

What Millions of People Are Doing Online and Why it Matters

Web Manager University

April 7, 2009



Agenda

- ❖ Click: Seasonality, Arbitration and Brand
- ❖ Government Websites, a Landscape Overview
- ❖ Search Term Analysis
- ❖ Clickstream and Performance Benchmarks
- ❖ Dynamic Demographics and Lifestyle
- ❖ Building an Online Persona for Website Constituency

“To become aware of the possibility of the search is to be onto something.”

- Walker Percy

Hitwise Sample

25 Million Internet Users (Worldwide)

10 Million Internet Users (U.S.)

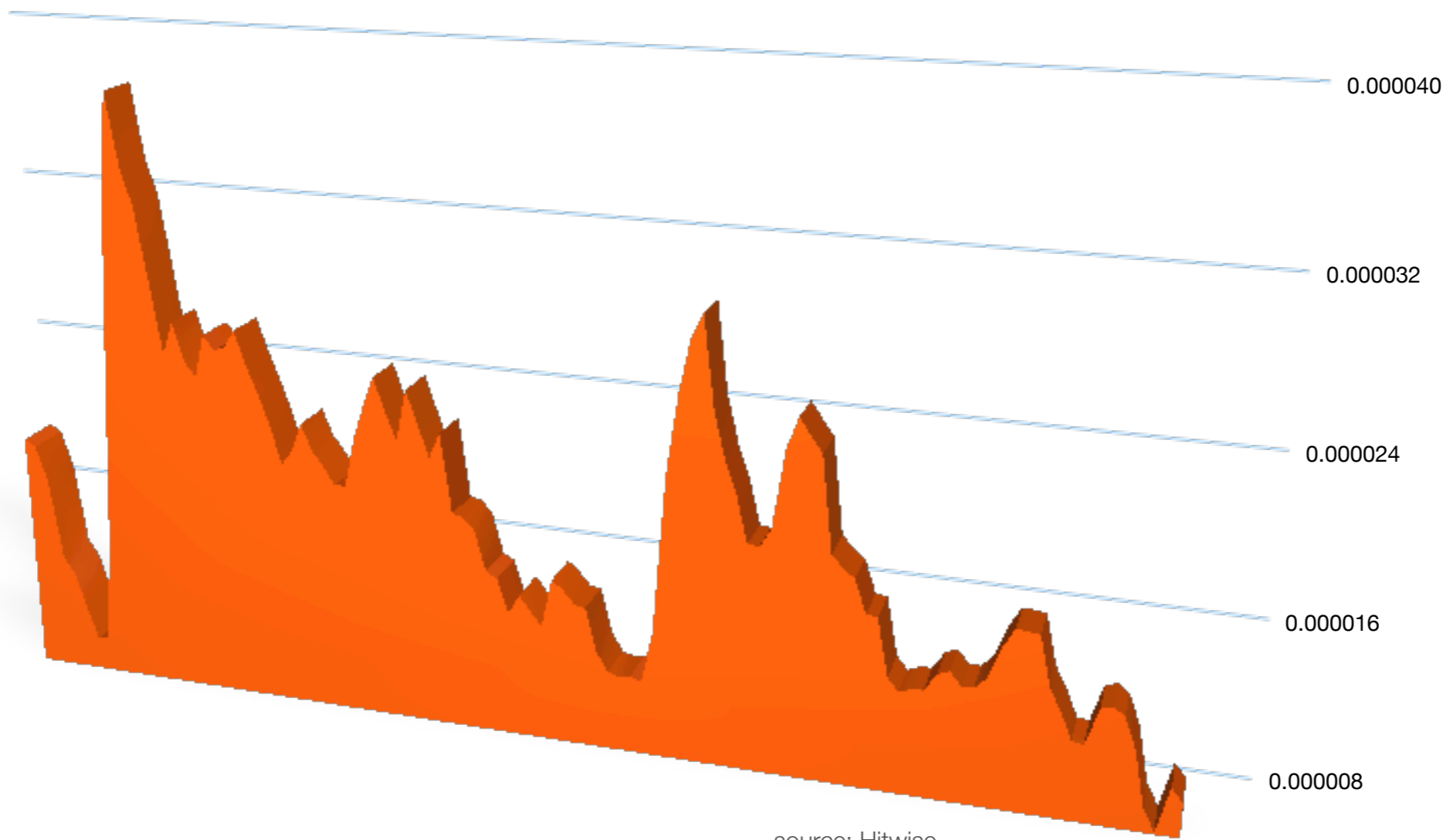
1 Million Websites

172 Industry Categories

Millions of Search Terms Per Month

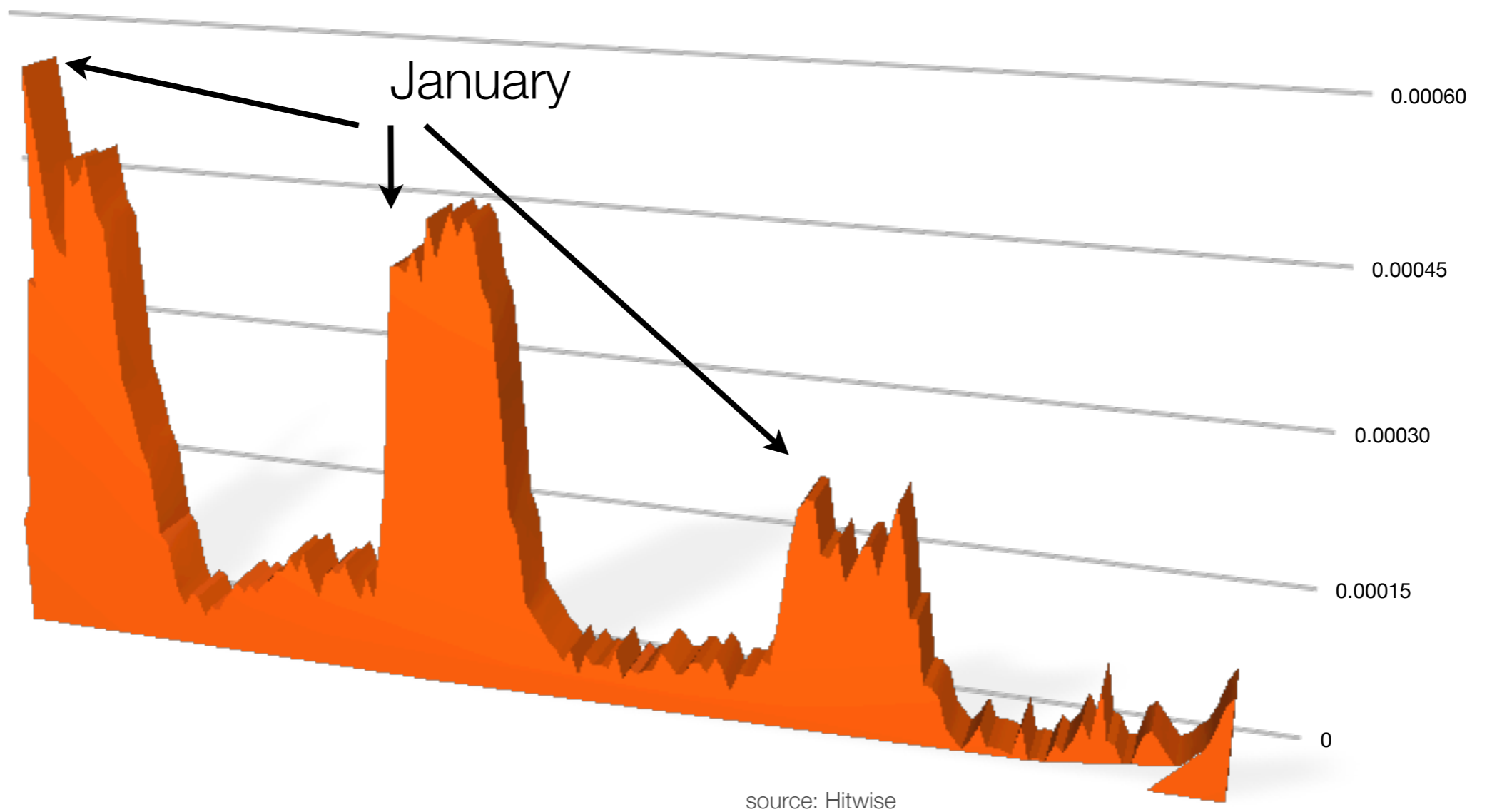
Monthly, Weekly and Daily

Mystery Searches, Prom Dresses and the Ultimatum Theory



source: Hitwise

Uncovering Seasonality



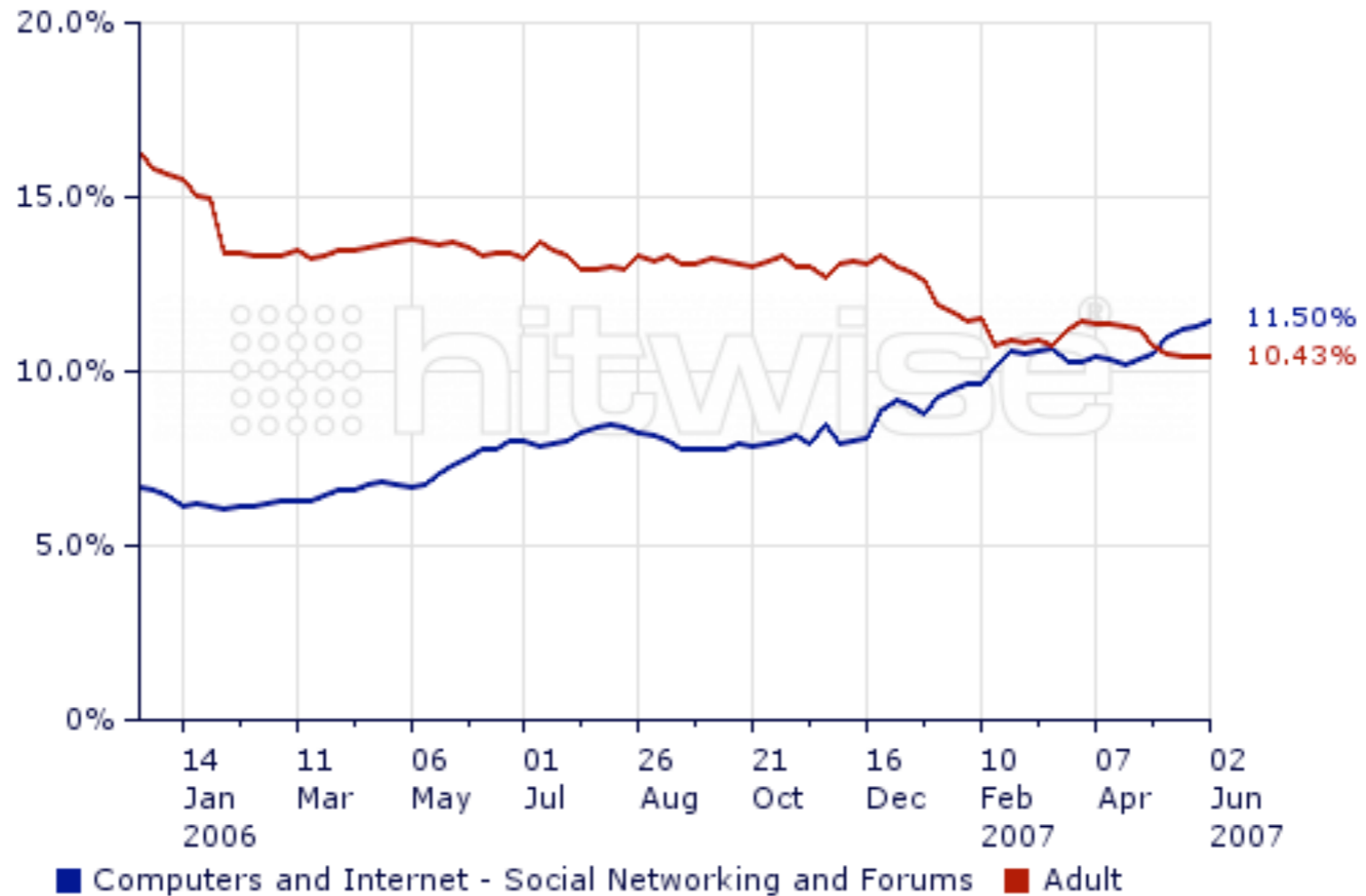
Prom Dress Obsession

Power of Observed Behavior

- ❖ Marketers Often Rely on Gut Instinct or Outdated Research
- ❖ Search Term Data is a Valuable Proxy for Timing Consumer Interest
- ❖ Engagement Ring Phenomenon and Market Inefficiencies



Social Nets versus Porn



Weekly market share in 'All Categories', measured by visits, based on US usage.

Created: 01/25/2009. © Copyright 1998-2009 Hitwise Pty. Ltd.

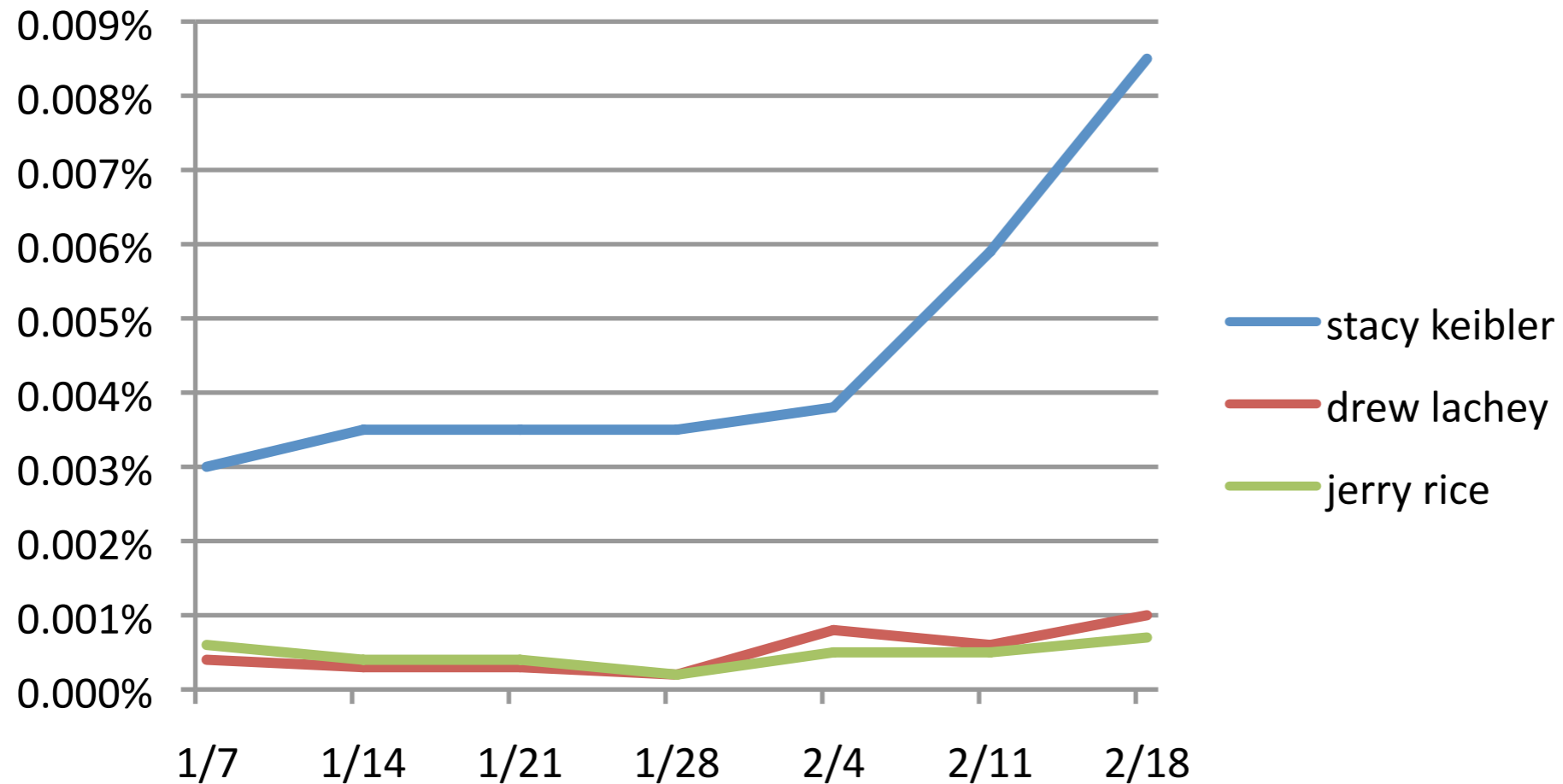


Is the Internet 99.95% Porn Free?



Women Wrestlers, Economic Predictions and The Narrative Fallacy

Dancing with the Stars Searches



Dancing with the Stars

Showing 1 to 10 of 489 search terms. [Click Here](#) to see more suggestions.

	Search Term	Volume		Success Rate	
1.	stacy keibler	58.60%		83.60%	
2.	stacy keibler pics	6.18%		92.93%	
3.	stacy keibler photos	2.55%		92.11%	
4.	stacy keibler hot	2.38%		59.15%	
5.	stacy keibler hot photos	1.07%		87.50%	
6.	stacy keibler pictures	1.01%		96.67%	
7.	"stacy keibler"	0.95%		89.42%	
8.	stacy keibler boyfriend	0.87%		92.31%	
9.	stacy keibler stuff	0.60%		94.44%	
10.	stacy keibler videos	0.57%		94.12%	

DWTS - The Postmortem Analysis

Websites that received traffic from 'stacy keibler'

Displaying 1 to 10 of 244 websites. [Click Here](#) to see more websites.

	Website	Volume	
1.	World Wrestling Entertainment	13.63%	
2.	Official Women of Wrestling	12.32%	
3.	AskMen.com	6.80%	
4.	The Internet Movie Database	5.75%	
5.	Yahoo!	4.84%	
6.	www.moviespoint.com	4.05%	
7.	www.stacymariekeibler.com	3.43%	
8.	Moono.com	3.19%	
9.	ABC	2.54%	
10.	Wikipedia	2.51%	

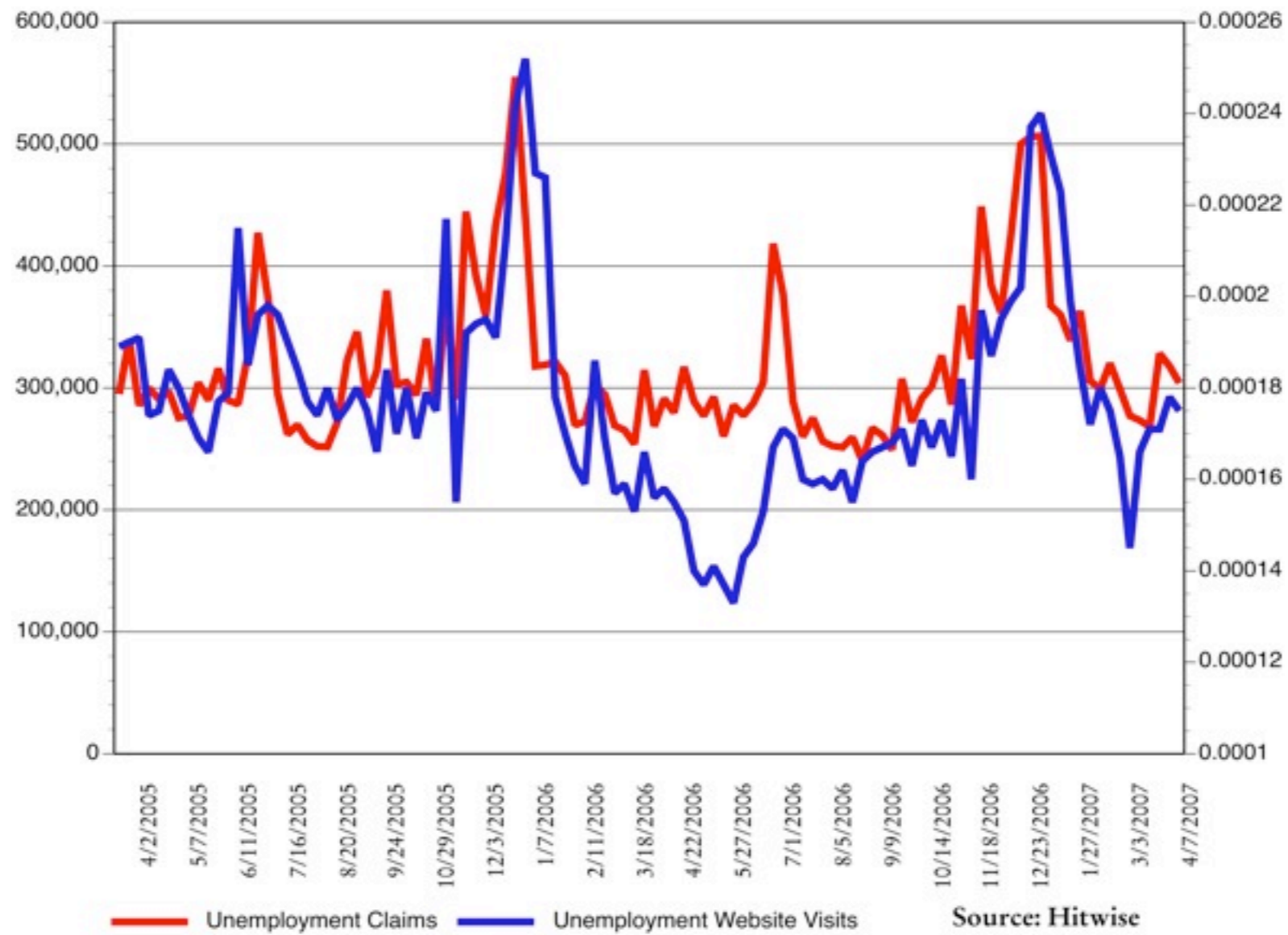
= Male
25-34 Year-Olds

Postmortem - Part II

The Stacy Keibler Correction Coefficient (SKCC)

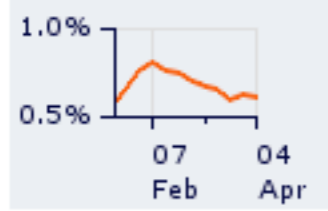
The Stacy Keibler Correction Coefficient (SKCC)

Visits to Unemployment Websites and Unemployment Claims



Applying DWTS to the Economy

Government Websites, The Online Landscape and Seasonality



View Industry Statistics

This category includes all national government websites.

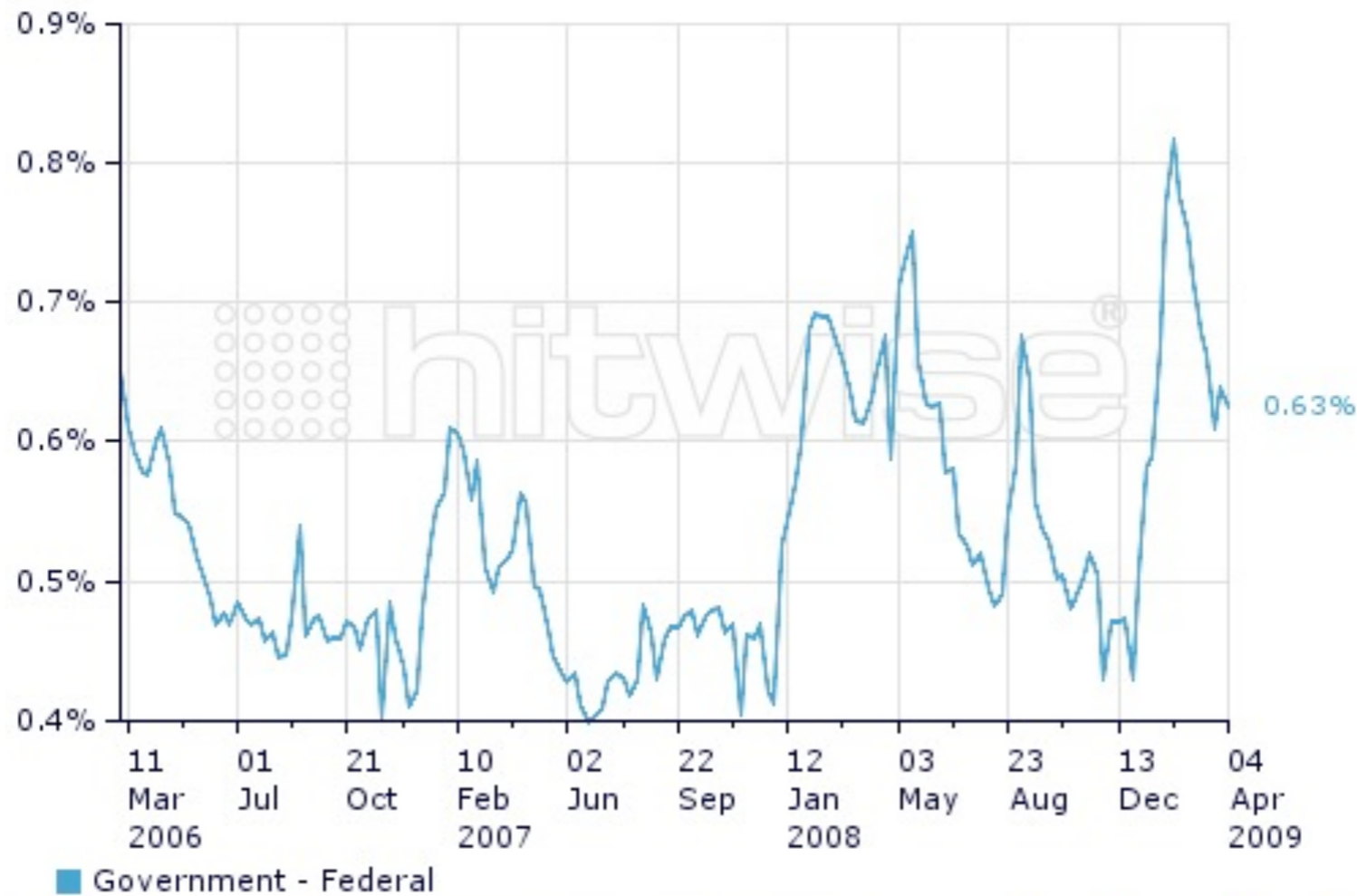
Total websites that ranked with currently selected options: 1,129
 Category Contribution Percentage: 0.63%

There are **73,395** Search Terms that drove traffic to this category over the **4 weeks** ending **04/04/2009**. [View Search Terms](#).



<input type="checkbox"/>	Rank	Website - [Show domain]	Related	Market Share
<input type="checkbox"/>	1.	Internal Revenue Service	<input type="checkbox"/>	17.87%
<input type="checkbox"/>	2.	USAJOBS	<input type="checkbox"/>	4.65%
<input type="checkbox"/>	<input type="checkbox"/>	3. FAFSA (Free Application for Federal Student Aid)	<input type="checkbox"/>	4.34%
<input type="checkbox"/>	<input type="checkbox"/>	4. Social Security Administration	<input type="checkbox"/>	4.18%
<input type="checkbox"/>	5.	NOAA - National Weather Service	<input type="checkbox"/>	3.38%
<input type="checkbox"/>	6.	National Weather Service - Central Region Headquarters	<input type="checkbox"/>	1.61%
<input type="checkbox"/>	<input type="checkbox"/>	7. Thrift Savings Plan	<input type="checkbox"/>	1.51%
<input type="checkbox"/>	<input type="checkbox"/>	8. US Citizenship and Immigration Services	<input type="checkbox"/>	1.48%
<input type="checkbox"/>	<input type="checkbox"/>	9. National Park Service	<input type="checkbox"/>	1.47%
<input type="checkbox"/>	10.	United States National Library of Medicine	<input type="checkbox"/>	1.44%
<input type="checkbox"/>	<input type="checkbox"/>	11. US Department of Housing and Urban Development	<input type="checkbox"/>	1.42%
<input type="checkbox"/>	<input type="checkbox"/>	12. Federal Student Aid PIN	<input type="checkbox"/>	1.34%
<input type="checkbox"/>	13.	Bureau of Consular Affairs	<input type="checkbox"/>	1.26%
<input type="checkbox"/>	<input type="checkbox"/>	14. USA.gov	<input type="checkbox"/>	1.09%
<input type="checkbox"/>	<input type="checkbox"/>	15. Centers for Disease Control and Prevention	<input type="checkbox"/>	1.08%
<input type="checkbox"/>	<input type="checkbox"/>	16. SafeLink Wireless	<input type="checkbox"/>	1.07%
<input type="checkbox"/>	<input type="checkbox"/>	17. Army Knowledge Online	<input type="checkbox"/>	1.04%
<input type="checkbox"/>	<input type="checkbox"/>	18. Voice of America	<input type="checkbox"/>	1.03%
<input type="checkbox"/>	<input type="checkbox"/>	19. National Weather Service - Southern Region Headquarters	<input type="checkbox"/>	1.03%
<input type="checkbox"/>	<input type="checkbox"/>	20. TV Converter Box Coupon Program	<input type="checkbox"/>	0.99%

Visits to Federal Government Websites



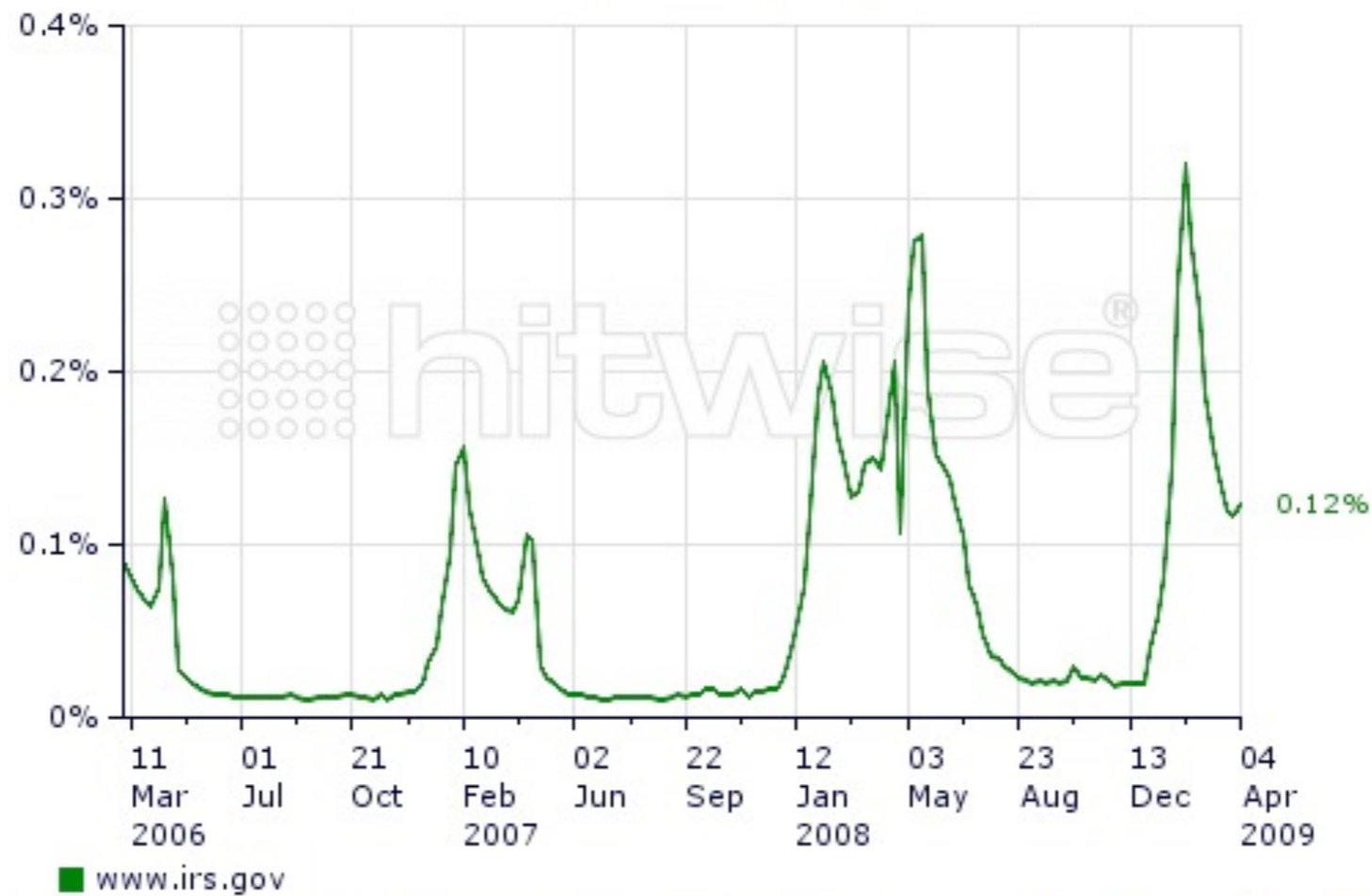
Weekly market share in 'All Categories', measured by visits, based on US usage.
Created: 04/06/2009. © Copyright 1998-2009 Hitwise Pty. Ltd.



Federal Government Seasonality



Seasonality of IRS.gov




















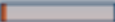







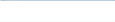
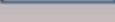
■ www.irs.gov
Weekly market share in 'All Categories', measured by visits,
based on US usage.
Created: 04/06/2009. © Copyright 1998-2009 Hitwise Pty. Ltd.



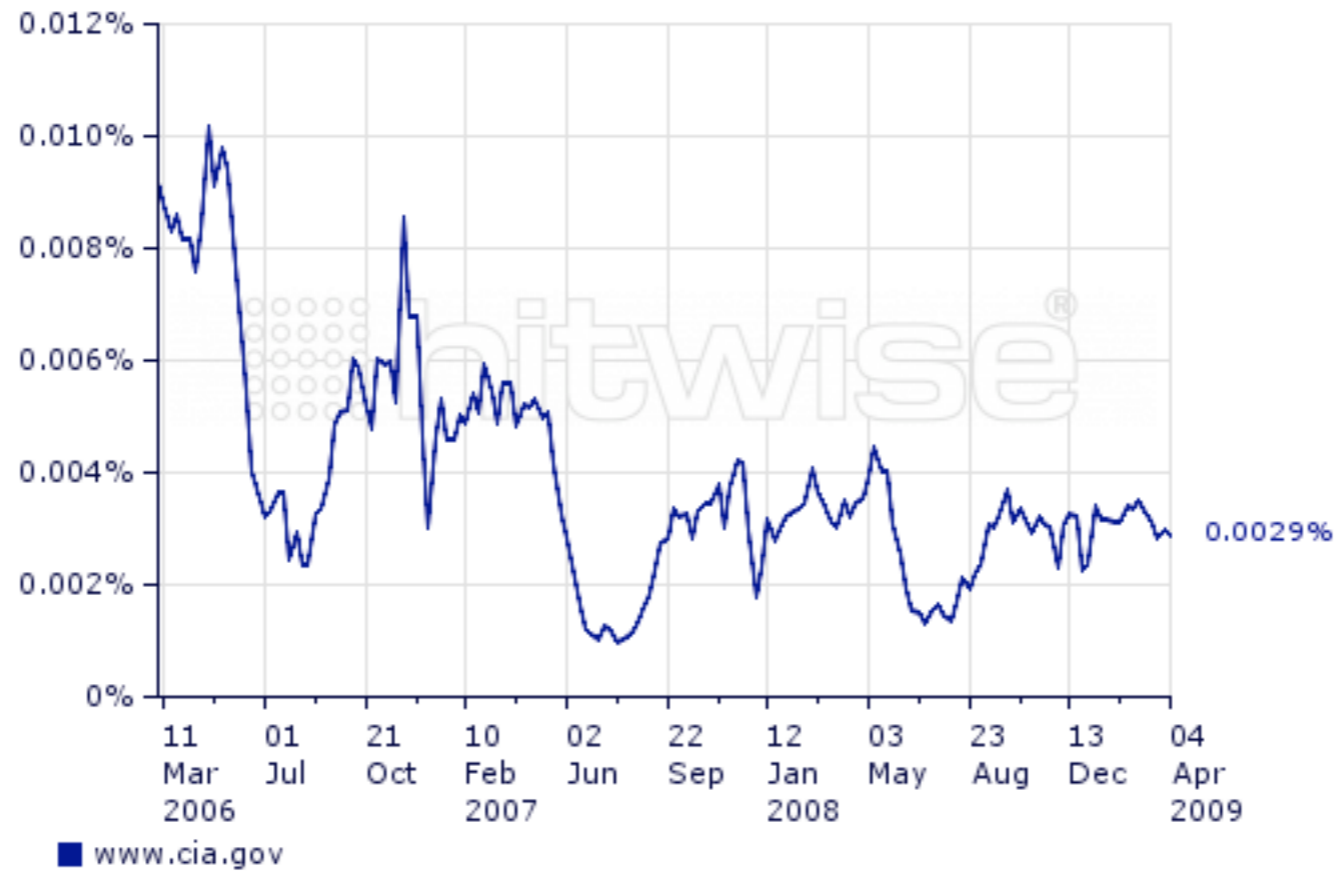
Pulling Out IRS.gov



The Search for a Tax Stimulus Check

	Search Terms (7,032 returned) 	Clicks 
1	irs	16.56% 
2	irs.gov	11.57% 
3	www.irs.gov	7.92% 
4	internal revenue service	1.95% 
5	irs.com	1.88% 
6	irs forms	1.72% 
7	stimulus checks	1.24% 
8	www.irs.com	1.00% 
9	irs tax forms	0.85% 
10	irs refund	0.81% 
11	irs rebate checks	0.80% 
12	irs website	0.68% 
13	tax forms	0.67% 
14	irs gov	0.65% 
15	stimulus package	0.57% 
16	stimulus payment	0.55% 
17	www.irs.gov.	0.50% 
18	stimulus check	0.43% 
19	irs rebate	0.42% 
20	economic stimulus package	0.41% 
21	tax rebate	0.40% 
22	irs.gov forms	0.39% 
23	economic stimulus checks	0.35% 
24	economic stimulus	0.34% 
25	irs stimulus checks	0.34% 

Seasonality of CIA.gov



■ www.cia.gov
Weekly market share in 'All Categories', measured by visits,
based on US usage.
Created: 04/06/2009. © Copyright 1998-2009 Hitwise Pty. Ltd.

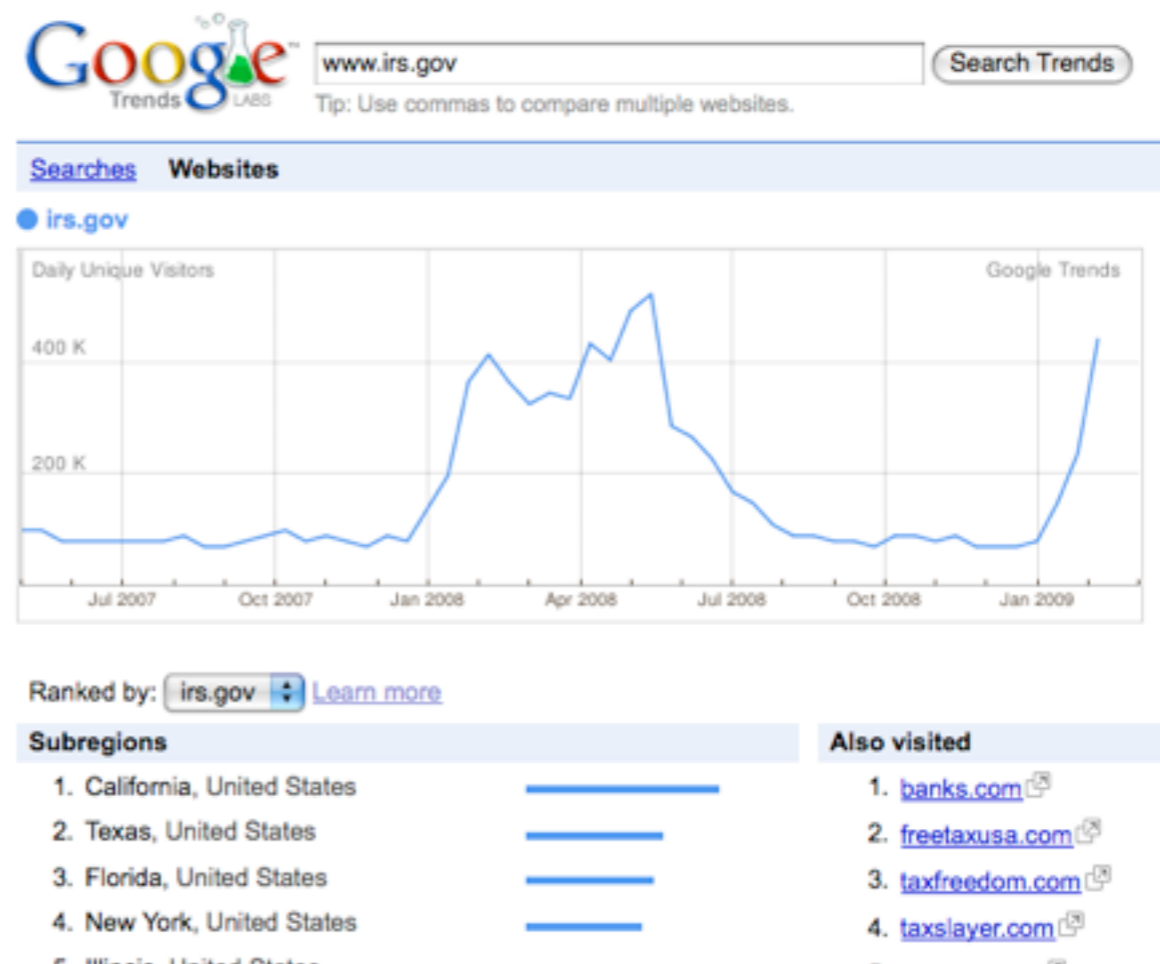


The CIA and the School Year Calendar



Finding Your Own Seasonality

- ❖ Use Hitwise or free tool to identify trends
- ❖ Start with your own site-centric data
- ❖ Turn to 3rd party data to understand seasonality of competitive substitutes.



Clickstream and Benchmarking Traffic Acquisition


 **Clickstream - Top Websites - www.nih.gov**

The following report shows the most popular upstream and downstream websites for the 'www.nih.gov' website for the week ending **04/04/2009**.

 **Upstream - websites visited before National Institutes of Health**

Displaying results 1 to 20 of 40 websites.

<input type="checkbox"/>	Rank	Website	Related	Upstream Share
<input type="checkbox"/>	1.	Google	<input type="checkbox"/>	29.91%
<input type="checkbox"/>	2.	GoodSearch.com	<input type="checkbox"/>	4.80%
<input type="checkbox"/>	3.	Allpsych.com	<input type="checkbox"/>	4.40%
<input type="checkbox"/>	4.	United States National Li	<input type="checkbox"/>	4.06%
<input type="checkbox"/>	5.	Yahoo!	<input type="checkbox"/>	3.76%
<input type="checkbox"/>	6.	George Washington Univ	<input type="checkbox"/>	3.27%
<input type="checkbox"/>	7.	consensus.nih.gov	<input type="checkbox"/>	3.20%
<input type="checkbox"/>	8.	National Center for Biote	<input type="checkbox"/>	2.90%
<input type="checkbox"/>	9.	Dogpile	<input type="checkbox"/>	2.87%
<input type="checkbox"/>	10.	Yahoo! Mail	<input type="checkbox"/>	2.56%
<input type="checkbox"/>	11.	Facebook	<input type="checkbox"/>	2.38%
<input type="checkbox"/>	12.	My Yahoo!	<input type="checkbox"/>	2.24%
<input type="checkbox"/>	13.	www.customizerx.com	<input type="checkbox"/>	2.20%
<input type="checkbox"/>	14.	National Center for Com	<input type="checkbox"/>	2.20%
<input type="checkbox"/>	15.	Bank of America Online E	<input type="checkbox"/>	2.20%
<input type="checkbox"/>	16.	www.health.gov	<input type="checkbox"/>	2.20%
<input type="checkbox"/>	17.	www.edc.gsph.pitt.edu	<input type="checkbox"/>	2.20%
<input type="checkbox"/>	18.	AOL Health	<input type="checkbox"/>	2.07%
<input type="checkbox"/>	19.	National Diabetes Inform	<input type="checkbox"/>	1.94%
<input type="checkbox"/>	20.	Blackie	<input type="checkbox"/>	1.94%

 **Downstream - websites visited after National Institutes of Health**

Displaying results 1 to 20 of 24 websites.

<input type="checkbox"/>	Rank	Website	Related	Downstream Share
<input type="checkbox"/>	1.	National Institutes of Hei	<input type="checkbox"/>	18.97%
<input type="checkbox"/>	2.	United States National Li	<input type="checkbox"/>	12.33%
<input type="checkbox"/>	3.	National Institute of Neu	<input type="checkbox"/>	8.76%
<input type="checkbox"/>	4.	National Institute of Men	<input type="checkbox"/>	6.48%
<input type="checkbox"/>	5.	Boston Globe	<input type="checkbox"/>	5.97%
<input type="checkbox"/>	6.	www.jobs.nih.gov	<input type="checkbox"/>	5.03%
<input type="checkbox"/>	7.	grants.nih.gov	<input type="checkbox"/>	4.54%
<input type="checkbox"/>	8.	NIH Senior Health	<input type="checkbox"/>	4.37%
<input type="checkbox"/>	9.	Agame	<input type="checkbox"/>	3.99%
<input type="checkbox"/>	10.	as.intereconomia.com	<input type="checkbox"/>	3.58%
<input type="checkbox"/>	11.	National Center for Biote	<input type="checkbox"/>	2.82%
<input type="checkbox"/>	12.	National Cancer Institute	<input type="checkbox"/>	2.82%
<input type="checkbox"/>	13.	mail.nih.gov	<input type="checkbox"/>	2.82%
<input type="checkbox"/>	14.	World Journal	<input type="checkbox"/>	2.74%
<input type="checkbox"/>	15.	National Resource Center	<input type="checkbox"/>	2.74%
<input type="checkbox"/>	16.	BBC News	<input type="checkbox"/>	2.58%
<input type="checkbox"/>	17.	HACC - Central Pennsylv	<input type="checkbox"/>	2.41%
<input type="checkbox"/>	18.	Yahoo!	<input type="checkbox"/>	2.09%
<input type="checkbox"/>	19.	Yahoo! Image Search	<input type="checkbox"/>	1.85%
<input type="checkbox"/>	20.	report.nih.gov	<input type="checkbox"/>	1.67%

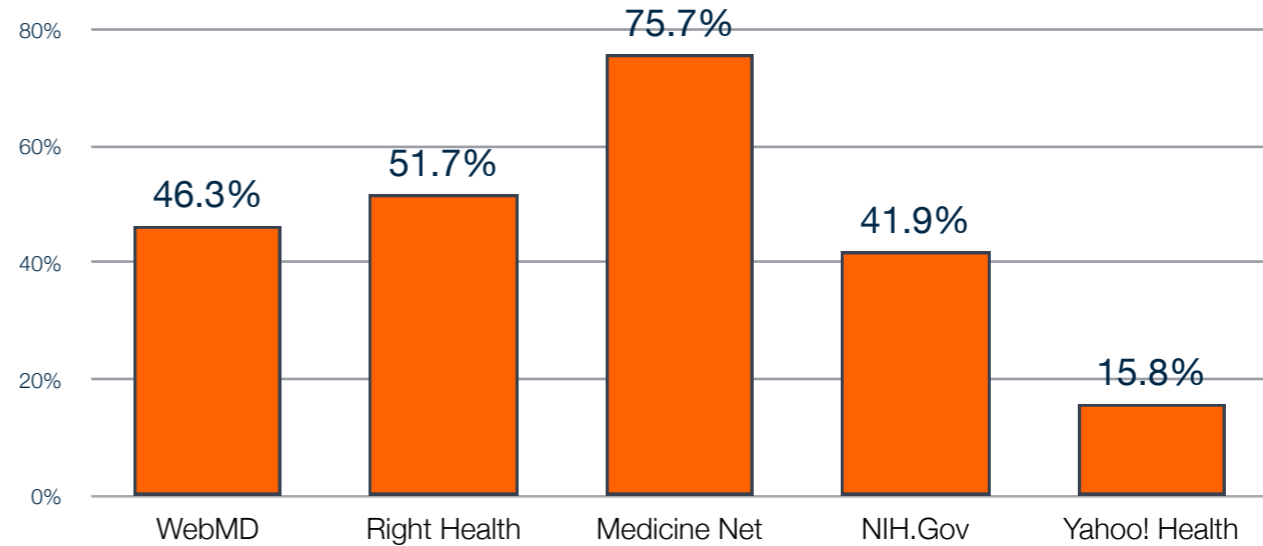
Traffic Acquisition Benchmarks

Upstream - industries visited before National Institutes of Health

Displaying results 1 to 26 of 26 industries.

Industry	Upstream Share
Computers and Internet	56.66%
- Search Engines	41.88%
- Email Services	6.12%
- Portal Frontpages	6.00%
- Social Networking and Forums	2.67%
Health and Medical	22.11%
- Research	7.86%
- Information	6.14%
- Alternative	2.20%
- Organizations	1.94%
- Pharmaceutical and Medical Products	1.49%
- Wellbeing	1.46%
Government	15.18%
- Federal	15.18%
Education	7.96%
- Reference	4.69%
- Institutions	3.27%
Business and Finance	2.91%
Shopping and Classifieds	0.58%
Entertainment	0.29%

Health Sites - Percentage Traffic from Search

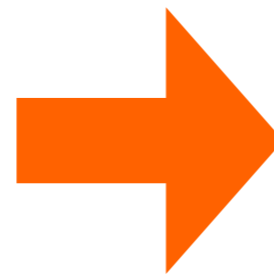


Traffic Acquisition Benchmarks

➔ **Downstream - industries visited after National Institutes of Health**

Displaying results 1 to 20 of 20 industries.

<input type="checkbox"/>	Industry	Downstream Share
<input checked="" type="checkbox"/>	Health and Medical	60.01%
<input type="checkbox"/>	- Research	30.75%
<input type="checkbox"/>	- Organizations	18.42%
<input type="checkbox"/>	- Information	4.73%
<input type="checkbox"/>	- Hospitals	2.74%
<input type="checkbox"/>	Government	57.45%
<input type="checkbox"/>	- Federal	57.09%
<input type="checkbox"/>	News and Media	11.29%
<input type="checkbox"/>	- Print	8.71%
<input type="checkbox"/>	- Community Directories and Guides	5.97%
<input type="checkbox"/>	- Broadcast Media	2.58%
<input type="checkbox"/>	Entertainment	4.35%
<input type="checkbox"/>	Computers and Internet	3.94%
<input type="checkbox"/>	Education	2.41%



➔ **Downstream - websites visited after National Institutes of Health**

The 'National Institutes of Health' website delivered '60.01%' of its traffic to websites in the 'Health and Medical' industry for the week ending 04/04/2009. This was 58.16% above the average traffic delivered to the 'Health and Medical' industry (1.85%) by the 'Government' industry.

Displaying results 1 to 10 of 10 websites.

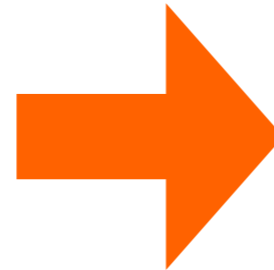
<input type="checkbox"/>	Rank	Website	Related	Downstream Share
<input type="checkbox"/>	1.	National Institutes of Hei	<input type="checkbox"/>	18.97%
<input type="checkbox"/>	2.	United States National Li	<input type="checkbox"/>	12.33%
<input type="checkbox"/>	3.	National Institute of Neu	<input type="checkbox"/>	8.76%
<input type="checkbox"/>	4.	National Institute of Men	<input type="checkbox"/>	6.48%
<input type="checkbox"/>	5.	NIH Senior Health	<input type="checkbox"/>	4.37%
<input type="checkbox"/>	6.	National Center for Biote	<input type="checkbox"/>	2.82%
<input type="checkbox"/>	7.	National Cancer Institute	<input type="checkbox"/>	2.82%
<input type="checkbox"/>	8.	National Resource Cente	<input type="checkbox"/>	2.74%
<input type="checkbox"/>	9.	ClinicalTrials.gov	<input type="checkbox"/>	0.36%
<input type="checkbox"/>	10.	niaid.nih.gov	<input type="checkbox"/>	0.36%

Insight From Traffic Departure

Downstream - industries visited after Food and Drug Administration

Displaying results 1 to 123 of 123 industries.

<input type="checkbox"/>	Industry	Downstream Share
<input type="checkbox"/>	Computers and Internet	24.27%
<input type="checkbox"/>	Health and Medical	21.20%
<input type="checkbox"/>	Government	19.85%
<input checked="" type="checkbox"/>	Food and Beverage	8.29%
<input type="checkbox"/>	Business and Finance	7.53%
<input type="checkbox"/>	Shopping and Classifieds	6.67%
<input type="checkbox"/>	Entertainment	6.33%
<input type="checkbox"/>	News and Media	5.95%
<input type="checkbox"/>	Lifestyle	5.25%
<input type="checkbox"/>	Education	4.77%
<input type="checkbox"/>	Travel	1.08%
<input type="checkbox"/>	Community	0.54%
<input type="checkbox"/>	Aviation	0.36%
<input type="checkbox"/>	Sports	0.34%
<input type="checkbox"/>	Music	0.22%
<input type="checkbox"/>	Gambling	0.16%
<input type="checkbox"/>	Automotive	0.02%



Downstream - websites visited after Food and Drug Administration

The 'Food and Drug Administration' website delivered '8.29%' of its traffic to websites in the 'Food and Beverage' industry for the month of **March, 2009**. This was **11.16%** below the average traffic delivered to the 'Food and Beverage' industry (19.45%) by the 'Food and Beverage' industry.

Displaying results 1 to 17 of 17 websites.

<input type="checkbox"/>	Rank	Website	Related	Downstream Share
<input type="checkbox"/>	1.	Center for Food Safety at	<input type="checkbox"/>	6.30%
<input type="checkbox"/>	2.	United States Departmer	<input type="checkbox"/>	0.40%
<input type="checkbox"/>	3.	FDA.com	<input type="checkbox"/>	0.25%
<input type="checkbox"/>	4.	Horizon Organic	<input type="checkbox"/>	0.17%
<input type="checkbox"/>	5.	Kraft Foods USA	<input type="checkbox"/>	0.16%
<input type="checkbox"/>	6.	Skippy Peanut Butter	<input type="checkbox"/>	0.16%
<input type="checkbox"/>	7.	Planters	<input type="checkbox"/>	0.16%
<input type="checkbox"/>	8.	US Soyfoods Directory	<input type="checkbox"/>	0.14%
<input type="checkbox"/>	9.	Mars - Petcare	<input type="checkbox"/>	0.14%
<input type="checkbox"/>	10.	General Mills	<input type="checkbox"/>	0.11%
<input type="checkbox"/>	11.	Food Lion	<input type="checkbox"/>	0.11%
<input type="checkbox"/>	12.	Wild World of Wonka	<input type="checkbox"/>	0.08%
<input type="checkbox"/>	13.	Food, Nutrition, and Con:	<input type="checkbox"/>	0.02%
<input type="checkbox"/>	14.	All Recipes	<input type="checkbox"/>	0.02%
<input type="checkbox"/>	15.	Nutro Products	<input type="checkbox"/>	0.02%
<input type="checkbox"/>	16.	Natures Path	<input type="checkbox"/>	0.02%
<input type="checkbox"/>	17.	Menu Foods Income Funr	<input type="checkbox"/>	0.02%

Insight From Traffic Departure

Analyzing Inbound and Outbound Traffic

- ❖ Traffic source data can provide many insights regarding user intent before and after reaching site
- ❖ Downstream sites might reveal sites that function as competitive substitutes
- ❖ Notice how traffic sources and departures also vary seasonally



Search Term Data - Ultimate Consumer Insight

Search Terms driving traffic to US Department of Housing and Urban Development

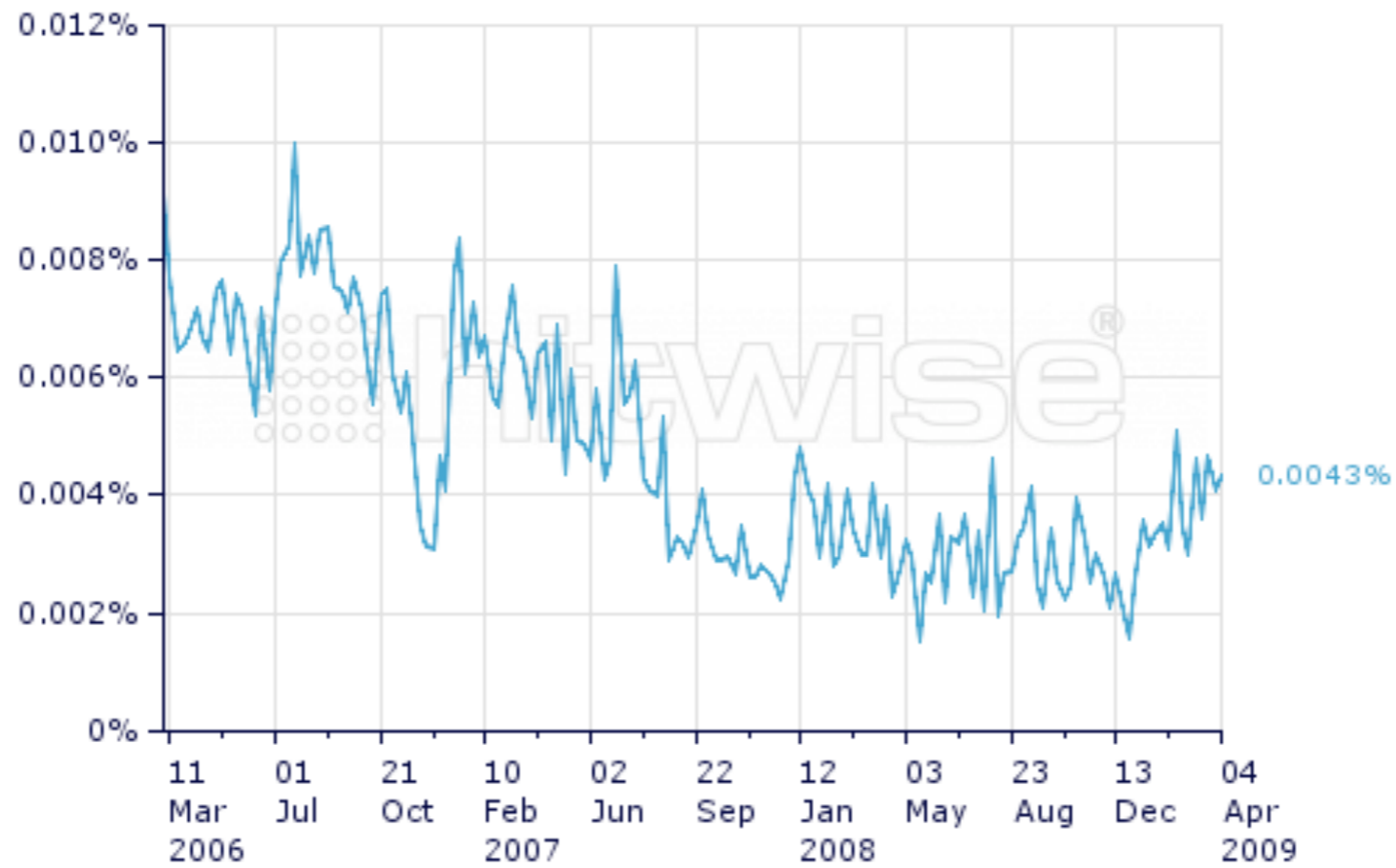
4 weeks ending April 4, 2009

Portfolio Chart Export

<input type="checkbox"/>	Search Terms (1,531 returned) ⓘ	Clicks ▼		Paid:Organic Rate	
<input type="checkbox"/> 1	hud	6.45%		0.00%	100.00%
<input type="checkbox"/> 2	hud.gov	3.31%		0.60%	99.40%
<input type="checkbox"/> 3	hud homes	2.90%		0.00%	100.00%
<input type="checkbox"/> 4	fha	1.46%		0.00%	100.00%
<input type="checkbox"/> 5	hud homes for sale	1.34%		0.00%	100.00%
<input type="checkbox"/> 6	homes for sale	1.19%		0.00%	100.00%
<input type="checkbox"/> 7	section 8	1.12%		0.00%	100.00%
<input type="checkbox"/> 8	www.hud.gov	1.05%		2.27%	97.73%
<input type="checkbox"/> 9	fha loans	1.03%		3.13%	96.87%
<input type="checkbox"/> 10	hud housing	0.73%		0.00%	100.00%
<input type="checkbox"/> 11	section 8 housing	0.68%		0.00%	100.00%
<input type="checkbox"/> 12	foreclosed homes for sale	0.67%		10.50%	89.50%
<input type="checkbox"/> 13	loan modification	0.62%		0.00%	100.00%
<input type="checkbox"/> 14	hud foreclosures	0.55%		0.00%	100.00%
<input type="checkbox"/> 15	foreclosure help	0.55%		0.00%	100.00%
<input type="checkbox"/> 16	first time home buyers	0.55%		0.00%	100.00%
<input type="checkbox"/> 17	hud house	0.48%			N/A
<input type="checkbox"/> 18	low income apartments	0.41%		0.00%	100.00%
<input type="checkbox"/> 19	first time home buyer programs	0.37%		0.00%	100.00%
<input type="checkbox"/> 20	affordable housing	0.37%		0.00%	100.00%

Top Search Terms HUD.Gov

"homes for sale" Queries



■ 'homes for sale'

Weekly search term share of traffic to 'All Categories', based on US usage.

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Top Search Terms HUD.Gov



Websites receiving traffic from the search term **homes for sale**

4 weeks ending April 4, 2009

Custom Chart Export

<input type="checkbox"/>	Websites (84 returned)	Clicks ▼	Paid:Organic Rate
<input type="checkbox"/> 1	Realtor.com	22.39%	0.79% 99.21%
<input type="checkbox"/> 2	Google Maps	12.58%	0.52% 99.48%
<input type="checkbox"/> 3	Homes.com	12.50%	1.10% 98.90%
<input type="checkbox"/> 4	RE/MAX Real Estate	8.84%	97.78% 2.22%
<input type="checkbox"/> 5	RealEstate.com	7.14%	38.43% 61.57%
<input type="checkbox"/> 6	US Department of Housing and Urban Development	6.97%	0.00% 100.00%
<input type="checkbox"/> 7	Foreclosure Store	2.45%	0.00% 100.00%
<input type="checkbox"/> 8	HarmonHomes.com	2.25%	0.00% 100.00%
<input type="checkbox"/> 9	HouseHunt.com	1.38%	0.00% 100.00%
<input type="checkbox"/> 10	Coldwell Banker Real Estate	1.35%	0.00% 100.00%

“Homes for Sale”

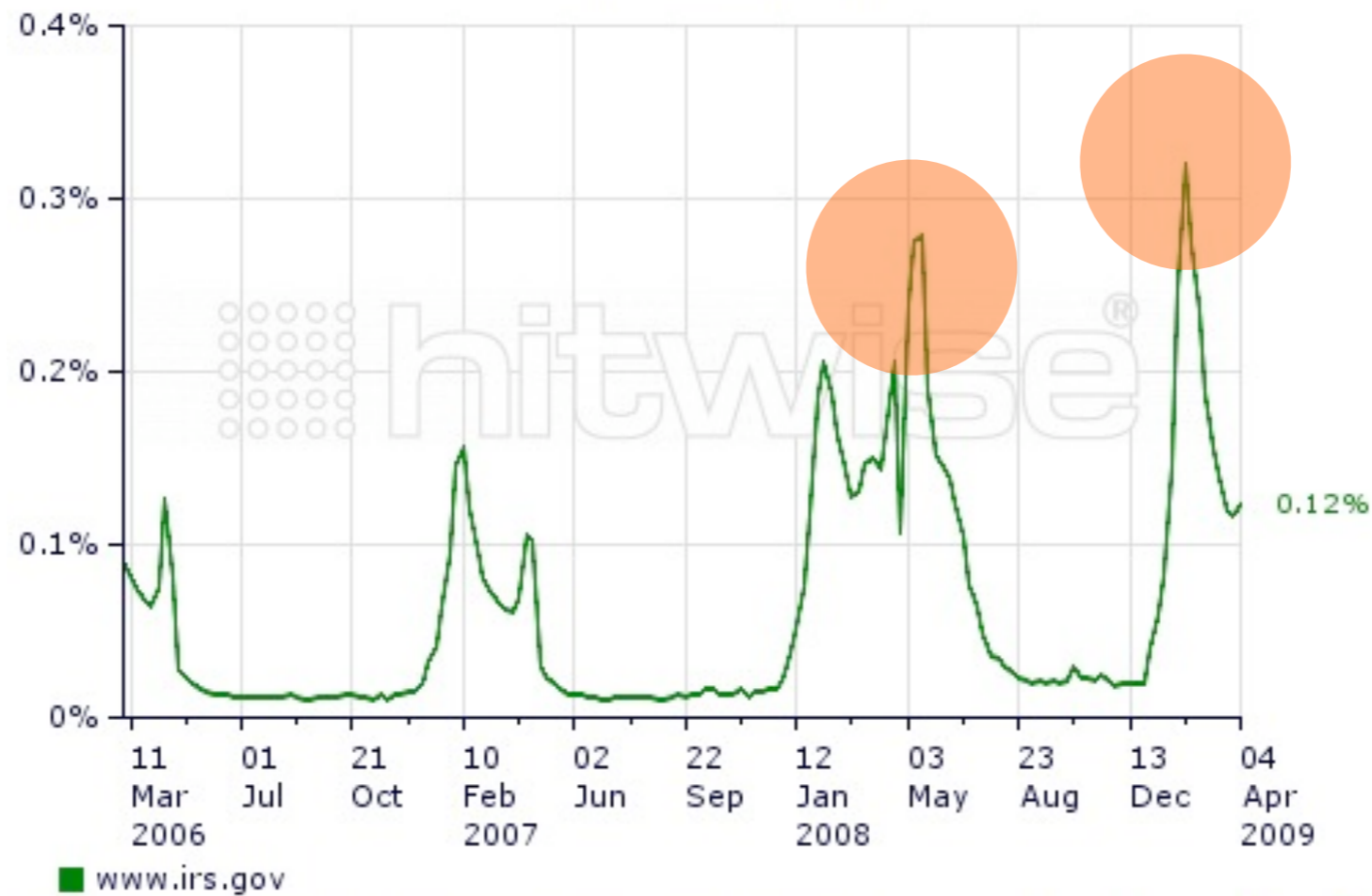
Search Term Data

- ❖ Search term lists provide insight into sought content before arriving on website
- ❖ Search logs are the place to start
- ❖ Competitive search term data can help you understand where searchers proceed to after executing search



Dynamic Demographics and Building the Online Persona

Seasonality of IRS.gov



Weekly market share in 'All Categories', measured by visits, based on US usage.
Created: 04/06/2009. © Copyright 1998-2009 Hitwise Pty. Ltd.


















Back to Taxes



Household Income of visitors to Internal Revenue Service

4 weeks ending June 7, 2008, compared with February 28, 2009

 Export 
















<input type="checkbox"/>	Household Income (5 returned)	Visits 06/07/2008	Visits 02/28/2009	Representation ▼
<input type="checkbox"/> 1	> \$150,000	5.93% 	3.10% 	191 
<input type="checkbox"/> 2	< \$30,000	27.53% 	23.08% 	119 
<input type="checkbox"/> 3	\$100,000 - \$149,999	11.19% 	10.83% 	103 
<input type="checkbox"/> 4	\$30,000 - \$59,999	33.46% 	36.65% 	91 
<input type="checkbox"/> 5	\$60,000 - \$99,999	21.88% 	26.33% 	83 

Stimulus v. Income Tax Demos

Household Income of visitors to National Oceanic & Atmospheric Administration

4 weeks ending April 4, 2009, compared with Household Income of visitors to The Weather Channel - US

 **Export** ▼

















<input type="checkbox"/>	Household Income (5 returned)	Visits National Oceanic & Atmospheric Administration	Visits The Weather Channel - US	Representation ▼
<input type="checkbox"/> 1	< \$30,000	23.55% 	16.59% 	142 
<input type="checkbox"/> 2	\$60,000 - \$99,999	35.67% 	28.37% 	126 
<input type="checkbox"/> 3	\$30,000 - \$59,999	27.85% 	29.46% 	95 
<input type="checkbox"/> 4	\$100,000 - \$149,999	12.93% 	19.39% 	67 
<input type="checkbox"/> 5	> \$150,000	<0.01% 	6.19% 	0 

Tale of Two Weather Sites

Age of visitors to National Oceanic & Atmospheric Administration

4 weeks ending April 4, 2009, compared with Age of visitors to The Weather Channel - US

 Export 




<input type="checkbox"/>	Age (5 returned)	Visits National Oceanic & Atmospheric Administration	Visits The Weather Channel - US	Representation 
<input type="checkbox"/> 1	55+	32.50% 	23.59% 	138 
<input type="checkbox"/> 2	45-54	26.75% 	21.24% 	126 
<input type="checkbox"/> 3	35-44	20.54% 	22.77% 	90 
<input type="checkbox"/> 4	18-24	5.95% 	9.52% 	63 
<input type="checkbox"/> 5	25-34	14.27% 	22.89% 	62 

Tale of Two Weather Sites

State of visitors to National Oceanic & Atmospheric Administration

4 weeks ending April 4, 2009, compared with State of visitors to The Weather Channel - US

 Export 







<input type="checkbox"/>	State (51 returned)	Visits  National Oceanic & Atmospheric Administration	Visits The Weather Channel - US	Representation
<input type="checkbox"/> 1	Colorado	6.80% 	2.38% 	286 
<input type="checkbox"/> 2	Texas	6.41% 	7.79% 	82 
<input type="checkbox"/> 3	Florida	6.09% 	6.42% 	95 
<input type="checkbox"/> 4	Illinois	5.67% 	4.29% 	132 
<input type="checkbox"/> 5	New York	5.25% 	5.67% 	93 
<input type="checkbox"/> 6	Washington	5.20% 	1.84% 	283 
<input type="checkbox"/> 7	California	4.74% 	10.63% 	45 
<input type="checkbox"/> 8	Massachusetts	4.27% 	1.62% 	263 
<input type="checkbox"/> 9	Minnesota	4.21% 	1.91% 	220 
<input type="checkbox"/> 10	Alabama	3.93% 	1.49% 	264 

Tale of Two Weather Sites

Mosaic USA Type of visitors to News and Media - Weather

4 weeks ending April 4, 2009, compared with Mosaic USA Type of visitors to National Oceanic & Atmospheric Administration

 Export 

<input type="checkbox"/>	Mosaic USA Type (60 returned)	Visits Weather	Visits National Oceanic & Atmospheric Administration	Representation
<input type="checkbox"/> 1	 F01 - Steadfast Conservatives	10.71% 	11.52% 	93 
<input type="checkbox"/> 2	 B03 - Urban Commuter Families	8.28% 	10.15% 	82 
<input type="checkbox"/> 3	 C02 - Prime Middle America	4.42% 	4.41% 	100 
<input type="checkbox"/> 4	 G01 - Hardy Rural Families	3.93% 	1.33% 	295 
<input type="checkbox"/> 5	 J01 - Rugged Rural Style	3.16% 	1.57% 	201 
<input type="checkbox"/> 6	 A06 - Small-town Success	3.07% 	6.33% 	49 
<input type="checkbox"/> 7	 C04 - Family Convenience	2.99% 	2.54% 	118 
<input type="checkbox"/> 8	 H01 - Young Cosmopolitans	2.93% 	4.08% 	72 
<input type="checkbox"/> 9	 H03 - Stable Careers	2.84% 	2.42% 	117 
<input type="checkbox"/> 10	 I05 - Hinterland Families	2.80% 	2.08% 	135 

NOAA v. All Weather Sites

Persona - Steadfast Conservatives

- ❖ Government Websites:
National Parks Service,
EFTPS, Storm Prediction
Center
- ❖ Sports Sites: Volvo World
Ocean Racing, NASCAR,
TrapShooters, Hunting
- ❖ Other Weather Sites:
Intellicast, Accuweather,
WaveWatch, Weather Bug



If You Do Nothing Else...

1. Discover your website's seasonality. Are you meeting seasonal demand with appropriate content?
2. Examine search term data to determine consumer interest
3. Begin thinking about how all the data you collect could help you better serve your online constituency



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Thank You!

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