

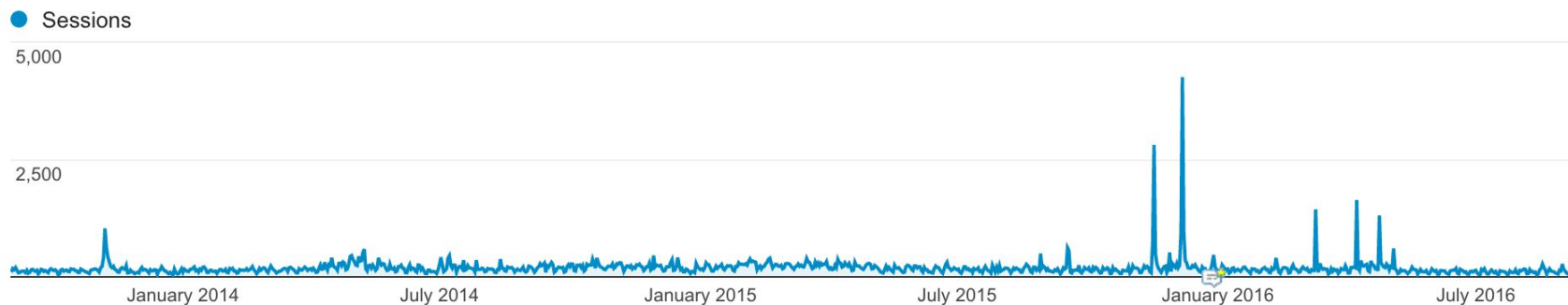
OPALCO
Analytics Report
9/16/2016

PixelSpoke 

Historical Snapshot of Traffic Trends

Traffic for last 3 years

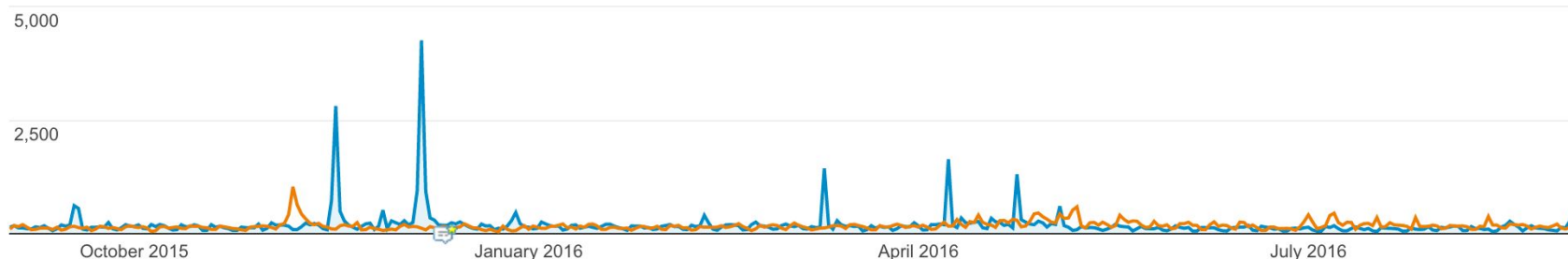
Sep 2, 2013 - Sept 1, 2016



Over the last 3 years, traffic has remained fairly steady apart from some significant spikes that occurred in late 2015 and early 2016.

Sep 2, 2015 - Sep 1, 2016: ● Sessions

Sep 2, 2013 - Sep 1, 2014: ● Sessions



Sessions

11.00%

69,553 vs 62,659



Users

-0.27%

36,893 vs 36,993



Pageviews

13.64%

158,240 vs 139,244



Pages / Session

2.38%

2.28 vs 2.22



Avg. Session Duration

46.30%

00:02:30 vs 00:01:43



Bounce Rate

-13.18%

50.12% vs 57.73%



% New Sessions

-10.82%

51.03% vs 57.23%

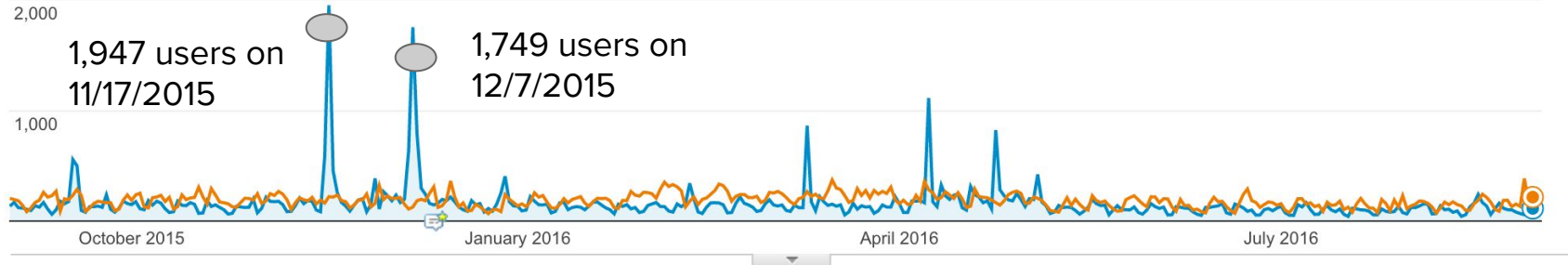


From 2015 to 2016, OPALCO was getting more people on the website than previously, and we are now seeing a return to more normal levels.

User Traffic 2015 to 2016 Comparison

Sep 2, 2015 - Sep 1, 2016: ● Users

Sep 2, 2014 - Sep 1, 2015: ● Users



Sessions

-7.69%

69,553 vs 75,348



Users

-24.35%

36,893 vs 48,766



Pageviews

-0.67%

158,240 vs 159,305



Pages / Session

7.61%

2.28 vs 2.11



Avg. Session Duration

43.05%

00:02:30 vs 00:01:45



Bounce Rate

-22.72%

50.12% vs 64.86%



% New Sessions

-18.35%

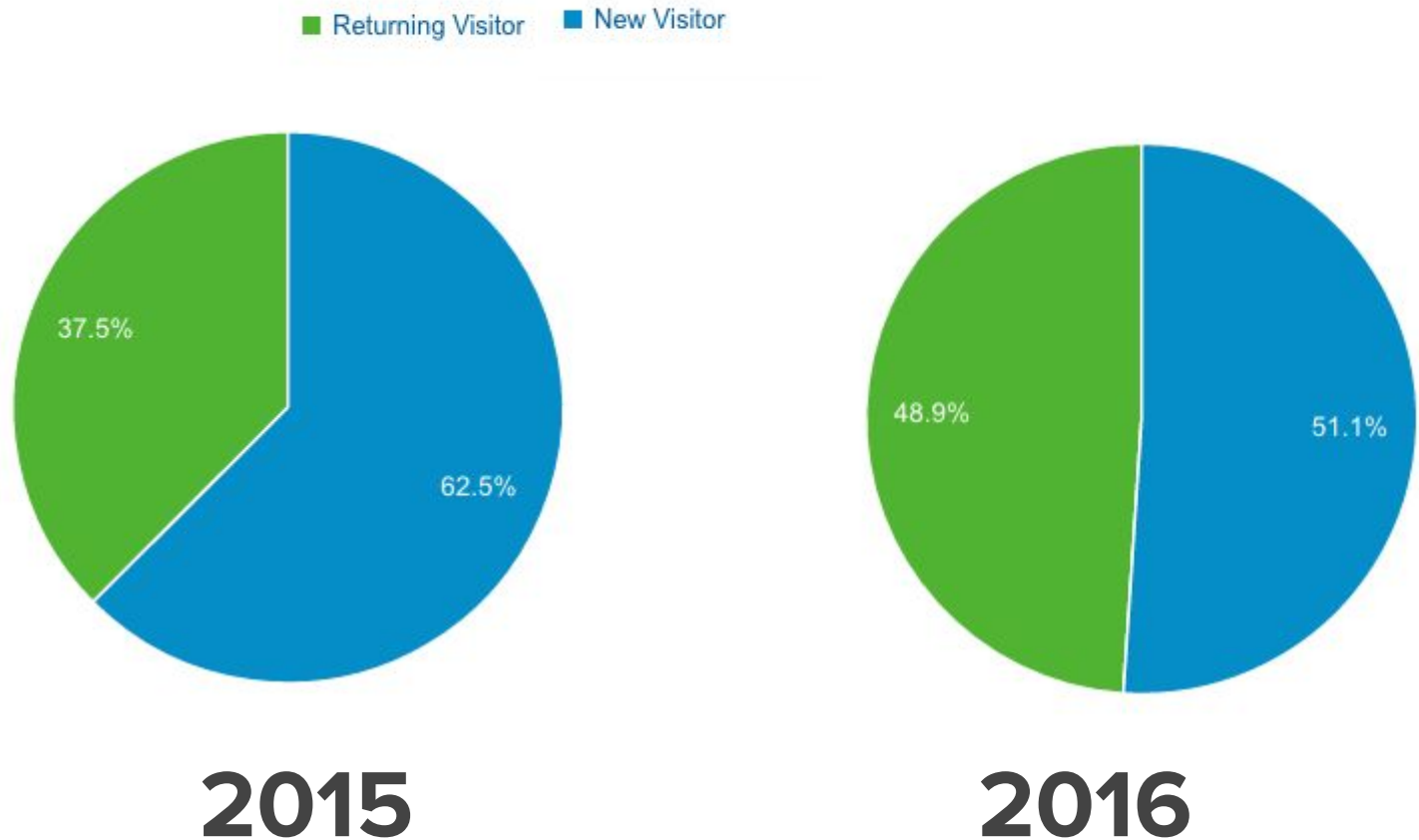
51.03% vs 62.51%



- Overall traffic has dropped by about 20%. **However, the most relevant traffic to OPALCO, from Washington has increased 19.77% in users and 21.88% in sessions.**
- Engagement levels have increased significantly since the 2015 website redesign
- Returning visitors have increased

Year-to-Date Analytics Review

Returning Visitors are Up

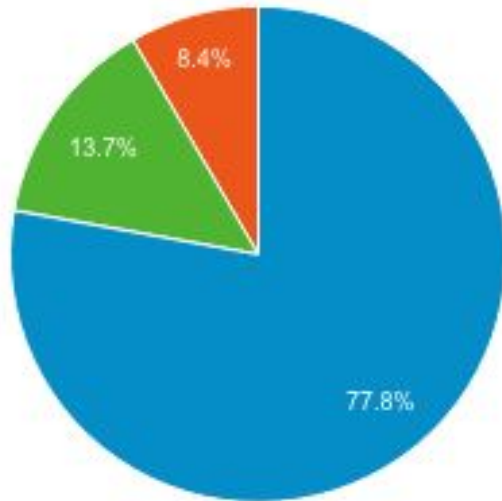


A more even split in visitors in 2016 may reflect greater interest for existing members to return to the website

Mobile Device Usage Is Rising

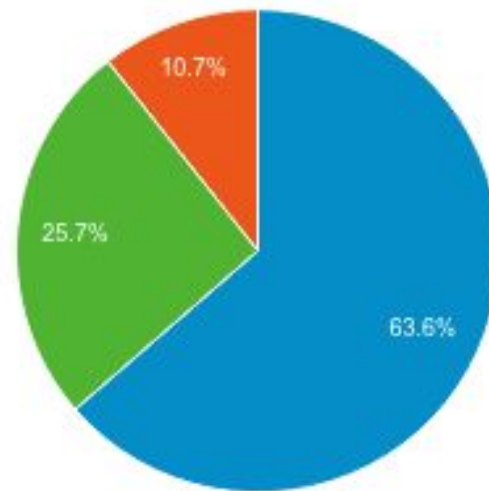
desktop mobile tablet

Combined
mobile usage
in 2014
totaled 22.1%



2015

Combined
mobile usage
in 2016
totaled 36.4%



2016

Referral Sources

Jan 1, 2016 - Sept 1, 2016 vs Jan 1, 2015 - Sept 1, 2015

Source	Sessions	New Sessions	New Users	Bounce Rate	Pages/ Session	Avg Session Duration
1. sanjuanislander.com						
Jan 1, 2016 - Sep 1, 2016	1,691 (33.87%)	54.23%	917 (33.05%)	63.34%	1.67	00:00:42
Jan 1, 2015 - Sep 1, 2015	2,042 (26.46%)	53.09%	1,084 (21.21%)	82.52%	1.32	00:00:33
% Change	-17.19%	2.15%	-15.41%	-23.25%	25.76%	27.78%
2. orcasissues.com						
Jan 1, 2016 - Sep 1, 2016	279 (5.59%)	30.47%	85 (3.06%)	53.76%	2.08	00:02:10
Jan 1, 2015 - Sep 1, 2015	237 (3.07%)	34.60%	82 (1.60%)	47.68%	2.62	00:02:25
% Change	17.72%	-11.95%	3.66%	12.76%	-20.40%	-10.45%
3. twitter						
Jan 1, 2016 - Sep 1, 2016	243 (4.87%)	33.33%	81 (2.92%)	67.08%	1.74	00:03:57
Jan 1, 2015 - Sep 1, 2015	58 (0.75%)	36.21%	21 (0.41%)	68.97%	1.55	00:02:33
% Change	318.97%	-7.94%	285.71%	-2.74%	12.18%	55.34%
4. directvote.net						
Jan 1, 2016 - Sep 1, 2016	239 (4.79%)	57.74%	138 (4.97%)	76.99%	1.41	00:00:39
Jan 1, 2015 - Sep 1, 2015	1 (0.01%)	100.00%	1 (0.02%)	100.00%	1.00	00:00:00
% Change	23,800.00%	-42.26%	13,700.00%	-23.01%	41.00%	∞%
5. ibew77.com						
Jan 1, 2016 - Sep 1, 2016	202 (4.05%)	55.94%	113 (4.07%)	31.19%	2.24	00:00:32
Jan 1, 2015 - Sep 1, 2015	285 (3.69%)	48.42%	138 (2.70%)	71.58%	1.66	00:00:39
% Change	-29.12%	15.53%	-18.12%	-56.43%	35.11%	-18.37%

- Sanjuanislander.com continues to bring in a significant amount of visits though down compared to last year
- Orcasissues and Twitter in particular has increased dramatically in referrals

Top Content: General











Jan 1, 2016 - Sept 1, 2016

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
	92,813 % of Total: 100.00% (92,813)	73,928 % of Total: 100.00% (73,928)	00:01:41 Avg for View: 00:01:41 (0.00%)
1. /	25,292 (27.25%)	21,184 (28.65%)	00:00:50
2. /about-your-account/pay-your-bill/	9,465 (10.20%)	7,446 (10.07%)	00:01:48
3. /outages/	9,138 (9.85%)	6,182 (8.36%)	00:07:02
4. /careers/	3,822 (4.12%)	3,461 (4.68%)	00:01:47
5. /resource-library/	3,487 (3.76%)	2,483 (3.36%)	00:02:42
6. /contact-us/	2,798 (3.01%)	2,287 (3.09%)	00:02:14
7. /contact/employment/	1,491 (1.61%)	1,163 (1.57%)	00:00:34
8. /about-us/	1,352 (1.46%)	1,141 (1.54%)	00:00:43
9. /about-your-account/	1,349 (1.45%)	1,111 (1.50%)	00:00:57
10. /newsroom/	1,127 (1.21%)	908 (1.23%)	00:00:53

- Similar trends to past 3 years where Outages, Pay Bill, Careers are among top viewed pages
- Newsroom is now among top 10 pages likely due to nav label change and prominence in late 2015 website redesign. Last year it ranked closer to 30 among top pages.

Top Content: Energy Savings

Jan 1, 2016 - Sept 1, 2016

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
	5,153 % of Total: 5.55% (92,813)	3,930 % of Total: 5.32% (73,928)	00:01:35 Avg for View: 00:01:41 (-6.32%)
1. /energy-savings/rebates/ 	933 (18.11%)	760 (19.34%)	00:01:06
2. /energy-savings-blog/ 	388 (7.53%)	325 (8.27%)	00:01:39
3. /energy-savings/renewable-generation/ 	475 (9.22%)	368 (9.36%)	00:01:54
4. /energy-savings/rebates/heat-pump-rebates/ 	579 (11.24%)	444 (11.30%)	00:03:14
5. /energy-savings/rebates/appliance-rebates/ 	515 (9.99%)	331 (8.42%)	00:02:24
6. /energy-savings/measure-your-energy/smarthub-e-bill/ 	267 (5.18%)	223 (5.67%)	00:01:07
7. /energy-savings/resources/electric-vehicles-evs/ 	70 (1.36%)	59 (1.50%)	00:01:36
8. /energy-savings/measure-your-energy/home-snap-shots/ 	145 (2.81%)	122 (3.10%)	00:01:08
9. /energy-savings/renewable-generation/m-o-r-e/ 	177 (3.43%)	129 (3.28%)	00:01:27
10. /energy-savings/resources/ 	166 (3.22%)	126 (3.21%)	00:00:47

Blog viewership is now among the top 10 pages viewed likely due to increased presence with website redesign

Combined OPALCO & ES PDF Downloads

Jan 1, 2016 - Sept 1, 2016

Event Label ?	Total Events ? ↓
	238 % of Total: 37.30% (638)
1. http://energysavings.opalco.com/wp-content/uploads/2016/05/2015-Appliance-Rebate-Form.pdf	86 (36.13%)
2. http://energysavings.opalco.com/wp-content/uploads/2010/07/PTCS_Air_Source_Heat_Pump_form.pdf	23 (9.66%)
3. http://energysavings.opalco.com/wp-content/uploads/2010/07/Ductless-Heat-Pump-Comparison.pdf	22 (9.24%)
4. http://energysavings.opalco.com/wp-content/uploads/2016/01/Interconnect-Packet-Rev1-2016.pdf	20 (8.40%)
5. http://energysavings.opalco.com/wp-content/uploads/2010/07/PTCSHomeownerFactSheet.pdf	12 (5.04%)
6. http://energysavings.opalco.com/wp-content/uploads/2015/04/9-30-15-Appliance-Rebate-Form2.pdf	10 (4.20%)
7. http://energysavings.opalco.com/wp-content/uploads/2016/03/BPA-Advanced-Power-Strips-QPL-1-11-16-1.pdf	8 (3.36%)
8. http://energysavings.opalco.com/wp-content/uploads/2009/02/10-employment-application.pdf	7 (2.94%)
9. http://www.opalco.com/wp-content/uploads/2009/02/Interconnect-Packet_updated-November-26-2014.pdf	7 (2.94%)
10. http://energysavings.opalco.com/wp-content/uploads/2009/03/OPALCOs-Heat-Pump-Water-Heater-Rebate-and-Installation-Guidelines31.pdf	4 (1.68%)

Energy savings rebate forms comprise the bulk of the pdf downloads

Top Searched for Items











Jan 1, 2016 - Sept 1, 2016

Search Term	Total Unique Searches	% Total Unique Searches
1. board materials	21	1.62%
2. solar	19	1.47%
3. rock island	14	1.08%
4. vote	14	1.08%
5. login	13	1.00%
6. rates	12	0.93%
7. rebates	12	0.93%
8. board	11	0.85%
9. jobs	11	0.85%
10. LTE	10	0.77%

Insite search is minimally used on the OPALCO website, which is the norm for a non e-commerce or reference-specific (i.e, libraries and index) websites.

Top Content: Employee Traffic

Jan 1, 2016 - Sept 1, 2016

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	18,304 % of Total: 100.00% (18,304)	11,254 % of Total: 100.00% (11,254)	00:03:05 Avg for View: 00:03:05 (0.00%)
1. / 	7,466 (40.79%)	4,146 (36.84%)	00:03:38
2. /resource-library/ 	2,059 (11.25%)	1,133 (10.07%)	00:03:58
3. /outages/ 	447 (2.44%)	321 (2.85%)	00:04:28
4. /calendar/ 	260 (1.42%)	134 (1.19%)	00:01:28
5. /about-your-account/pay-your-bill/ 	248 (1.35%)	186 (1.65%)	00:03:10
6. /energy-savings/rebates/ 	230 (1.26%)	166 (1.48%)	00:01:32
7. /energy-savings/renewable-generation/ 	216 (1.18%)	119 (1.06%)	00:02:40
8. /about-us/ 	196 (1.07%)	158 (1.40%)	00:00:25
9. /energy-savings/rebates/appliance-rebates/ / 	175 (0.96%)	100 (0.89%)	00:04:12
10. /about-your-account/energy-assistance-program/ 	163 (0.89%)	72 (0.64%)	00:01:40

The Resource Library section, outages, and calendar are key areas to existing staff

Key Takeaways: Summary

- Website redesign in Dec 2015 including restructuring and relabeling key areas of the site likely attributed to the following:
 - Greater prominence and number of visitors to the newsroom (now ranked among top 10 pages vs ranked 30 prior to site redesign)
 - Calendar is a new added feature that is used widely by staff in particular
 - Energy Savings blog is now part of top nav with more visits
- Engagement levels are up and could be a sign of visitors engaging more with the site due to more compelling visuals, local photography, human touches and refresh/restructuring of content
- Overall traffic has dropped by about 20%. However, the most relevant traffic to OPALCO from Washington has increased 19.77% in users and 21.88% in sessions.
 - Other reasons for drop in traffic may be drop in job openings in 2016 vs 2015
- Returning visitors are up, signifying that the website remains an important tool for users to keep coming back to
- Referrals from social media especially Twitter have increased
- The Resource Library is among top content (ranking #5 in page views both this year and last year) however there is a lack of PDF page downloads from this section

Key Takeaways: Summary

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- Referrals from social media especially Twitter have increased
- The Resource Library is among top content (ranking #5 in page views both this year and last year) however there is a lack of PDF page downloads from this section

Key Takeaways: Action Items

- Enhanced analytics tracking in Resource Library so we can begin tracking folder clicks and gathering insights on user interaction
- User testing planned for Q1 2017 for both desktop and mobile to gather more insights on how actual members are interacting with the site
- Continue social media efforts and link back to the website when relevant to drive traffic from social channels.

Thank You!

We appreciate the opportunity to work together