

Web trends - FIRMS

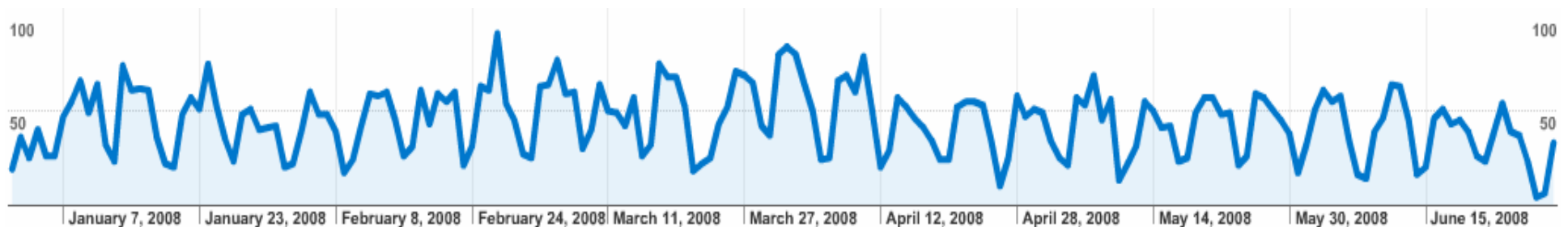
January 2008 - June 2008

Traffic on <http://firms.fao.org>

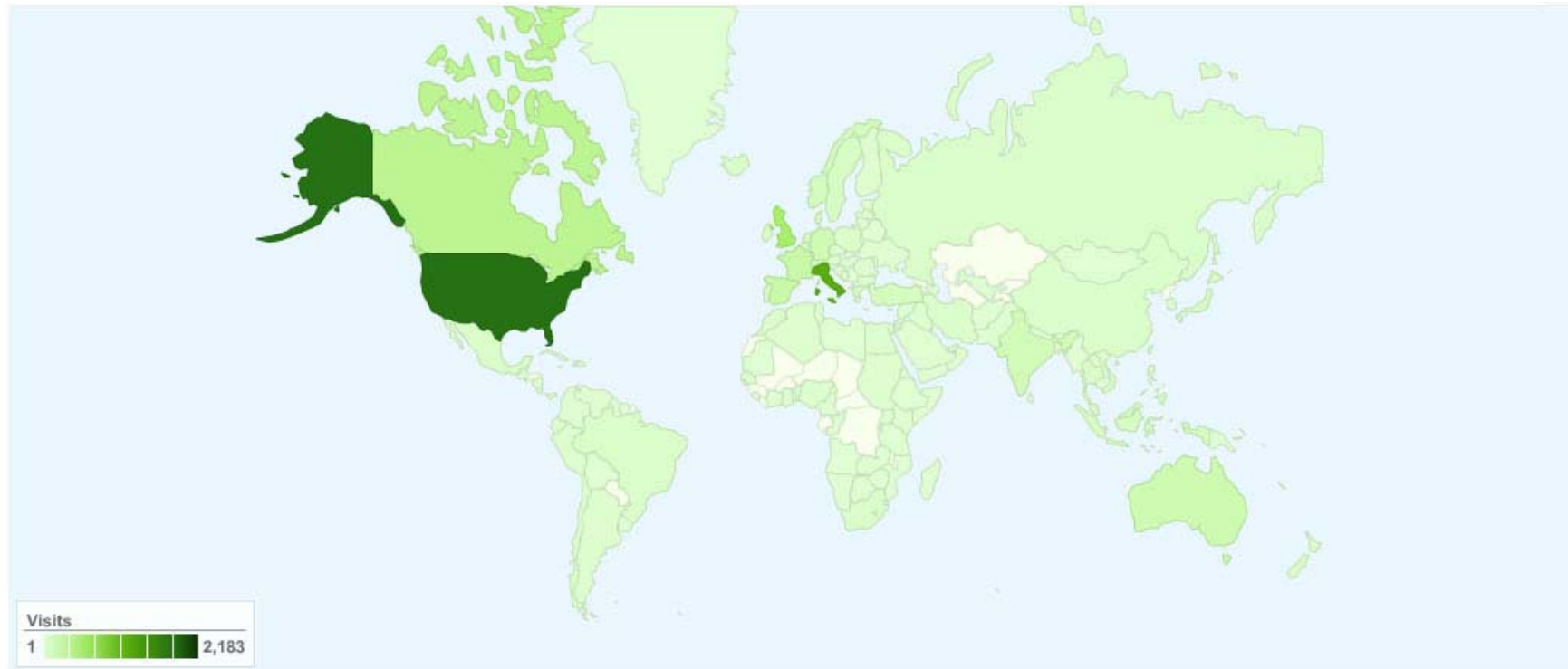
- During these last 6 months:
 - 8905 visits
 - 6960 unique visitors
 - 24100 pages viewed

| Year 2008 | Visits | visitors | Pages viewed |
|-----------|--------|----------|--------------|
| January | 1460 | 1213 | 3518 |
| February | 1459 | 1200 | 4788 |
| March | 1800 | 1360 | 5416 |
| April | 1589 | 1271 | 4398 |
| May | 1400 | 1181 | 3283 |
| June | 1215 | 1003 | 2681 |
| Average | 1484 | 1160 | 4020 |

- Each visitor spends an average of 2:30 minutes on the site to see an average of 2.7 pages.
- The most popular month was March with 1800 visits made by 1360 unique visitors. It was before the last Technical working Group.
- Overview of trend in number of visitors for the last 6 months:



Map Overlay



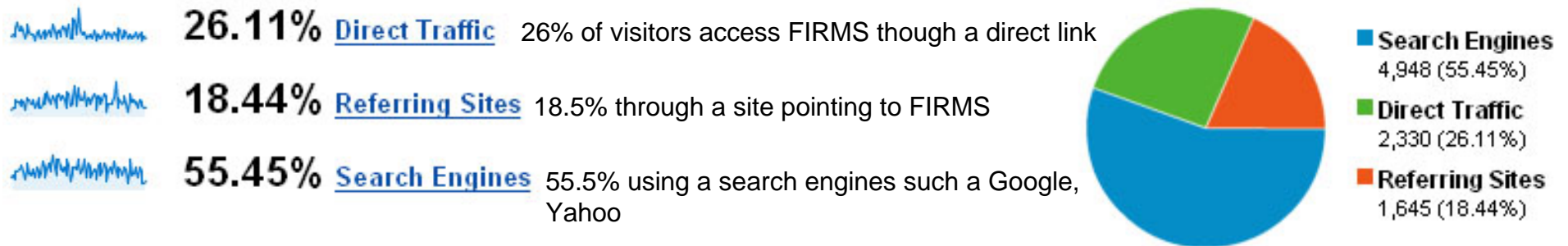
8,905 visits came from 171 countries/territories

- USA is the country with the highest level of visits: 2200 visits (25% of the visits)
- Greenland is the country with the lowest number of visits.
- 70% of the visits are made by english-based browsers.
- 55 different other languages have accessed FIRMS (need of French, Spanish versions)

Most visited pages

- Deep sea marine resources - Global, 2005 which has been seen 192 times.
- Tuna and tuna-like species - Global, 2005 which has been seen 163 times for an average of 3:30 mins
- The search tool pages have been used 4500 times which represents 18% of the pages viewed

Accessibility- Traffic sources



Visitors from direct link spend more time (5 minutes) and visits an higher number of pages (4)

The most used referring sites pointing to FIRMS are by decreasing order:

- Fao.org
- Wikipedia.com
- friendsofthesea.com
- gfc.com
- iccat.int
- ccsbt.org
- nafo.int

- The numbers of visitors has increased since the last evaluation, more unique visitors, an increasing number of new visitors

| | | |
|-----------------------------------|-------|--|
| New Visitor | 6,866 |  77.10% |
| Returning Visitor | 2,039 |  22.90% |

- We have to continue increasing the numbers of links referring to FIRMS: Only 60% of the partners have links to FIRMS
- In comparison with last evaluation in February 2007:
 - Number of monthly visitors multiplied by 2 (1160 now vs. 556 in 2007)
 - Number of monthly visits and of monthly pages viewed are stable, but visits/visitor and pages viewed/visitor decreased:
 - in 2007, 2,8 visits per visitor - 1.3 in 2008
 - In 2007, 3.3 pages per visit – 2.7 in 2008
 - In 2007, 4295 pages viewed/month – 4020 in 2008
 - It implies that FIRMS is more visible on the Web but also that less pages are viewed by visitors.
 - FIRMS too technical to non-scientific users ??
 - The content not easily accessible ? not enough up-to-date ?
- Proposed actions:
 - continue to make FIRMS more comprehensive, and foster timely updates from Partners, in order to make visitors coming on a regular basis to see the status of monitoring and management of marine resources.
 - 3 last fact sheets updated directly accessible from the home page.
 - all FIRMS partners draw links to FIRMS, and encourage so from their constituency
 - services for synoptic understanding should be improved: with the implementation of FIRMS status and trends standard descriptors, outputs of S&T summaries should be downloadable in csv and pdf formats.