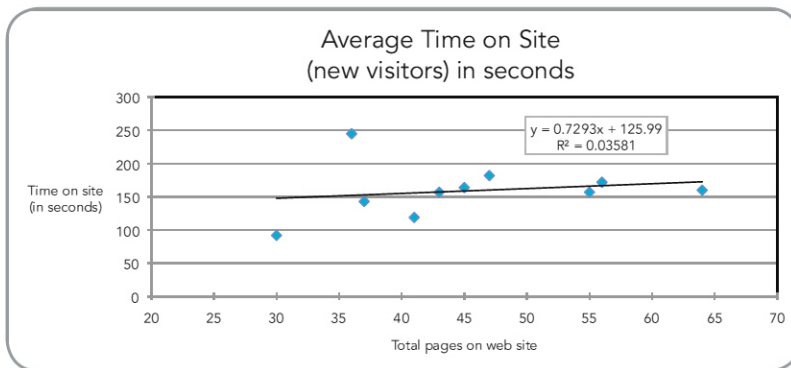


Research Brief Orthodontic Web Sites

Web Site Page Count and Patient Visit Analytics

Overview

Sesame conducted a 6-month review of Google Analytics on orthodontic 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 orthodontist, the practice and the team. Furthermore, the data shows that prospective patients rarely invested time to view clinical content: the number of pages on a web site had no statistically significant impact on time viewing site content.



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

Methodology

- Study completed February 2010
- 10 Sesame-designed orthodontic web sites were randomly selected for this study
 - All sites were launched in 2009
 - Sites' page count ranged between 30 and 65
- Reviewed Google Analytics data on a total of 138,788 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

- Top 10 viewed pages accounted for 68.09% of total page views recorded
- Peripheral pages received only minimal traffic: the 20 least-viewed pages account for 7.57% of views
- The regression analysis indicates a **very weak relationship** ($R^2=0.0358$) between the average time spent on a site and the total number of pages that site has
- Average time on site for web sites with 30-40 pages was 160 seconds
- Average time on a web site with over 50 pages was 163 seconds – an **insignificant 3-second increment**



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