



facebook



P



Google



YouTube

LinkedIn

myspace



friendfeed

# TeamSanJose

Innovation starts here

## CHEWY CHOMP: OCTOBER 2010

Web & Social Media Overview (Jul thru Sept.)

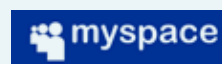
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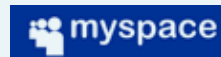
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## Introduction

While we have talked about our goals for the new website and what we plan to do moving ahead, we felt it best to create a quarterly summary of our web operations outlining exactly where we are in this path. However, in order to know where we're going, we need to know where we have been and with this we'll begin a compare and contrast of previous web statistics and what our goals are for the coming year.

## Goals at a Glance

Moving forward this year we have identified five key web statistics that we hope to improve on (in order of importance):

- 1) Continue to increase overall site visits
- 2) Create a mobile version of our website
- 3) Separate SJTix.com from SanJose.org
- 4) Increase Bing/Yahoo search ranking
- 5) Increase referral traffic to our site by encouraging our partners to link back to SanJose.org

## Website Advertising questions

Have a question about the paid web advertising on our site?

[dphillips@sanjose.org](mailto:dphillips@sanjose.org) | 408-792-4116

## About Chewy Chomp

Chewy Chomp is written by Michael G. Hurston, currently the Online Content Producer for Team San Jose. His responsibilities include the facilitation of web operations and content development for SanJose.org, SJTix.com, Monopolyinthepark.com, TSJ Facebook and Twitter pages, as well as the on-hand amateur event photographer of San Jose events.

He also works with local businesses to promote events and happenings within the city of San Jose.

If you have a Team San Jose web related question please do not hesitate to contact him.

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For additional information on web standards and best practices please visit: <http://www.w3.org>





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## Summary of Web Operations

### Demographics

While not included in our goals, it is interesting information to see that the majority of our site visitors are middle-aged Asian females, with no children, who hold degrees and are above the median income level.

- Quantcast and Alexa verified

### Site Visits and Traffic a Rollercoaster Ride

For year 2009-2010 we were up almost 3% in overall visits to our website compared to year 2008-2009, However, this year we were faced with many challenges, including the site relaunch, duplicate content penalization with our calendar setup, Yahoo changing their search results to be powered by Bing and we also broke out SJTix.com from SanJose.org

Unfortunately, but not unexpectedly, our Search Traffic, which accounted for almost 70% of our total site traffic last year, has fallen almost 11%. Direct Traffic increased over 31% and Referring Site Traffic increased by over 16% this quarter. With our September site updates we're estimating our Search Engine rankings return to full force by this coming January.

It's also worth mentioning that with the re-launch of SJTix.com we have been diverting much of our traffic to that site, and ultimately those who are looking for tickets to events will eventually no longer need to visit SanJose.org, instead they will be able to do everything from SJTix.com

**To streamline reports...since the separation of sites SJTix stats are NOT included or combined with SanJose.org stats, nor are MonopolyInThePark stats.**

### 19,286 from Mobile devices in 2009-2010

Mobile viewing of our website accounted for almost 20,000 visits to our website in year 2009-2010, A stat that Google Analytics wasn't even tracking in 2008. While iPhone users are by far the most mobile users of our website, our mobile goal efforts for this year will include browser compatibility for iPhones, Android and Blackberry's.

### Internet Explorer Users Continue to Fall

IE users fell almost 16% in year 2009-2010 and currently make up only 46% of our total site's viewers and with more people using web compliant browsers the majority of our users are seeing our site as intended and allowing us to do more with the latest technology standards for web based platforms.

### Top 5 Keyword Terms

While many phrases and keywords direct search engine users to our website our top ranking referrals from search engines have been the phrases: **San Jose, San Jose Convention Center, San Jose CA, San Jose Events, Things to do in San Jose, San Jose Center for the Performing Arts**

While some traffic has fallen and risen from each, these phrases remain a constant source of our traffic and will continue to be used often in our content focus.

### Top 10 Content Pages

Our top 10 content pages for July through September, in addition to our Home pages, were: **Arts & Entertainment, Convention Center Venue Page, Activities & Sports, Dining & Nightlife, Center**





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### for the Performing Arts and our Calendar

While occasionally old pages are still linked too, we have been actively reaching out to other partner sites and asking them to update their referral links. In addition, many redirects have been put in place to direct visitors of older links to the new pages of our site.

### Challenges Moving Forward

While online advertising has been considered, there is still a lack of both budget and resources available to commit to any type of online ad campaign regardless of CPC favorites like Google AdWords or Facebook Ads.

Because of this we have begun to produce small in-house flyers about our website and leaving them at various local hangouts within the downtown core of the city. While this gorilla tactic is an inexpensive way for us to get new visitors to the site, it's by no means the best.

### Social Media Overview

In February 2010 Team San Jose launched a Facebook fan page and Twitter feed with the intention of helping to generate interest in events and entertainment happening in San Jose. Over the few months the primary challenge has been that many of our fans/followers are cannibalized from other pages.

For example, if an event such as Cinequest is happening, most viewers will follow the Cinequest Facebook and Twitter pages before ours, which makes sense, and ultimately the more followers that events like Cinequest, San Jose Jazz Festival and Anime have the better for San Jose overall.

However, our hope is to still be able to help these partner pages by reaching out to others who

may not be following these specific events, as well as assist with generating interest in our city for meeting planners by showcasing a variety of popular events in San Jose.

**Current Facebook Fans: 865**

**Current SanJose.org "Likes": 200**

**Current Twitter Following/Followers: 718/633**

### SEO (Search Engine Optimization)

SEO, needed to maintain our position rankings, is a big part of any website and something that is constantly changing each quarter. Google, Bing and Yahoo comprise the three major search engines and are indisputably the only three engines that SEO is critical to maintain.

However, July was a game changer as Yahoo's search engine became powered by Bing. Our new site was launched which indicated to SE's that we were a "new" site as well as we had to overcome the duplicate content penalizations due to our new event calendar system. These changes all required us to adjust our SEO tactics and as a result a lot of time was invested in research and implementing updates to our site in September.

To highlight our thought process and show the various aspects of SEO that we continually evaluate we have included a list of the major ingredients we feel are key based on the latest trends.

*SEO resources, tactics and measurements are subject to change.*

For simplification purposes, stats have been assigned one of four possible values (where applicable):

- Devalued (defunct technology)
- Evaluating



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**CHEWY CHOMP: Quarterly Website Overview**

- Average
- Optimized

*Stats are based on third party tools including, but not limited too: Google Analytics and Webmaster Tools, Bing Webmaster Tools, Yahoo Site Explorer, Alexa and Quantcast*

**Page Statistics:**

Page Size - Average  
Page Compression Status - Uncompressed  
Page Caching Check - Uncached

**Site Data:**

Site Loading Speed - Average  
Related Links - sanjoseca.gov, sanjose.com  
Visitor Breakdown - 95% US  
# of Site Backlinks - 448 \*Alexa

**Meta Tags:**

Title - Optimized  
Description - Optimized  
Keywords - Devalued / Evaluating

**Page Notes:**

Most Common Keywords - Devalued / Average  
Keyword Usage - Devalued / Average  
<h1> Headings Status - Evaluating  
<h2> Headings Status - Optimized  
robots.txt - Optimized  
Sitemaps - Optimized  
URL Canonicalization - Evaluating

Nested Tables - Optimized  
Images Expires Tags - Average  
Inline Styles - Average  
Inline Javascript - Average  
Favicon - Optimized

**Objects:**

# of HTTP Requests - Average  
Images - Optimized  
CSS Images - Optimized  
Javascript Files - Optimized  
Stylesheets - Optimized

**Page Objects:** Evaluating

**Site Security:** Average / Evaluating

**RSS:** Average

**Indexed Pages:**

**Google:** 243 / 9,424

**Bing:** 263 / 9,424

**Yahoo:** 3,988 / 9,424

*\*Verified by Webmaster & Site Explorer Tools*

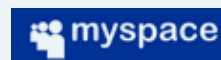
**Interior Page Analysis:** Optimized

**Traffic Rank:** 310,132 (closer to 1 is better) \*Alexa





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## Mobile Road Map

### Mobile Web

In 2009 Google Analytics was not reporting on visitors arriving to website using mobile devices, today more than 3% of our total website traffic is comprised of mobile users and Google Analytics reports not only the device they are using, but their carrier service as well.

A simple scan of headlines from any technology magazine or blog will mention the rise of mobile, as well as we see it every day on television with slogans like Apple's "There's an App for that" and the Droids "It does everything". To not be investigating how to best use mobile technologies would be to not recognize the importance of the internet during its rise in the 90's.

According to a report earlier this year by WebFadds.com the top three smartphone makers sold 800 million units in 2009, all carrying web browsers designed to browse the web. In the same report it mentions that Apple is targeted to sell around 5 million iPods and sold 25 million iPhones in 2009.

Another report by MofusePremium.com based on a study by Quantcast.com mentioned that web traffic as a whole has increased 100% in North America over the past year and 148% globally. Increases are estimated across the board this coming year as manufacturers Motorola, HTC and Blackberry continue to release new models of their phones with capabilities similar to the iPhone and Android.

And if these aren't an indicator enough, Google recently purchased AdMob, an online advertising and monetization solution company for mobile devices.

Because of this it becomes ever more important to adhere to proper web standards, such as minimizing the amount of code used to generate pages, limiting the amount of flash used on a page (some recommend removing it completely in favor of html5) and reducing the sizes of images. Fortunately based on our Google Analytics IE users have continued to decline by 14% alone last year and now account for only 49% of our website traffic. In addition only about 20% of site visitors use an incompatible web browser such as IE7.

This and more were many of the decisions which lead us in the development of the new SanJose.org site. While it's already revamped to be mobile friendly, so that Android and iPhone users can interact with the site, albeit in limited way, more mobile related changes are coming. While Team San Jose initially began looking for an internal solution to creating a mobile website utilizing third party services such as Mippin, Wirenode and Zinadoo, it was decided that it would be faster and save on personal bandwidth by working with an outside developer to create a custom mobile site for us.

As a result we began talks with several Mobile Developers, but ultimately settled on MobiManage. Over the next few months Team San Jose will be working with MobiManage to create a mobile version of the website. It will feature much of the same content our current site has as well as be viewable on any of the three major phone systems iPhone, Android and Blackberry.





### Mobile Applications

Over the first half of 2010 Team San Jose has been approached by various mobile technology companies representing numerous types of mobile platform capabilities. While the discussion of creating a TSJ specific application was researched, it was discovered that there is a finite limit to how many applications a user will install on their phone. Because of this, it's unreasonable to assume that someone would be willing to download a San Jose app, and a San Francisco app, a New York app, a Chicago app, an LA app, etc...

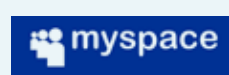
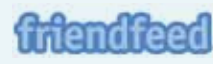
Instead we looked at mobile applications that were already used or being created to be used regardless of regional location. These apps, like HearPlanet's Audio Guide allows us to reach visitors and locals within San Jose by providing our own unique content on our venues, facilities and services to those using this application. Of course the best part is it doesn't matter if the person is a local or not, when they visit San Jose and use the application they have access to our information, they don't need to download anything extra, the application they are currently using is all they need.

Over the past few months Team San Jose has been providing content to HearPlanet and plans to continue to do so throughout the remainder of this partnership.









CHEWY CHOMP: Quarterly Website Overview

## Quantcast: Demographic Overview

### Team San Jose Network

1 Sites | 100% US People from Sites | 1% US People from Syndicators

20.4K Monthly US People

22.4K Global People

File Monthly US Trend

Request Access

+ Favorites

United States

Quantified Directly Measured Data

ADS UNKNOWN

Summary

Traffic

Sites

Audience Segments

Syndicators

Videos

MRC Accredited Report

Geographic

Countries

Cities

US States

US DMAs

Demographics

Business

Small

Medium

Large

Lifestyle (US)

Updated Sep 28, 2010 • Next: Oct 6, 2010 by 9AM PDT

This destination reaches over 22,389 monthly people, of which 20,438 (91%) are in the U.S.

**74,793** US NETWORK RANK

[How to Read This Report](#)

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**Female**

|        |     |           |
|--------|-----|-----------|
| Male   | 44% | Index 90  |
| Female | 56% | Index 108 |

Internet Average | Embed

**Middle Aged**

|       |     |           |
|-------|-----|-----------|
| 3-12  | 1%  | Index 23  |
| 13-17 | 8%  | Index 68  |
| 18-34 | 33% | Index 111 |
| 35-49 | 33% | Index 115 |
| 50+   | 25% | Index 103 |

Internet Average | Embed

**Asian**

There are more Asian visitors here than average.

|          |     |           |
|----------|-----|-----------|
| Cauc.    | 64% | Index 83  |
| Afr. Am. | 6%  | Index 65  |
| Asian    | 17% | Index 409 |
| Hisp.    | 12% | Index 123 |
| Other    | 1%  | Index 100 |

Internet Average | Embed

**No Kids In Household**

|                |     |           |
|----------------|-----|-----------|
| No Kids 0-17   | 72% | Index 122 |
| Has Kids 0-17  | 28% | Index 67  |
| No Kids 0-2    | 93% | Index 103 |
| Has Kids 0-2   | 7%  | Index 69  |
| No Kids 3-12   | 81% | Index 111 |
| Has Kids 3-12  | 19% | Index 69  |
| No Kids 13-17  | 89% | Index 111 |
| Has Kids 13-17 | 11% | Index 53  |

Internet Average | Embed

**More Affluent**

This site attracts a more affluent audience.

|           |     |           |
|-----------|-----|-----------|
| \$0-30k   | 14% | Index 80  |
| \$30-60k  | 21% | Index 79  |
| \$60-100k | 31% | Index 112 |
| \$100k+   | 33% | Index 120 |

Internet Average | Embed

**Graduates And Post Graduates**

There is a high index of Graduates and Post Graduates here.

|            |     |           |
|------------|-----|-----------|
| No College | 38% | Index 84  |
| College    | 42% | Index 103 |
| Grad. Sch. | 20% | Index 137 |

Internet Average | Embed

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### Website Stats: Visitor Overview

*\*Provided by Google Analytics*

**85,511 people visited this site**

103,731 Visits  
Previous: 134,985 (-23.15%)

85,511 Absolute Unique Visitors  
Previous: 112,440 (-23.95%)

366,856 Pageviews  
Previous: 487,738 (-24.78%)

3.54 Average Pageviews  
Previous: 3.61 (-2.12%)

00:02:34 Time on Site  
Previous: 00:02:50 (-9.35%)

41.29% Bounce Rate  
Previous: 40.96% (+0.80%)

77.38% New Visits  
Previous: 78.38% (-1.28%)

### Website Stats: Traffic Overview

*\*Provided by Google Analytics*

**All traffic sources sent a total of 103,731 visits**

18.16% Direct Traffic  
Previous: 13.83% (+31.23%)

21.74% Referring Sites  
Previous: 18.73% (+16.09%)

60.10% Search Engines  
Previous: 67.37% (-10.79%)



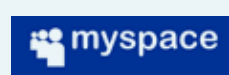


## Website Stats: Mobile Overview

*\*Provided by Google Analytics*

| Operating System             | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate | Visits |
|------------------------------|--------|-------------|-------------------|--------------|-------------|--------|
| <b>iPhone</b>                |        |             |                   |              |             |        |
| July 1, 2010 - Sep. 28, 2010 | 2872   | 2.298050139 | 95.56476323       | 0.832520891  | 0.533774373 | 2872   |
| July 1, 2009 - Sep. 28, 2009 | 0      | 0           | 0                 | 0            | 0           | 0      |
| % Change                     | 1      | 1           | 1                 | 1            | 1           | 1      |
| <b>Android</b>               |        |             |                   |              |             |        |
| July 1, 2010 - Sep. 28, 2010 | 1183   | 2.513947591 | 136.4640744       | 0.837700761  | 0.500422654 | 1183   |
| July 1, 2009 - Sep. 28, 2009 | 0      | 0           | 0                 | 0            | 0           | 0      |
| % Change                     | 1      | 1           | 1                 | 1            | 1           | 1      |
| <b>iPad</b>                  |        |             |                   |              |             |        |
| July 1, 2010 - Sep. 28, 2010 | 945    | 3.512169312 | 166.3153439       | 0.79047619   | 0.374603175 | 945    |
| July 1, 2009 - Sep. 28, 2009 | 0      | 0           | 0                 | 0            | 0           | 0      |
| % Change                     | 1      | 1           | 1                 | 1            | 1           | 1      |
| <b>iPod</b>                  |        |             |                   |              |             |        |
| July 1, 2010 - Sep. 28, 2010 | 423    | 2.373522459 | 109.3309693       | 0.813238771  | 0.503546099 | 423    |
| July 1, 2009 - Sep. 28, 2009 | 0      | 0           | 0                 | 0            | 0           | 0      |
| % Change                     | 1      | 1           | 1                 | 1            | 1           | 1      |
| <b>BlackBerry</b>            |        |             |                   |              |             |        |
| July 1, 2010 - Sep. 28, 2010 | 318    | 1.864779874 | 158.1540881       | 0.871069182  | 0.588050314 | 318    |
| July 1, 2009 - Sep. 28, 2009 | 0      | 0           | 0                 | 0            | 0           | 0      |
| % Change                     | 1      | 1           | 1                 | 1            | 1           | 1      |
| <b>Windows</b>               |        |             |                   |              |             |        |
| July 1, 2010 - Sep. 28, 2010 | 37     | 1.810810811 | 67                | 1            | 0.594594595 | 37     |
| July 1, 2009 - Sep. 28, 2009 | 0      | 0           | 0                 | 0            | 0           | 0      |
| % Change                     | 1      | 1           | 1                 | 1            | 1           | 1      |





**CHEWY CHOMP: Quarterly Website Overview**

**Samsung**

|                              |    |     |             |             |     |    |
|------------------------------|----|-----|-------------|-------------|-----|----|
| July 1, 2010 - Sep. 28, 2010 | 30 | 1.4 | 44.93333333 | 0.933333333 | 0.7 | 30 |
| July 1, 2009 - Sep. 28, 2009 | 0  | 0   | 0           | 0           | 0   | 0  |
| % Change                     | 1  | 1   | 1           | 1           | 1   | 1  |

**Danger Hiptop**

|                              |    |   |   |   |   |    |
|------------------------------|----|---|---|---|---|----|
| July 1, 2010 - Sep. 28, 2010 | 25 | 1 | 0 | 1 | 1 | 25 |
| July 1, 2009 - Sep. 28, 2009 | 0  | 0 | 0 | 0 | 0 | 0  |
| % Change                     | 1  | 1 | 0 | 1 | 1 | 1  |

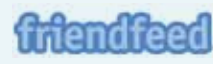
**SymbianOS**

|                              |    |             |             |   |             |    |
|------------------------------|----|-------------|-------------|---|-------------|----|
| July 1, 2010 - Sep. 28, 2010 | 19 | 1.526315789 | 39.10526316 | 1 | 0.526315789 | 19 |
| July 1, 2009 - Sep. 28, 2009 | 0  | 0           | 0           | 0 | 0           | 0  |
| % Change                     | 1  | 1           | 1           | 1 | 1           | 1  |

**LGE**

|                              |   |             |             |   |             |   |
|------------------------------|---|-------------|-------------|---|-------------|---|
| July 1, 2010 - Sep. 28, 2010 | 3 | 1.666666667 | 39.33333333 | 1 | 0.666666667 | 3 |
| July 1, 2009 - Sep. 28, 2009 | 0 | 0           | 0           | 0 | 0           | 0 |
| % Change                     | 1 | 1           | 1           | 1 | 1           | 1 |



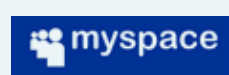
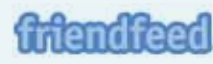


### Website Stats: Browser Overview

*\*Provided by Google Analytics*

| Browser                           | Visits | % visits |
|-----------------------------------|--------|----------|
| <b>Internet Explorer</b>          |        |          |
| July 1, 2010 - September 28, 2010 | 48096  | 46%      |
| July 1, 2009 - September 28, 2009 | 74016  | 55%      |
| <b>Firefox</b>                    |        |          |
| July 1, 2010 - September 28, 2010 | 28278  | 27%      |
| July 1, 2009 - September 28, 2009 | 39092  | 29%      |
| <b>Safari</b>                     |        |          |
| July 1, 2010 - September 28, 2010 | 17346  | 17%      |
| July 1, 2009 - September 28, 2009 | 16541  | 12%      |
| <b>Chrome</b>                     |        |          |
| July 1, 2010 - September 28, 2010 | 8639   | 8%       |
| July 1, 2009 - September 28, 2009 | 3967   | 3%       |
| <b>Mozilla Compatible Agent</b>   |        |          |
| July 1, 2010 - September 28, 2010 | 340    | 0%       |
| July 1, 2009 - September 28, 2009 | 94     | 0%       |
| <b>Opera</b>                      |        |          |
| July 1, 2010 - September 28, 2010 | 292    | 0%       |
| July 1, 2009 - September 28, 2009 | 471    | 0%       |
| <b>Mozilla</b>                    |        |          |
| July 1, 2010 - September 28, 2010 | 217    | 0%       |
| July 1, 2009 - September 28, 2009 | 346    | 0%       |





### Website Stats: Search Engine Sources

*\*Provided by Google Analytics*

#### Search Engines

62358  
60%

#### Referring Sites

22557  
22%

#### Direct Traffic

18841  
18%

#### Sources

##### google (organic)

20100701-20100928  
20090701-20090928  
% Change

#### Visits

52299  
72400  
-28%

#### % visits

50%  
54%  
-6%

##### (direct) ((none))

20100701-20100928  
20090701-20090928  
% Change

18841  
18675  
1%

18%  
14%  
31%

##### yahoo (organic)

20100701-20100928  
20090701-20090928  
% Change

5885  
13840  
-57%

6%  
10%  
-45%

##### bing (organic)

20100701-20100928  
20090701-20090928  
% Change

2815  
2735  
3%

3%  
2%  
34%

##### sanjoseca.gov (referral)

20100701-20100928  
20090701-20090928  
% Change

1915  
1186  
61%

2%  
1%  
110%





### Website Stats: Top 5 Keywords (terms)

*\*Provided by Google Analytics*

| Keywords                                       | Visits | % visits |
|--|--------|----------|
| <b>san jose</b>                                |        |          |
| July 1, 2010 - September 28, 2010              | 7941   | 794100%  |
| July 1, 2009 - September 28, 2009              | 9711   | 971100%  |
| % Change                                       | -18%   | -18%     |
| <b>san jose convention center</b>              |        |          |
| July 1, 2010 - September 28, 2010              | 6656   | 665600%  |
| July 1, 2009 - September 28, 2009              | 6001   | 600100%  |
| % Change                                       | 11%    | 11%      |
| <b>san jose ca</b>                             |        |          |
| July 1, 2010 - September 28, 2010              | 1847   | 184700%  |
| July 1, 2009 - September 28, 2009              | 2023   | 202300%  |
| % Change                                       | -9%    | -9%      |
| <b>san jose events</b>                         |        |          |
| July 1, 2010 - September 28, 2010              | 1810   | 181000%  |
| July 1, 2009 - September 28, 2009              | 3844   | 384400%  |
| % Change                                       | -53%   | -53%     |
| <b>things to do in san jose</b>                |        |          |
| July 1, 2010 - September 28, 2010              | 1686   | 168600%  |
| July 1, 2009 - September 28, 2009              | 980    | 98000%   |
| % Change                                       | 72%    | 72%      |
| <b>san jose center for the performing arts</b> |        |          |
| July 1, 2010 - September 28, 2010              | 1422   | 142200%  |
| July 1, 2009 - September 28, 2009              | 1974   | 197400%  |
| % Change                                       | -28%   | -28%     |







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### Website Stats: Content Overview

*\*Provided by Google Analytics*

#### Top 10 Pages Viewed

| Page  | Pageviews |
|---|-----------|
| /index.php  | 69939     |
| /plan-a-visit/arts-entertainment                    | 13323     |
| /plan-a-meeting-event/venues/convention-center      | 13183     |
| /plan-a-visit/events                                | 12647     |
| /plan-a-meeting-event/home                          | 12483     |
| /plan-a-visit/activities-sports                     | 10888     |
| /meetings/facilities/convention.php                 | 10756     |
| /plan-a-visit/dining-nightlife                      | 9724      |
| /plan-a-meeting-event/venues/center-performing-arts | 9347      |
| /plan-a-visit/calendar                              | 9286      |

**Pages on this site were viewed a total of 366,866 times**

366,866 Pageviews  
Previous: 487,738 (-24.78%)

282,409 Unique Views  
Previous: 367,527 (-23.16%)

41.29% Bounce Rate  
Previous: 40.96% (+0.80%)





facebook



P



Google



YouTube

LinkedIn

myspace



friendfeed

# TeamSanJose

Innovation starts here

## CHEWY CHOMP: YEAR REVIEW

Web & Social Media Stats

**ENTER**



Please do not print this e-mail/PDF unnecessarily.



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## Introduction

While we have talked about our goals for the new website and what we plan to do moving ahead, we felt it best to create a quarterly summary of our web operations outlining exactly where we are in this path. However, in order to know where we're going, we need to know where we have been and with this we'll begin a compare and contrast of previous web statistics and what our goals are for the coming year.

## Demographics

While not included in our goals, it is interesting information to see that the majority of our site visitors are young Asian females, with no children who hold degrees and are above the median income level.

## SEO (Search Engine Optimization)

SEO is a big part of any website and something that is constantly changing each quarter. Google, Bing and Yahoo comprise the three major search engines and are indisputably the only three engines that SEO is critical to maintain.

To highlight our thought process and show the various aspects of SEO that we continually evaluate we have included a list of the major ingredients we feel are important and are constantly evaluating and updating our pages based on the latest trends.

## Goals at a Glance

Moving forward this year we have identified five key web statistics that we hope to improve on (in order of importance):

- 1) Continue to increase overall site visits
- 2) Create a mobile version of our website
- 3) Increase referral traffic to our site by encouraging our partners to link back to SanJose.org
- 4) Increase Yahoo search ranking
- 5) Increase meeting planner interest in our social media outlets





## Key Summary of Web Operations

### Site Visits up 2.71%

For year 2009-2010 we are up almost 3% in overall visits to our website from year 2008-2009, however, our Pageviews and the Time on Site have gone down and will be an item we scrutinize over the coming year.

### Search Engine Traffic up 6.78%

Search engines directed almost 70% of our websites visitors to us last year, up from almost 64% in 2008-2009, but our Direct Traffic and Referring Sites have declined sharply. With our SanJose.org site linking out to so many partner and community websites it is very important that our partners link back to us when possible.

### 19,286 from Mobile devices in 2009-2010

Mobile viewing of our website accounted for almost 20,000 visits to our website in year 2009-2010, a stat that Google Analytics wasn't even tracking in 2008. While iPhone users are by far the most mobile users of our website, our mobile goal efforts for this year will include browser compatibility for iPhones, Android and Blackberry's.

### Internet Explorer users fall 16%

IE users now currently make up less than 50% of our sites viewers and with more people using web compliant browsers the majority of our users are seeing our site as intended and allowing us to do more with the latest technology standards for web based platforms.

### Barely 1% of users uses Dialup, 99% of users are on Cable, DSL, T1 or other high speed connections

## Search & Referrals are a Roller Coaster Ride

Over the last year we gained 15% more traffic in Google due largely in part to our SEO efforts, as well as we skyrocketed up 519% in traffic and placement on Microsoft's Bing search engine. However, due to some algorithm changes last year we fell 32% in Yahoo's search results. With no definitive answers as to what the exact changes were, many speculations exist and as a result we will continue to monitor and adjust our pages as needed, though we do not want to sacrifice the traffic received from Google or Bing.

As previously mentioned referring traffic was down, and last year by 34%.

## Top Keywords

While many phrases and keywords direct search engine users to our website our top ranking referrals from search engines have been the phrases: **San Jose, San Jose Convention Center, San Jose Events, San Jose Center for the Performing Arts and Things to do in San Jose** (in that order)

While some traffic has fallen and risen from each, these phrases remain a constant source of our traffic and as a result will continue to be used often in our content focus.

## Why no content report?

Content reports are generated based on the specific page names and URL information provided in search engines and by direct visitors to our site. With our recent site upgrade all previous links do not exist. While redirects have been put into place to help in the search engine migration of information we won't have an accurate compare and contrast available until the next quarter report.





Social Media Overview

In February 2010 Team San Jose launched a Facebook fan page and Twitter feed with the intention of helping to generate interest in events and entertainment happening in San Jose. Over the few months the primary challenge has been that many of our fans/followers are cannibalized from other pages.

For example, if an event such as Cinequest is happening, most viewers will follow the Cinequest Facebook and Twitter pages before ours, which makes sense, and ultimately the more followers that events like Cinequest, San Jose Jazz Festival and Fanime have the better for San Jose overall.

However, our hope is to still be able to help these event pages by reaching out to others who may not be following these specific events, as well as assist with generating interest in our city for meeting planners by showcasing the popularity of events in San Jose with the amount of people traffic generated.



TeamSanJose

Photos of the @sanjosejazz are up on our website http://www.sanjose.org

@sanjosejazz the weekend and another great Synergy's Talko, Music and Urban Dance - so much is going on! Show us by pretty pics on our site

Happy Friday! It's going to be a great weekend in San Jose! Just look at all the great activities! http://www.sanjose.org

@Bay\_Area\_Cat thanks for the #best love :)

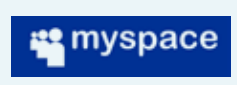
@Marekarnj A thanks for the #FF love :)

@the\_jazzies it's in the things to do section now - just broke out some stuff because About San Jose was getting too big :)

@sanjosejazz we just placed a banner on our site about your event - looking forward to this weekend! http://www.sanjose.org

Summary statistics for Team San Jose: Location: San Jose, CA; Website: http://www.sanjose.org; 594 Followers; 876 Friends; 83 Favorites; 362 Tweets; Lists of followed accounts.





CHEWY CHOMP: Quarterly Website Overview

## Quantcast: Demographic Overview

**Team San Jose Network**  
 2 Sites | 350% US People from Sites | 9% US People from Syndicators

**sanjose.org**

6.8K Weekly US People | 7.3K Global People | Five Month US Trend

6.1K Weekly US People | 6.6K Global People | Five Month US Trend

Request Access | Advertise | +Favorites | View Site | United States

Quantified Directly Measured Data

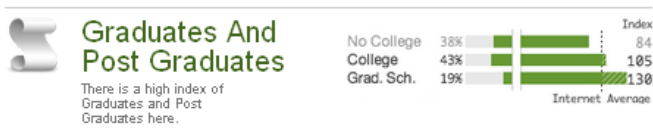
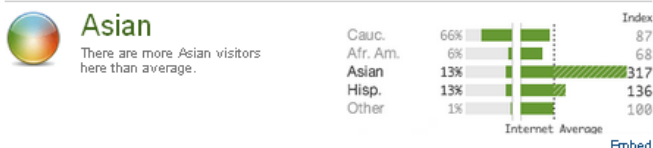
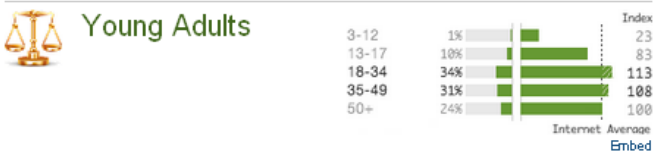
**65,660**  
US RANK

ACCEPTS ADS

How to Read This Report

- Summary
- Traffic
  - IAB Compliant Traffic Report
- Geographic
  - Countries
  - Cities
  - US States
  - US DMAs
- Demographics**
- Business
  - Small
  - Medium
  - Large
- Lifestyle (US)
- Audience Also Likes

Updated Aug 4, 2010 • Delayed - Next: Aug 13, 2010 by 9AM PDT





**BACK**



### SEO (Search Engine Optimization)

The following are various aspects of SEO that we continually evaluate and adjust as needed to maintain our current top position rankings.

SEO resources, tactics and measurements are subject to change.

For simplification purposes, stats have been assigned one of four possible values (where applicable):

- Devalued (defunct technology)
- Evaluating
- Average
- Optimized

Stats are based on third party tools including, but not limited to: Alexa, SEOSiteCheckup.com, Websitegrader.com - Quantcast data will be included beginning August 1st

#### Page Statistics:

Page Size - Average

Page Compression Status - Uncompressed

Page Caching Check - Uncached

#### Site Data:

Site Loading Speed - Average

Related Links - sanjoseca.gov, sanjose.com

Visitor Breakdown - 95% US

# of Site Backlinks - 21,540 - *verified by Yahoo Search API*

#### Meta Tags:

Title - Optimized

Description - Optimized / Evaluating

Keywords - Devalued / Evaluating

#### Page Notes:

Most Common Keywords - Devalued / Average

Keyword Usage - Devalued / Average

<h1> Headings Status - Evaluating

<h2> Headings Status - Optimized

robots.txt - Optimized

sitemap.xml - Optimized

URL Canonicalization - Optimized

Nested Tables - Optimized

Images Expires Tags - Average

Inline Styles - Average

Inline Javascript - Average

Favicon - Optimized

#### Objects:

# of HTTP Requests - Average

Images - Optimized

CSS Images - Optimized

Javascript Files - Optimized

Stylesheets - Optimized

**Page Objects:** Evaluating

**Site Security:** Average

**RSS:** Average

**Google Indexed:** 3,250

**Interior Page Analysis:** Optimized

**Traffic Rank:** 313,877 (closer to 1 is better)







**BACK**



**CHEWY CHOMP: Quarterly Website Overview**

**Website Stats: Visitor Overview**

\*Provided by Google Analytics

**426,104 people visited this site**

**527,597 Visits**  
Previous: 513,668 (+2.71%)

**426,104 Absolute Unique Visitors**  
Previous: 418,132 (+1.91%)

**1,846,980 Pageviews**  
Previous: 1,922,811 (-3.94%)

**3.50 Average Pageviews**  
Previous: 3.74 (-6.48%)

**00:02:42 Time on Site**  
Previous: 00:02:52 (-5.67%)

**42.11% Bounce Rate**  
Previous: 41.52% (+1.43%)

**78.56% New Visits**  
Previous: 79.35% (-1.00%)

**Website Stats: Traffic Overview**

\*Provided by Google Analytics

All traffic sources sent a total of 527,587 visits

**14.11% Direct Traffic**  
Previous: 16.06% (-12.18%)

**17.88% Referring Sites**  
Previous: 20.21% (-11.52%)

**67.98% Search Engines**  
Previous: 63.66% (+6.78%)





### Website Stats: Mobile Overview

\*Provided by Google Analytics

| Operating System              | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate | Visits |
|-------------------------------|--------|-------------|-------------------|--------------|-------------|--------|
| <b>iPhone</b>                 |        |             |                   |              |             |        |
| July 1, 2009 - August 1, 2010 | 11444  | 2.152331804 | 99.86353211       | 82%          | 56%         | 11444  |
| July 1, 2008 - August 1, 2009 | 0      | 0           | 0                 | 0%           | 0%          | 0      |
| % Change                      | 1      | 1           | 1                 | 100%         | 100%        | 1      |
| <b>Android</b>                |        |             |                   |              |             |        |
| July 1, 2009 - August 1, 2010 | 3062   | 2.615714286 | 143.89            | 82%          | 52%         | 3062   |
| July 1, 2008 - August 1, 2009 | 0      | 0           | 0                 | 0%           | 0%          | 0      |
| % Change                      | 1      | 1           | 1                 | 100%         | 100%        | 1      |
| <b>iPod</b>                   |        |             |                   |              |             |        |
| July 1, 2009 - August 1, 2010 | 1846   | 2.497630332 | 112.7879147       | 81%          | 55%         | 1846   |
| July 1, 2008 - August 1, 2009 | 0      | 0           | 0                 | 0%           | 0%          | 0      |
| % Change                      | 1      | 1           | 1                 | 100%         | 100%        | 1      |
| <b>iPad</b>                   |        |             |                   |              |             |        |
| July 1, 2009 - August 1, 2010 | 1043   | 3.104821803 | 168.1467505       | 76%          | 48%         | 1043   |
| July 1, 2008 - August 1, 2009 | 0      | 0           | 0                 | 0%           | 0%          | 0      |
| % Change                      | 1      | 1           | 1                 | 100%         | 100%        | 1      |
| <b>BlackBerry</b>             |        |             |                   |              |             |        |
| July 1, 2009 - August 1, 2010 | 1023   | 2.021367521 | 116.5641026       | 91%          | 53%         | 1023   |
| July 1, 2008 - August 1, 2009 | 0      | 0           | 0                 | 0%           | 0%          | 0      |
| % Change                      | 1      | 1           | 1                 | 100%         | 100%        | 1      |
| <b>Windows</b>                |        |             |                   |              |             |        |
| July 1, 2009 - August 1, 2010 | 253    | 2.146551724 | 108.4051724       | 95%          | 49%         | 253    |
| July 1, 2008 - August 1, 2009 | 0      | 0           | 0                 | 0%           | 0%          | 0      |
| % Change                      | 1      | 1           | 1                 | 100%         | 100%        | 1      |





**CHEWY CHOMP: Quarterly Website Overview**

**PalmOS**

|                               |     |             |             |      |      |     |
|-------------------------------|-----|-------------|-------------|------|------|-----|
| July 1, 2009 - August 1, 2010 | 118 | 1.851851852 | 142.9444444 | 81%  | 57%  | 118 |
| July 1, 2008 - August 1, 2009 | 0   | 0           | 0           | 0%   | 0%   | 0   |
| % Change                      | 1   | 1           | 1           | 100% | 100% | 1   |

**Samsung**

|                               |     |             |             |      |      |     |
|-------------------------------|-----|-------------|-------------|------|------|-----|
| July 1, 2009 - August 1, 2010 | 100 | 2.956521739 | 181.3913043 | 80%  | 46%  | 100 |
| July 1, 2008 - August 1, 2009 | 0   | 0           | 0           | 0%   | 0%   | 0   |
| % Change                      | 1   | 1           | 1           | 100% | 100% | 1   |

**MOT**

|                               |    |             |             |      |      |    |
|-------------------------------|----|-------------|-------------|------|------|----|
| July 1, 2009 - August 1, 2010 | 72 | 1.151515152 | 5.242424242 | 9%   | 94%  | 72 |
| July 1, 2008 - August 1, 2009 | 0  | 0           | 0           | 0%   | 0%   | 0  |
| % Change                      | 1  | 1           | 1           | 100% | 100% | 1  |

**Danger Hiptop**

|                               |    |   |   |      |      |    |
|-------------------------------|----|---|---|------|------|----|
| July 1, 2009 - August 1, 2010 | 45 | 1 | 0 | 100% | 100% | 45 |
| July 1, 2008 - August 1, 2009 | 0  | 0 | 0 | 0%   | 0%   | 0  |
| % Change                      | 1  | 1 | 0 | 100% | 100% | 1  |





# CHEWY CHOMP: Quarterly Website Overview

## Website Stats: Browser Overview

\*Provided by Google Analytics

| Browser                  | Visits | % visits |
|--------------------------|--------|----------|
| <b>Internet Explorer</b> |        |          |
| 20090811-20100811        | 263783 | 50%      |
| 20080810-20090810        | 306560 | 60%      |
| % Change                 | -14%   | -16%     |
| <b>Firefox</b>           |        |          |
| 20090811-20100811        | 150415 | 29%      |
| 20080810-20090810        | 144197 | 28%      |
| % Change                 | 4%     | 1%       |
| <b>Safari</b>            |        |          |
| 20090811-20100811        | 78047  | 15%      |
| 20080810-20090810        | 49959  | 10%      |
| % Change                 | 56%    | 52%      |
| <b>Chrome</b>            |        |          |
| 20090811-20100811        | 28671  | 5%       |
| 20080810-20090810        | 8084   | 2%       |
| % Change                 | 255%   | 245%     |
| <b>Opera</b>             |        |          |
| 20090811-20100811        | 1588   | 0%       |
| 20080810-20090810        | 1695   | 0%       |
| % Change                 | -6%    | -9%      |





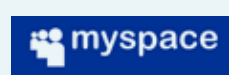
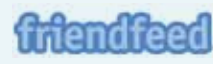
**CHEWY CHOMP: Quarterly Website Overview**

**Website Stats: Connection Overview**

\*Provided by Google Analytics

| Connection Speed  | Visits | % visits |
|-------------------|--------|----------|
| <b>Cable</b>      |        |          |
| 20090811-20100811 | 194366 | 37%      |
| 20080810-20090810 | 164721 | 32%      |
| % Change          | 18%    | 15%      |
| <b>DSL</b>        |        |          |
| 20090811-20100811 | 156043 | 30%      |
| 20080810-20090810 | 166890 | 33%      |
| % Change          | -6%    | -9%      |
| <b>Unknown</b>    |        |          |
| 20090811-20100811 | 108857 | 21%      |
| 20080810-20090810 | 112920 | 22%      |
| % Change          | -4%    | -6%      |
| <b>T1</b>         |        |          |
| 20090811-20100811 | 58741  | 11%      |
| 20080810-20090810 | 55500  | 11%      |
| % Change          | 6%     | 3%       |
| <b>Dialup</b>     |        |          |
| 20090811-20100811 | 5620   | 1%       |
| 20080810-20090810 | 7657   | 1%       |
| % Change          | -27%   | -29%     |





### Website Stats: Search Engine Sources

\*Provided by Google Analytics

#### Search Engines

358658  
68%

#### Referring Sites

94317  
18%

#### Direct Traffic

74425  
14%

#### Sources

##### google (organic)

20090811-20100811  
20080810-20090810  
% Change

#### Visits

296346  
249805  
19%

#### % visits

56%  
49%  
15%

##### (direct) ((none))

20090811-20100811  
20080810-20090810  
% Change

74425  
82457  
-10%

14%  
16%  
-12%

##### yahoo (organic)

20090811-20100811  
20080810-20090810  
% Change

41955  
59858  
-30%

8%  
12%  
-32%

##### bing (organic)

20090811-20100811  
20080810-20090810  
% Change

12764  
2006  
536%

2%  
0%  
519%

##### sanjose.org (referral)

20090811-20100811  
20080810-20090810  
% Change

9076  
13324  
-32%

2%  
3%  
-34%





**CHEWY CHOMP: Quarterly Website Overview**

**Website Stats: Keywords**

\*Provided by Google Analytics

| Keywords                                       | Visits | % visits |
|--|--------|----------|
| <b>san jose</b>                                |        |          |
| 20090811-20100811                              | 35386  | 10%      |
| 20080810-20090810                              | 43635  | 13%      |
| % Change                                       | -19%   | -26%     |
| <b>san jose convention center</b>              |        |          |
| 20090811-20100811                              | 28253  | 8%       |
| 20080810-20090810                              | 31295  | 10%      |
| % Change                                       | -10%   | -18%     |
| <b>san jose events</b>                         |        |          |
| 20090811-20100811                              | 12287  | 3%       |
| 20080810-20090810                              | 12968  | 4%       |
| % Change                                       | -5%    | -14%     |
| <b>san jose center for the performing arts</b> |        |          |
| 20090811-20100811                              | 8681   | 2%       |
| 20080810-20090810                              | 6137   | 2%       |
| % Change                                       | 41%    | 29%      |
| <b>things to do in san jose</b>                |        |          |
| 20090811-20100811                              | 7318   | 2%       |
| 20080810-20090810                              | 3323   | 1%       |
| % Change                                       | 120%   | 101%     |