

Website report 2019

Users

535,660



New Users

524,527



Sessions

1,010,909



Number of Sessions per User

1.89



Pages

2,5



Avg. Session Duration

00:02:15

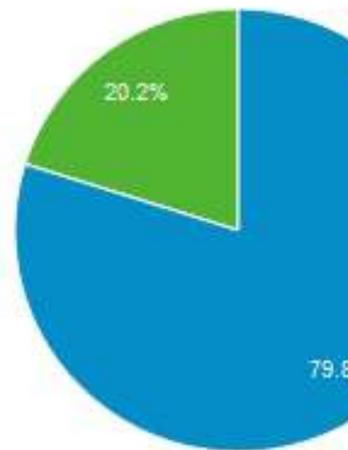


Bounce Rate

56.65%



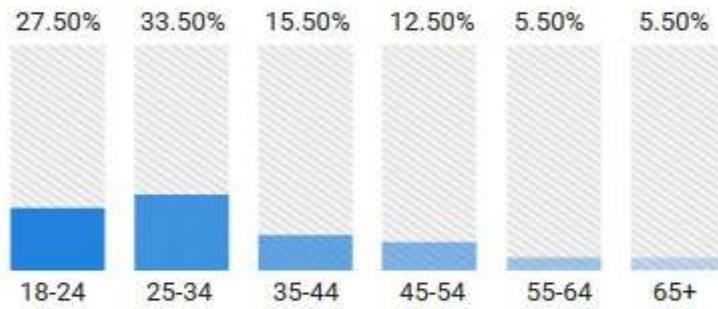
■ New Visitor ■ Returnin



AUDIENCE DEMOGRAPHICS

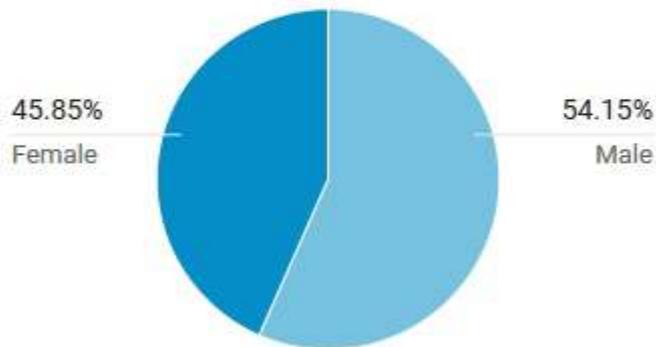
Age

100% of total sessions



Gender

100% of total sessions



1.  Poland
2.  Italy
3.  Spain
4.  Greece
5.  Germany
6.  France
7.  Belgium
8.  Portugal
9.  Romania
10.  United States

AUDIENCE BEHAVIOR

Page ?		Pageviews ? ↓	Unique Pag
		2,544,296 % of Total: 100.00% (2,544,296)	
1.	/about-frontex/careers/open-selection-procedures/ 	429,764 (16.89%)	
2.	/ 	419,815 (16.50%)	
3.	/about-frontex/careers/frontex-border-guard-recruitment/ 	320,336 (12.59%)	
4.	/about-frontex/careers/ongoing-selection-procedures/ 	62,949 (2.47%)	
5.	/about-frontex/careers/traineeships/ 	46,480 (1.83%)	
6.	/about-frontex/procurement/open-restricted-tender-procedures/ 	39,511 (1.55%)	
7.	/about-frontex/careers/seconded-national-experts/ 	37,273 (1.46%)	
8.	/along-eu-borders/migratory-map/ 	35,634 (1.40%)	
9.	/media-centre/news-release/we-are-recruiting-frontex-border-guards-qd1-BSA 	34,423 (1.35%)	
10.	/about-frontex/organisation/structure/ 	20,872 (0.82%)	

Page [?]	Pageviews [?] ↓	Unique Pageviews
	2,544,296 % of Total: 100.00% (2,544,296)	1
11. /about-frontex/careers/general-information/ 	20,264 (0.80%)	1
12. /language/pl/ 	19,289 (0.76%)	1
13. /media-centre/news-release/ 	17,975 (0.71%)	1
14. /contact/general/ 	16,045 (0.63%)	1
15. /it/ 	15,968 (0.63%)	
16. /es/ 	15,742 (0.62%)	
17. /along-eu-borders/migratory-routes/western-mediterranean-route/ 	15,535 (0.61%)	1
18. /about-frontex/vision-mission-values/ 	13,986 (0.55%)	1
19. /about-frontex/key-documents/ 	13,309 (0.52%)	
20. /about-frontex/legal-basis/ 	12,969 (0.51%)	1

Landing page

Landing Page [?]	Acquisition			Beha
	Sessions [?] ↓	% New Sessions [?]	New Users [?]	Be
	1,010,909 % of Total: 100.00% (1,010,909)	51.93% Avg for View: 51.89% (0.09%)	524,998 % of Total: 100.09% (524,527)	Av
1. / 	298,686 (29.55%)	53.31%	159,227 (30.33%)	
2. /about-frontex/careers/frontex-border-guard-recruitment/ 	198,108 (19.60%)	64.28%	127,352 (24.26%)	
3. /about-frontex/careers/open-selection-procedures/ 	185,766 (18.38%)	36.24%	67,316 (12.82%)	
4. /about-frontex/careers/traineeships/ 	22,320 (2.21%)	52.50%	11,718 (2.23%)	
5. /along-eu-borders/migratory-map/ 	20,681 (2.05%)	61.60%	12,740 (2.43%)	
6. /about-frontex/careers/ongoing-selection-procedures/ 	11,763 (1.16%)	12.36%	1,454 (0.28%)	
7. /language/pl/ 	11,701 (1.16%)	68.61%	8,028 (1.53%)	
8. /media-centre/news-release/we-are-recruiting-frontex-border-guards-qd1BSA 	10,116 (1.00%)	61.00%	6,171 (1.18%)	
9. /about-frontex/procurement/open-restricted-tender-procedures/ 	9,313 (0.92%)	34.52%	3,215 (0.61%)	
10. /media-centre/news-release/ 	8,098 (0.80%)	32.18%	2,606 (0.50%)	

Content drilldown – starting level

Page path level 1 [?]	Pageviews [?] ↓	Unique Pageviews [?]	Avg. Time on Page
	2,544,296 % of Total: 100.00% (2,544,296)	1,945,379 % of Total: 100.00% (1,945,379)	
1.  /about-frontex/	1,149,095 (45.16%)	880,378 (45.25%)	
2.  /	419,815 (16.50%)	324,319 (16.67%)	
3.  /media-centre/	217,557 (8.55%)	174,993 (9.00%)	
4.  /along-eu-borders/	96,477 (3.79%)	76,279 (3.92%)	
5.  /publications/	88,199 (3.47%)	63,756 (3.28%)	
6.  /language/	82,759 (3.25%)	64,400 (3.31%)	
7.  /es/	52,794 (2.07%)	36,682 (1.89%)	
8.  /search-results/	43,555 (1.71%)	33,747 (1.73%)	
9.  /it/	35,827 (1.41%)	21,847 (1.12%)	
10.  /intelligence/	35,615 (1.40%)	29,625 (1.52%)	
11.  /partners/	33,394 (1.31%)	26,606 (1.37%)	
12.  /fr/	31,084 (1.22%)	20,297 (1.04%)	
13.  /operations/	30,617 (1.20%)	25,926 (1.33%)	
14.  /el/	30,179 (1.19%)	17,641 (0.91%)	
15.  /contact/	29,316 (1.15%)	24,491 (1.26%)	
16.  /de/	18,836 (0.74%)	13,639 (0.70%)	
17.  /training/	17,862 (0.70%)	14,693 (0.76%)	
18.  /research/	16,075 (0.63%)	13,431 (0.69%)	
19.  /pl/	15,847 (0.62%)	11,027 (0.57%)	
20.  /faq/	14,559 (0.57%)	12,255 (0.63%)	

Content drilldown – About Frontex tab – level 2

Page path level 2 ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	1,149,095 % of Total: 45.16% (2,544,296)	880,378 % of Total: 45.25% (1,945,379)	Avg f
1.  /careers/	954,309 (83.05%)	734,955 (83.48%)	
2.  /procurement/	56,617 (4.93%)	42,589 (4.84%)	
3.  /key-documents/	43,536 (3.79%)	28,490 (3.24%)	
4.  /organisation/	31,892 (2.78%)	21,703 (2.47%)	
5.  /vision-mission-values/	13,988 (1.22%)	11,674 (1.33%)	
6.  /legal-basis/	12,986 (1.13%)	11,212 (1.27%)	
7.  /origin-tasks/	11,191 (0.97%)	9,471 (1.08%)	
8.  /foreword/	10,949 (0.95%)	9,307 (1.06%)	
9.  /grants/	5,010 (0.44%)	3,930 (0.45%)	
10.  /job-opportunities/	2,575 (0.22%)	2,186 (0.25%)	

The most popular key documents:

1. WA with non-EU countries
2. MB Decisions
3. Budget

Under Organisation tab the most popular is Structure section, with almost 21 000 views.

Content drilldown – Media Centre tab – level 2

Page path level 2 ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
	217,557 % of Total: 8.55% (2,544,296)	174,993 % of Total: 9.00% (1,945,379)	Avg for V
1. /news-release/	143,353 (65.89%)	119,503 (68.29%)	
2. /our-officers/	26,950 (12.39%)	20,341 (11.62%)	
3. /videos/	21,509 (9.89%)	16,556 (9.46%)	
4. /photos/	17,180 (7.90%)	11,076 (6.33%)	
5. /focus/	8,543 (3.93%)	7,496 (4.28%)	

The most popular news releases:

1. We are recruiting border guards – 34 423 views
2. Number of irregular crossings at Europe’s borders at lowest level in 5 years – 5 287
3. Frontex detects mother boat smuggling people – 5 255
4. Frontex publishes Risk Analysis for 2019 – 3 233
5. Frontex launches first operation in Western Balkans – 2 992
6. New Frontex regulation comes into force - 2 875
7. Frontex launching new operation in central med – 2 035

The rest of news have below 2000 views

Content drilldown – Publications tab – level 2

The most popular publications:

1. Risk Analysis for 2019 – 8 998 views
2. 2018 in brief – 4 293
3. Risk Analysis for 2018 – 3 541

The rest of publications have below 2000 views.

Content drilldown – Along EU borders – level 2

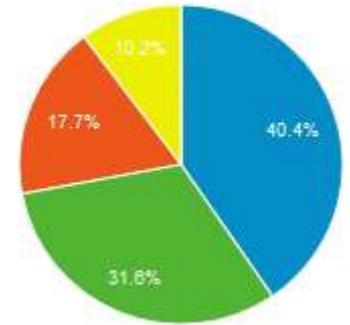
Page path level 2 [?]	Pageviews [?] ↓	Unique Pageviews [?]
	96,477 % of Total: 3.79% (2,544,296)	76,279 % of Total: 3.92% (1,945,379)
1.  /migratory-routes/	41,767 (43.29%)	31,327 (41.07%)
2.  /migratory-map/	36,278 (37.60%)	30,803 (40.38%)
3.  /main-operations/	18,334 (19.00%)	14,064 (18.44%)

The most popular migratory routes:

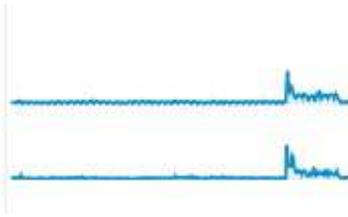
1. Western Med – 15 562
2. Central Med – 7 874
3. Western Balkan – 7 587
4. Eastern Med – 7 427

ACQUISITION

Top Channels



Default Channel Grouping	Acquisition			Behavior
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]
	535,660 % of Total: 100.00% (535,660)	524,998 % of Total: 100.09% (524,527)	1,010,909 % of Total: 100.00% (1,010,909)	56.1% Avg for View: 56.1%
1. Organic Search	230,979 (40.42%)	208,932 (39.80%)	473,599 (46.85%)	40.4%
2. Direct	180,790 (31.64%)	177,458 (33.80%)	311,406 (30.80%)	60.4%
3. Referral	101,087 (17.69%)	84,540 (16.10%)	141,200 (13.97%)	60.4%
4. Social	58,418 (10.22%)	53,867 (10.26%)	84,451 (8.35%)	70.4%
5. Email	206 (0.04%)	198 (0.04%)	231 (0.02%)	90.4%
6. (Other)	6 (0.00%)	3 (0.00%)	22 (0.00%)	40.4%



Sessions: **1,010,909**

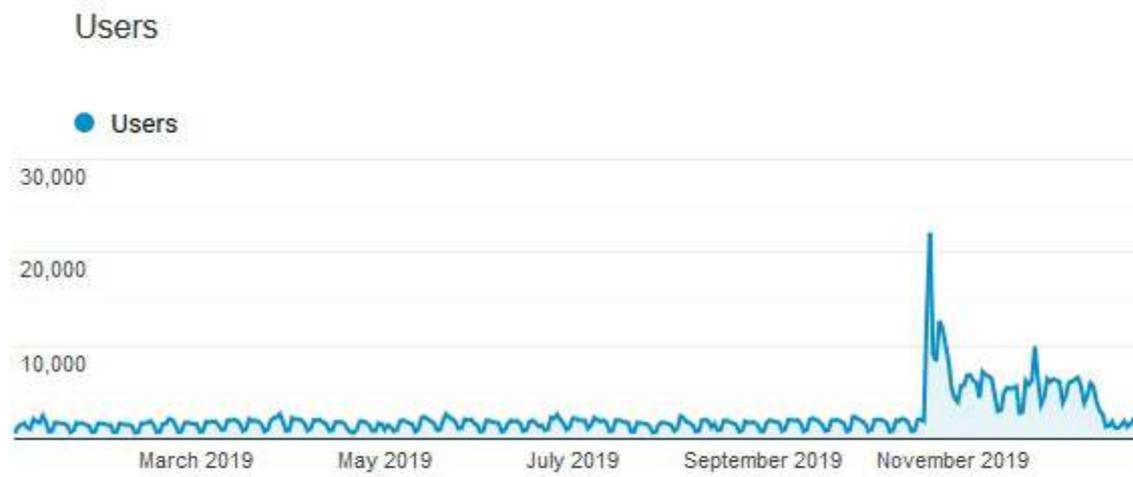
Sessions via Social Referral: **84,451**

Social Network [?]	Sessions [?]	↓
1. Facebook	49,403 (58.50%)	
2. LinkedIn	18,624 (22.05%)	
3. Twitter	15,042 (17.81%)	
4. YouTube	449 (0.53%)	
5. reddit	197 (0.23%)	
6. Blogger	155 (0.18%)	
7. Scoop.it	151 (0.18%)	
8. Instagram	150 (0.18%)	
9. WordPress	90 (0.11%)	
10. Netvibes	63 (0.07%)	

	535,660 % of Total: 100.00% (535,660)
1. desktop	280,158 (52.48%)
2. mobile	238,037 (44.59%)
3. tablet	15,593 (2.92%)

Main findings:

- The vast majority of website traffic in 2019 was generated by the end of the year, which is clearly connected with



- Consequently almost 80% of our visitors are new visitors. Nevertheless we should investigate why people are on our website for more information
- The bounce rate is high, so we should think of ways to reduce it. The lowest bounce rate is from the mobile devices, which is quite well design and visitors do not have problems with further navigation.
- Average session duration remains at the same level as in previous years – a little bit more than 2 minutes
- There is a huge increase in mobile access to our website. Almost 45% of our visitors access the website from mobile devices. We should focus on responsive design and easy navigation from such devices, thinking “mobile first” as this trend will probably continue.
- Almost 41% of traffic to the website comes from organic search (basically google), so we should focus on SEO. We should create a list of key words we would like to use and introduce them for each subpage and new piece of information. We should also look into google trends and find out what people are interested in and what types of queries do they use in each country.
- Website sessions via social referrals hugely improved by the end of the year (again linked to the Star Trek movie). We had 40 000 in the first half of the year to 84 451 by the end of 2019
- Definitely number one was Facebook with 49 403 sessions; LinkedIn second with 18 624 and Twitter third with 10 000
- The most popular sites were: open selection procedures; homepage and Frontex border guards recruitment
- Language versions proved to be quite popular with PL, IT and ES being in the top 20 of the most popular subpages. We should keep them up to date
- Key documents are relatively popular and people have no problem with accessing them, as they are easy to find. About Frontex section (WA with non-EU countries the most popular; MB decisions second and Budget third)
- “We are recruiting border guards” was by far the most popular news release reaching 34 423 views. Then the news about the recruitment of border guards reaching more than 2000 views.
- “Risk analysis for 2019” was definitely the most popular, reaching almost 9000 views.

