



July 2025-Sept 2025 Analytics Report

▼ Key Findings

From July to September 2025, the USCA website showed mixed performance with August experiencing a significant traffic spike followed by a return to baseline levels in September. User engagement remained relatively stable across all three months, though slightly declining, while the website continued to effectively serve core user needs through portals and search functions.

1. Traffic and Engagement Trends

- **Traffic spiked in August** (254K pageviews, +39% from July) before returning to July levels in September (187K pageviews). This mid-quarter surge likely reflects back-to-school activity and fall enrollment preparation, as well as the launch of the new brand. However, **engagement gradually declined** across the quarter: average time decreased from 2m 9s to 1m 31s, engagement rates dropped from 62.75% to 59.49%, and bounce rates increased from 37.25% to 40.51%.
- **User counts followed traffic patterns:** August saw peak activity (43,369 users) compared to July (28,561) and September (38,293), suggesting the traffic increase reflected genuine user growth rather than just repeat visits.

2. Top Pages

- **MyUSCA portals, Programs Search, and Site Search** continued to dominate with exceptional engagement rates (87-97%), confirming these tools remain essential to the user experience. The **Faculty/Staff portal** showed particularly strong engagement with 1m 49s average time and 5.5 average views per user.
- **Computer & Information Science (MCIS) program page** re-entered the top 10 at #9 but with concerning metrics: only 20.49% engagement rate and 79.51% bounce rate with just 6 seconds average engagement time. This suggests users are landing on the page but immediately leaving, indicating potential content or navigation issues.
- **Directory pages** (#6 and #7) showed strong performance with high engagement rates (86-88%) and the People directory achieving 2m 42s average engagement time, demonstrating effective findability for faculty/staff information.
- Several honorable mentions showed strong engagement: **Financial Aid** (2m 57s avg. time), **Off the Shelf** (2m 49s), and **School of Business Administration** (94.74% engagement rate), though

SOBA saw decreased traffic compared to last quarter while maintaining excellent engagement quality.

3. Search Results

- **Google rankings remained excellent** with most branded terms holding #1 position. Click-through rates for calendar-related searches remained exceptionally high (79-82%), while broader terms like "usc aiken" and "university of south carolina aiken" showed strong but lower CTRs (35-40%), which is normal for broader search terms.
- **"USCA self service"** showed notably low CTR (22.1%) despite ranking #2, suggesting potential confusion or competition from other results. This may warrant investigation into whether users are finding what they need or clicking elsewhere first.

Takeaways:

- The website successfully handled increased August traffic without degrading core functionality, and engagement metrics remained reasonably strong despite slight declines from the exceptional June performance.
- Core portals, search tools, and directory functions continue to effectively serve primary user needs with high engagement rates and long session times.
- USCA maintains dominant Google rankings for branded searches with strong user trust, though some search terms show room for improvement in click-through performance.

Areas to Monitor:

- The concerning performance of the MCIS program page (79.51% bounce rate, 6s engagement) suggests urgent need for content review to prevent potential student loss.
- Gradual engagement decline across the quarter may indicate content fatigue that should be addressed before next enrollment period.
- The low CTR for "USCA self service" searches despite good ranking suggests users may need clearer pathways or better landing page optimization for this important functional search.
- Consider investigating why Student Parking Decals page has such high bounce rate (55.32%) given its practical importance to students—this may indicate users aren't finding the information they need or the page needs restructuring.

Monthly Performance

 Months	 Date	 Total Pageviews	 Users	 Sessions	 Engaged sessions	 Avg. eng. time	 Eng. rate	 Bounce Rate
 July	@July 1, 2025 → July 31, 2025	182,262	28,561	65,882	41,340	2 Min utes , 9 Sec	62.7 5%	37.25%

📅 Months	📅 Date	👤 Total Pageviews	👤 Users	👤 Sessions	🌟 Engaged sessions	🕒 Avg. eng. time	🚶 Eng. rate	📉 Bounce Rate
						ond s		
 <u>August</u>	@August 1, 2025 → August 31, 2025	254,156	43,369	101,378	61,385	1 Min ute, 58 Sec ond s	60. 55 %	39.45 %
 <u>September</u>	@September 1, 2025 → September 30, 2025	186,795	38,293	76,827	45,707	1 Min ute, 31 Sec ond s	59. 49 %	40.51%

Top 10 Pages (July-September)

Homepage Numbers: 117,101 Views, 96,797 Active Users, 2.5 Average Views Per Active User, 38 Seconds Average Engagement Time

🔍 Page Name	📄 Page Path	👁 Views	🌟 Avg. Active Users	👤 Avg. Views Per User	🕒 Avg. Eng. Time	🚶 Eng. Rate	📉 Bounce Rate	📝 Notes
<u>1. MyUSCA (Students Link Portal).</u>	/myusca/students/	32,767	7,346	3	54 Seconds	90.28%	9.72%	
<u>2. Programs Search</u>	/academics/programs/	26,155	5,747	1	51 Seconds	90.83%	9.17%	
<u>3. Admissions (Apply).</u>	/admissions/apply/	22,156	7,911	2	25 Seconds	83.57%	16.43%	Higher bounce rate is normal here since the Apply button is linking externally
<u>4. Site Search</u>	/search/	21,051	7,070	2	36 Seconds	96.69%	3.31%	
<u>5. MyUSCA Faculty/Staff (Link Portal).</u>	/myusca/faculty-staff/	15,696	1,985	5.5	1 Minute, 49 Seconds	89.13%	10.87%	
<u>6. Directory (People).</u>	/directory/people/	14,992	1,502	2	2 Minutes,	88.49%	10.87%	

Page Name	Page Path	Views	* Avg. Active Users	⦿ Avg. Views Per User	⌚ Avg. Eng. Time	🚶 Eng. Rate	🏠 Bounce Rate	≡ Notes
					42 Seconds			
7. Directory (Departments)	/directory/	12,831	5,662	1.5	1 Minute, 3 Seconds	86.2 %	13.8%	
8. Colleges & Schools (Academics)	/academics/	11,215	6,387	1	33 Seconds	96.76 %	3.24%	
9. Computer & Information Science (MCIS)	/academics/cse/csem/programs/mcis/	10,453	8,457	1	6 Seconds	20.49 %	79.51%	
10. Admissions	/admissions/	9,951	5,442	1.5	42 Seconds	90.95 %	9.05%	

Honorable Mentions Outside Top 10 (April-June)

Page Name	Page Path	Views	* Avg. Active Users	⦿ Avg. Views Per User	⌚ Avg. Eng. Time	🚶 Eng. Rate	🏠 Bounce Rate	≡ Text
12. Employment Opportunities	/departments/human-resources/employment/	8,086	3,289	2	1 Minute, 15 Seconds	86.9 %	13.01%	
14. Financial Aid	/departments/financial-aid/	9,991	5,442	2	2 Minutes, 57 Seconds	72.82 %	27.18%	
15. Off the Shelf	/departments/business-services/off-the-shelf/	6,568	3,360	2	2 Minutes, 49 Seconds	68.87 %	31.13%	
18. Student Parking Decals	/departments/campus-safety/parking-and-traffic-safety-policies/student-parking-decals/	5,092	2,018	2	21 Seconds	44.6 %	55.32%	
26. Rebranding	/departments/marketing/brand/	3,102	1,887	1.5	53 Seconds	83.9 %	16.08%	

Page Name	Page Path	Views	Avg. Active Users	Avg. Views Per User	Avg. Eng. Time	Eng. Rate	Bounce Rate	Text
the University					s			
31. School of Nursing	/academics/son/	2,466	1,561	1	41 Seconds	89.65%	13.31%	
38. School of Business Administration	/academics/soba/	2,010	1,326	1	34 Seconds	94.74%	5.26%	Average views declined, however, engagement rate went up to nearly 95%
47. Ruth Patrick Science Education Center (RPSEC)	/rpsec/	1,551	880	2	26 Seconds	68.49%	11.82%	

Top 10 Searched Terms

Google Search Terms

Name	Avg. Position	Click-Thru Rate	Clicks (Web)	Impressions (Web)
usc aiken academic calendar	2.7	81%	537	649
usc aiken jobs	1	77.1%	823	1,067
usca self service	2	22.1%	735	3,321
myusca	1.3	35.5%	538	1,517
usc aiken	1.1	40.1%	10,849	27,088
university of south carolina aiken	1.1	34.9%	3,025	8,673
usca	2.1	21.9%	7,683	35,128
usca housing	1	68.3%	536	785
usca calendar	1	82.5%	588	713
usca academic calendar	1	79.1%	1,436	1,815