

# Most Popular Web Searches

Summer 2022

**INTRODUCTION:** In preparation for creating communications strategy, Eric Jacobson performed analysis on hundreds of thousands of visits to the Woodland Public Schools website over the past years using Google Analytics.

Three specific timeframes were isolated (*see reasoning below*) and the top searches performed on the website during those timeframes were reviewed to determine the most important content searched for by visitors.

This analysis helped direct how schools should prioritize their communications with family and the community to ensure the most popular information is regularly presented to their respective audiences.

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## **Most Popular Site Searches (from July 1, 2021 to December 31, 2021)**

*I picked the dates for this list as I feel like this is when parents and families will likely visit the website for information regarding registration, sports, etc.*

1. Calendars (#7 – 7,114 views)
2. Bell Schedules – WPS (#11 – 4,725 views)
3. Bell Schedules – WMS (#13 – 4,554 views)
4. Athletics – WHS (#14 – 4,360 views)
5. Bell Schedules – WHS (#15 – 3,431 views)
6. Calendar – WHS (#16 – 3,226 views)
7. Athletics (#18 – 2,765 Views)
8. Bell Schedules – CES (#23 – 1,827 views)
9. Board Meetings (#27 – 1,728 views)
10. Bell Schedules – NFES (#28 – 1,727 views)
11. District Events (#30 – 1,609 views)
12. Athletics – WMS (#32 – 1,456 views)

## **Most Popular Site Searches (from March 1, 2022 to July 5, 2022)**

*I chose the dates for this list as they went from mask removal / full reopening through end of the current school year.*

1. Calendars (#7 – 5,299 views)
2. Bell Schedules – WHS (#9 – 3,885 Views)
3. Bell Schedules – WMS (#12 – 2,830 Views)
4. Bell Schedules – WPS (#14 – 2,807)
5. Board Meetings (#16 – 1,892 Views)
6. Calendar – WHS (#17 – 1,664 Views)

7. Athletics (#18 – 1,636 Views)
8. Bell Schedules – CES (#24 – 950 Views)
9. District Events (#26 – 906 Views)
10. Bell Schedules – NFES (#28 – 841 Views)
11. Food Services (#38 – 551 Views)
12. Special Services (#50 – 326 Views)
13. Before and After School Care (#51 – 320 Views)
14. Clubs & Activities – WHS (#52 – 316)

**Most Popular Site Searches (from July 1, 2018 to June 30, 2019)**

*I chose the dates for this list as this was the last full school year prior to COVID. Unfortunately, we were with Apteegy at this time so the data may not be as accurate.*

1. Calendars (#7 – 1,677 views)
2. Athletics Registration (#12 – 951 views)
3. Principal's Page – WHS (#13 – 951 views)
4. Events – WHS (#15 – 822 views)
5. Bell Schedules – WHS (#16 – 753 views)
6. Bell Schedules – WMS (#18 – 669 views)
7. Athletics – WHS (#23 – 453 views)
8. Events – District (#27 – 421 views)
9. Bell Schedules (#31 – 350 views)
10. Events – WMS (#33 – 341 views)
11. Board Meetings & Minutes (#40 – 255 views)