



**Website Traffic Report No. 5**

# **ILAC Website Traffic Report Period January to December 2010**

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The ILAC Initiative fosters learning from experience and use of the lessons learned to improve the design and implementation and thereby the results of agricultural research and development programs. The mission of the ILAC Initiative is to develop, field test and introduce methods and tools that promote organizational learning and institutional change in CGIAR centres and their partners, so as to enhance the contributions that agricultural research makes to the achievement of the Millennium Development Goals.

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## Introduction

The ILAC website, created in 2005 and upgraded in 2006 and 2008, has been a source of information to a wide range of professionals on topics related to partnership, impact, evaluation and organizational learning. As well as containing information about the ILAC Initiative the website contains relevant information produced by other organizations. ILAC makes this information available free of charge.

The ILAC team relies on a full-time professional who, as well as undertaking other responsibilities, manages the website content by compiling, publishing and disseminating relevant information and also reviews needs and selects the appropriate technologies to fulfil them. As a result, use of the ILAC website has greatly increased since its creation in 2005.

This report offers an analysis of the traffic statistics for 2010. *Google Analytics*<sup>1</sup> was used to compile it. The analysis reports on the number and location of visitors, documents downloaded and website sections visited. It compares 2010 with previous years and explains the traffic variations. The final section of the report discusses future developments under consideration.

## Web visitors

During 2010, the ILAC website received 34,938 visits (an average of 96 visits per day). The number of absolute unique visitors was 29,654. Visitors looked at an average of 1.83 pages from the website.

Visitors arrive at the ILAC site mainly through Google search (72.15%), followed by direct link (13.18%) and other search engines such as Yahoo, Bing, AOL, Wikipedia, and Ask (14.67%)

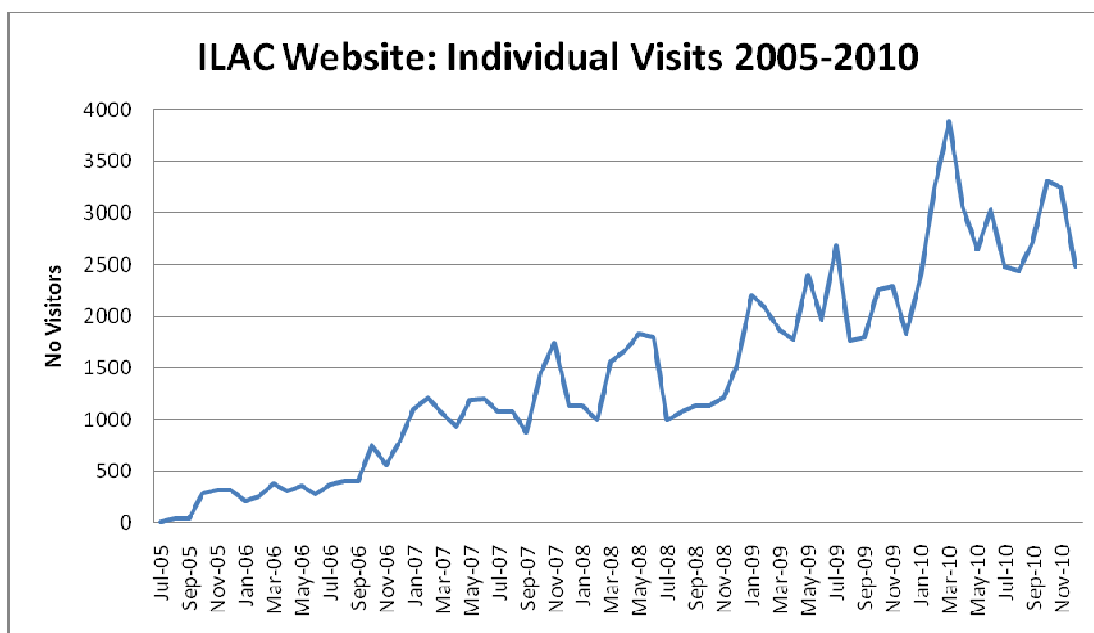
During 2010 new publications were posted on the website. These were advertised to subscribers and to the social networks the ILAC team is a member of (e.g. Facebook, Yammer, Twitter, LinkedIn, KM4Dev, MandeNews, Pelican, and Outcome Mapping).

The number of visitors increased only slightly compared to previous years. As the result of an internal change in its management, ILAC reduced its activities a little in 2010 e.g. only 2 newsletters instead of the usual 4 were produced and disseminated. Statistics show that when ILAC advertises newsletters and new publications subscribers increase their visits to the site.

Figure 1 tracks the volume of monthly visitors from July 2005 when the site was launched to December 2010.

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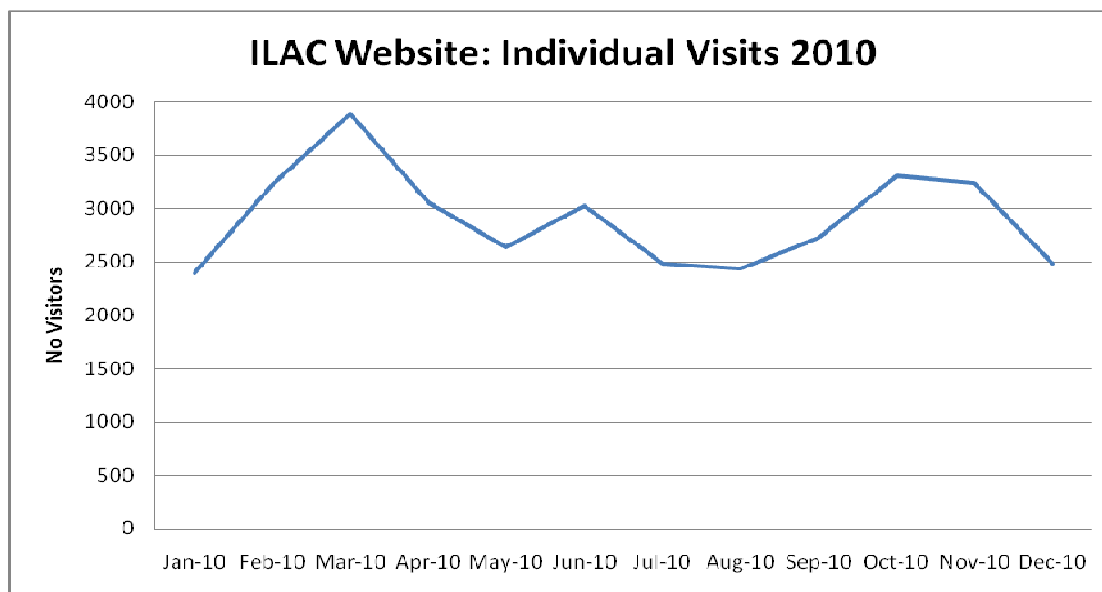
<sup>1</sup>*Google Analytics* is a Google program that allows analysis of web traffic data to determine volumes and marketing effectiveness; <http://www.google.com/analytics/>



**Figure 1: ILAC website visitors from 2005 to 2010**

There has been a gradual increase in visits since the creation of the site (Figure 1). Explanations include the increasing relevance and quality of information available, technical upgrading of the site, its adoption of a more friendly technology and architecture, and the marketing strategy employed in 2006 when the website link was highly advertised within the CGIAR and beyond.

There was a significant increase in the number of visitors during the months of February, March and April 2010 (Figure 2) coinciding with the creation of a new section of the website that announced the ILAC and GFAR sponsored workshop on 'Inclusive Partnership' (link: <http://www.cgiar-ilac.org/workshop/wip>). The workshop was widely advertised and media files were produced and published. A new ILAC publication in October 2010 (Randomised Control Trials for the Impact Evaluation of Development Initiatives: A Statistician's Point of View, by Carlos Barahona) also drew an increased number of visitors.



**Figure 2: ILAC website visitors in 2010**

A screen shot of the ‘Workshop on Inclusive Partnership’ page is presented below.

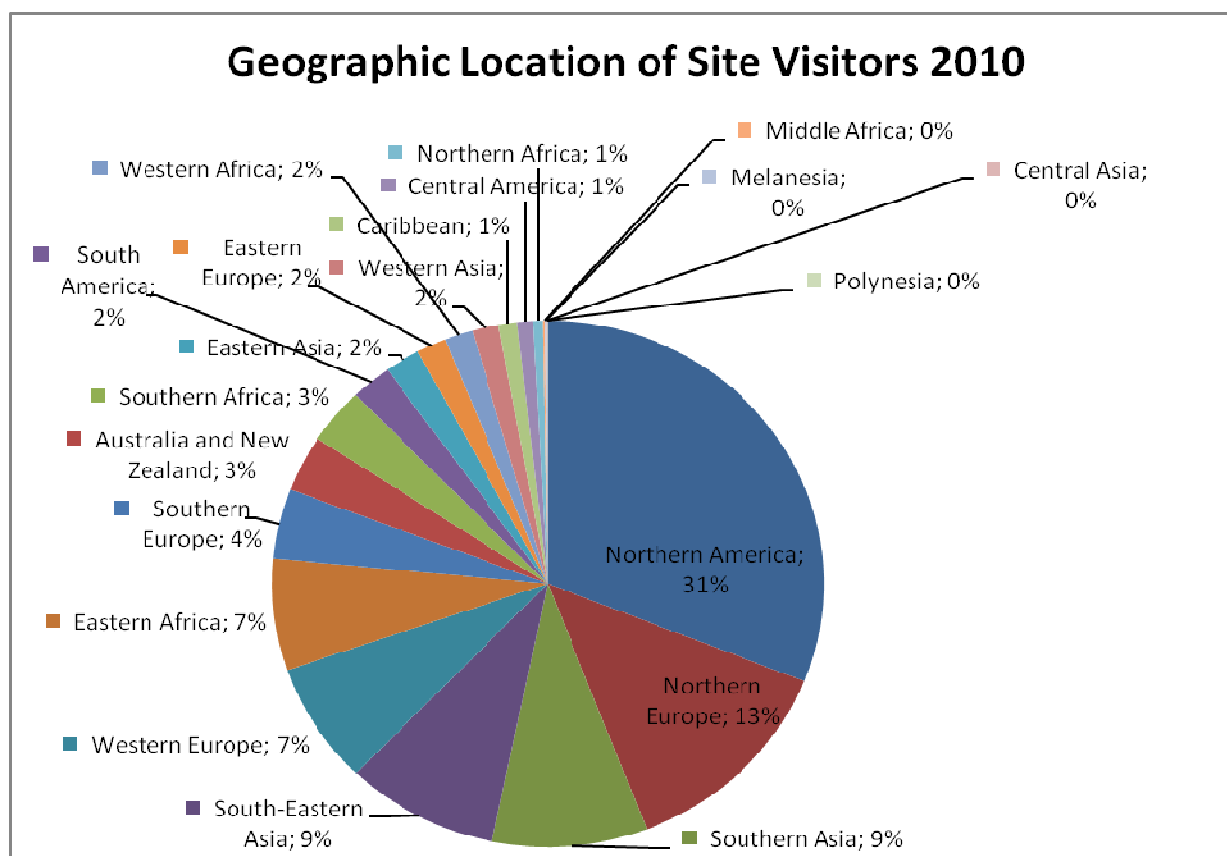


Google’s search engine is a strategic tool that promotes the ILAC website. User feedback reports that the ILAC website appears among the first links when readers use Google to search for a specific publication dealing with evaluation practices or a specific evaluation method.

## Web visitors’ profile

Most of ILAC’s web page visitors are located in the Americas (32%), followed by Europe (28%), Asia (23%), Africa (13%), and Oceania (5%). A more detailed breakdown shows that visitors are located primarily in Northern America<sup>2</sup> (31%) and Northern Europe (13%). Figure 3 shows the distribution of visitors by sub-region. Compared to previous years, the numbers show that visits from users in developing countries are increasing.

<sup>2</sup> Google Analytics considers Northern America the countries United States, Canada, Greenland and Bermudas. For Northern Europe, the countries included are United Kingdom, Ireland, Denmark, Sweden, Finland, Norway, Lithuania, Latvia, Estonia, Iceland, Jersey and Isle of Man.



**Figure 3: ILAC website visitors by sub-region**

The entry “0%” means that the number of visitors was less than 4.

The majority of visitors (58.9%) are located in developed countries, however a significant 41.1% are in developing countries. The number of visitors in developing country has increased in comparison with 2009 (39%), the number of visitors in developing country has increased by more than 2%. 2010 is the first year that visitors from countries in the Pacific region including Samoa and Vanuatu, are accessing the ILAC site.

## Website subscriptions

The ILAC site received 248 new subscriptions in 2010. This brings the number of subscribers to a total of 640. These registered subscribers receive the ILAC Newsletter and have full access to all ILAC’s publications and its extensive library.

Improved spam control techniques were adopted as one element of the 2010 website upgrade process. This reduced false subscriptions significantly.

Registration does not *oblige* users to identify their affiliation but email address analysis indicates that users are affiliated with an increasing range of institutions. A sample of these institutions is presented below:

- Universities (e.g. University of California Davis, IDS, Sokoine University-Tanzania, Swedish University of Agricultural Sciences, Wageningen, and Sussex);

- International Organizations (e.g. Organization of Eastern Caribbean States (OECS), IDRC, and World Vegetable Center - Taiwan);
- United Nations organizations (e.g. FAO, UNEP);
- NGOs (e.g. African Institute for Community-Driven Development (Khanya-aicdd), Friedrich-Ebert-Stiftung (FES), Save the Children, ILEIA-Netherlands, Planned Parenthood Federation of America, Fred Hollows Foundation NZ, Helvetas-Sri Lanka, CARE, One World Trust-UK, Tango International, Child Fund, KIT-Netherlands, and AmeriCares-USA);
- National research institutes (e.g. ARC – South Africa, INERA-Tunisia, ICIPIE-Germany, CATIE-Costa Rica, and INIA-Uruguay);
- Ministries (e.g. South Africa and Netherlands);
- International Development Banks (e.g. African Development Bank);
- CGIAR; and
- Private enterprises such as Syngenta, Four Scenes Managing Consultancy-Australia, and Nairobi City Water and Sewerage Company

## Web content

The Google Analytics report shows that the most downloaded content is that within the section on ‘tools and methods for M&E’ <http://www.cgiar-ilac.org/content/tools-and-methods-me>. This section accounts for 56.5% of all downloads. Most viewed pages were ‘non-random sampling’, ‘rich-pictures or mind-maps’, and ‘sociograms’. The next most widely accessed sections are: ILAC publications (16.7%); ILAC virtual library (11.5%); ILAC workshops (5.5%), information about ILAC, the ILAC team, events, and learning laboratory activities (9.7%).

The traffic report is able to create a corpus to help track what precise keywords or group of keywords visitors type into a search engine, such as Google and Yahoo, and that end up directing them to the ILAC website. The corpus is analysed in two different ways. The first finds the 500 most frequent *exact* keywords typed in by visitors. The term ‘keyword’ includes phrases and citations as well as individual ‘words’. The phrase ‘non random sampling’ was the exact phrase (keyword) most employed by searchers (1269 times or 13% of the corpus), followed by ‘ilac’ (609 times or 6.3% of the corpus); ‘institutional learning’ (601 times or 6.2% of the corpus); ‘sociograms’ (440 times or 4.6% of the corpus); and ‘institutional history’ (437 times or 4.5% of the corpus ). Other high-frequency keywords were ‘rich pictures’ and ‘social mapping’.

The corpus is also analysed in a second way. The second approach finds the individual word that most frequently appears within any phrase or within any longer citation or series of keywords. The most common word to appear in this way is ‘evaluation’ as for example, in ‘impact evaluation’, ‘performance evaluation’, ‘monitoring and evaluation’, or ‘evaluation tools/methods/courses. It is evident that the term ‘evaluation’ is a very broad concept closely allied in users’ minds to organizational learning and change.

Figure 4 below depicts visually this second way of analysing the corpus.

