

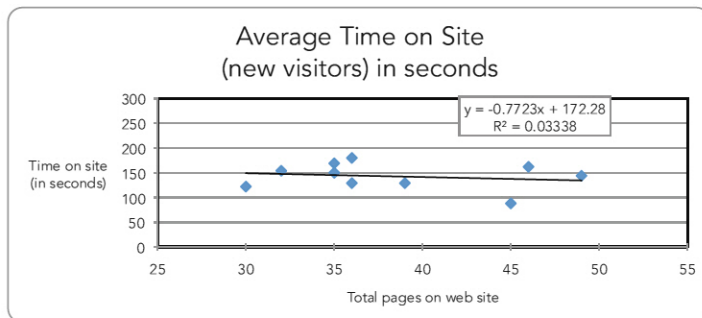
Research Brief

Dental Web Sites

Web Site Page Count and Patient Visit Analytics

Overview

Sesame conducted a 6-month review of Google Analytics on dental web sites to determine if page quantity impacts time spent on the site by prospective patients. Study results indicate that an impression of the practice is formed primarily on the home page as well as pages providing information about the dentist, the practice and the team. Furthermore, the data shows that prospective patients rarely invest time to view clinical content. More significantly, in web sites exceeding 30 pages, time spent decreased in relation to the increase of pages.



There is a slightly negative correlation between number of pages and web site visit longevity.

The **quality** of the top 5 viewed pages consistently visited determines web site effectiveness.

Methodology

- Study completed February 2010
- 10 Sesame-designed dental web sites were randomly selected for this study
 - All sites were launched in 2009
 - Sites' page count ranged between 32 and 49
- Reviewed Google Analytics data on a total of 24,523 page views, analyzed pages visited and aggregate length of time spent on sites
- Included view patterns from unique visitors **only**, thereby isolating prospective patients
- Performed scatter graph and regression analysis of web site pages and the entire web site visit longevity

Findings

- Average time on site for web sites was 142.7 seconds
- Top 10 viewed pages accounted for 78.88% of total page views recorded
- **Peripheral pages received only minimal traffic:** the 20 least-viewed pages account for 9.71% of views
- The regression analysis indicates a **weak relationship** ($R^2=0.0334$) between the average time spent on a site and the total number of site pages
- There is a **negative correlation between page number and visit longevity** (coefficient -0.7723)



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