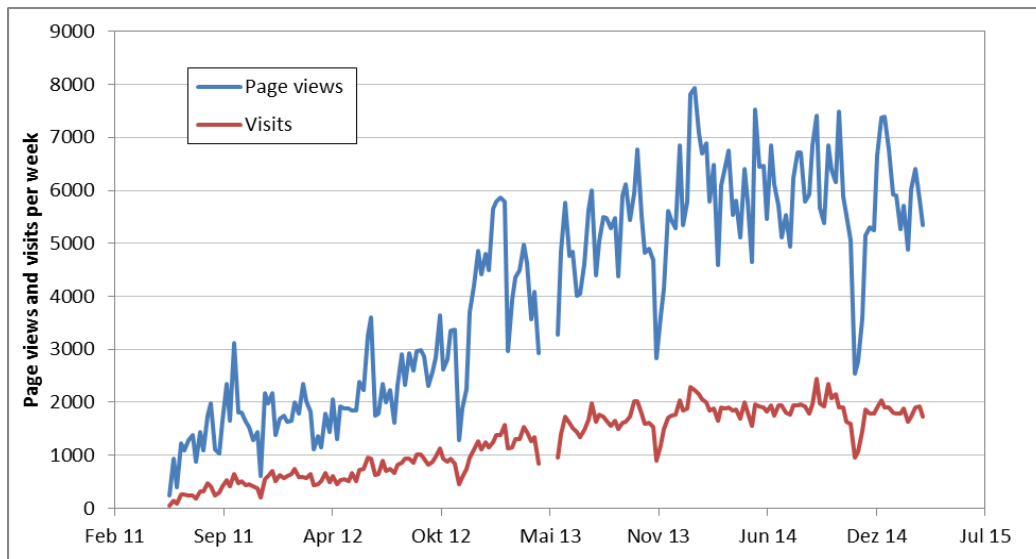


Source: Google Analytics on <http://stats.susana.org/ganalytics/> (accessed : 01 May 2015) or visible for all here: <http://forum.susana.org/forum/statistics>

#### Observations:

- This graph shows the number of monthly SuSanA Forum visits and page views during the period July 2011 to 1 May 2015, which have increased in the beginning and stabilized meanwhile at around 30,000 page views and 8000 visits per month.
- The short-term dips in December of each year are quite common and are due to Christmas/New Year holidays.
- The page views vary more than the visits.
- The gap in the data (June 2013, week 100-105) is due to a programming error.
- Note: A visit consists of one or more page views and has a certain duration. A visit occurs when you send a request to a server and, as a response, the website you requested is displayed. The display of the page is what we call the page view. A page view is a single complete page delivered.

Figure 13: Forum visits and page views per week (same data set as figure above, but this time with weekly data)

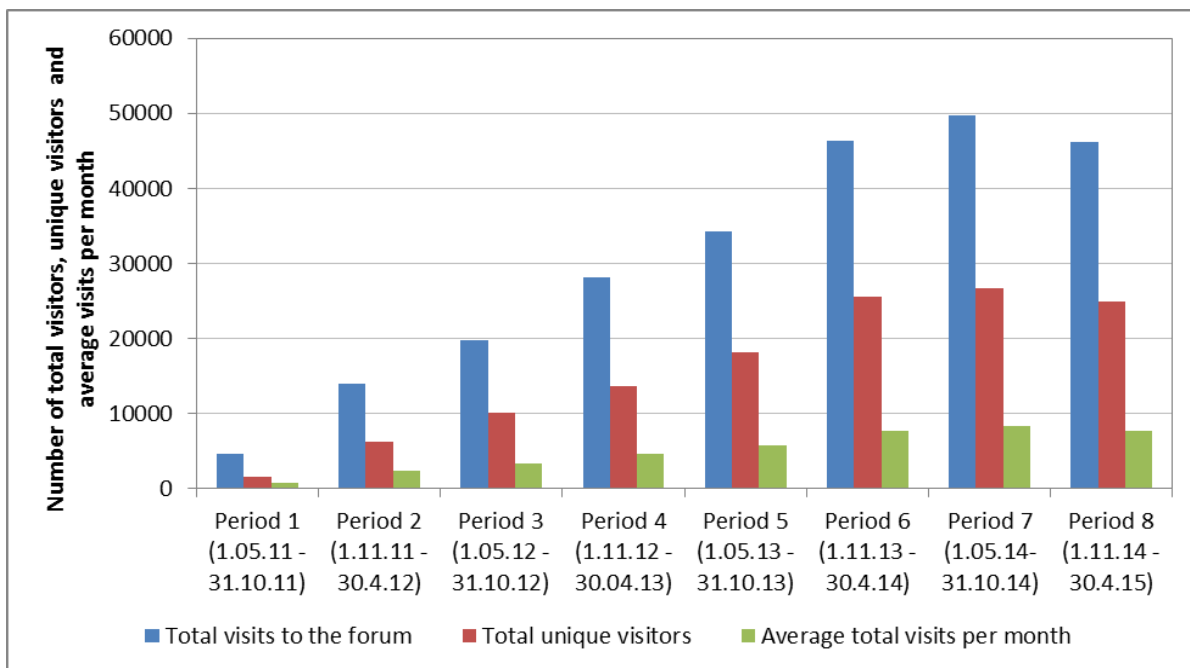


Source: Google Analytics on <http://stats.susana.org/ganalytics/> (accessed : 01 May 2015)  
 Note: gap in data during April and May 2013 due to IT problems.

**Observations:**

- The page views per week are highly variable from one week to the next but are showing a steady trend increase and then a plateau since about January 2014.
- The weekly visits seem less variable and appear to have reached a plateau at the same time.

Figure 14: Total visits to the Forum, total unique visitors and average visits per month for 6-month periods



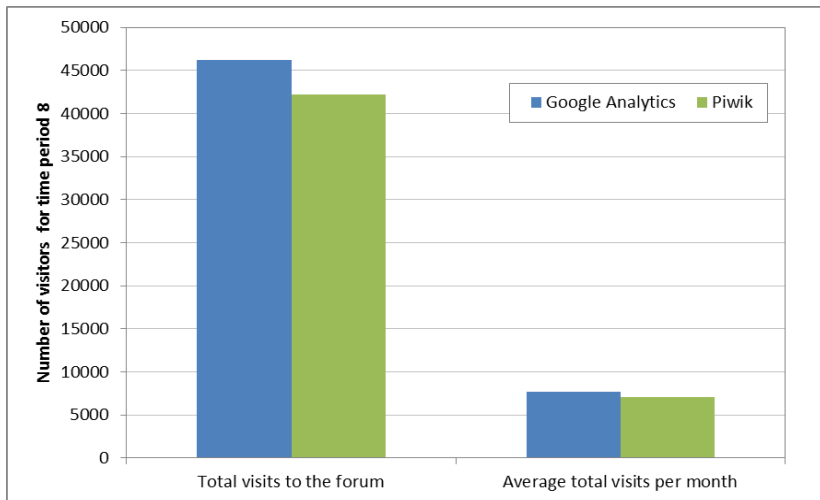
Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>).

Note: Piwik counts in period 8 42,158 total visitors compared to Google Analytics with 46,231. According to this, Piwik shows 7026 average visits per month, Google Analytics 7705. Piwik does not show “unique visitors”.

**Observations:**

- Note: The time is divided into 6-month periods which cover 4 years in total, starting from 1 May 2011 until 30 April 2015.
- There is a steady and steep increase of visits to the Forum until Period 7. Here, a peak is reached and the number of visits decreased in Period 8 (i.e. in the last six months of this reporting period).

Figure 15: Comparison of total visits and average visits per month between Google Analytics and Piwik for time period 8 (1 November 2014 – 30 April 2015)

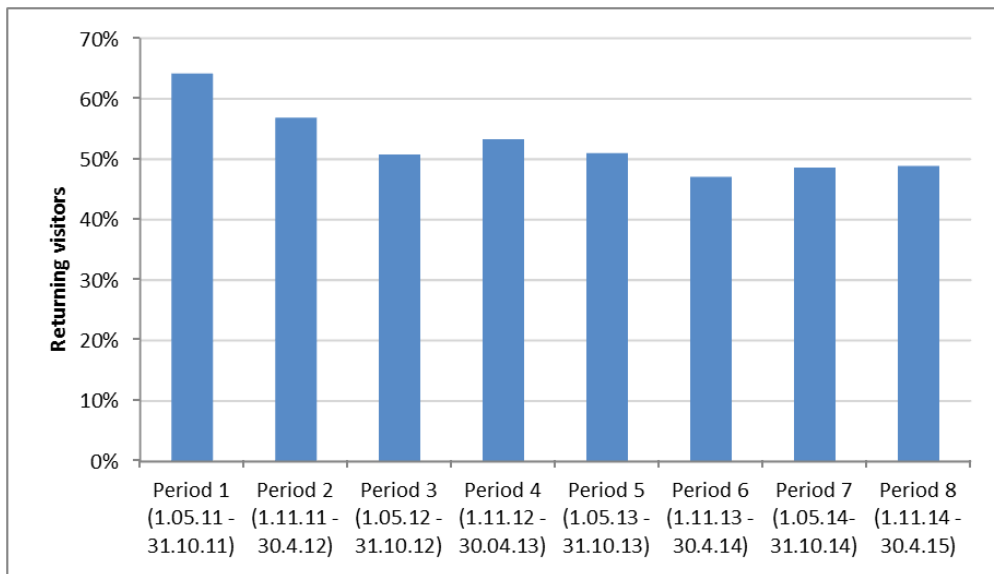


Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>) and Piwik for SuSanA Forum (<http://piwik.susana.org/>)

**Observations:**

- Piwik shows about 9% lower numbers of visits to the Forum. We have no explanation for that, but expect it to be due to different data collection methods.

Figure 16: Total returning visitors (in %) for 6-month periods



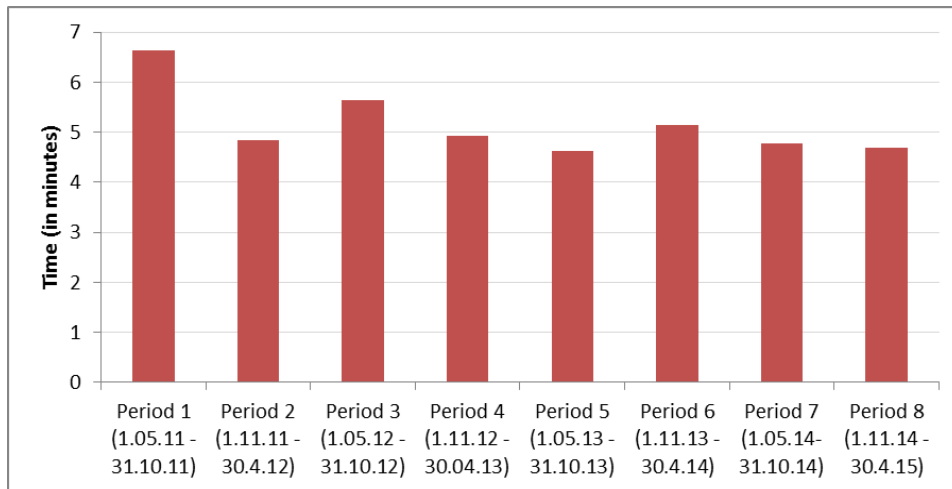
Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>).

Note: Piwik shows for period 8 a slightly higher number of returning visitors with 50.2 %. Google Analytics' figure is 48.9 %.

**Observations:**

- The percentage returning visitors declined slowly to period 6 and then has remained stable at 50% since then. This level of returning visitors compared to other websites is a very satisfactory number though.

Figure 17: Average time (in minutes) spent on the Forum per visit (for 6-month periods)



Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>).

Note: Piwik shows for period 8 the average time of 5:29 minutes spent on the Forum per visit. Google Analytics figure is 4:41 minutes.

**Observations:**

- Visitors spend around 5 minutes on the Forum per visit and view around 3 pages (see Table below).

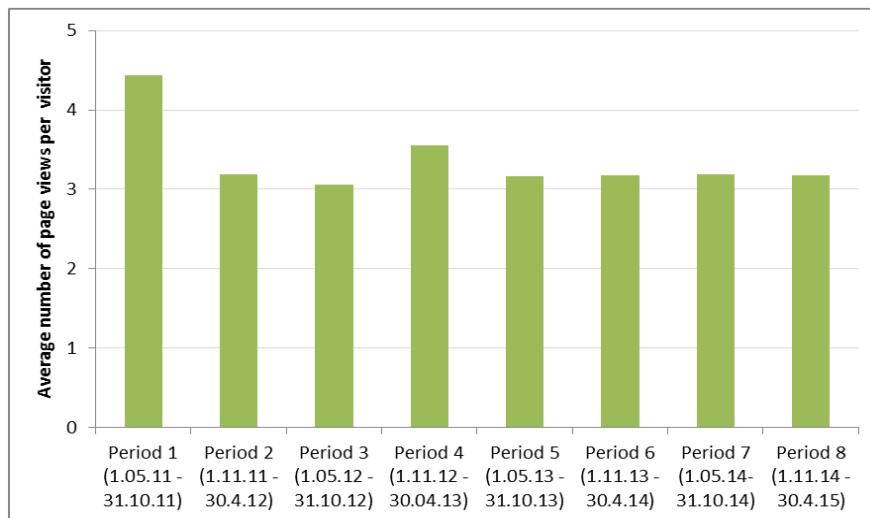
Figure 18: Total returning visitors, average time spent per visitor, average number of page views per visitor (for 6-month periods)

	Period 1 (1.05.11 - 31.10.11)	Period 2 (1.11.11 - 30.4.12)	Period 3 (1.05.12 - 31.10.12)	Period 4 (1.11.12 - 30.04.13)	Period 5 (1.05.13 - 31.10.13)	Period 6 (1.11.13 - 30.4.14)	Period 7 (1.05.14 - 31.10.14)	Period 8 (1.11.14 - 30.4.15)
<b>Total returning visitors (in %)</b>	64%	57%	51%	53%	51%	47%	49%	49% 50%*
<b>Average time spent per visitor</b>	6.6	4.9	5.7	4.9	4.6	5.2	4.8	4.7 5.5
<b>Average number of page views/visitor</b>	4.4	3.2	3.1	3.6	3.2	3.2	3.2	3.2 3.6

Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>).

\* Note: Numbers in red show date from Piwik. \* Piwik does not have the category "average number of page view per visitor" but a category called "actions" including page views, downloads, outlinks and internal site searches per visit.

Figure 19: Average number of page views per visitor (for 6-month periods)



Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>).  
Data: 01 May 2011 – 30 April 2015.

#### Observations:

- The average number of page views per visitor declines after Period 1 and lies since then (since November 2011) quite constant at around 3 pages per visitor.

## 5 Referrals

Explanations:

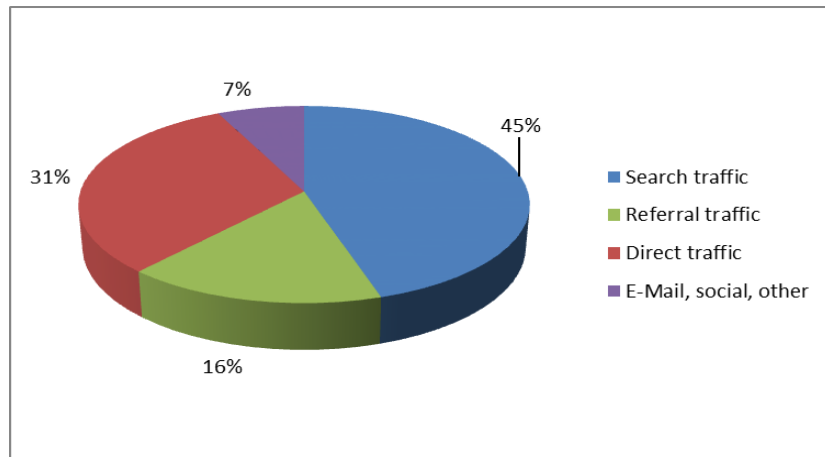
- Every referral to a website has an origin, or source.
- For this purpose, Google Analytics divides the traffic into channels. These are the traffic source dimensions “search traffic” (search engines), “direct traffic”, “referral traffic”, “e-mail”, and “social media” among less important others.
- While “Referrals” is the general term for the possibility to be directed to the site, “referral traffic” describes the links from other web pages to the site (without counting the search engines, e-mail and social media referrals).
- Google Analytics specifies the traffic into sources which are further described by the medium. Sources can be certain search engines, websites, feeds; mediums can be organic search, referrals or e-mail. In contrary to the channels, sources are differentiated.

### 5.1 Referrals to the Forum

Notes:

- “Search traffic” shows visits from people who clicked to the website from a search engine result page.
- “Referral traffic” shows visits from people who clicked to the website from another website.
- “Direct traffic” visits are visits from people who used a bookmark to come to the website or who typed the site URL directly into their browser.
- “Other” includes referrals from e-mails, social platforms, etc.
- Changes over time are discussed in the next Figure.

Figure 20: Channels of traffic to the Forum (average for last two years)

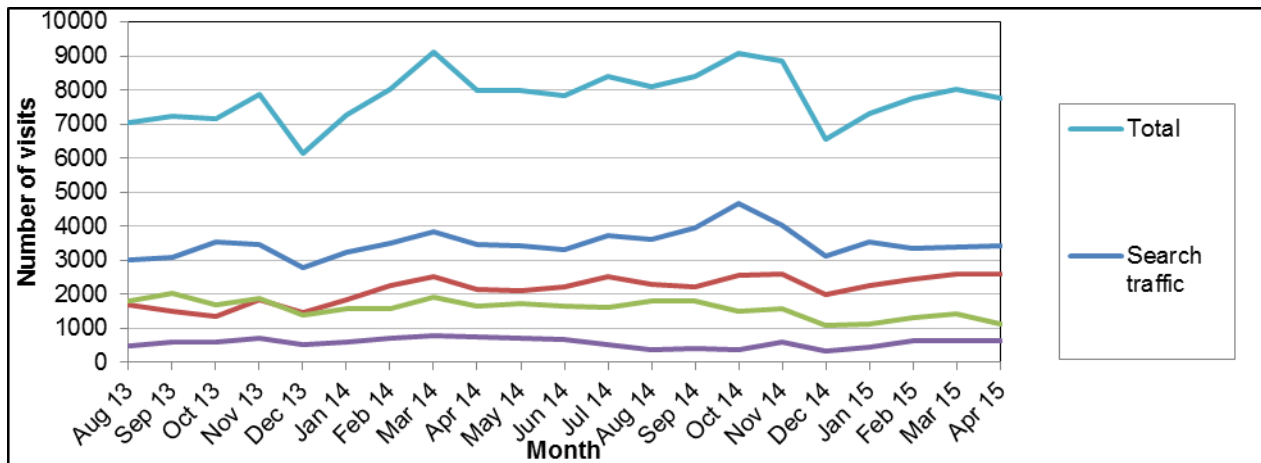


Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>).  
 Data: 01 August 2013 – 30 April 2015

**Observations:**

- The highest referral numbers (45%) result from search traffic
- About one third of entire referrals is attributable to direct traffic.
- Referral traffic is the third important way to get to the Forum website.
- E-mail and social media are so far not as important.

Figure 21: Channels of traffic to the Forum over time (for last two years)



Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>).  
 Data: 01 August 2013 – 30 April 2015  
 Note: Traffic data are available in Google Analytics only from end of July 2013 due to an issue with GA, explained [here](#).

**Observations:**

- The channels of traffic and their proportions have not changed significantly over time. Referral traffic seems to have decreased a bit while direct traffic has increased.
- Sources from e-mail and Social Media are at about the same level and differ between 177 and 371 visitors per month (e-mail) and between 99 and 461 (Social media).

Figure 22: Sources of traffic on SuSanA Forum for last two years (represented in 6-month periods)

List No.	Period 5 (1.05.13 - 31.10.13) <sup>1</sup>		Period 6 (1.11.13 - 30.04.14)		Period 7 (1.05.14 - 31.10.14)		Period 8 (1.11.14 - 30.04.15)	
	Source / Medium	Visits	Source / Medium	Visits	Source / Medium	Visits	Source / Medium	Visits
1	google / organic	14.533	google / organic	19.619	google / organic	21.918	google / organic	20.171
2	(direct) / (none) <sup>2</sup>	7.642	(direct) / (none) <sup>2</sup>	12.072	(direct) / (none) <sup>2</sup>	13.913	(direct) / (none) <sup>2</sup>	14.481
3	susana.org / referral	5.784	susana.org / referral	6.431	susana.org / referral	7.573	susana.org / referral	4.792
4	feedburner / e-mail <sup>3</sup>	1.329	feedburner / e-mail <sup>3</sup>	1.555	feedburner / e-mail <sup>3</sup>	1.524	feedburner / e-mail <sup>3</sup>	1.478
5	feedburner / feed <sup>5</sup>	562	t.co / referral <sup>4</sup>	1.301	t.co / referral <sup>4</sup>	709	forum.susana.org / referral	826
6	us-mg6.mail.yahoo.com / referral	438	gatesfoundation.org / referral	565	gatesfoundation.org / referral	428	t.co / referral <sup>4</sup>	783
7	gatesfoundation.org / referral <sup>6</sup>	391	forum.susana.org / referral	448	bing / organic	357	m.forum.susana.org / referral	500
8	ecosanres.org / referral	275	feedburner / feed <sup>5</sup>	444	forum.susana.org / referral	330	yahoo / organic	271
9	t.co / referral <sup>4</sup>	245	bing / organic	291	feedburner / feed <sup>5</sup>	275	bing / organic	263
10	facebook.com / referral	231	de-mg5.mail.yahoo.com / referral	289	yahoo / organic	269	feedburner / feed <sup>5</sup>	218

Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>).

Data: 01 May 2013 – 30 April 2015 (time periods 5 to 8)

#### Notes:

1. Data available from 25 June 2013
2. (direct) / (none): These are visits from a link or a direct entry off the URL into the browser. In the digest mailing service for instance there is a direct link to the Forum, so they are counted in the direct source.
3. feedburner / e-mail: Feedburner service from <http://feeds.feedburner.com/susana-forum-all>. That service also provides e-mail notifications if the rss-feed is updated for the Forum. The links in this mail go to Feedburner and then redirect from there to the SuSanA Forum and so they are counted as links from Feedburner. Currently 265 people are subscribed to feedburner.
4. t.co / referral: Twitter (using a short url)
5. feedburner / feed: Mailinglist/group at Yahoo
6. The link from the BMGF website to the SuSanA website and Forum exists only since 21 August 2013: <http://www.gatesfoundation.org/What-We-Do/Global-Development/Water-Sanitation-and-Hygiene>. For Period 8 the referral data from the BMGF website has declined so that it does not show up in the Top 10 of the table.

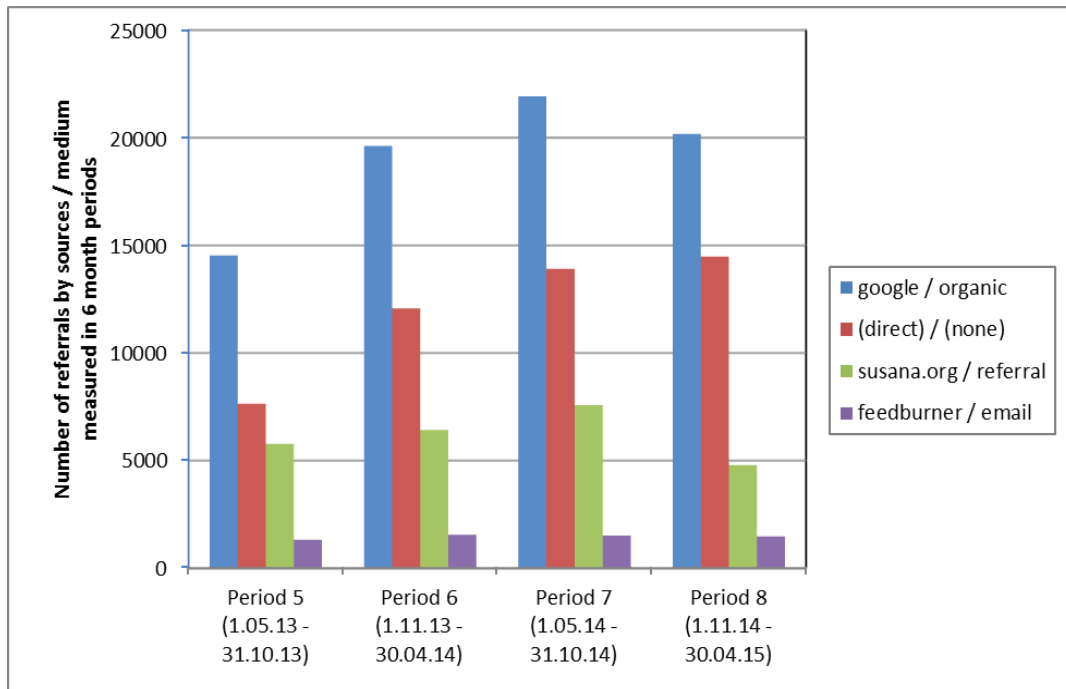
#### Observations for last two-years, i.e. Periods 5 to 8 (see table in the Appendix 1):

- Via Google come over 40% of visitors and most of them are new visitors (around 70% new visits).
- Visitors who go directly to the SuSanA Forum (direct traffic) increased continuously over the past two years. In Period 5 they were 23%, in Period 8 the value was 31%. Visitors that were referred via the SuSanA homepage (susana.org) ranged between 10-17% over time.
- About 3-3.5% of visitors are referred to the Forum through the feedburner / e-mail referral
- The rest come either through another referral or via another search engine (<2%).
- People who linked from Twitter (t.co / referral) tend to stay longer on the Forum and visit more pages (especially in the Periods 6 and 7). But other referrals sometimes also lead to longer dwells and more page views, for example feedburner / feed and forum.susana.org / referral, susana.org / referral in Period 8 or gatesfoundation.org / referral and ecosanres.org / referral in Period 5.



- People referred from the SuSanA website are mainly (around 80%) not first time visitors.
- 50% of the overall traffic to the SuSanA Forum are new visitors

Figure 23: The four main sources/medium of traffic to the SuSanA Forum measured in 6 months periods measured in terms of the number of referrals (for last two years)



Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>).

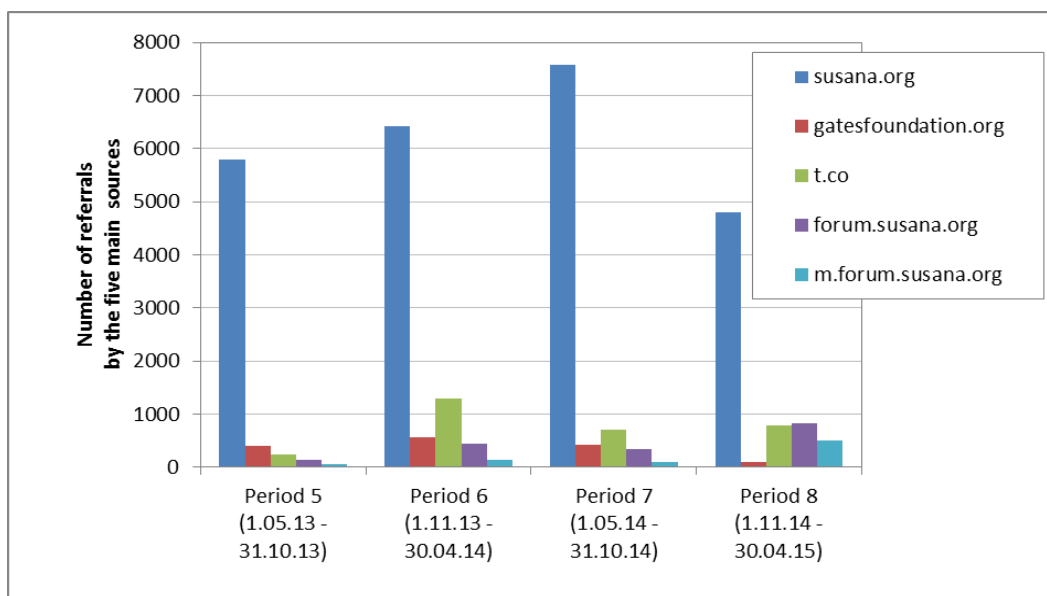
Data: 25 Juni 2013 – 30 April 2015

Note: Organic search means no paid search, direct traffic does not have a medium since the URL is entered manually, susana.org’s medium are referrals and feedburner refers to e-mail traffic.

**Observations:**

- Google search is the most important source that refers visitors to the Forum website.
- While direct traffic increases inform period 5 to 8, referrals from the SuSanA website decrease as does the Google search traffic
- Feedburner via e-mail stay at the same level over all the time periods.

Figure 24: The five main websites producing referrals to the SuSanA Forum measured in 6 months periods.



Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>).

Data: 25 June 2013 – 30 April 2015

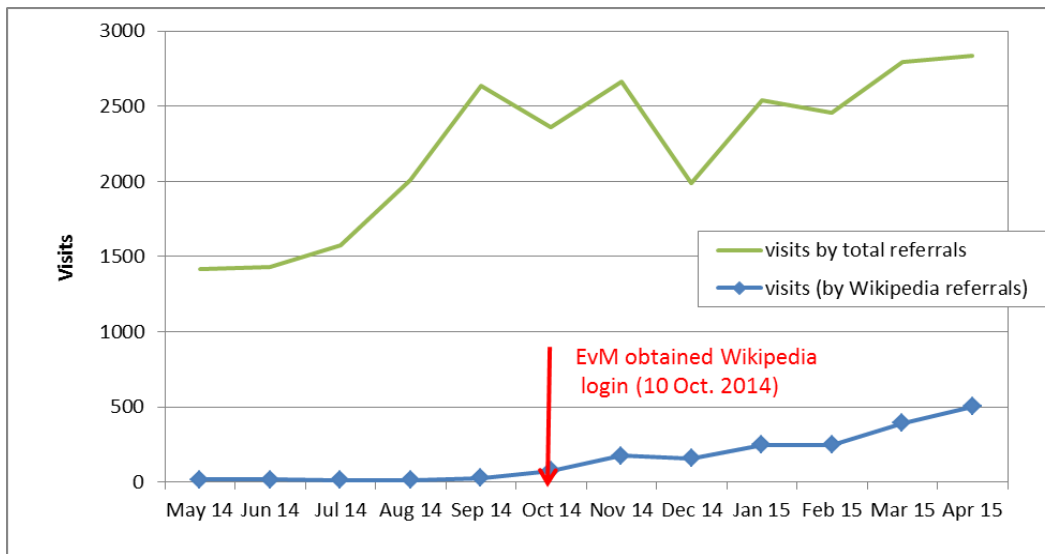
Note: t.co is not a homepage but the referral via twitter

**Observations:**

- The website susana.org is by far the largest source of referral.
- Referrals from the Gates Foundation website have decreased during Period 8 with no obvious explanation
- Referrals via the Forum itself and Twitter remain low but increasing somewhat during period 8.

## 5.2 Referrals to the SuSanA website from Wikipedia

Figure 25: Wikipedia referral to the SuSanA website (not the Forum) over the last two periods (1 May 2014 – 30 April 2015)



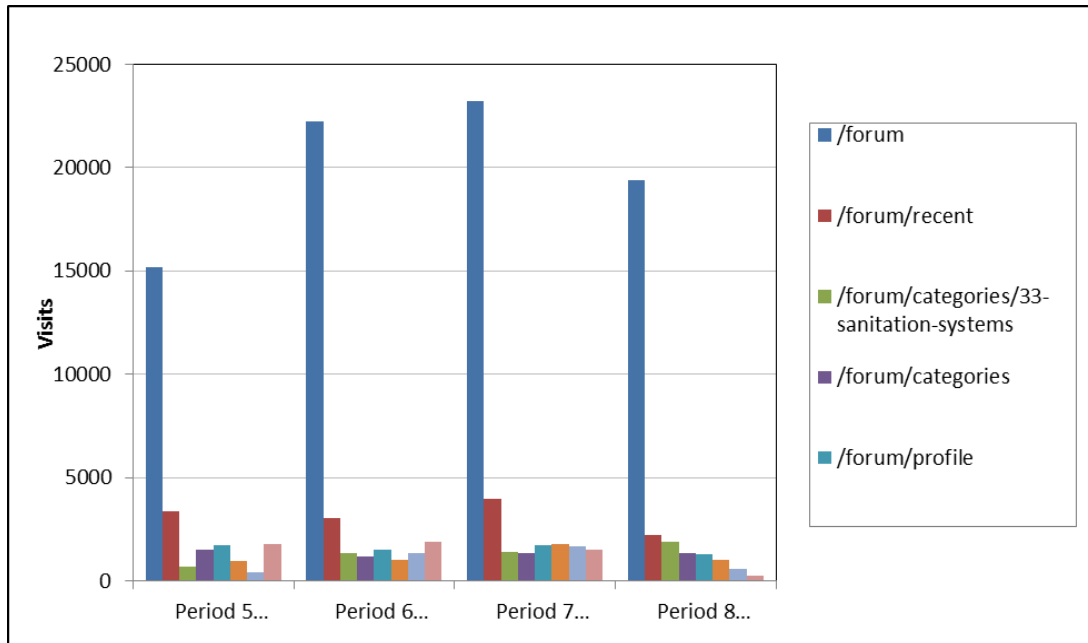
Source: Google Analytics for SuSanA website in general (not the Forum) (<http://www.google.com/analytics/>).  
Data: 01 May 2014 – 30 April 2015

### Observations:

- There has been a significant increase of Wikipedia referrals to the SuSanA website (not the Forum) since October 2014 which is when Elisabeth von Muench became a Wikipedian and created the WikiProject Sanitation in December 2014 ([https://en.wikipedia.org/wiki/Wikipedia:WikiProject\\_Sanitation](https://en.wikipedia.org/wiki/Wikipedia:WikiProject_Sanitation)).
- While in May 2014 Wikipedia referral had a proportion of only 1% of the total referral traffic to the SuSanA website, in April 2015 it was already 18%.
- This is due to sanitation-related Wikipedia articles whose cited references now lead more often to the SuSanA library than before. In addition many photos have been added to Wikipedia articles which are linked to the SuSanA Flickr photo database and from there to the SuSanA website.
- Note the Forum cannot be used as a cited reference in Wikipedia articles as blogs and forums as references are frowned upon in Wikipedia. For this reason, referrals from Wikipedia to the Forum have not increased, but referrals from Wikipedia to the SuSanA website (mainly the library page).

## 6 Most popular pages and threads

Figure 26: Most visited pages on the SuSanA Forum (top 8) over different time periods



Source: Google Analytics for SuSanA Forum (<http://www.google.com/analytics/>).

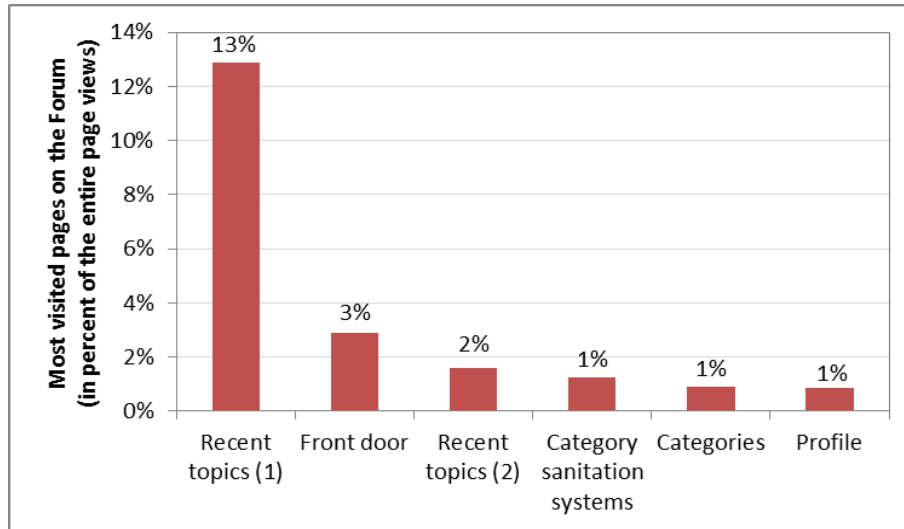
Data: 25 June 2013 – 30 April 2015

Note: Google Analytics does not count views of the Front Door page because the Front Door page (now called “Guide for newcomers” (<http://forum.susana.org/>) was only installed on 11 December 2014 – this was a time when the SuSanA secretariat had already decided to switch from Google Analytics to Piwik and therefore the Google Analytics monitoring for this new page was not switched on.

### Observations:

- The Forum start page (<http://forum.susana.org/forum>) is by far the most clicked URL. It is followed by the recent topics URL (<http://forum.susana.org/forum/recent>) which leads to the same site content.
- After that, other pages follow. These show different orders in different time periods.

Figure 27: Most visited pages on the SuSanA Forum (top 5) for Period 8 only



Source: Piwik for SuSanA Forum (<http://piwik.susana.org/>)

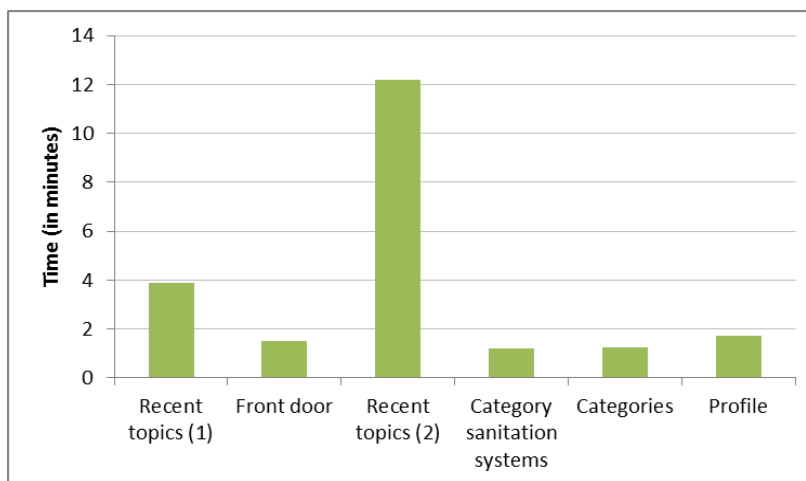
Data: Time period 8 (1.11.14 - 30.04.15)

Note: The page “recent topics” appears twice because there are two different URLs that lead to this site. Recent topics (1) (<http://forum.susana.org/forum>) is the start page for the Forum, recent topics (2) (<http://forum.susana.org/forum/recent>) is the link within the website where users click after reading a post to get back to the recent topics page.

#### Observations:

- Out of 139,261 page views in Period 8 (01 November 2014 – 30 April 2015) 20,138 page views are part of the “recent topic” page (summed up). This corresponds to 14%.
- Regarding the different URLs, “recent topics (1)” is clicked significantly more often than “recent topics (2)”. This might be due to a bookmarked start page by the users.
- There are two options to enter the Forum: either via Front Door or via the Forum start page (“recent topics (1)”). The Front Door page (now called “Guide for newcomers” (<http://forum.susana.org/>)) was only installed on 11 December 2014, and longer-term users may not utilize it much yet.
- Most users are apparently not using the Front Door page for entering the Forum. This might still change over the time, as the Front Door page is still fairly new.

Figure 28: Average time spent on the top 5 pages of the SuSanA Forum (page views in minutes)



Source: Piwik for SuSanA Forum (<http://piwik.susana.org/>)

Data: Time period 8 (1.11.14 - 30.04.15)

Note: Both recent topics links (Recent topics (1): <http://forum.susana.org/forum>; recent topics (2): <http://forum.susana.org/forum/recent>) lead to the same page. Recent topics (1) is the start page for the Forum, recent topics (2) is the link on the site where users click after reading a post to get back to the recent topics page.

#### Observations:

- The “Recent topics” page (“recent topics (2)”) has the longest time that people stay on this page (about 12 minutes). This might be because this page offers an overview about contents of the whole Forum.
- Users are spending more time on the Forum start page (nearly 4 minutes) compared to the Front Door page (about 1.5 minutes).

Figure 29: Top 15 threads on the Forum in the order of most replies

Topic	Replies
<a href="#">Reply: How should we call the excreta-derived product of a composting toilet or a UDDT? Do we need a new term?</a>	63
<a href="#">new article: on unused toilets in India</a>	50
<a href="#">Gates Foundation launches several rounds of reinvent the toilet challenge (RTTC)</a>	46
<a href="#">The Nano Membrane Toilet (Cranfield University, UK) - new phase of funding until Jan. 2016</a>	46
<a href="#">Collecting good case studies of sustainable sanitation in schools and kindergartens from all over the world</a>	45
<a href="#">Much improved Wikipedia page on composting toilets</a>	44
<a href="#">Windmill-Driven ATAD (Autothermal, Thermophilic Aerobic Digester for increased pathogen removal)</a>	43
<a href="#">Uttar Pradesh rape and murder of cousins who were grabbed while using a field as a toilet (India) - and Violence, Gender and WASH</a>	41
<a href="#">Simple urine valves to control odour on waterless urinals or on urine diversion toilets</a>	40
<a href="#">Health information on Wikipedia is going from strength to strength - can we do the same for sanitation (together with others)?</a>	40
<a href="#">Reply: Debate about effectiveness of CLTS, prompted by UNICEF official after book launch about CLTS in Madagascar</a>	40
<a href="#">VUNA - Valorisation of Urine Nutrients in Africa (EAWAG, Switzerland, and South Africa)</a>	39
<a href="#">Ecosan - what is it really? And what is the problem with ecosan? Is there a problem?</a>	39
<a href="#">Benefit of Dry Fecal Matter Reuse- is it worth the cost/effort of processing?</a>	38
<a href="#">Developing urine diversion systems in a developed world context</a>	37

Source: Public Forum stats (<http://forum.susana.org/forum/statistics>).

Access date: 07 May 2015

Figure 30: Top 15 threads on the Forum in the order of most views

Topic	Views
<a href="#">Biogas generator powered by self-sustaining mixing mechanism (Frontier Environmental Technology, USA)</a>	30468
<a href="#">Hacking Toilets?!!! (sanitation hackathon, sanitation-related Apps for Smartphones)</a>	23930
<a href="#">New "Technology review of UDDTs" by GIZ now published</a>	17589
<a href="#">Self Sustained eToilet for households/ Urban-semi urban Public/ Community Sanitation (Eram Scientific, India)</a>	17023
<a href="#">Does anyone have a good synthetic/artificial recipe of human faeces? - And information on rheological data such as viscosity</a>	16888

Concept of Massive Open Online Courses for SUSANA and its members & users?	16636
Health guidelines and standards for pit emptiers and exhauster operators	16600
new article: on unused toilets in India (why do some rural people prefer open defecation even if toilets are available)	16124
Additives for pits, septic tanks, lagoons (faecal sludge). (includes EM)	16041
Article in New York Times: Bill Gates Can't Build a Toilet - and After 10 Years few pay-offs from Gates's Grand Challenges	15872
Grant on Advanced Toilet with On-Site Water Recovery (Eawag and EOOS, Switzerland and Austria) – Blue diversion toilet	15372
Festival toilets in Europe (Great Britain, France, Germany, ...)	15056
Free sanitary towels for girls in Kenya	14277
LaDePa is a faecal sludge pelletising machine in eThekweni (Durban)	12991
What is Terra Preta Sanitation (TPS) all about? Hype or ingenious?	12991

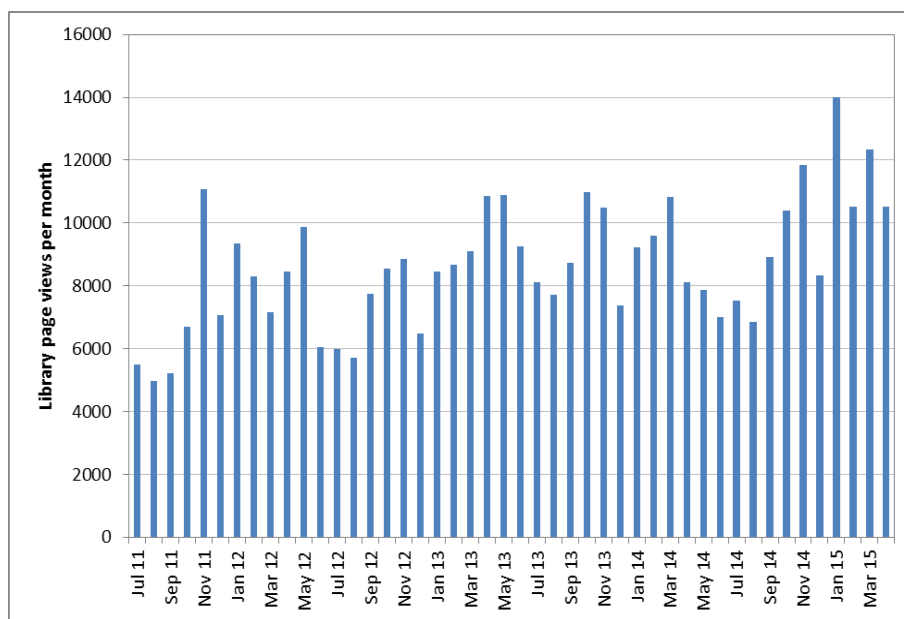
Source: Public Forum stats (<http://forum.susana.org/forum/statistics>).  
Access date: 07 May 2015

### Observations:

- The Top-15 most popular threads on the Forum have between 37-63 replies and 13,000 to 30,000 views.
- The thread that currently has the most replies was only started on 3 April 2015 indicating a high level of interest in this topic (“How should we call the excreta-derived product of a composting toilet or a UDDT? Do we need a new term?”).
- Popular topics are often those dealing with technologies, although topics touching on issues in India also seem very popular (e.g. “[new article: on unused toilets in India \(why do some rural people prefer open defecation even if toilets are available\)](#)”)
- Note: sometimes the moderator breaks up a long thread or even closes a thread, as a thread that spans over more than 4 or 5 pages (there are 10 replies per page) is regarded as cumbersome to read.

## 7 Statistics on use of the SuSanA library

Figure 31: Library page views per month

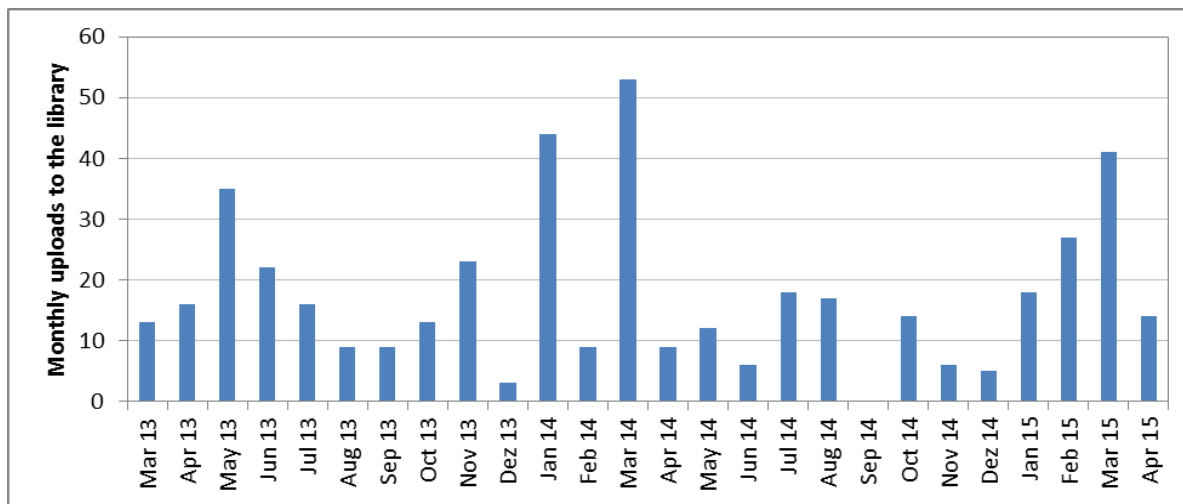


Source: Google Analytics for SuSanA.org website (<http://www.google.com/analytics/>).  
Date: 01 July 2011 – 30 April 2015

### Observations:

- The monthly library page view vary between 5000 and 14,000 and a steady trend of increase is visible.
- Note: The figure shows the total page visits per month of all pages being part of the library (including access from English, Spanish and French website version). Since August 2014 (launch of the new SuSanA website) the Spanish and French websites did no longer exist but in May 2015 they were re-launched again.

Figure 32: Monthly uploads to the library (number of library entries)

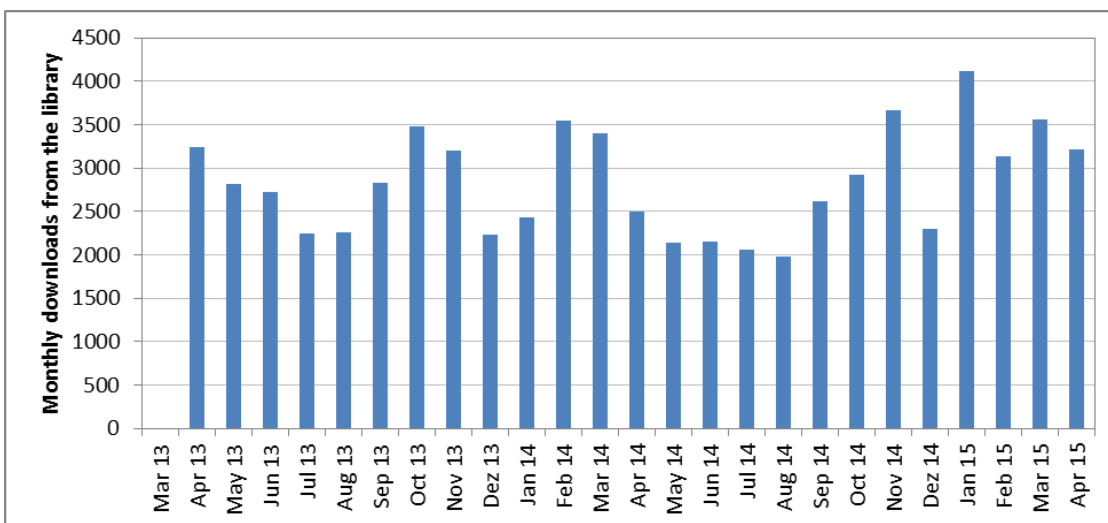


Source: Forum statistics on <http://stats.susana.org/index-report.php>

**Observations:**

- Monthly document uploads to the library were high in January '14, March '14 and March '15. They vary between zero and 53 with an average of about 17 entries per month.
- The peak in March 2015 is due to materials from the FSM3 Conference in Hanoi being uploaded, particularly for the grantees.
- The two peaks in January and March 2014 can be explained by uploads of the old GTZ ecosan newsletters since 2001, draft SuSanA case studies and documents from Partnerships for Development (BPD)

Figure 33: Monthly downloads from the library (documents downloaded)





Source: Forum statistics on <http://stats.susana.org/index-report.php>  
 Available data: 01 March – 28 February 2014

**Observations:**

- The total downloads of documents from the library have been relatively steady, between 2000 and 3500 downloads per month, with an average of 2830.
- Downloads were at a lower level between April and September 2014 and increased again afterwards.

Figure 34: Most popular (Top 10) library entries (measured by downloaded documents)

	Title of library entry	Number of downloads
1	Technical drawings and BoQ of decentralised wastewater treatment system (DEWATS) <a href="http://www.susana.org/en/resources/library/details/365">http://www.susana.org/en/resources/library/details/365</a>	2253
2	Toolkit for urban public sanitation projects in Kenya (Version 1.0) <a href="http://www.susana.org/en/resources/library/details/1273">http://www.susana.org/en/resources/library/details/1273</a>	1737
3	Second International Faecal Sludge Management Conference* <a href="http://www.susana.org/en/resources/library/details/1624">http://www.susana.org/en/resources/library/details/1624</a>	1412
4	Technology review of urine-diverting dry toilets (UDDTs) <a href="http://www.susana.org/en/resources/library/details/874">http://www.susana.org/en/resources/library/details/874</a>	1386
5	Omni-Processor Landscaping Project <a href="http://www.susana.org/en/resources/library/details/1640">http://www.susana.org/en/resources/library/details/1640</a>	1317
6	Compilation of 25 case studies on sustainable sanitation projects from Africa <a href="http://www.susana.org/en/resources/library/details/1623">http://www.susana.org/en/resources/library/details/1623</a>	1309
7	Compilation of 13 factsheets on key sustainable sanitation topics <a href="http://www.susana.org/en/resources/library/details/1229">http://www.susana.org/en/resources/library/details/1229</a>	1166
8	Fixed dome Biogas plant <a href="http://www.susana.org/en/resources/library/details/356">http://www.susana.org/en/resources/library/details/356</a>	999
9	How to make a household slow sand filter <a href="http://www.susana.org/en/resources/library/details/394">http://www.susana.org/en/resources/library/details/394</a>	962
10	UDDT complex at Adama University, Ethiopia <a href="http://www.susana.org/en/resources/library/details/665">http://www.susana.org/en/resources/library/details/665</a>	924

Source: SuSanA website (<http://www.susana.org/en/resources/library>). Date: 10 May 2015

\* This library entry contains 44 individual documents and a conference report, so it is not surprising that it has the third place on the list.

**Observations:**

- Technical documents in the library are leading in popularity (measured by downloaded documents).
- Document number 5 is a surprise as it is quite a specialized document (Omni-Processor Landscaping Project).
- Note: Documents that have been uploaded a longer time ago are more likely to appear in these lists (applies also to the following table). Also some library entries contain many individual documents

Figure 35: Most popular (Top 10) library entries (measured by number of total views)

	Title of library entry	Number of views
1	Wastewater treatment using constructed wetlands Tirana, Albania <a href="http://www.susana.org/en/resources/library/details/806">http://www.susana.org/en/resources/library/details/806</a>	7404
2	Technology review of urine-diverting dry toilets (UDDTs)	7174

	<a href="http://www.susana.org/en/resources/library/details/874">http://www.susana.org/en/resources/library/details/874</a>	
3	Fixed dome Biogas plant <a href="http://www.susana.org/en/resources/library/details/356">http://www.susana.org/en/resources/library/details/356</a>	7067
4	Compilation of 25 case studies on sustainable sanitation projects from Africa <a href="http://www.susana.org/en/resources/library/details/1623">http://www.susana.org/en/resources/library/details/1623</a>	6856
5	Effluent reuse from constructed wetland system Haran Al-Awamied, Syria <a href="http://www.susana.org/en/resources/library/details/76">http://www.susana.org/en/resources/library/details/76</a>	6787
6	How to keep the toilet clean (poster) <a href="http://www.susana.org/en/resources/library/details/1393">http://www.susana.org/en/resources/library/details/1393</a>	6737
7	Ecological Sanitation in peri-urban area of El Alto city, Bolivia - EcoSan a gran escala en una zona periurbana El Alto, Bolivia (English and Spanish) <a href="http://www.susana.org/en/resources/library/details/1583">http://www.susana.org/en/resources/library/details/1583</a>	6524
8	Compilation of 13 factsheets on key sustainable sanitation topics <a href="http://www.susana.org/en/resources/library/details/1229">http://www.susana.org/en/resources/library/details/1229</a>	6383
9	Public toilet with biogas plant and water kiosk Naivasha, Kenya <a href="http://www.susana.org/en/resources/library/details/131">http://www.susana.org/en/resources/library/details/131</a>	6255
10	Decentralised wastewater management at Adarsh College Badlapur, Maharashtra, India <a href="http://www.susana.org/en/resources/library/details/38">http://www.susana.org/en/resources/library/details/38</a>	6087

Source: SuSanA website (<http://www.susana.org/en/resources/library>). Date: 10 May 2015

## 8 Appendices

### 8.1 Appendix 1: Sources of referrals to the Forum (top 10 plus Wikipedia referral) for different time periods

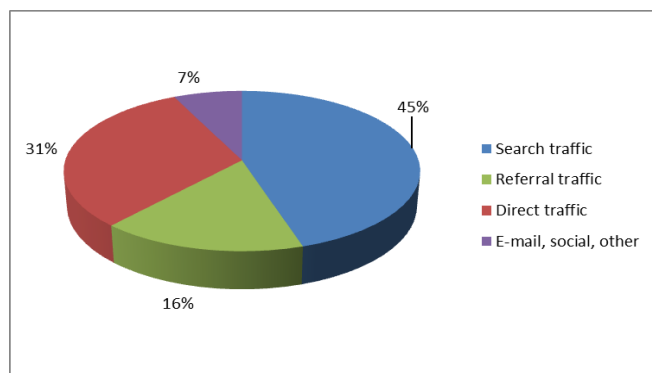
<b>Period 5 (1.05.13 - 31.10.13)</b>	Source / Medium	Visits	Visits (%)	Pages/ Visit	Avg. Visit Duration	% New Visits
data available sind 25 July 2013	google / organic	14,533	42.44%	2.18	00:02:47	69.92%
	(direct) / (none)	7,642	22.32%	3.08	00:05:13	53.55%
	susana.org / referral	5,784	16.89%	4.98	00:07:03	22.75%
	feedburner / email	1,329	3.88%	3.82	00:06:07	6.92%
	feedburner / feed	562	1.64%	4.75	00:08:29	13.88%
	us-mg6.mail.yahoo.com / referral	438	1.28%	3.15	00:06:00	15.98%
	gatesfoundation.org / referral	391	1.14%	5.48	00:06:49	45.01%
	ecosanres.org / referral	275	0.80%	10.72	00:13:38	2.91%
	t.co / referral	245	0.72%	3.16	00:04:37	34.69%
	facebook.com / referral	231	0.67%	2.51	00:03:40	44.16%
Position 196	en.wikipedia.org / referral	1	0.00%			
<b>Period 6 (1.11.13 - 30.04.14)</b>	Source / Medium	Visits	Visits (%)	Pages/ Visit	Avg. Visit Duration	% New Visits
	google / organic	19,619	42.28%	1.91	00:02:37	72.96%
	(direct) / (none)	12,072	26.01%	3.06	00:05:44	50.66%
	susana.org / referral	6,431	13.86%	4.79	00:07:25	24.48%
	feedburner / email	1,555	3.35%	4.69	00:06:56	5.14%
	t.co / referral	1,301	2.80%	12.60	00:18:55	10.61%
	gatesfoundation.org / referral	565	1.22%	3.95	00:04:30	60.00%
	forum.susana.org / referral	448	0.97%	3.82	00:03:48	8.71%
	feedburner / feed	444	0.96%	4.14	00:21:04	34.01%
	bing / organic	291	0.63%	2.34	00:02:57	50.52%
	de-mg5.mail.yahoo.com / referral	289	0.62%	3.53	00:09:17	0.00%
Position 158	en.wikipedia.org / referral	2	0.00%			
<b>Period 7 (1.05.14 - 31.10.14)</b>	Source / Medium	Visits	Visits (%)	Pages/ Visit	Avg. Visit Duration	% New Visits
	google / organic	21,918	44.05%	2.00	00:02:20	69.33%
	(direct) / (none)	13,913	27.96%	3.82	00:06:35	46.90%
	susana.org / referral	7,573	15.22%	4.81	00:07:29	20.08%
	feedburner / email	1,524	3.06%	3.63	00:06:29	4.27%
	t.co / referral	709	1.42%	8.22	00:13:27	17.63%
	gatesfoundation.org / referral	428	0.86%	4.55	00:05:50	66.12%
	bing / organic	357	0.72%	2.96	00:04:53	54.06%
	forum.susana.org / referral	330	0.66%	6.72	00:08:09	19.09%
	feedburner / feed	275	0.55%	3.90	00:05:50	49.82%
	yahoo / organic	269	0.54%	1.96	00:02:38	70.63%
Position 96	en.wikipedia.org / referral	3	0.01%			
<b>period 8 (1.11.14 - 30.04.15)</b>	Source / Medium	Visits	Visits (%)	Pages/ Visit	Avg. Visit Duration	% New Visits
	google / organic	20,171	43.63%	1.96	00:02:18	68.85 %
	(direct) / (none)	14,481	31.32%	3.41	00:05:43	46.66 %
	susana.org / referral	4,792	10.37%	6.58	00:09:13	19.53 %
	feedburner / email	1,478	3.20%	4.39	00:07:47	5.55 %
	forum.susana.org / referral	826	1.79%	6.04	00:08:54	8.11 %
	t.co / referral	783	1.69%	4.79	00:07:41	17.37 %
	m.forum.susana.org / referral	500	1.08%	2.99	00:06:24	15.40 %
	yahoo / organic	271	0.59%	1.97	00:02:11	64.21 %
	bing / organic	263	0.57%	2.03	00:02:47	61.60 %
	feedburner / feed	218	0.47%	4.19	00:09:10	39.45 %
Position 29	wikipedia referral*	38	0.08%	2.16	00:04:25	46.88 %
	* consiststing of en.wikipedia.org / referral and en.m.wikipedia.org / referral					

Note: For Wikipedia referrals the term "Wikipedia" was searched within the sources of referrals. There were only two different sources of referrals, en.wikipedia.org and en.m.wikipedia.org. The numbers of referral to the Forum were very low since Wikipedia articles usually link to the library and not to the Forum.

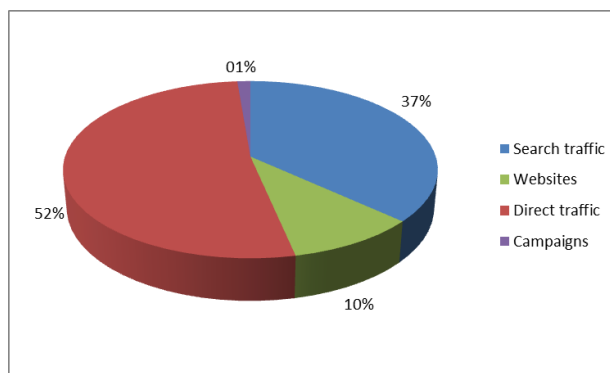
## 8.2 Appendix 2: Differences between Google Analytics and Piwik

Google Analytics			Piwik		
Total unique visitors, average number of page view per visitor			Page actions (consist of page views, downloads, searches, outlinks)		
Total visits in period 8: 46,231			Total visits in period 8: 42,158		
Referrals in Period 8: different categories are used					
Source / Medium	Visits	Visits (%)	Source / Medium	Visits	Visits (%)
google / organic	20,171	43.63%	(keyword) Keyword not defined	13,250	65.60%
(direct) / (none)	14,481	31.32%	(website) www.susana.org	2,617	13%
susana.org / referral	4,792	10.37%	(campaign) feed: susana-forum-all (recent posts from the susana forum)	522	2.60%
feedburner / e-mail	1,478	3.20%	(website) www.gatesfoundation.org	338	1.70%
forum.susana.org / referral	826	1.79%	(website) t.co	205	1%
t.co / referral	783	1.69%	(website) susana.org	95	
m.forum.susana.org / referral	500	1.08%	(website) www.linkedin.com	64	
yahoo / organic	271	0.59%	(website) www.facebook.com	47	
bing / organic	263	0.57%	(website) l.facebook.com	43	
feedburner / feed	218	0.47%	(website) www.survivalistboards.com	41	

Figure 36: Comparison between Google Analytics (left) and Piwik (right) data regarding sources of traffic on the Forum for time period 8 (01 November 2014 – 30 April 2015)



Source: Google analytics for SuSanA Forum (<http://www.google.com/analytics/>).



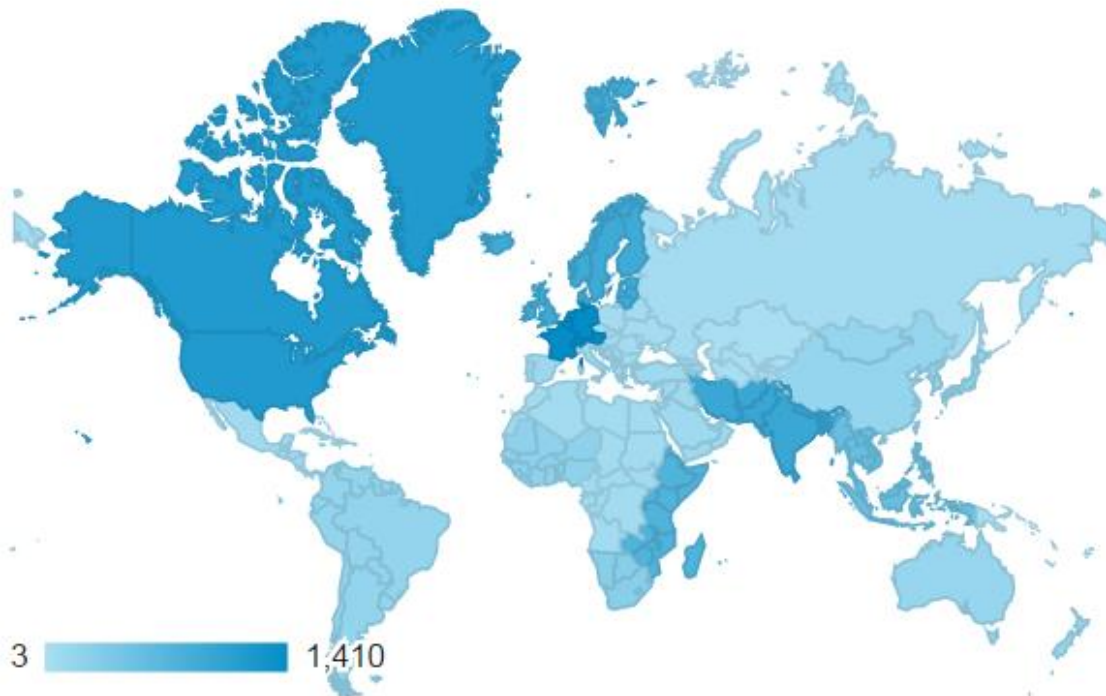
Source: Piwik for SuSanA Forum (<http://piwik.susana.org/>)

### Observations:

- Direct traffic is 52% on Piwik compared to 31% on Google Analytics (GA). Also GA picks up a higher count for Google searches than Piwik does.
- Piwik and GA use different classifications. While GA counts total unique visitors and average number of page view per visitor Piwik counts page actions which consist of page views, downloads, searches, and outlinks
- Piwik and GA use different classifications for the assignment of sources and medium

### 8.3 Appendix 3: Sub-continents and their countries

Figure 37: Google Analytics' classifications of regions by countries (shades of blue indicate regions)



Source: When hovering [online](#) over the blue areas, the groupings of region becomes visible

Regions in the order of origin of visitors (European regions in red; African regions in green):

1. **Western Europe**
2. Northern America
3. Southern Asia
4. **Northern Europe**
5. **Eastern Africa**
6. Southeast Asia
7. **Southern Africa**
8. **Western Africa**
9. South America

These regions are grouped as "Sum of remaining regions" in Figure 4:

10. Australasia
11. Eastern Asia
12. **Southern Europe**
13. Western Asia
14. Central America
15. **Northern Africa**
16. **Middle Africa**
17. **Eastern Europe**
18. Caribbean
19. Melanesia
20. Central Asia
21. Region not set