

Site
Northwest Missouri State University
 Group
***Top 20 Undergrad Recruitment Pages**

Overall Analytics Dashboard

Historical Comparison - All Traffic

Site: Northwest Missouri State University Group: *Top 20 Undergrad Recruitment Pages Time period: Last 30 days (1/8/2023 - 2/6/2023)

Compare to Align weekdays Yes

Visits
13,603

Multiple trends ⓘ

Page views
18,242

Multiple trends ⓘ

Unique visitors
11,555

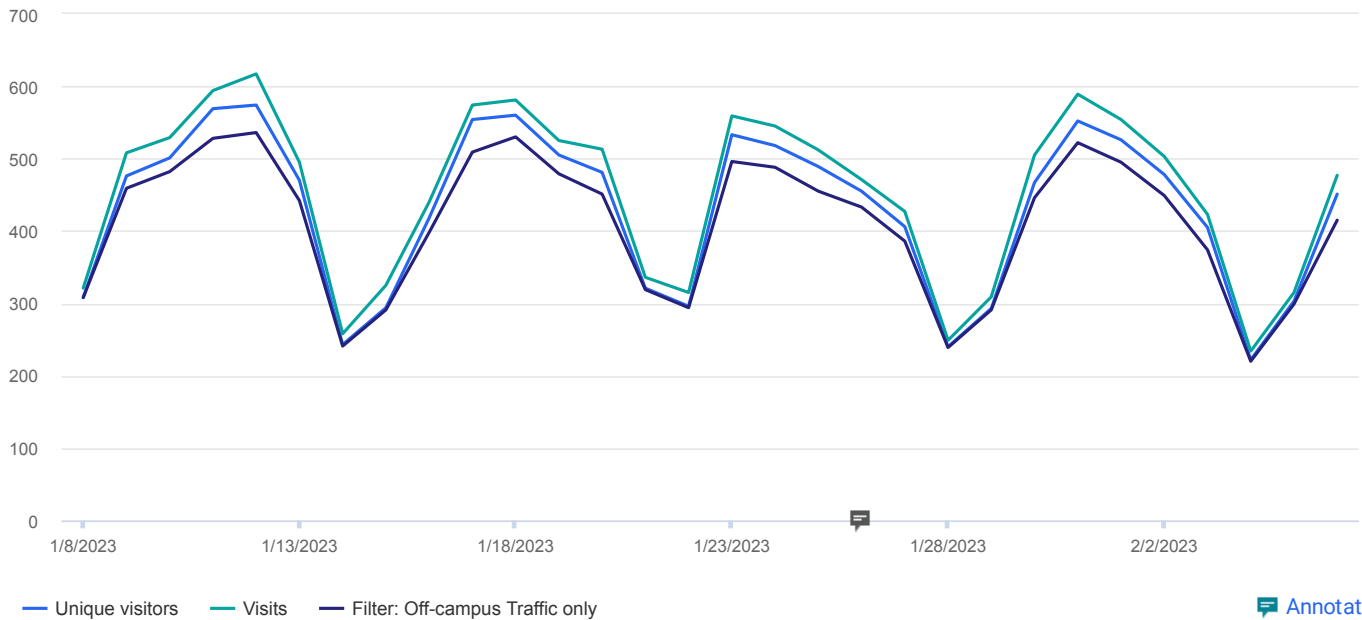
Multiple trends ⓘ

Returning visitors
1,673

Multiple trends ⓘ

Bounce rate
64.65%

Multiple trends ⓘ



Most Popular Pages - Off-campus Traffic

Site: Northwest Missouri State University Group: *Top 20 Undergrad Recruitment Pages Time period: Last 30 days (1/8/2023 - 2/6/2023)

Filter: Off-campus Traffic only

Title	URL	Page views % of total	Visits % of total
Majors, Degrees and Programs Academics	https://www.nwmissouri.edu/academics/majors.htm	6,641 38.4%	5,064 39.2%
Index Calculator Admissions	https://www.nwmissouri.edu/admissions/first-year/index-calculator.htm	3,487 20.2%	3,172 24.6%
Tuition & Fees Student Account Services	https://www.nwmissouri.edu/studentaccounts/tuitionandfees.htm	3,274 18.9%	2,522 19.5%
Application Process for International Students Admissions		1,569	1,282

https://www.nwmissouri.edu/admissions/international/apply.htm		9.1%	9.9%
Daily Visits Visit Northwest Admissions Northwest https://www.nwmissouri.edu/admissions/campusvisits/daily.htm		799 4.6%	599 4.6%

Most Popular Pages - All Traffic

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Title URL		Page views % of total	Visits % of total
Majors, Degrees and Programs Academics https://www.nwmissouri.edu/academics/majors.htm		7,173 39.3%	5,479 40.3%
Index Calculator Admissions https://www.nwmissouri.edu/admissions/first-year/index-calculator.htm		3,508 19.2%	3,190 23.5%
Tuition & Fees Student Account Services https://www.nwmissouri.edu/studentaccounts/tuitionandfees.htm		3,478 19.1%	2,686 19.7%
Application Process for International Students Admissions https://www.nwmissouri.edu/admissions/international/apply.htm		1,619 8.9%	1,324 9.7%
Daily Visits Visit Northwest Admissions Northwest https://www.nwmissouri.edu/admissions/campusvisits/daily.htm		851 4.7%	638 4.7%

Countries of Viewers - Off-Campus Traffic

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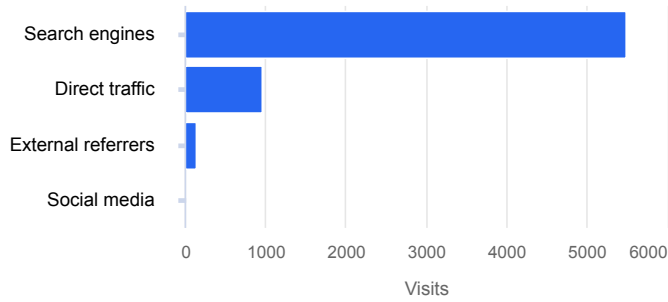
Country	Visits % of total	Bounce rate
United States	10,549 77.5%	69.36%
India	1,962 14.4%	42.27%
Nepal	138 1.0%	49.25%
Nigeria	120 0.9%	50%
Bangladesh	104 0.8%	37.5%
Ghana	60 0.4%	50%
France	49 0.4%	52.17%
Ecuador	31 0.2%	43.75%
United Kingdom	29 0.2%	70%
South Africa	29 0.2%	40%

1 - 10 of 119 items

Traffic Sources - Off-Campus Traffic

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Filter: Off-campus Traffic only



Referring Social Media - All Traffic

Site: Northwest Missouri State University Group: *Top 20 Undergrad Recruitment Pages Time period: Last 30 days (1/8/2023 - 2/6/2023)

Social Media	Visits % of total	Referrals	Pages
YouTube	6 <0.1%	7	1
Facebook	5 <0.1%	9	1
LinkedIn	1 <0.1%	2	1
Snapchat	1 <0.1%	5	1

Showing all 4 items

Entries and Exits - All Traffic

Site: Northwest Missouri State University Group: *Top 20 Undergrad Recruitment Pages Time period: Last 30 days (1/8/2023 - 2/6/2023)

Min. 100 visits

Title	URL	Visits % of total	Entry rate Entries	Bounce Rate Bounce	Exit Rate Exits	Last Outbound Link Rate Last Outbound Link Clicks
Majors, Degrees and Programs Academics	https://www.nwmissouri.edu/academics/majors.htm	5,479 40.3%	28.98% 1,588	39.23% 623	31.30% 1,715	0.05% 3
Index Calculator Admissions	https://www.nwmissouri.edu/admissions/first-year/index-calculator.htm	3,190 23.5%	98.56% 3,144	87.98% 2,766	96.05% 3,064	0% 0
Tuition & Fees Student Account Services	https://www.nwmissouri.edu/studentaccounts/tuitionandfees.htm	2,686 19.7%	37.71% 1,013	44.52% 451	32.84% 882	0.07% 2
Application Process for International Students Admissions	https://www.nwmissouri.edu/admissions/international/apply.htm	1,324 9.7%	41.77% 553	52.44% 290	47.89% 634	2.34% 31
Daily Visits Visit Northwest Admissions Northwest	https://www.nwmissouri.edu/admissions/campusvisits/daily.htm	638 4.7%	16.14% 103	55.34% 57	64.89% 414	45.92% 293
Admission Criteria for Freshmen Admissions	https://www.nwmissouri.edu/admissions/first-year/criteria.htm	583 4.3%	34.65% 202	45.54% 92	34.82% 209	0.17% 1
Page Not Found Northwest Missouri State University		100	87.16%	51.74%	55.06%	0%

Page Not Found Northwest Missouri State University https://www.nwmissouri.edu/financial/Freshman.htm		100% 0.8%	57.10% 95	34.74% 52	33.90% 61	0% 0
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Showing all 7 items

Behavior Maps

Site: Northwest Missouri State University **Group:** *Top 20 Undergrad Recruitment Pages **Time period:** Last 30 days (1/8/2023 - 2/6/2023)

Title URL		Visits	Page views	Interactions	Screenshots
Majors, Degrees and Programs Academics https://www.nwmissouri.edu/academics/majors.htm		5,479	7,173	148,581	29
Tuition & Fees Student Account Services https://www.nwmissouri.edu/studentaccounts/tuitionandfees.htm		2,686	3,478	30,819	29
Application Process for International Students Admissions https://www.nwmissouri.edu/admissions/international/apply.htm		1,324	1,619	12,772	12
Daily Visits Visit Northwest Admissions Northwest https://www.nwmissouri.edu/admissions/campusvisits/daily.htm		638	851	6,006	29

Showing all 4 items

Internal Searches

Site: Northwest Missouri State University **Group:** *Top 20 Undergrad Recruitment Pages **Time period:** Last 30 days (1/8/2023 - 2/6/2023)

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