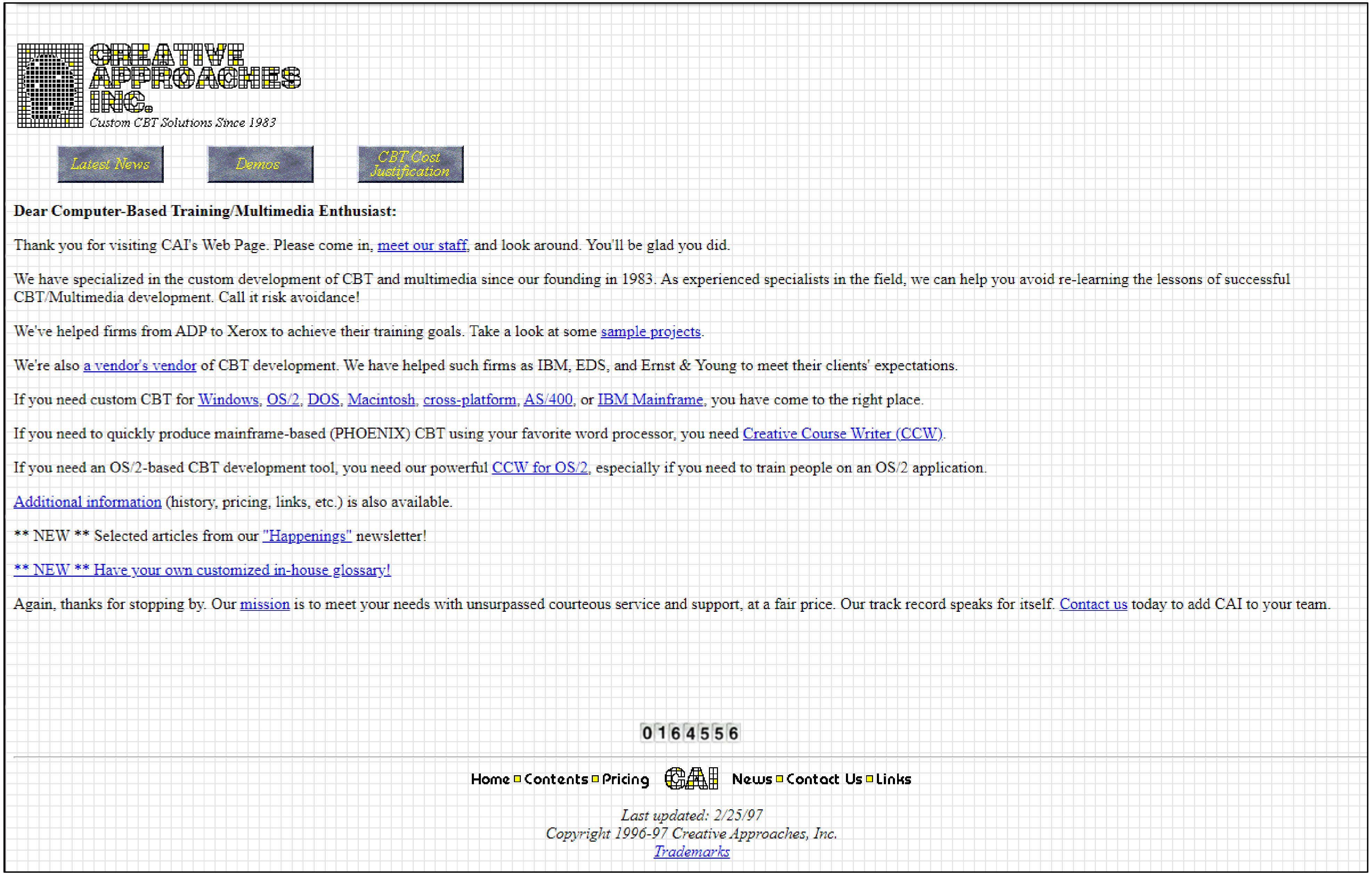
Marketing Analytics
& Data Science
Fueled by the Content Marketing Institute

How to Measure the Impact and Effectiveness of Your Communications

Brian Piper, Director of Content Strategy and Assessment
University of Rochester



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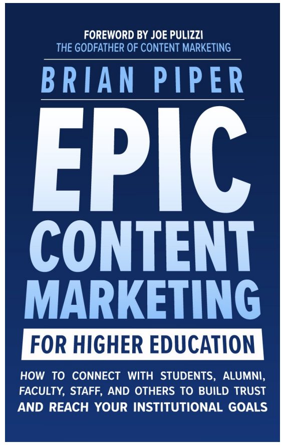
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BRIAN PIPER
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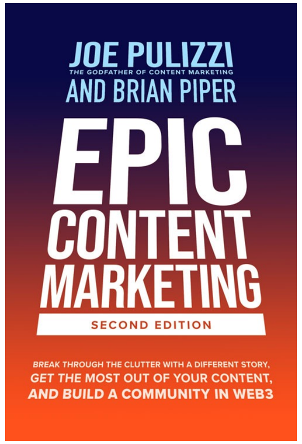
HOW TO CONNECT WITH STUDENTS, ALUMNI, FACULTY, STAFF, AND OTHERS TO BUILD TRUST AND REACH YOUR INSTITUTIONAL GOALS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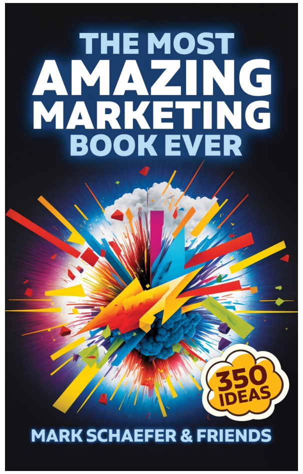
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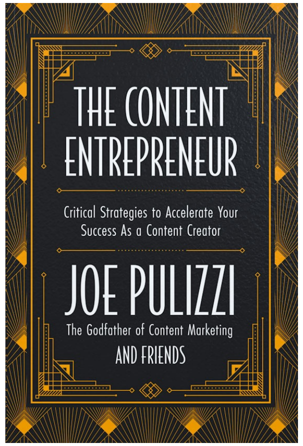
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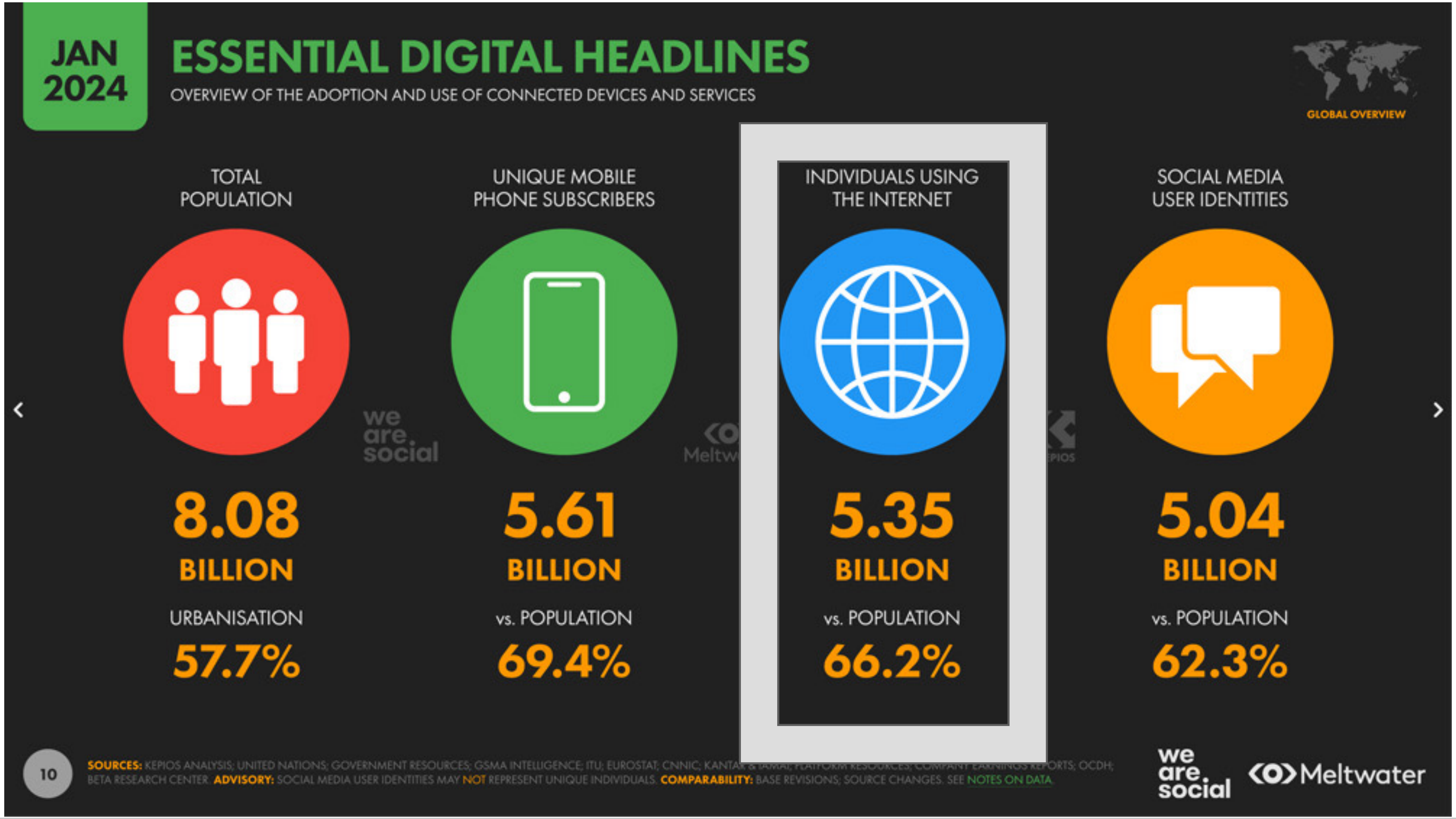

JAN 2024

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

GLOBAL OVERVIEW

TOTAL POPULATION	UNIQUE MOBILE PHONE SUBSCRIBERS	INDIVIDUALS USING THE INTERNET	SOCIAL MEDIA USER IDENTITIES
8.08 BILLION	5.61 BILLION	5.35 BILLION	5.04 BILLION
URBANISATION 57.7%	vs. POPULATION 69.4%	vs. POPULATION 66.2%	vs. POPULATION 62.3%

SOURCES: KEPIOS ANALYSIS; UNITED NATIONS; GOVERNMENT RESOURCES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMAI; PLATFORM RESOURCES; COMPANY EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** BASE REVISIONS; SOURCE CHANGES. SEE NOTES ON DATA.

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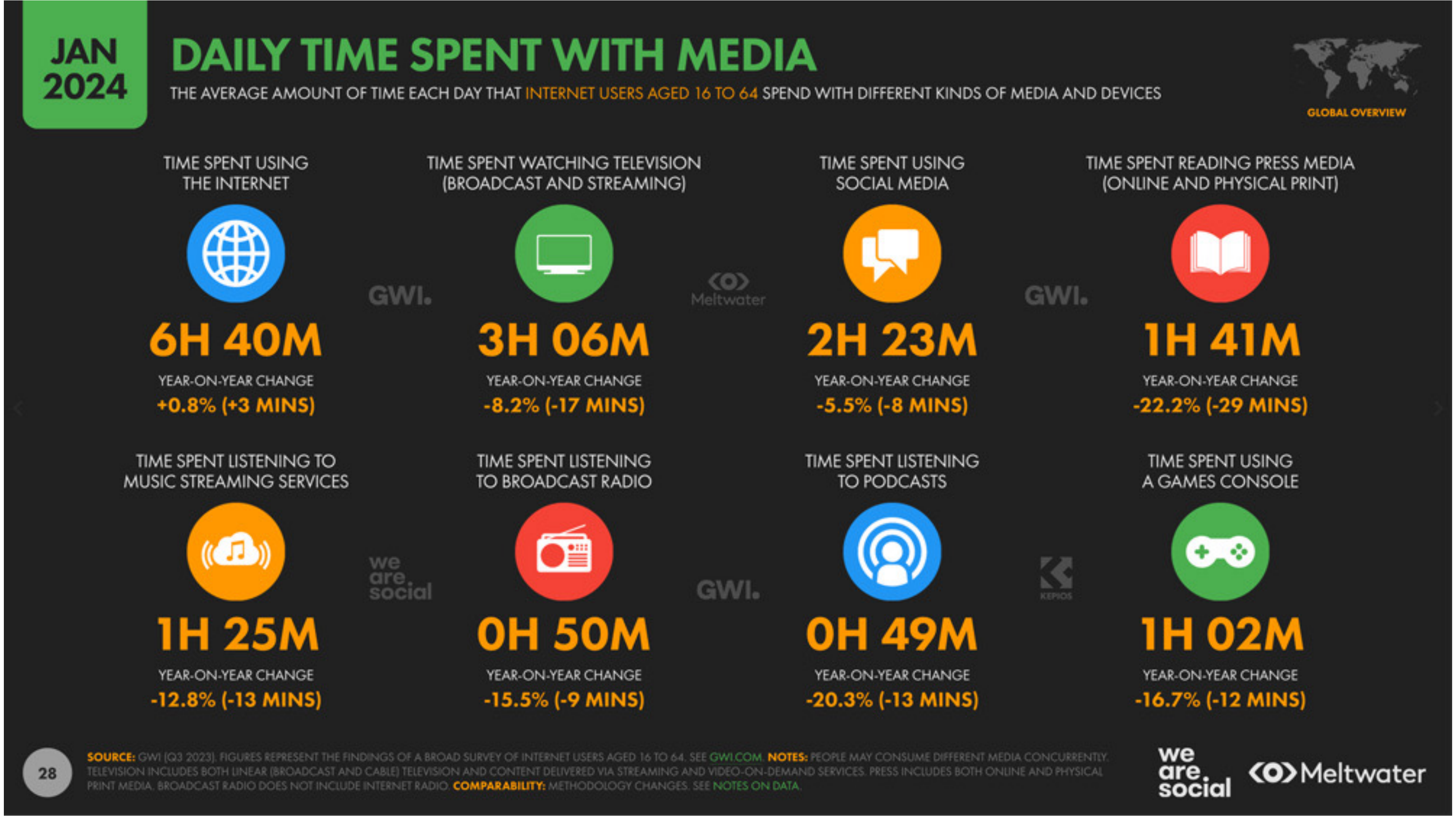
Why does it matter?



JAN 2024

DAILY TIME SPENT WITH MEDIA

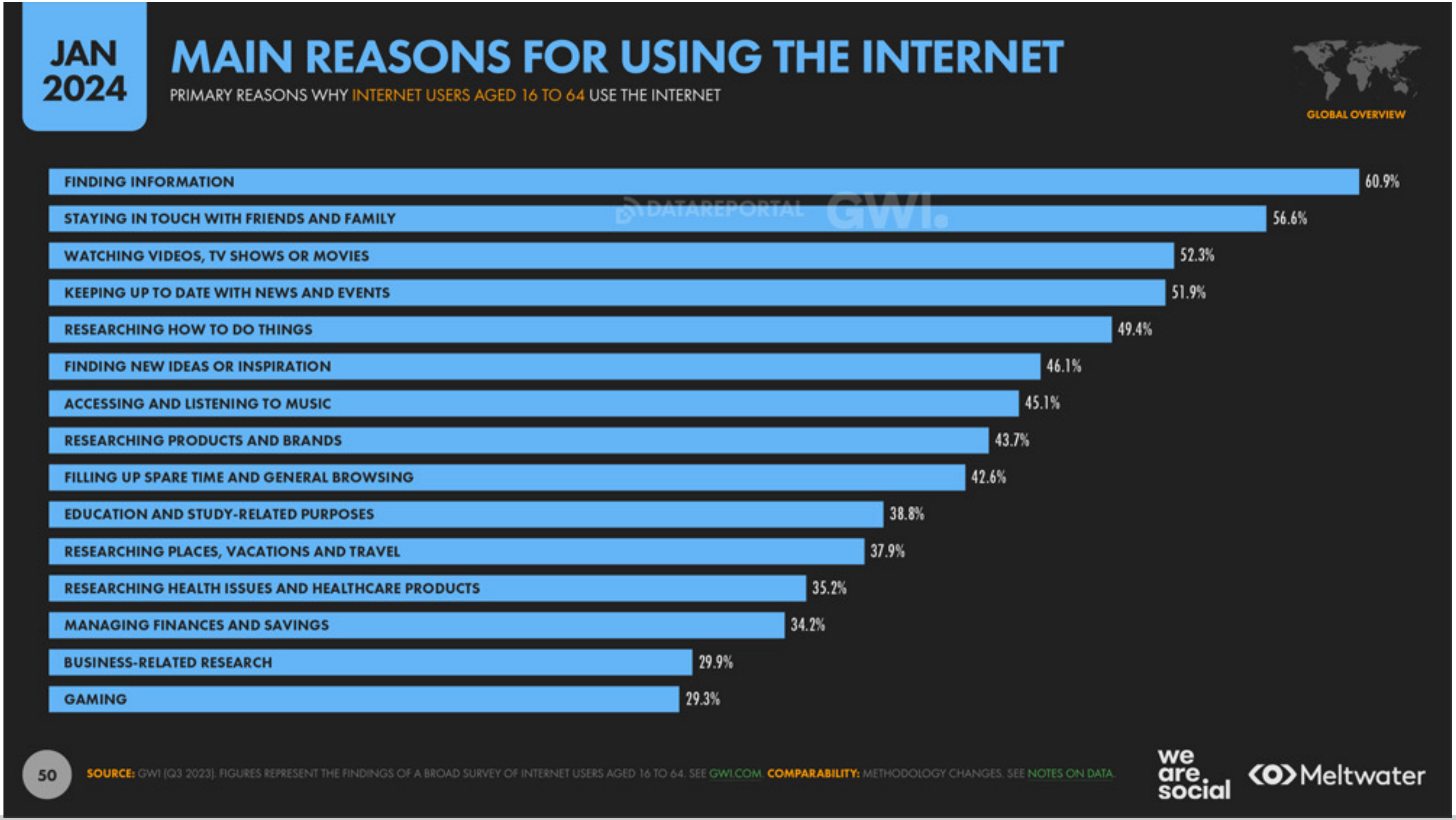
THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

TIME SPENT USING THE INTERNET	TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)	TIME SPENT USING SOCIAL MEDIA	TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)
6H 40M	3H 06M	2H 23M	1H 41M
YEAR-ON-YEAR CHANGE +0.8% (+3 MINS)	YEAR-ON-YEAR CHANGE -8.2% (-17 MINS)	YEAR-ON-YEAR CHANGE -5.5% (-8 MINS)	YEAR-ON-YEAR CHANGE -22.2% (-29 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES	TIME SPENT LISTENING TO BROADCAST RADIO	TIME SPENT LISTENING TO PODCASTS	TIME SPENT USING A GAMES CONSOLE
1H 25M	0H 50M	0H 49M	1H 02M
YEAR-ON-YEAR CHANGE -12.8% (-13 MINS)	YEAR-ON-YEAR CHANGE -15.5% (-9 MINS)	YEAR-ON-YEAR CHANGE -20.3% (-13 MINS)	YEAR-ON-YEAR CHANGE -16.7% (-12 MINS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **NOTES:** PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

Why does it matter?



JAN 2024

MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

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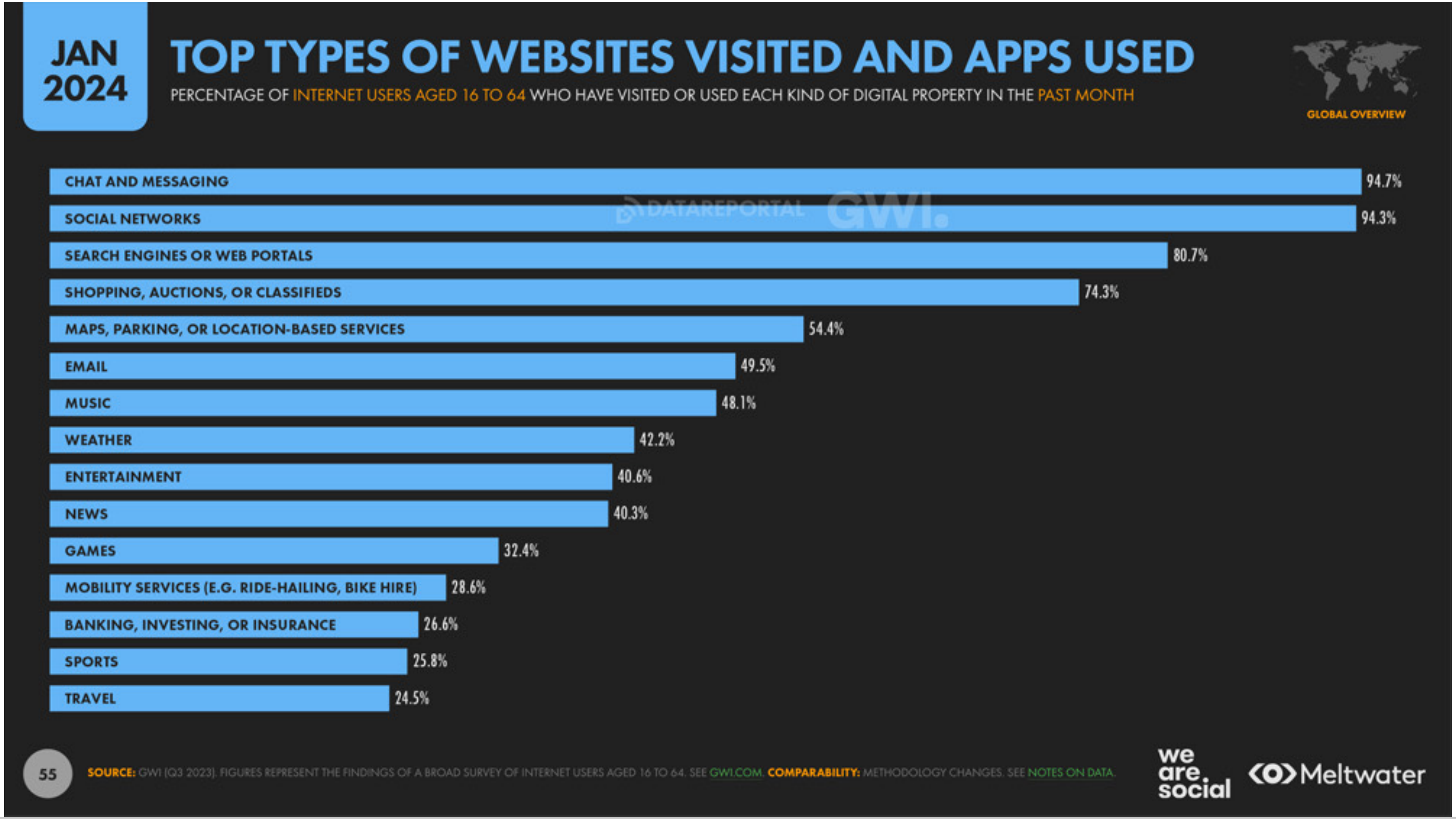


JAN 2024

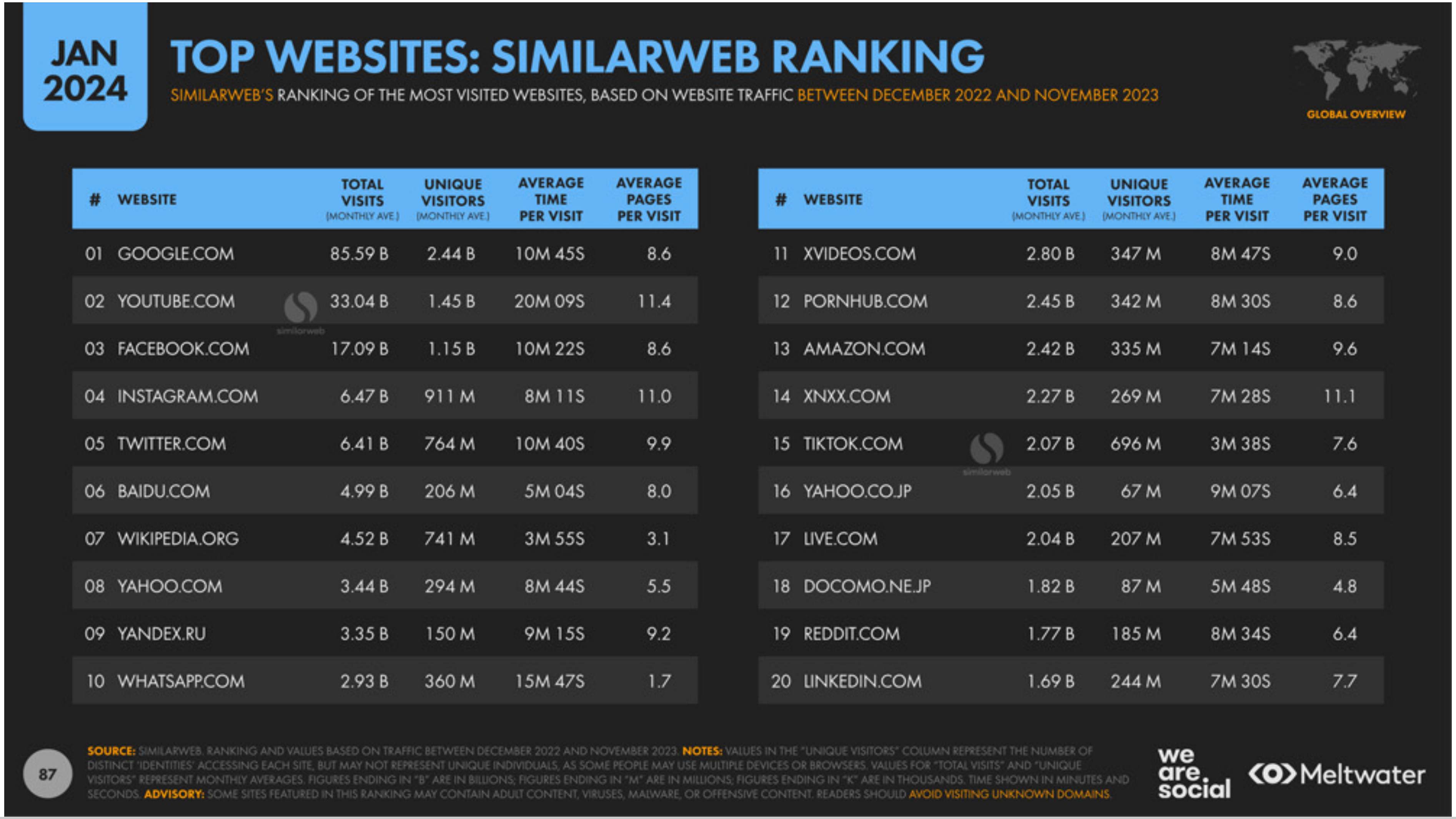
TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

55

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

Why does it matter?



JAN 2024

TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023

GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	85.59 B	2.44 B	10M 45S	8.6
02	YOUTUBE.COM	33.04 B	1.45 B	20M 09S	11.4
03	FACEBOOK.COM	17.09 B	1.15 B	10M 22S	8.6
04	INSTAGRAM.COM	6.47 B	911 M	8M 11S	11.0
05	TWITTER.COM	6.41 B	764 M	10M 40S	9.9
06	BAIDU.COM	4.99 B	206 M	5M 04S	8.0
07	WIKIPEDIA.ORG	4.52 B	741 M	3M 55S	3.1
08	YAHOO.COM	3.44 B	294 M	8M 44S	5.5
09	YANDEX.RU	3.35 B	150 M	9M 15S	9.2
10	WHATSAPP.COM	2.93 B	360 M	15M 47S	1.7
11	XVIDEOS.COM	2.80 B	347 M	8M 47S	9.0
12	PORNHUB.COM	2.45 B	342 M	8M 30S	8.6
13	AMAZON.COM	2.42 B	335 M	7M 14S	9.6
14	XNXX.COM	2.27 B	269 M	7M 28S	11.1
15	TIKTOK.COM	2.07 B	696 M	3M 38S	7.6
16	YAHOO.CO.JP	2.05 B	67 M	9M 07S	6.4
17	LIVE.COM	2.04 B	207 M	7M 53S	8.5
18	DOCOMO.NE.JP	1.82 B	87 M	5M 48S	4.8
19	REDDIT.COM	1.77 B	185 M	8M 34S	6.4
20	LINKEDIN.COM	1.69 B	244 M	7M 30S	7.7

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

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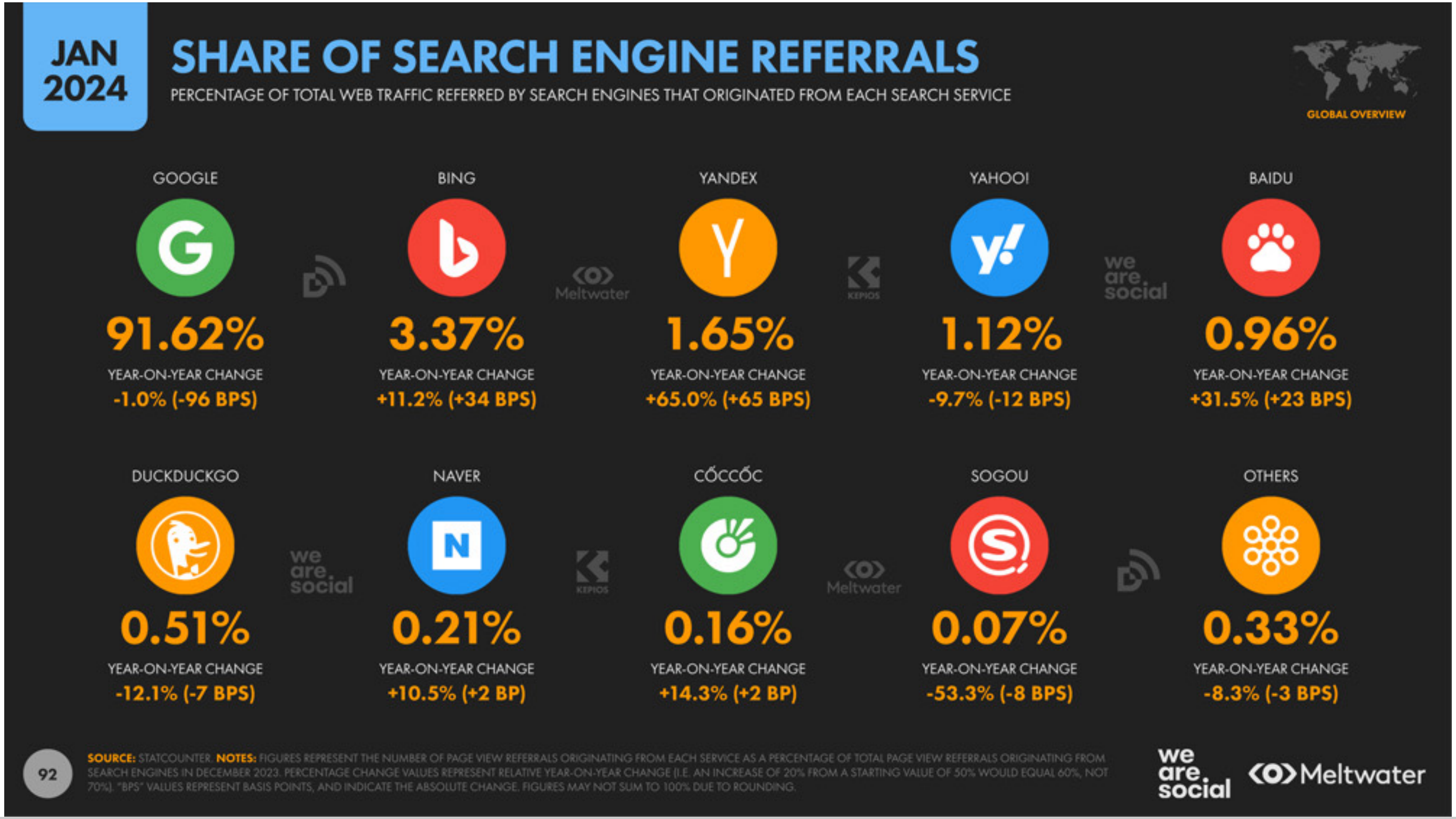
Why does it matter?



JAN 2024

SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

GLOBAL OVERVIEW

	SHARE	YEAR-ON-YEAR CHANGE
GOOGLE	91.62%	-1.0% (-96 BPS)
BING	3.37%	+11.2% (+34 BPS)
YANDEX	1.65%	+65.0% (+65 BPS)
YAHOO!	1.12%	-9.7% (-12 BPS)
BAIDU	0.96%	+31.5% (+23 BPS)
DUCKDUCKGO	0.51%	-12.1% (-7 BPS)
NAVER	0.21%	+10.5% (+2 BP)
CỐCCỐC	0.16%	+14.3% (+2 BP)
SOGOU	0.07%	-53.3% (-8 BPS)
OTHERS	0.33%	-8.3% (-3 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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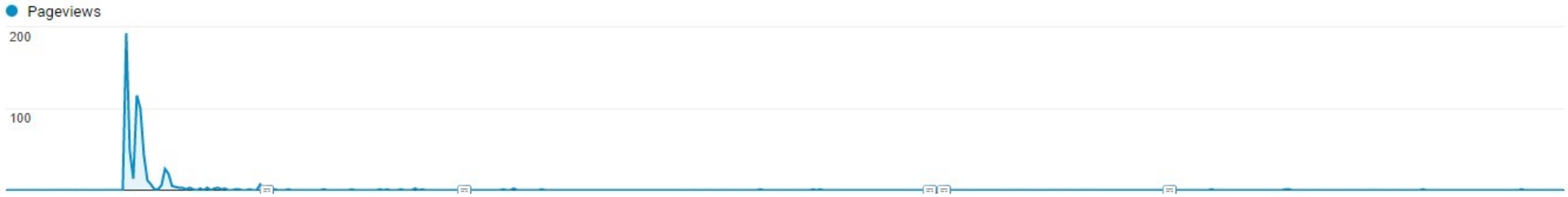
What do we measure and why?

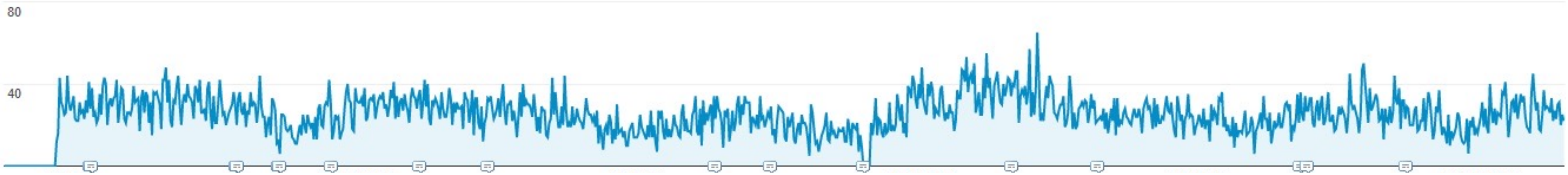
What does good content look like?

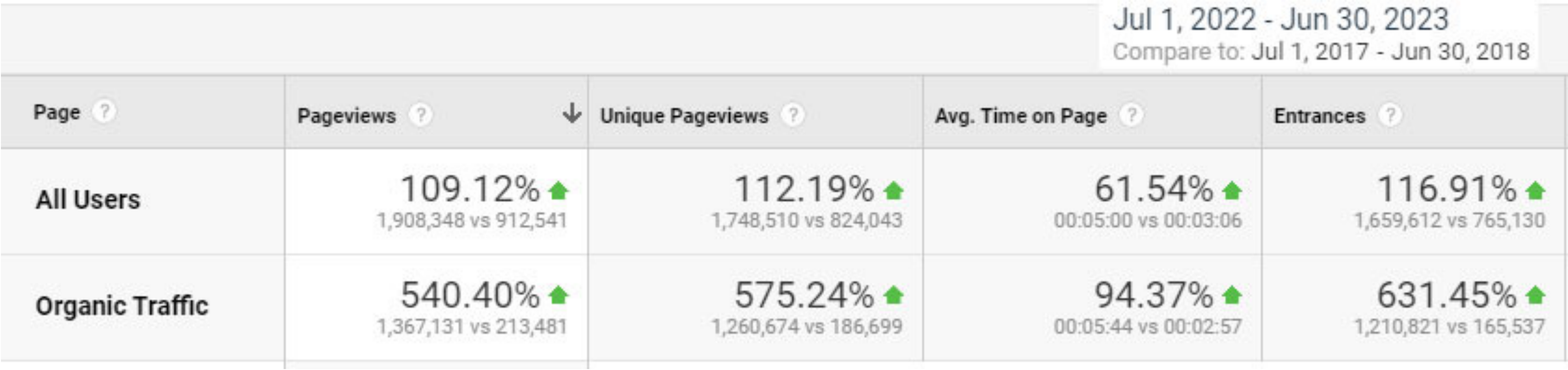
Typical article – 700-1,500 pageviews



What does good content look like?

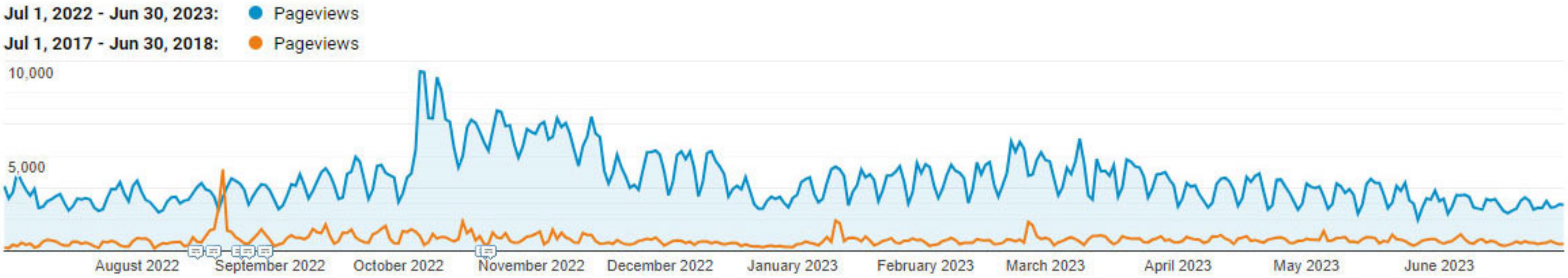
High Performer – 30,000 pageviews in 3 years





Jul 1, 2022 - Jun 30, 2023
Compare to: Jul 1, 2017 - Jun 30, 2018

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
All Users	109.12% 1,908,348 vs 912,541	112.19% 1,748,510 vs 824,043	61.54% 00:05:00 vs 00:03:06	116.91% 1,659,612 vs 765,130
Organic Traffic	540.40% 1,367,131 vs 213,481	575.24% 1,260,674 vs 186,699	94.37% 00:05:44 vs 00:02:57	631.45% 1,210,821 vs 165,537

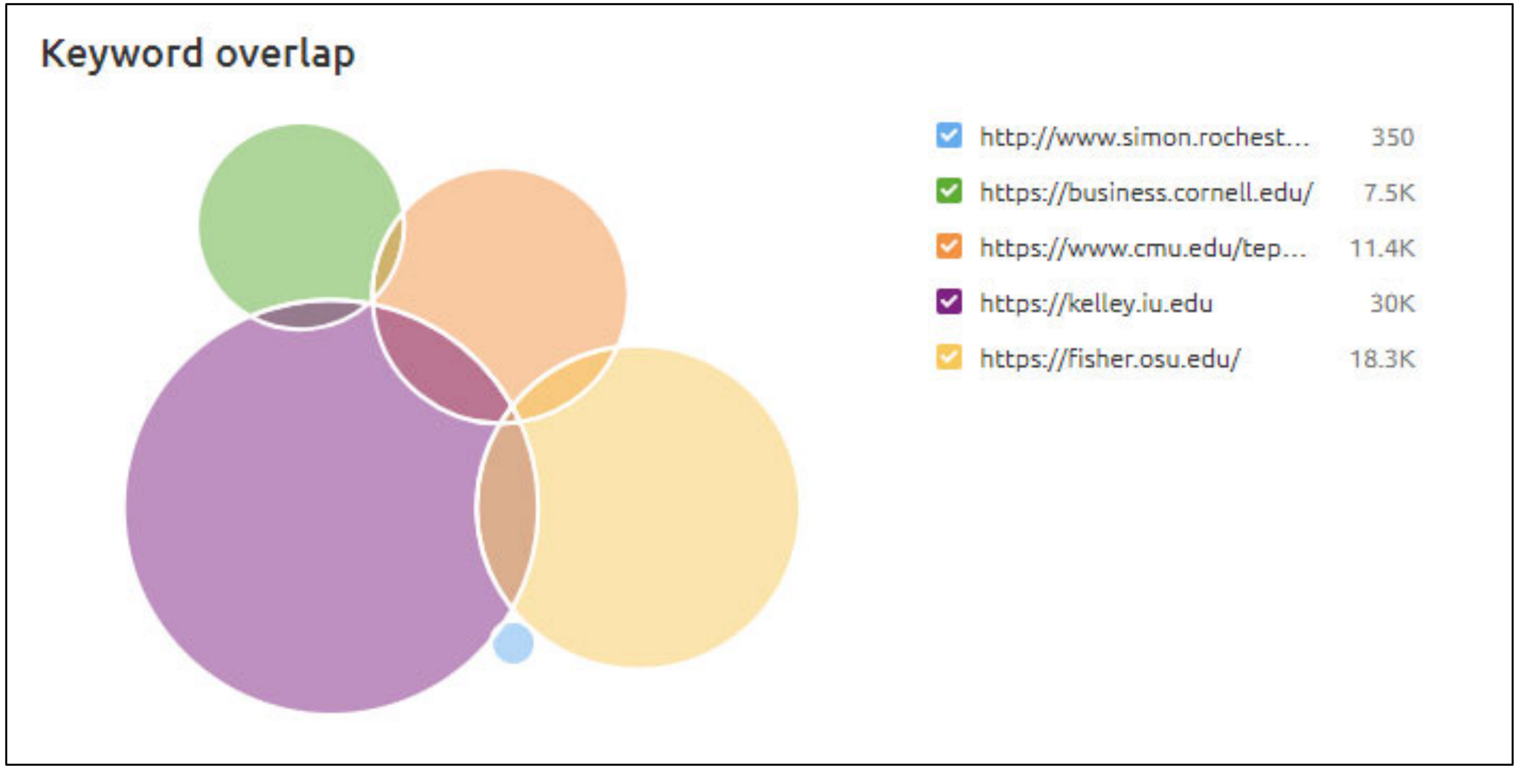


What else can you measure?

- Conversions
- Engagement
- Reputation
- Satisfaction
- Technical SEO
- Competitive positioning

Other considerations

- Competition

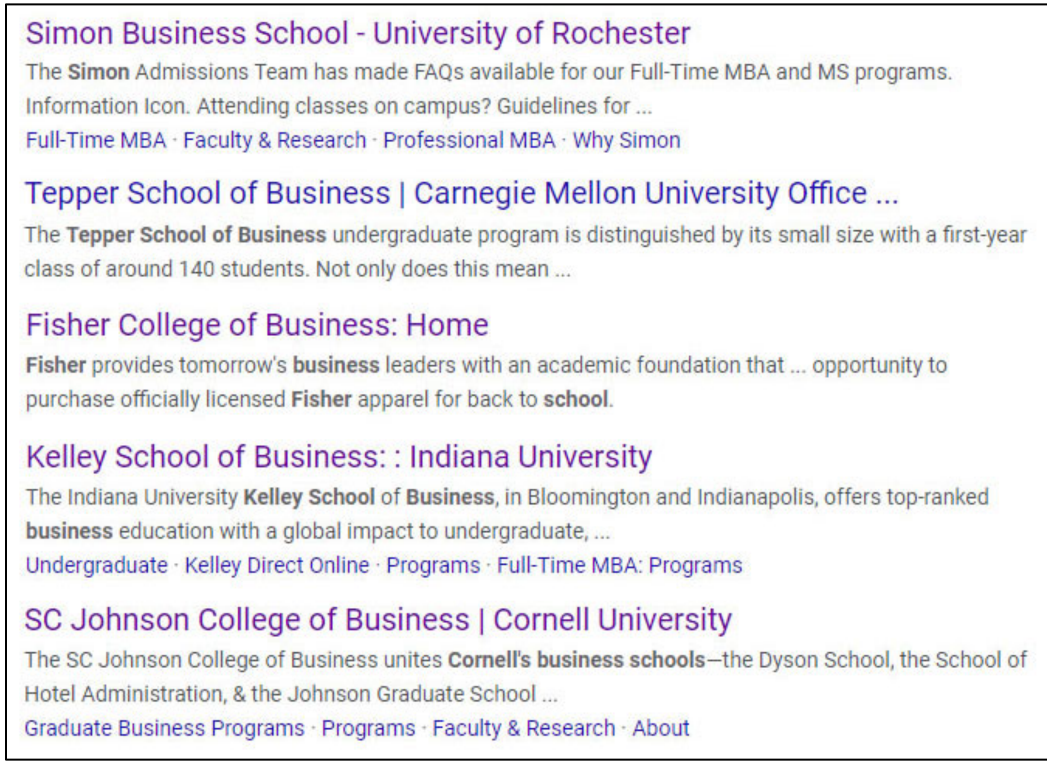


Keyword overlap

☑	http://www.simon.rochest...	350
☑	https://business.cornell.edu/	7.5K
☑	https://www.cmu.edu/tep...	11.4K
☑	https://kelley.iu.edu	30K
☑	https://fisher.osu.edu/	18.3K

Other considerations

- Competition
- Meta descriptions



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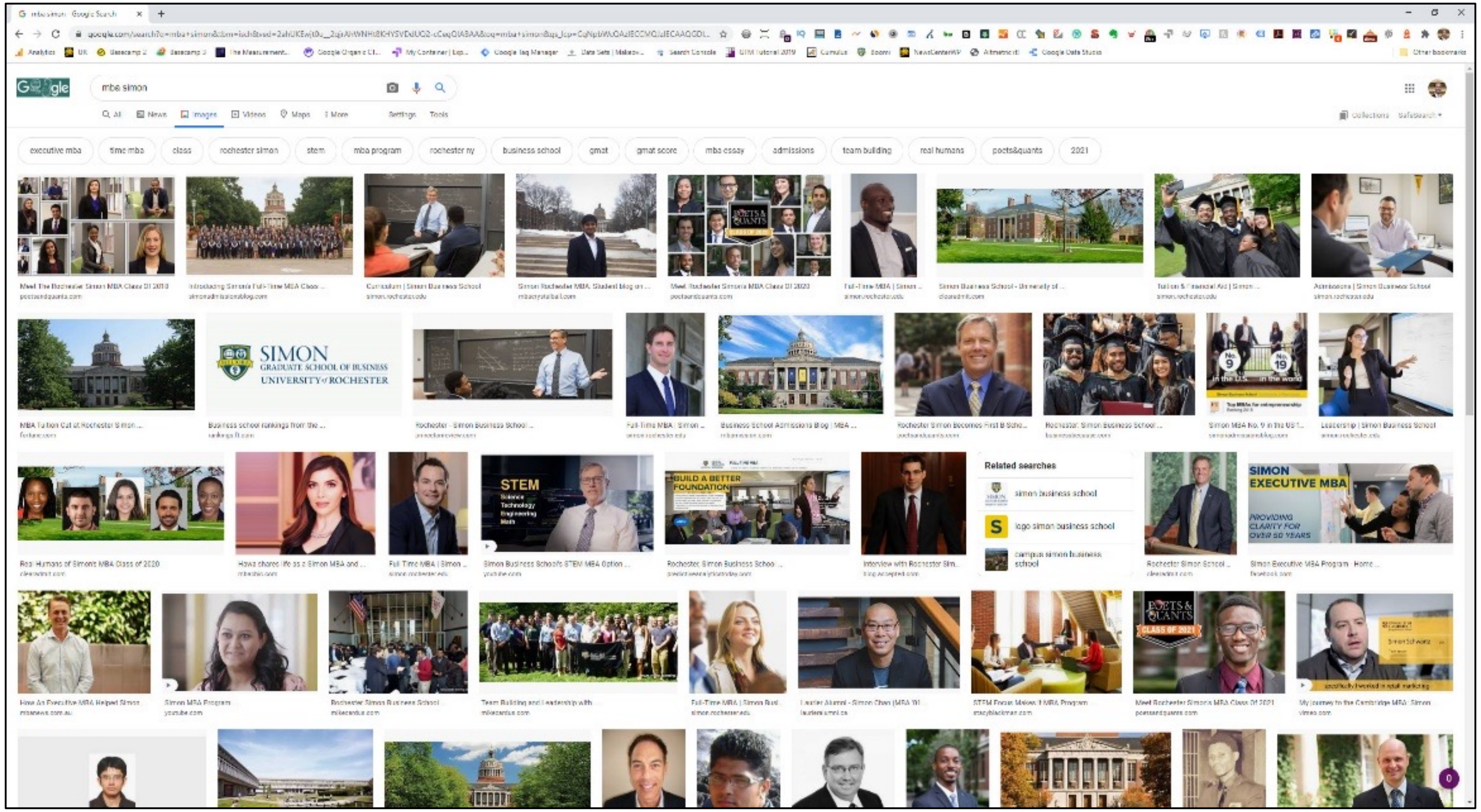
Graduate Business Programs · Programs · Faculty & Research · About

Other considerations

- Competition
- Meta descriptions
- Image optimization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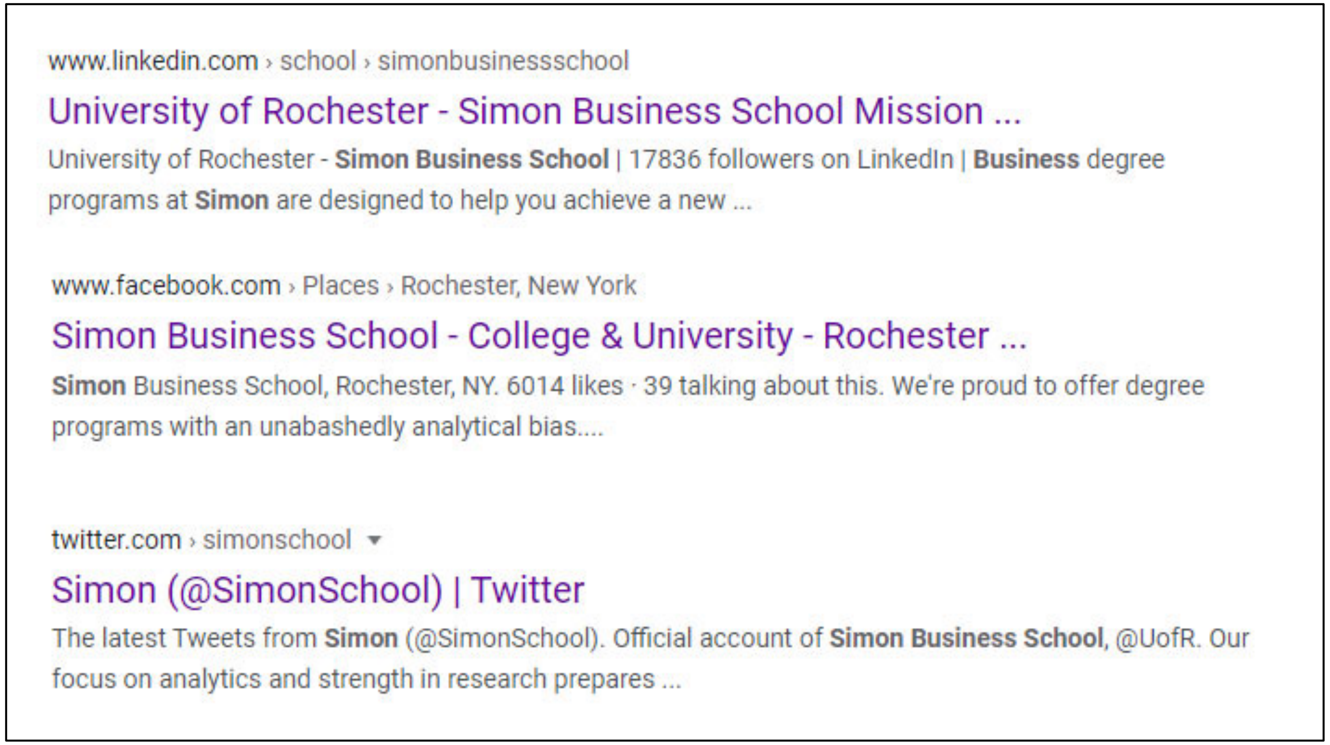
Other considerations

- Competition
- Meta descriptions
- Image optimization
- Social profiles/posts/search/hashtags



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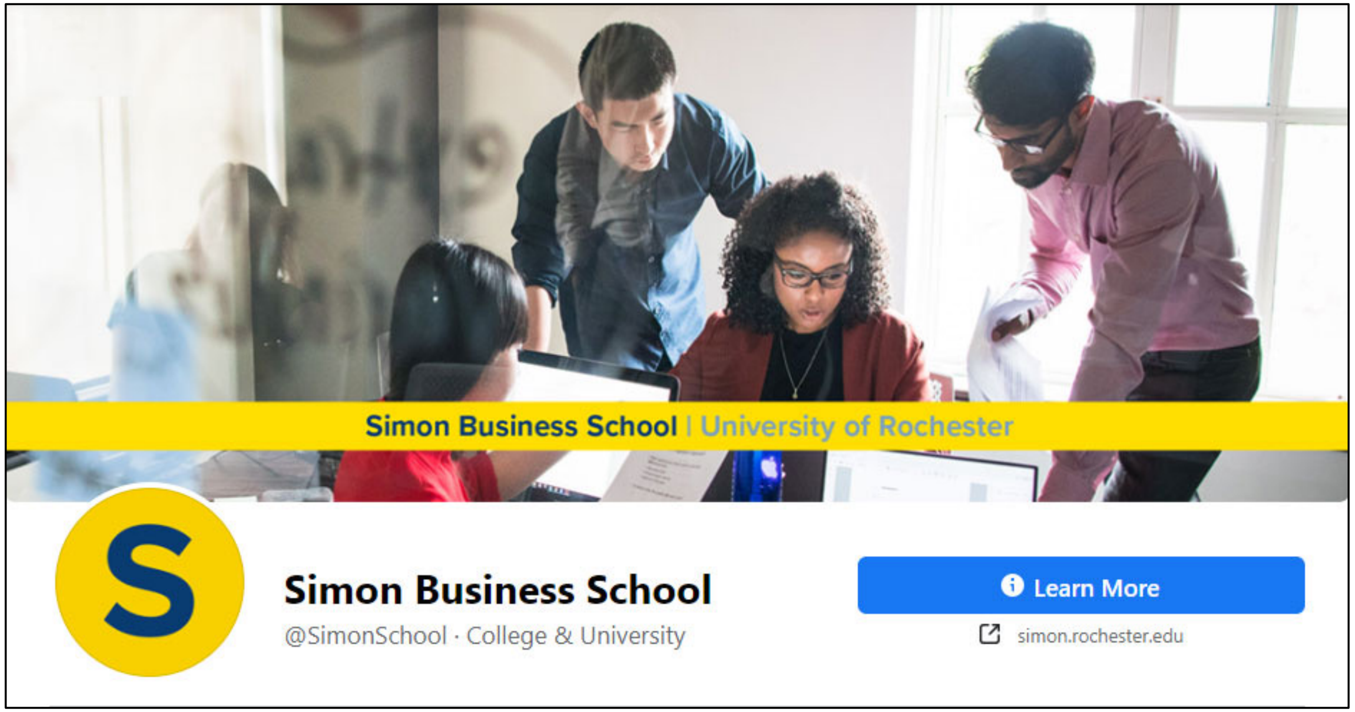
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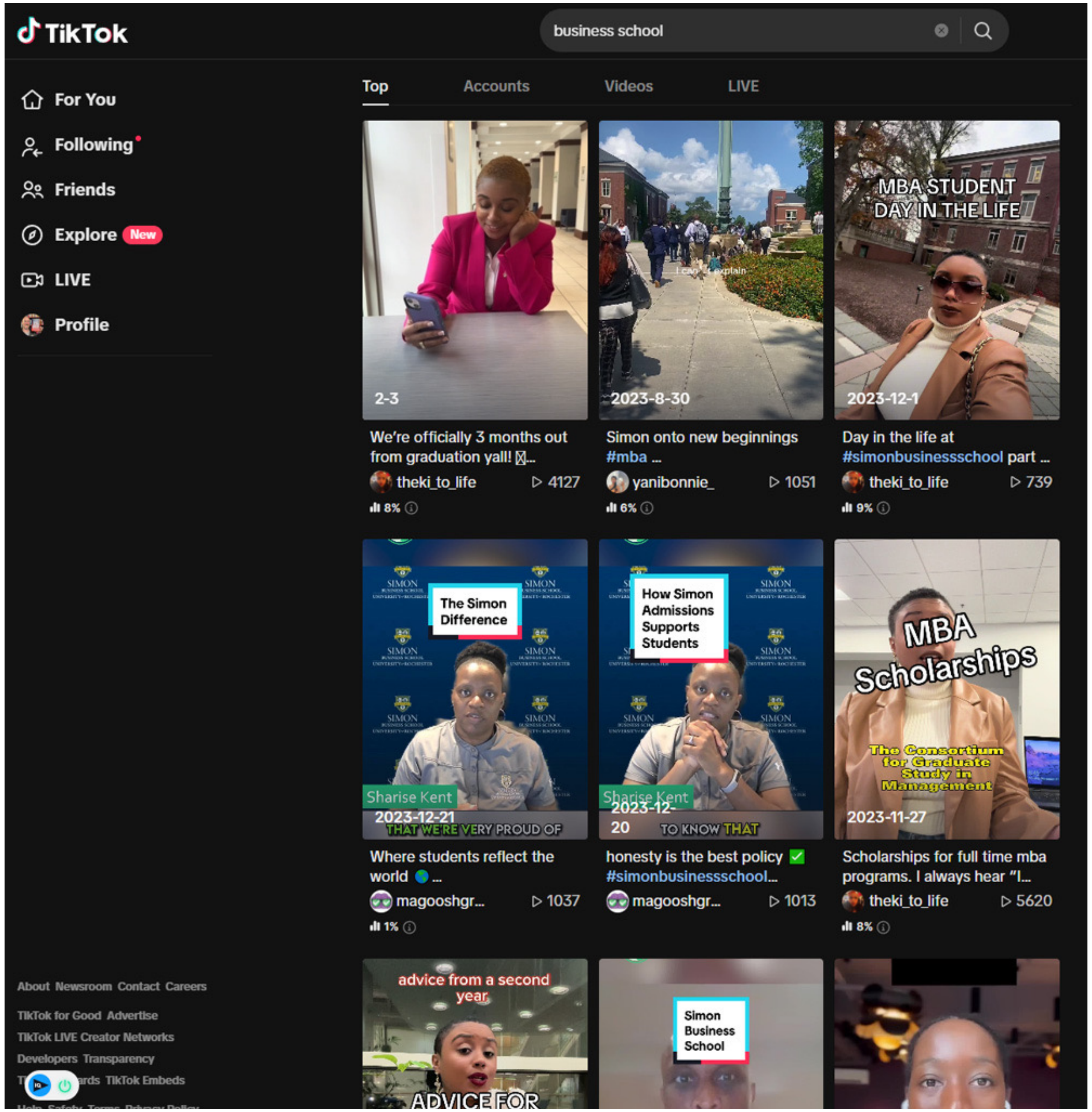
- Competition
- Meta descriptions
- Image optimization
- Social profiles/posts/search/hashtags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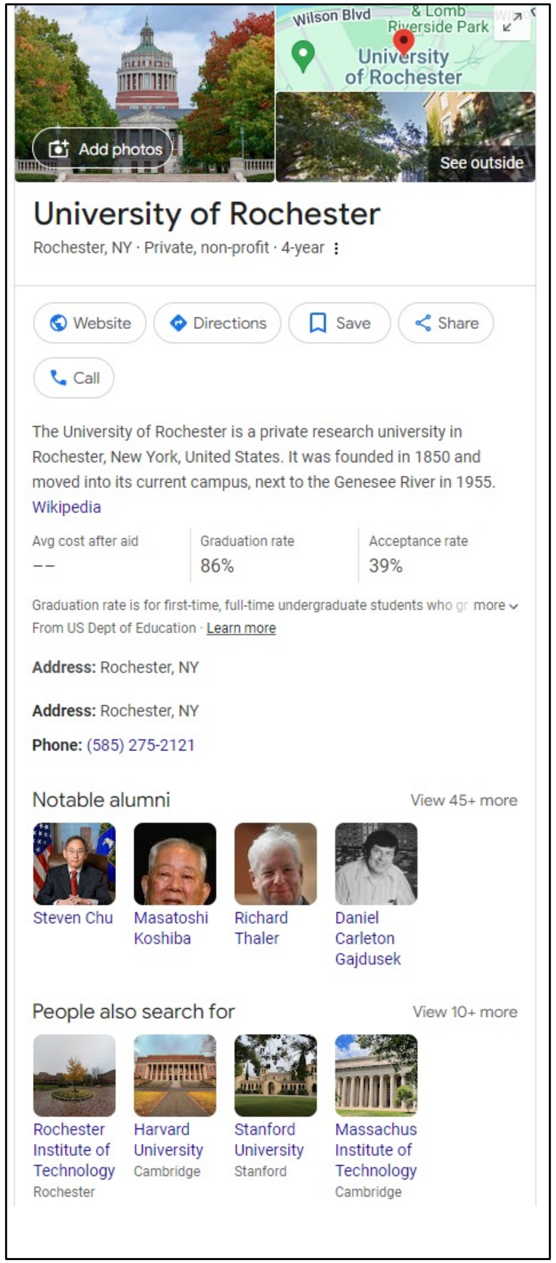
Other considerations

- Competition
- Meta descriptions
- Image optimization
- Social profiles/posts/search/hashtags
- Business listings – local search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The University of Rochester is a private research university in Rochester, New York, United States. It was founded in 1850 and moved into its current campus, next to the Genesee River in 1955. Wikipedia

Avg cost after aid	Graduation rate	Acceptance rate
– –	86%	39%

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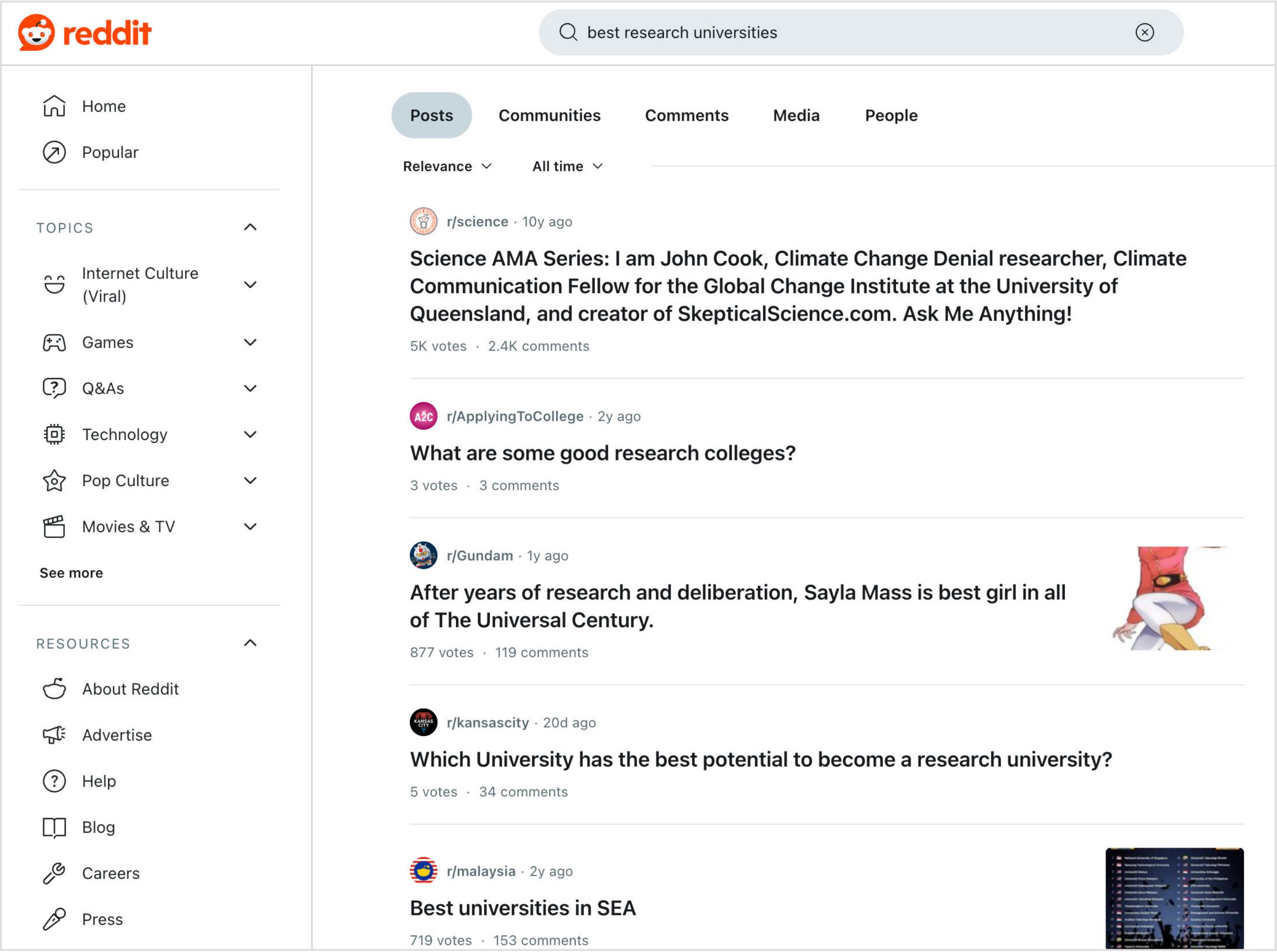
Other considerations

- Competition
- Meta descriptions
- Image optimization
- Social profiles/posts/search/hashtags
- Business listings – local search
- Voice search

Other considerations

- Competition
- Meta descriptions
- Image optimization
- Social profiles/posts/search/hashtags
- Business listings – local search
- Voice search
- Community search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3 votes · 3 comments

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After years of research and deliberation, Sayla Mass is best girl in all of The Universal Century.

877 votes · 119 comments

r/kansascity · 20d ago

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5 votes · 34 comments

r/malaysia · 2y ago

Best universities in SEA

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Other considerations

- Competition
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- Image optimization
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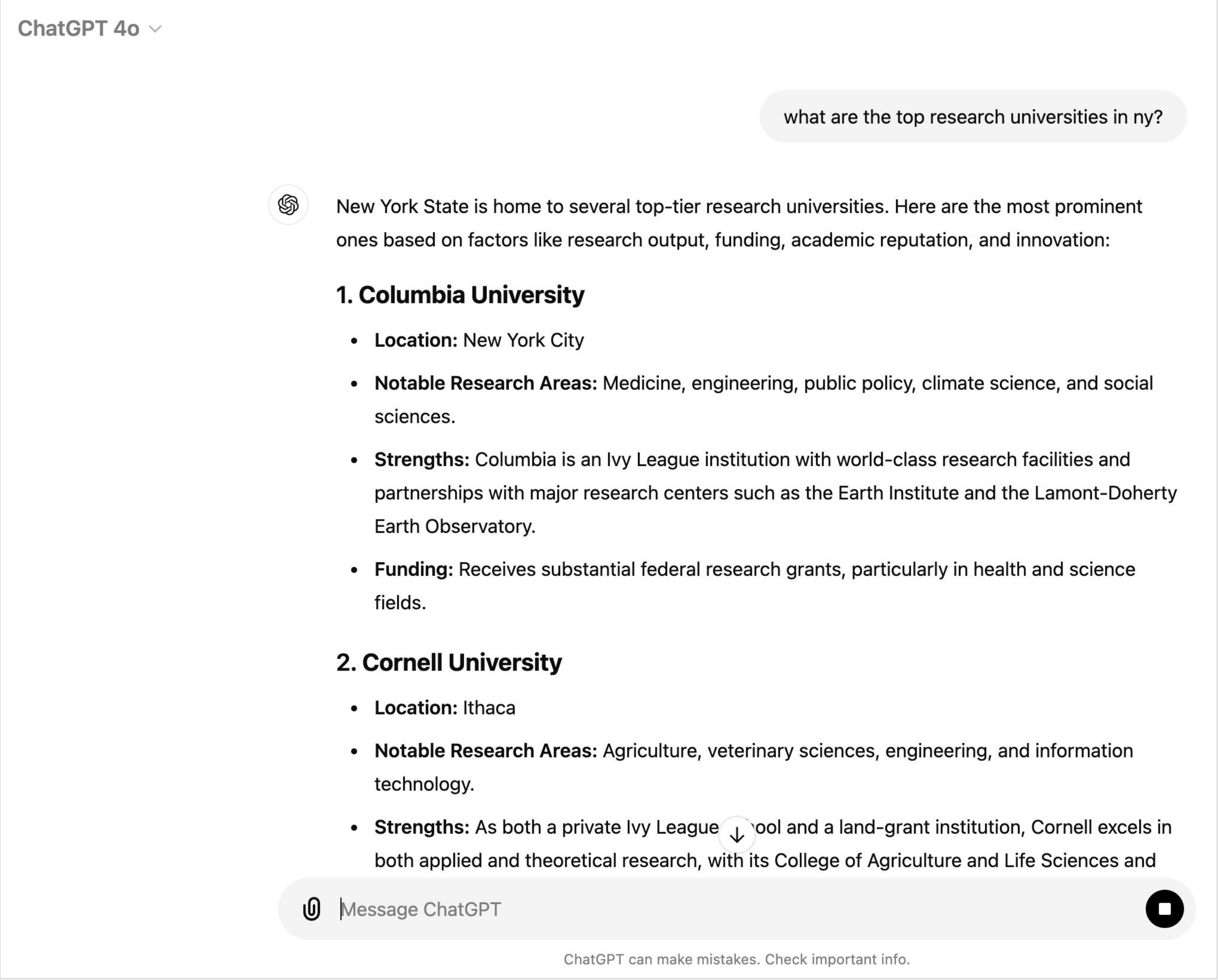
- Business listings – local search
- Voice search
- Community search
- AI content/search

AI



what are the top research universities in ny?

New York State is home to several top-tier research universities. Here are the most prominent ones based on factors like research output, funding, academic reputation, and innovation:

1. Columbia University

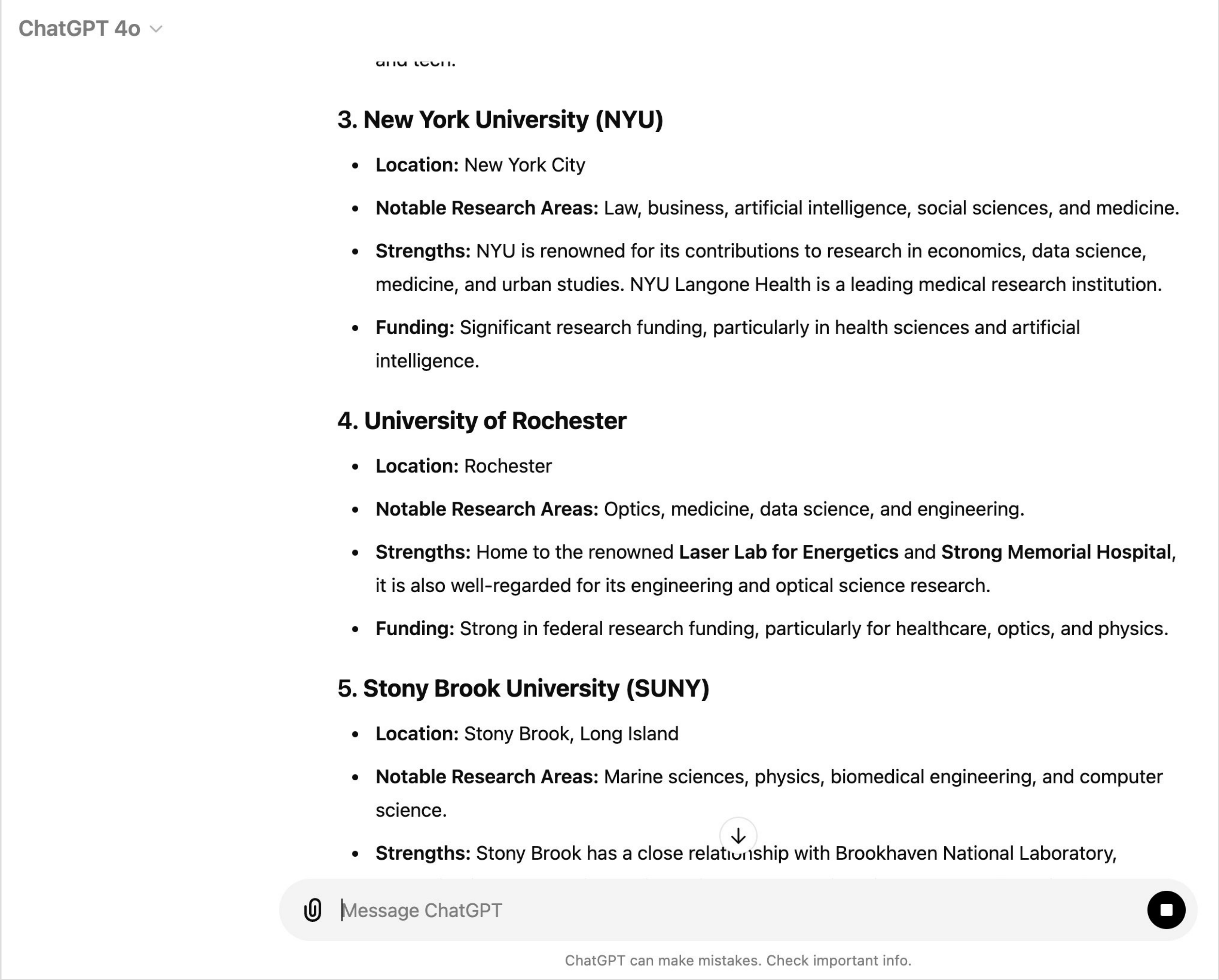
- **Location:** New York City
- **Notable Research Areas:** Medicine, engineering, public policy, climate science, and social sciences.
- **Strengths:** Columbia is an Ivy League institution with world-class research facilities and partnerships with major research centers such as the Earth Institute and the Lamont-Doherty Earth Observatory.
- **Funding:** Receives substantial federal research grants, particularly in health and science fields.

2. Cornell University

- **Location:** Ithaca
- **Notable Research Areas:** Agriculture, veterinary sciences, engineering, and information technology.
- **Strengths:** As both a private Ivy League ool and a land-grant institution, Cornell excels in both applied and theoretical research, with its College of Agriculture and Life Sciences and

ChatGPT can make mistakes. Check important info.

AI



and tech.

3. New York University (NYU)

- **Location:** New York City
- **Notable Research Areas:** Law, business, artificial intelligence, social sciences, and medicine.
- **Strengths:** NYU is renowned for its contributions to research in economics, data science, medicine, and urban studies. NYU Langone Health is a leading medical research institution.
- **Funding:** Significant research funding, particularly in health sciences and artificial intelligence.

4. University of Rochester

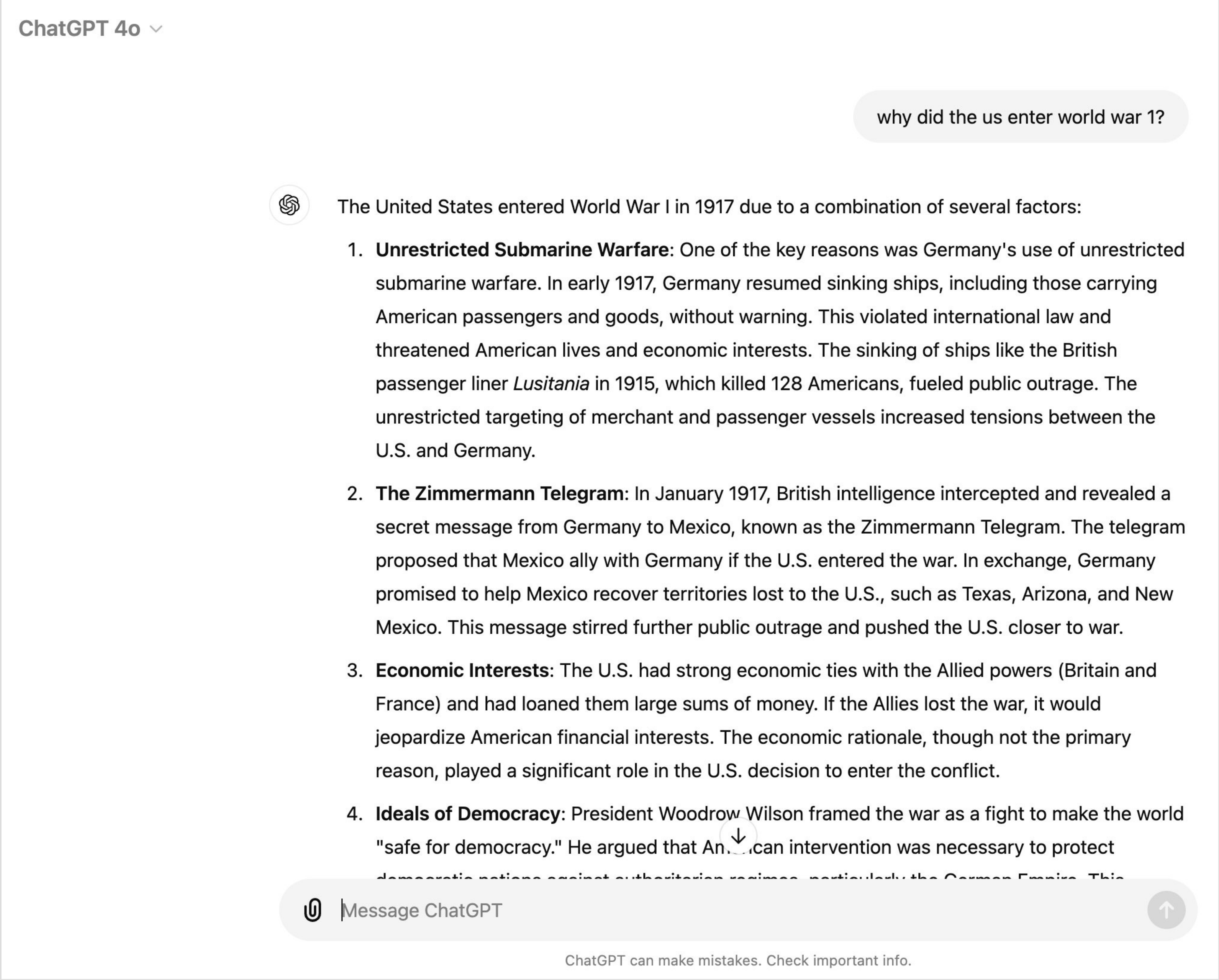
- **Location:** Rochester
- **Notable Research Areas:** Optics, medicine, data science, and engineering.
- **Strengths:** Home to the renowned **Laser Lab for Energetics** and **Strong Memorial Hospital**, it is also well-regarded for its engineering and optical science research.
- **Funding:** Strong in federal research funding, particularly for healthcare, optics, and physics.

5. Stony Brook University (SUNY)

- **Location:** Stony Brook, Long Island
- **Notable Research Areas:** Marine sciences, physics, biomedical engineering, and computer science.
- **Strengths:** Stony Brook has a close relationship with Brookhaven National Laboratory,

ChatGPT can make mistakes. Check important info.

AI



why did the us enter world war 1?

The United States entered World War I in 1917 due to a combination of several factors:

1. **Unrestricted Submarine Warfare**: One of the key reasons was Germany's use of unrestricted submarine warfare. In early 1917, Germany resumed sinking ships, including those carrying American passengers and goods, without warning. This violated international law and threatened American lives and economic interests. The sinking of ships like the British passenger liner *Lusitania* in 1915, which killed 128 Americans, fueled public outrage. The unrestricted targeting of merchant and passenger vessels increased tensions between the U.S. and Germany.
2. **The Zimmermann Telegram**: In January 1917, British intelligence intercepted and revealed a secret message from Germany to Mexico, known as the Zimmermann Telegram. The telegram proposed that Mexico ally with Germany if the U.S. entered the war. In exchange, Germany promised to help Mexico recover territories lost to the U.S., such as Texas, Arizona, and New Mexico. This message stirred further public outrage and pushed the U.S. closer to war.
3. **Economic Interests**: The U.S. had strong economic ties with the Allied powers (Britain and France) and had loaned them large sums of money. If the Allies lost the war, it would jeopardize American financial interests. The economic rationale, though not the primary reason, played a significant role in the U.S. decision to enter the conflict.
4. **Ideals of Democracy**: President Woodrow Wilson framed the war as a fight to make the world "safe for democracy." He argued that American intervention was necessary to protect democratic nations against authoritarian regimes, particularly the German Empire. This

ChatGPT can make mistakes. Check important info.

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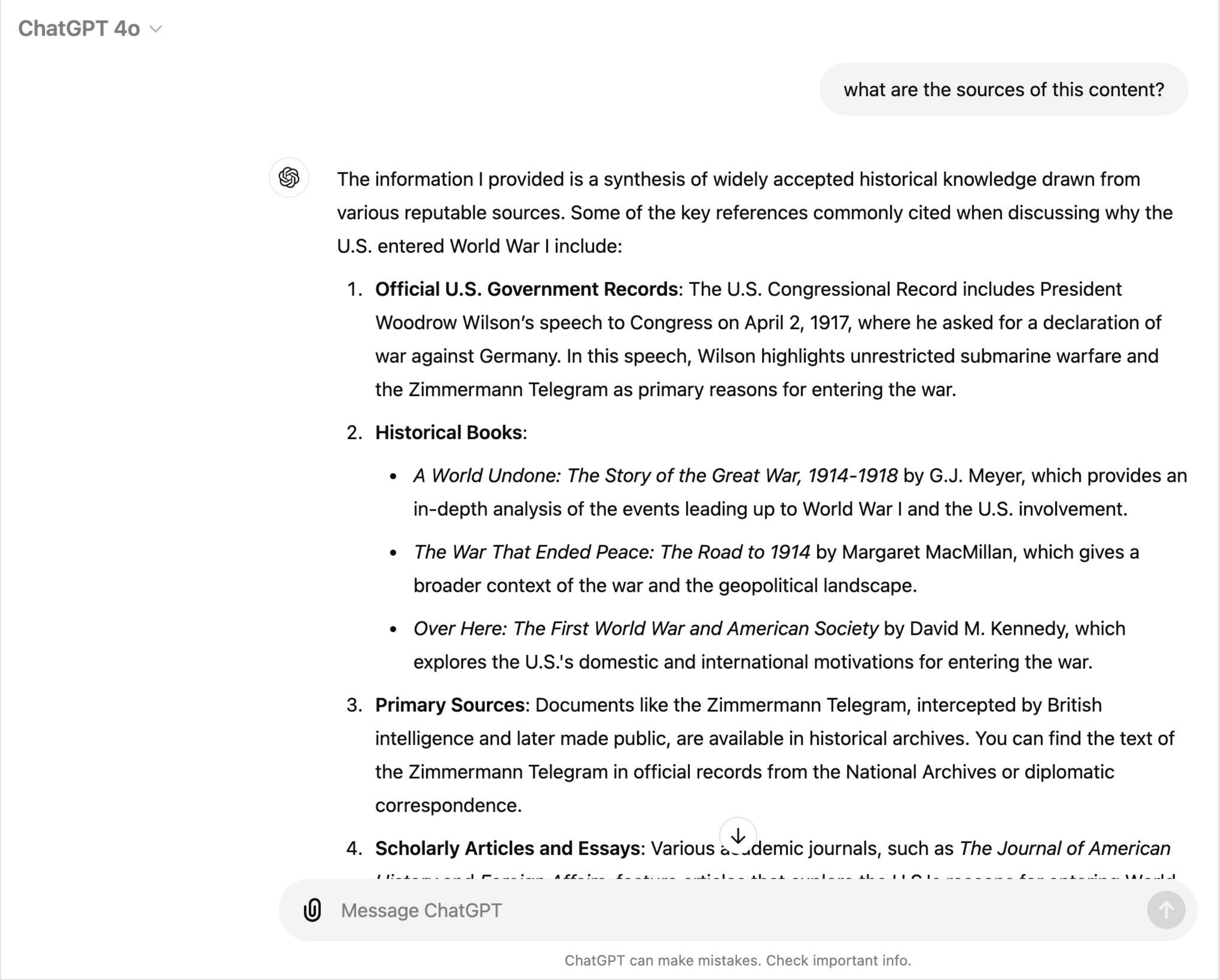

what are the sources of this content?

The information I provided is a synthesis of widely accepted historical knowledge drawn from various reputable sources. Some of the key references commonly cited when discussing why the U.S. entered World War I include:

1. **Official U.S. Government Records**: The U.S. Congressional Record includes President Woodrow Wilson's speech to Congress on April 2, 1917, where he asked for a declaration of war against Germany. In this speech, Wilson highlights unrestricted submarine warfare and the Zimmermann Telegram as primary reasons for entering the war.
2. **Historical Books**:
   - *A World Undone: The Story of the Great War, 1914-1918* by G.J. Meyer, which provides an in-depth analysis of the events leading up to World War I and the U.S. involvement.
   - *The War That Ended Peace: The Road to 1914* by Margaret MacMillan, which gives a broader context of the war and the geopolitical landscape.
   - *Over Here: The First World War and American Society* by David M. Kennedy, which explores the U.S.'s domestic and international motivations for entering the war.
3. **Primary Sources**: Documents like the Zimmermann Telegram, intercepted by British intelligence and later made public, are available in historical archives. You can find the text of the Zimmermann Telegram in official records from the National Archives or diplomatic correspondence.
4. **Scholarly Articles and Essays**: Various academic journals, such as *The Journal of American*

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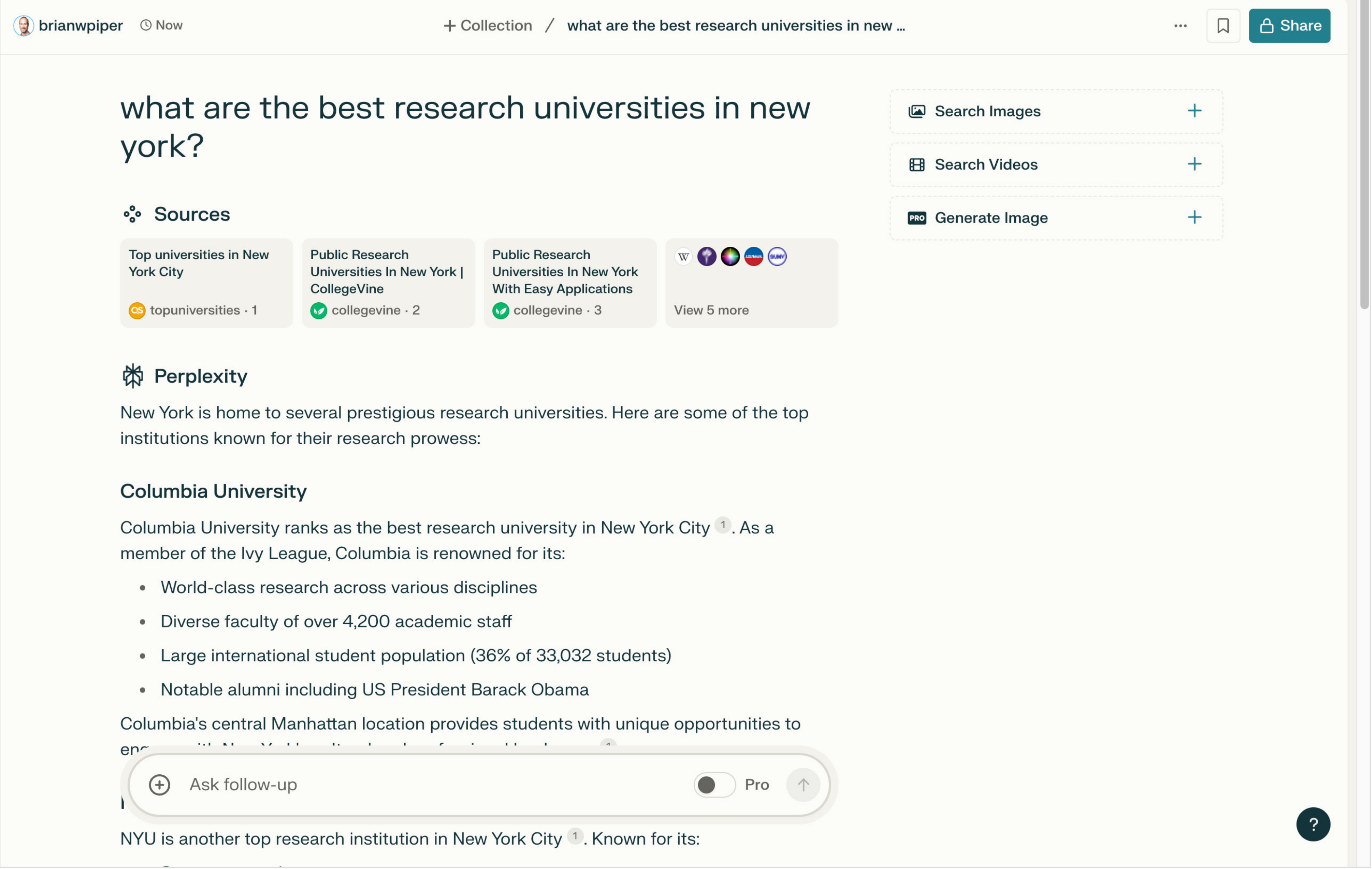
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Public Research Universities In New York With Easy Applications
collegevine · 3

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Perplexity

New York is home to several prestigious research universities. Here are some of the top institutions known for their research prowess:

Columbia University

Columbia University ranks as the best research university in New York City [1]. As a member of the Ivy League, Columbia is renowned for its:

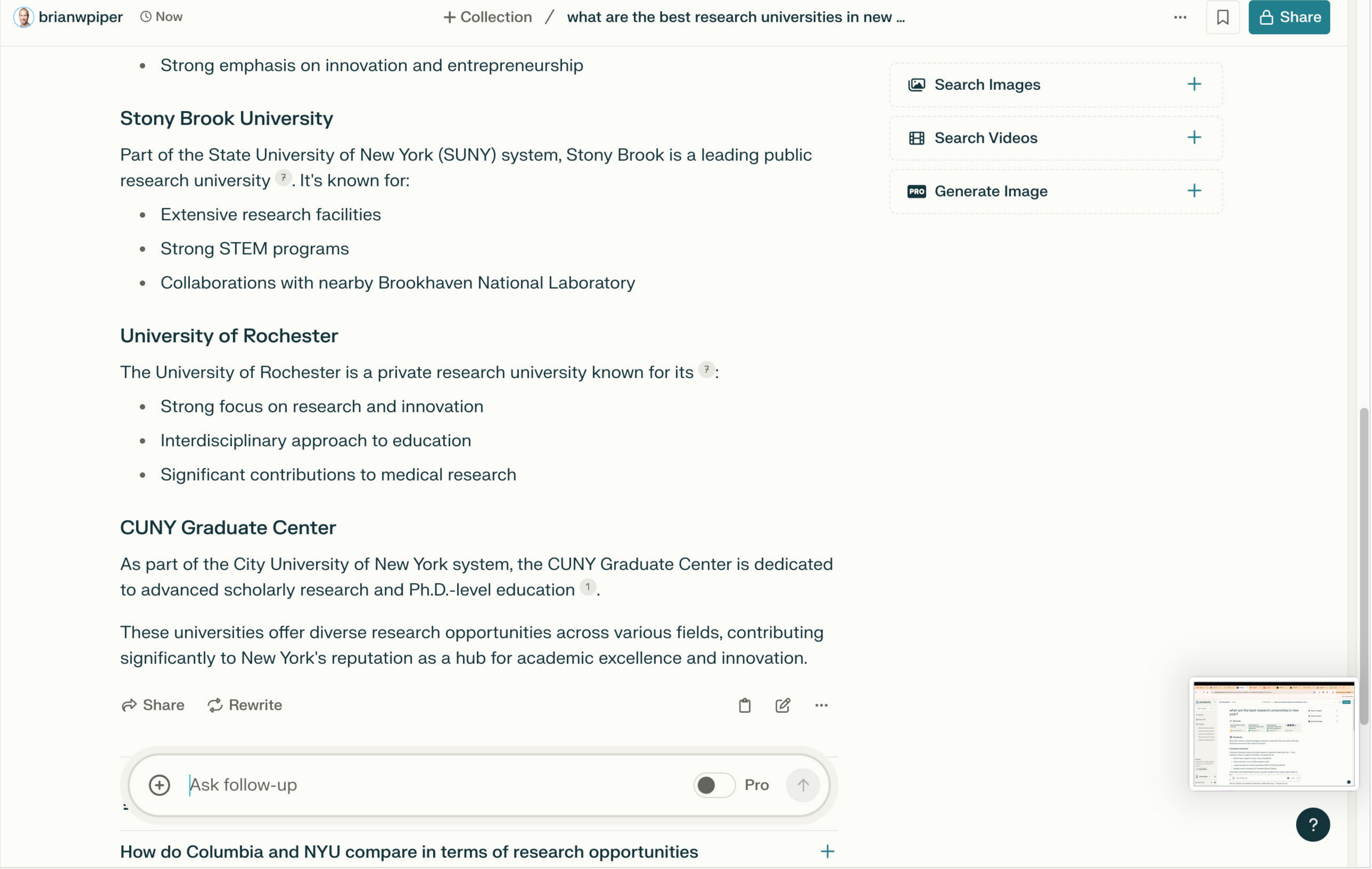
- World-class research across various disciplines
- Diverse faculty of over 4,200 academic staff
- Large international student population (36% of 33,032 students)
- Notable alumni including US President Barack Obama

Columbia's central Manhattan location provides students with unique opportunities to en

Ask follow-up
Pro
?

NYU is another top research institution in New York City [1]. Known for its:

AI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+ Collection
/
what are the best research universities in new ...
Share
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Share
Rewrite
Ask follow-up
Pro
?

- Strong emphasis on innovation and entrepreneurship

Stony Brook University

Part of the State University of New York (SUNY) system, Stony Brook is a leading public research university [7]. It's known for:

- Extensive research facilities
- Strong STEM programs
- Collaborations with nearby Brookhaven National Laboratory

University of Rochester

The University of Rochester is a private research university known for its [7]:

- Strong focus on research and innovation
- Interdisciplinary approach to education
- Significant contributions to medical research

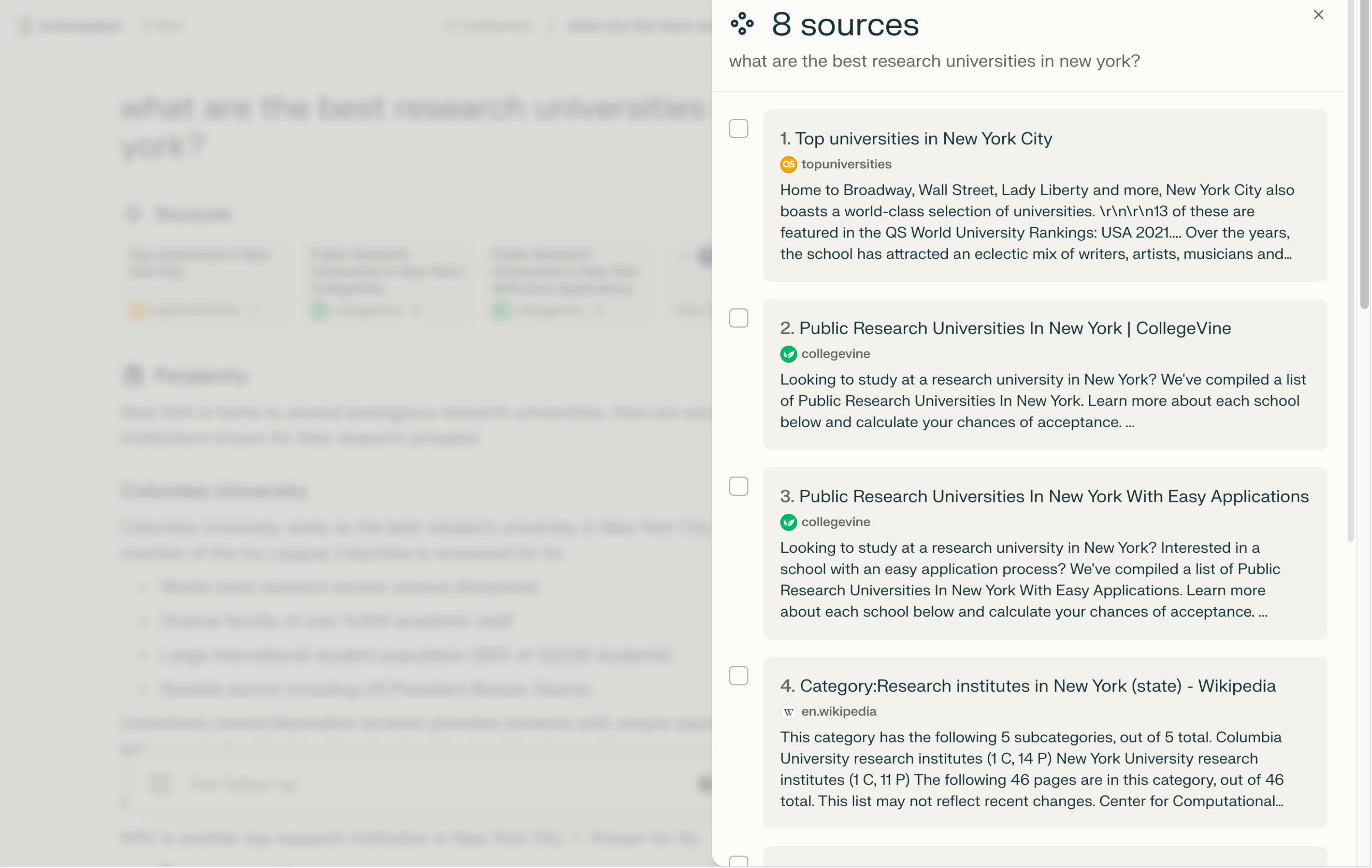
CUNY Graduate Center

As part of the City University of New York system, the CUNY Graduate Center is dedicated to advanced scholarly research and Ph.D.-level education [1].

These universities offer diverse research opportunities across various fields, contributing significantly to New York's reputation as a hub for academic excellence and innovation.

How do Columbia and NYU compare in terms of research opportunities +

AI



8 sources

what are the best research universities in new york?

☐ 1. Top universities in New York City

topuniversities

Home to Broadway, Wall Street, Lady Liberty and more, New York City also boasts a world-class selection of universities. \r\n\r\n13 of these are featured in the QS World University Rankings: USA 2021.... Over the years, the school has attracted an eclectic mix of writers, artists, musicians and...

☐ 2. Public Research Universities In New York | CollegeVine

collegevine

Looking to study at a research university in New York? We've compiled a list of Public Research Universities In New York. Learn more about each school below and calculate your chances of acceptance. ...

☐ 3. Public Research Universities In New York With Easy Applications

collegevine

Looking to study at a research university in New York? Interested in a school with an easy application process? We've compiled a list of Public Research Universities In New York With Easy Applications. Learn more about each school below and calculate your chances of acceptance. ...

☐ 4. Category:Research institutes in New York (state) - Wikipedia

en.wikipedia

This category has the following 5 subcategories, out of 5 total. Columbia University research institutes (1 C, 14 P) New York University research institutes (1 C, 11 P) The following 46 pages are in this category, out of 46 total. This list may not reflect recent changes. Center for Computational...

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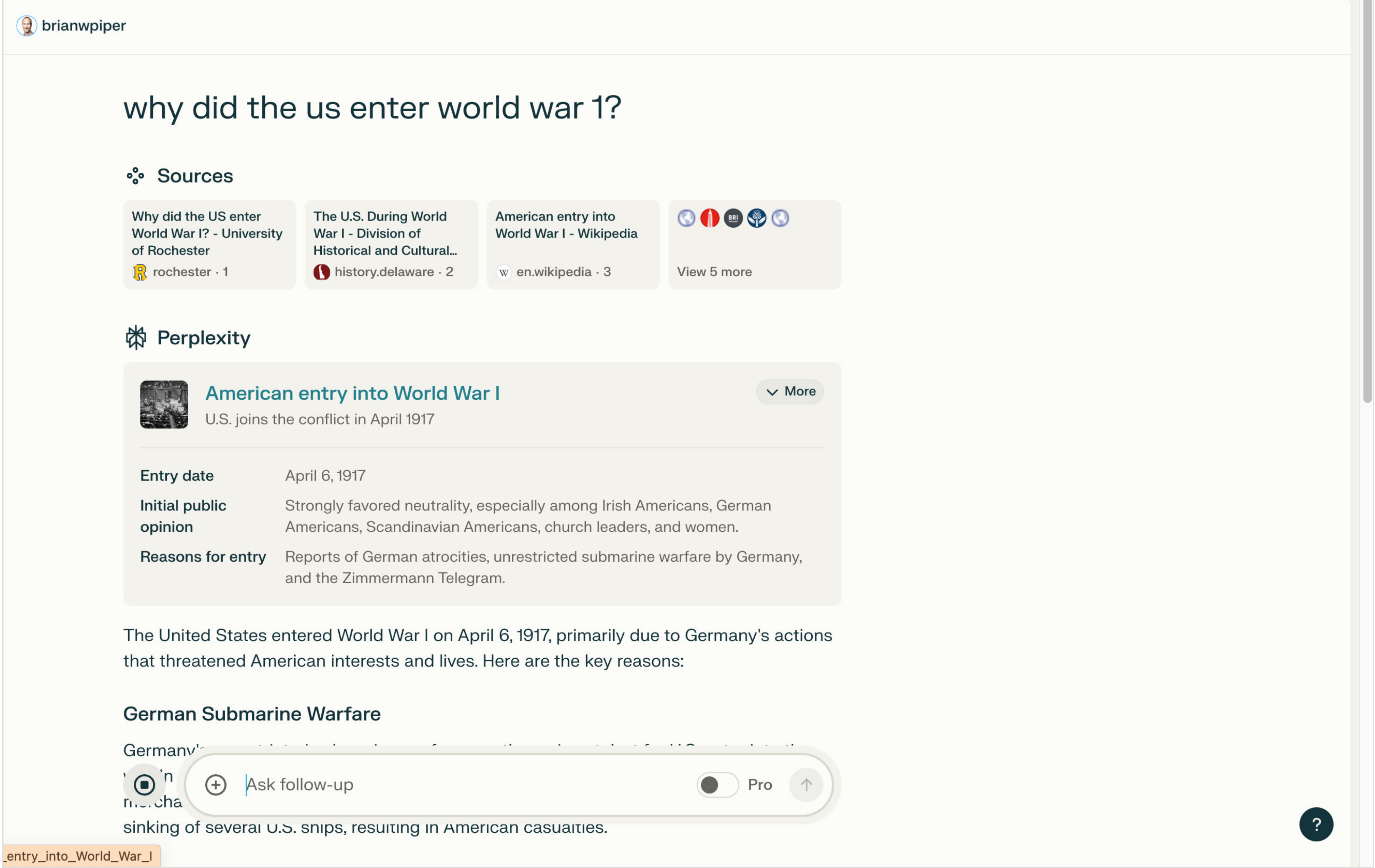


brianwpiper

why did the us enter world war 1?

Sources

- Why did the US enter World War I? - University of Rochester — rochester · 1
- The U.S. During World War I - Division of Historical and Cultural... — history.delaware · 2
- American entry into World War I - Wikipedia — en.wikipedia · 3
- View 5 more

Perplexity

American entry into World War I

U.S. joins the conflict in April 1917

Entry date	April 6, 1917
Initial public opinion	Strongly favored neutrality, especially among Irish Americans, German Americans, Scandinavian Americans, church leaders, and women.
Reasons for entry	Reports of German atrocities, unrestricted submarine warfare by Germany, and the Zimmermann Telegram.

The United States entered World War I on April 6, 1917, primarily due to Germany's actions that threatened American interests and lives. Here are the key reasons:

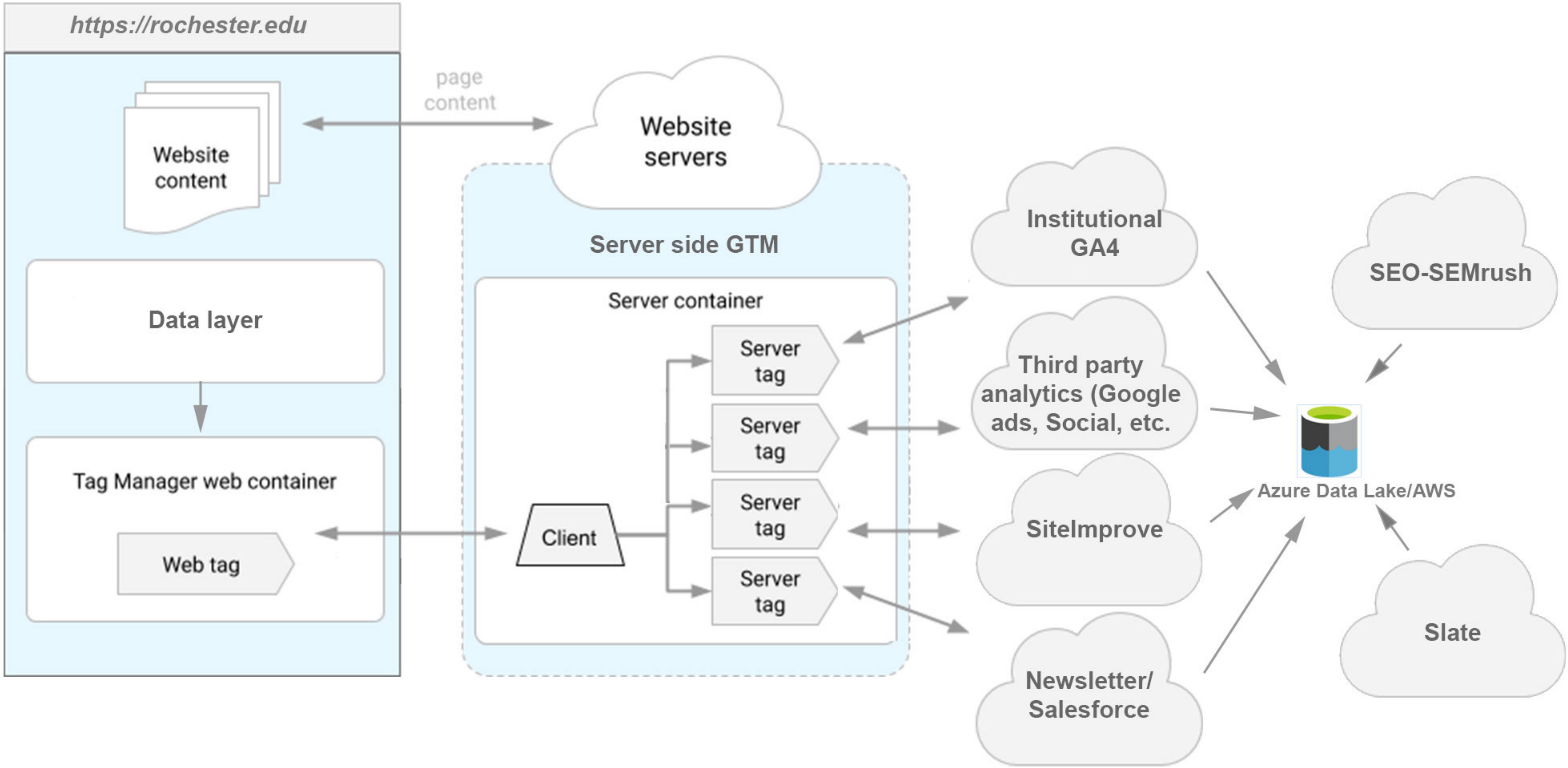
German Submarine Warfare

Germany'

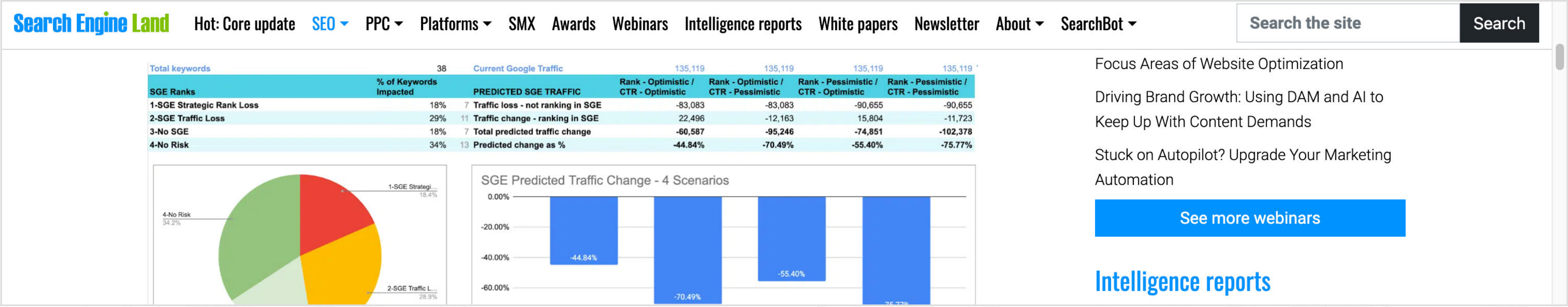
n

mercha

sinking of several U.S. ships, resulting in American casualties.


https://rochester.edu
Website content
page content
Website servers
Data layer
Tag Manager web container
Web tag
Server side GTM
Server container
Client
Server tag
Server tag
Server tag
Server tag
Institutional GA4
Third party analytics (Google ads, Social, etc.
SiteImprove
Newsletter/ Salesforce
SEO-SEMrush
Azure Data Lake/AWS
Slate

Impact of AI on search


Search Engine Land
Hot: Core update
SEO
PPC
Platforms
SMX
Awards
Webinars
Intelligence reports
White papers
Newsletter
About
SearchBot
Search the site
Search

Total keywords	38		Current Google Traffic	135,119	135,119	135,119	135,119
SGE Ranks	% of Keywords Impacted		PREDICTED SGE TRAFFIC	Rank - Optimistic / CTR - Optimistic	Rank - Optimistic / CTR - Pessimistic	Rank - Pessimistic / CTR - Optimistic	Rank - Pessimistic / CTR - Pessimistic
1-SGE Strategic Rank Loss	18%	7	Traffic loss - not ranking in SGE	-83,083	-83,083	-90,655	-90,655
2-SGE Traffic Loss	29%	11	Traffic change - ranking in SGE	22,496	-12,163	15,804	-11,723
3-No SGE	18%	7	Total predicted traffic change	-60,587	-95,246	-74,851	-102,378
4-No Risk	34%	13	Predicted change as %	-44.84%	-70.49%	-55.40%	-75.77%

1-SGE Strategi...
18.4%
4-No Risk
34.2%
2-SGE Traffic L...
28.9%
SGE Predicted Traffic Change - 4 Scenarios
0.00%
-20.00%
-40.00%
-60.00%
-44.84%
-70.49%
-55.40%
-75.77%

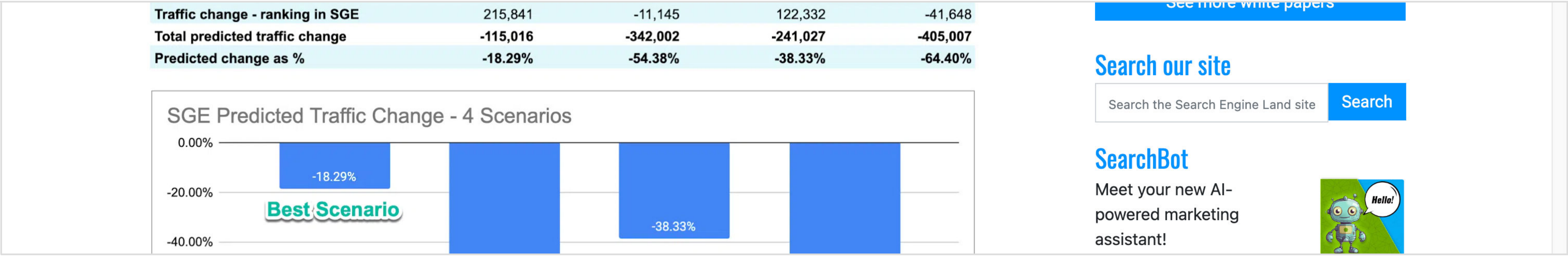
Focus Areas of Website Optimization

Driving Brand Growth: Using DAM and AI to Keep Up With Content Demands

Stuck on Autopilot? Upgrade Your Marketing Automation

See more webinars
Intelligence reports

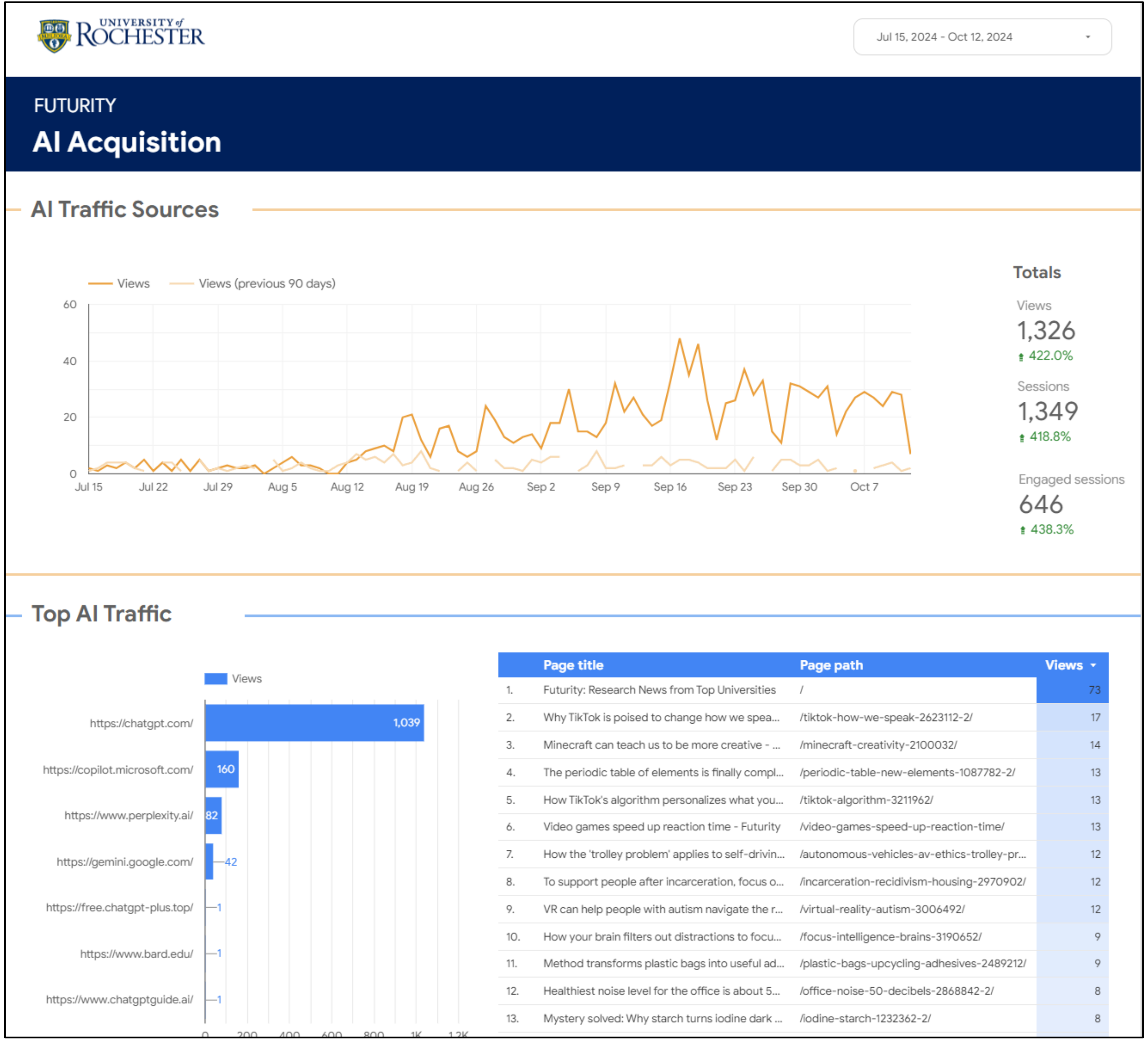
- In a study of 23 websites, the aggregate organic traffic drop as a result of SGE was 18-64%.
  - Our study focused on websites in the technology industry, with traffic mainly from informational keywords. There is large variance inside our sample, with some websites gaining as much as 219% in traffic while others are losing as much as 95%. See the results of the study.



Traffic change - ranking in SGE	215,841	-11,145	122,332	-41,648
Total predicted traffic change	-115,016	-342,002	-241,027	-405,007
Predicted change as %	-18.29%	-54.38%	-38.33%	-64.40%

SGE Predicted Traffic Change - 4 Scenarios
0.00%
-20.00%
-40.00%
-18.29%
Best Scenario
-38.33%
See more white papers
Search our site
Search the Search Engine Land site
Search
SearchBot
Hello!

Meet your new AI-powered marketing assistant!



UNIVERSITY of ROCHESTER

Jul 15, 2024 - Oct 12, 2024

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AI Acquisition

AI Traffic Sources

Views
Views (previous 90 days)
60
40
20
0
Jul 15
Jul 22
Jul 29
Aug 5
Aug 12
Aug 19
Aug 26
Sep 2
Sep 9
Sep 16
Sep 23
Sep 30
Oct 7

Totals

Views
1,326
↑ 422.0%

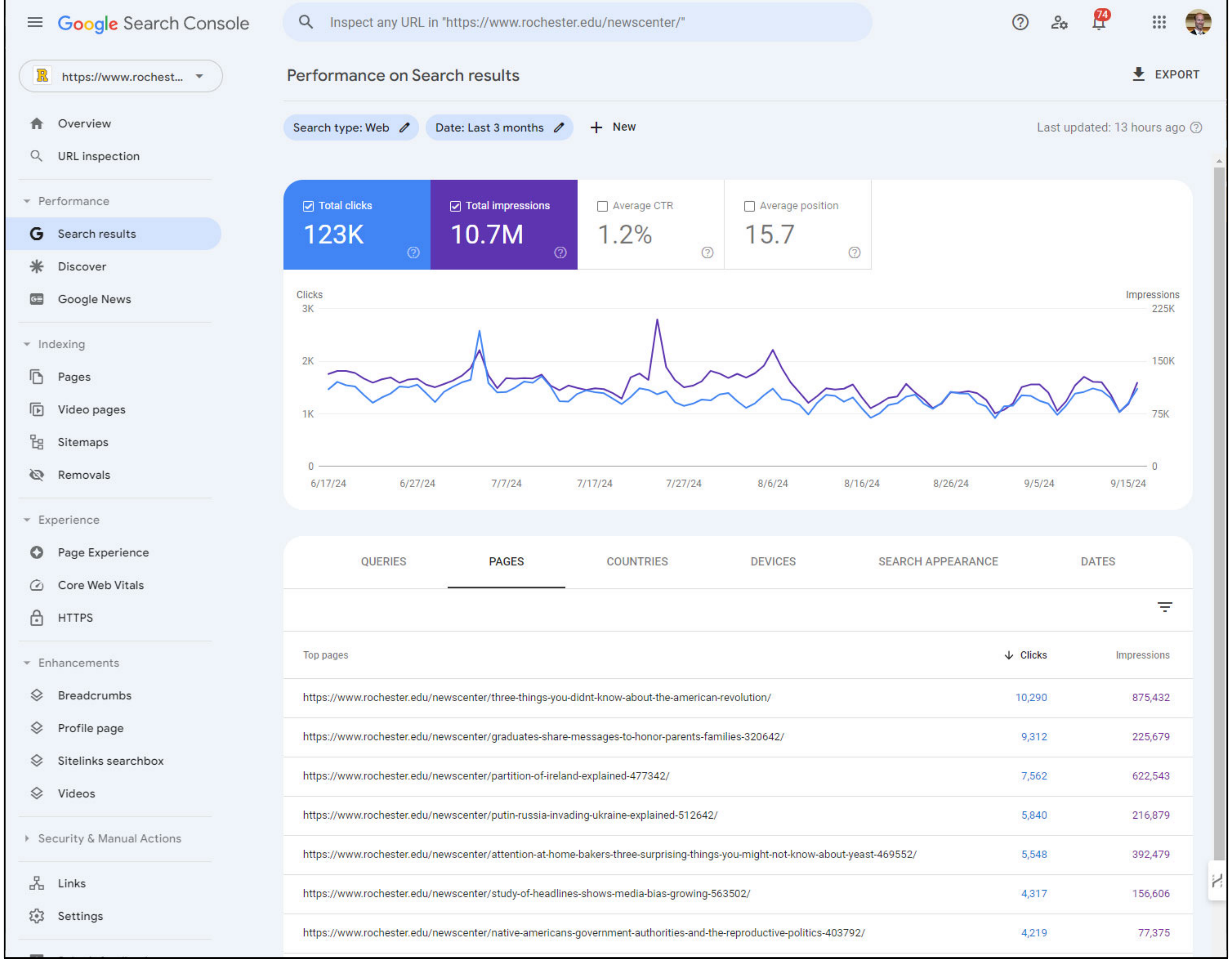
Sessions
1,349
↑ 418.8%

Engaged sessions
646
↑ 438.3%

Top AI Traffic

Views
https://chatgpt.com/
1,039
https://copilot.microsoft.com/
160
https://www.perplexity.ai/
82
https://gemini.google.com/
42
https://free.chatgpt-plus.top/
1
https://www.bard.edu/
1
https://www.chatgptguide.ai/
1
0
200
400
600
800
1K
1.2K

	Page title	Page path	Views ▾
1.	Futurity: Research News from Top Universities	/	73
2.	Why TikTok is poised to change how we spea...	/tiktok-how-we-speak-2623112-2/	17
3.	Minecraft can teach us to be more creative - ...	/minecraft-creativity-2100032/	14
4.	The periodic table of elements is finally compl...	/periodic-table-new-elements-1087782-2/	13
5.	How TikTok's algorithm personalizes what you...	/tiktok-algorithm-3211962/	13
6.	Video games speed up reaction time - Futurity	/video-games-speed-up-reaction-time/	13
7.	How the 'trolley problem' applies to self-drivin...	/autonomous-vehicles-av-ethics-trolley-pr...	12
8.	To support people after incarceration, focus o...	/incarceration-recidivism-housing-2970902/	12
9.	VR can help people with autism navigate the r...	/virtual-reality-autism-3006492/	12
10.	How your brain filters out distractions to focu...	/focus-intelligence-brains-3190652/	9
11.	Method transforms plastic bags into useful ad...	/plastic-bags-upcycling-adhesives-2489212/	9
12.	Healthiest noise level for the office is about 5...	/office-noise-50-decibels-2868842-2/	8
13.	Mystery solved: Why starch turns iodine dark ...	/iodine-starch-1232362-2/	8


Google Search Console
Inspect any URL in "https://www.rochester.edu/newscenter/"
74
https://www.rochest...
Overview
URL inspection
Performance
Search results
Discover
Google News
Indexing
Pages
Video pages
Sitemaps
Removals
Experience
Page Experience
Core Web Vitals
HTTPS
Enhancements
Breadcrumbs
Profile page
Sitelinks searchbox
Videos
Security & Manual Actions
Links
Settings
EXPORT
Search type: Web
Date: Last 3 months
New
Last updated: 13 hours ago
Clicks
3K
2K
1K
0
Impressions
225K
150K
75K
0
6/17/24
6/27/24
7/7/24
7/17/24
7/27/24
8/6/24
8/16/24
8/26/24
9/5/24
9/15/24
QUERIES
PAGES
COUNTRIES
DEVICES
SEARCH APPEARANCE
DATES

Performance on Search results

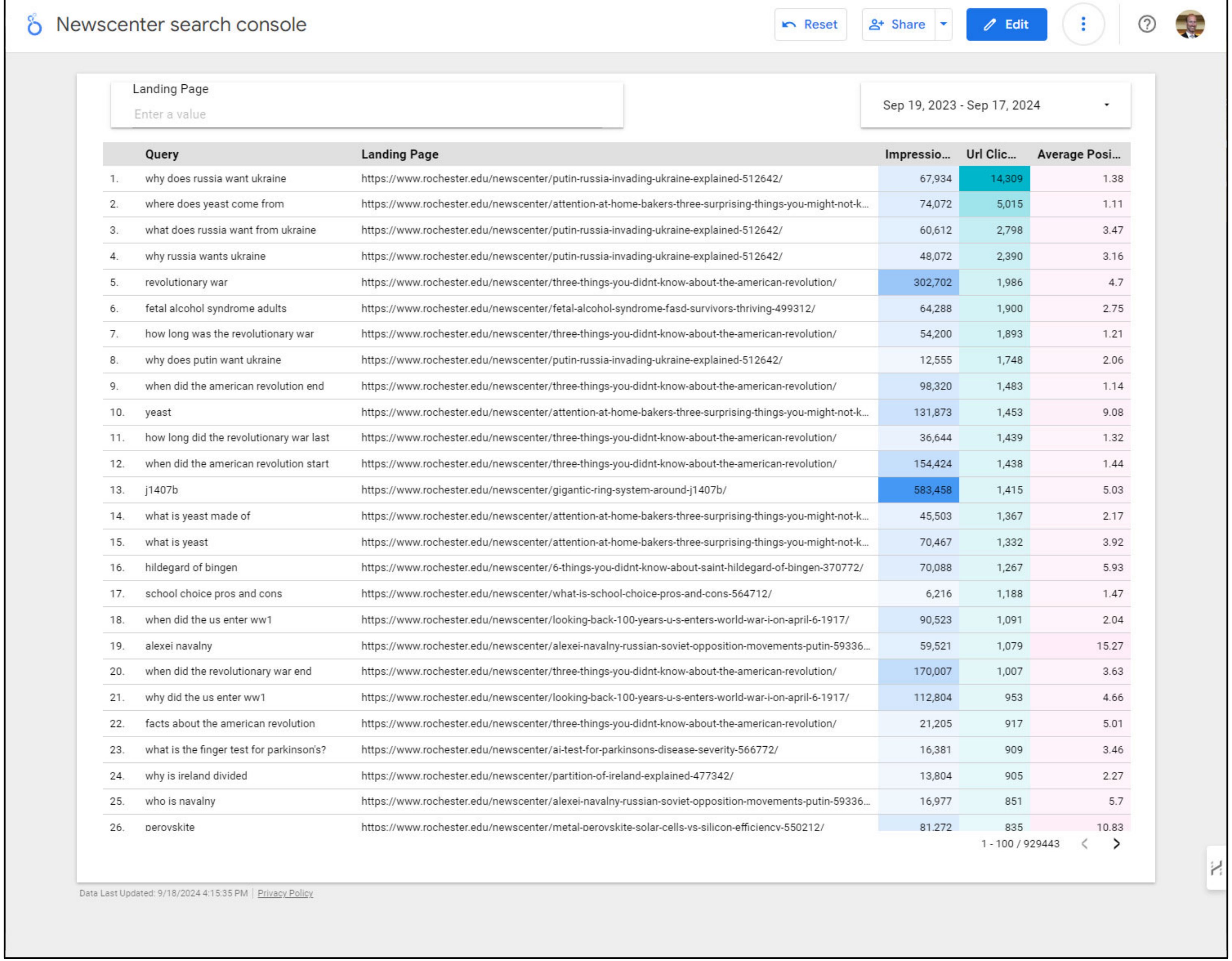
☑ Total clicks 123K

☑ Total impressions 10.7M

☐ Average CTR 1.2%

☐ Average position 15.7

Top pages	↓ Clicks	Impressions
https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	10,290	875,432
https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/	9,312	225,679
https://www.rochester.edu/newscenter/partition-of-ireland-explained-477342/	7,562	622,543
https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	5,840	216,879
https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-know-about-yeast-469552/	5,548	392,479
https://www.rochester.edu/newscenter/study-of-headlines-shows-media-bias-growing-563502/	4,317	156,606
https://www.rochester.edu/newscenter/native-americans-government-authorities-and-the-reproductive-politics-403792/	4,219	77,375



Landing Page
Enter a value

Sep 19, 2023 - Sep 17, 2024

	Query	Landing Page	Impressio...	Url Clic...	Average Posi...
1.	why does russia want ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	67,934	14,309	1.38
2.	where does yeast come from	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	74,072	5,015	1.11
3.	what does russia want from ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	60,612	2,798	3.47
4.	why russia wants ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	48,072	2,390	3.16
5.	revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	302,702	1,986	4.7
6.	fetal alcohol syndrome adults	https://www.rochester.edu/newscenter/fetal-alcohol-syndrome-fasd-survivors-thriving-499312/	64,288	1,900	2.75
7.	how long was the revolutionary war	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	54,200	1,893	1.21
8.	why does putin want ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	12,555	1,748	2.06
9.	when did the american revolution end	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	98,320	1,483	1.14
10.	yeast	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	131,873	1,453	9.08
11.	how long did the revolutionary war last	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	36,644	1,439	1.32
12.	when did the american revolution start	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	154,424	1,438	1.44
13.	j1407b	https://www.rochester.edu/newscenter/gigantic-ring-system-around-j1407b/	583,458	1,415	5.03
14.	what is yeast made of	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	45,503	1,367	2.17
15.	what is yeast	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	70,467	1,332	3.92
16.	hildegard of bingen	https://www.rochester.edu/newscenter/6-things-you-didnt-know-about-saint-hildegard-of-bingen-370772/	70,088	1,267	5.93
17.	school choice pros and cons	https://www.rochester.edu/newscenter/what-is-school-choice-pros-and-cons-564712/	6,216	1,188	1.47
18.	when did the us enter ww1	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/	90,523	1,091	2.04
19.	alexei navalny	https://www.rochester.edu/newscenter/alexei-navalny-russian-soviet-opposition-movements-putin-59336...	59,521	1,079	15.27
20.	when did the revolutionary war end	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	170,007	1,007	3.63
21.	why did the us enter ww1	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/	112,804	953	4.66
22.	facts about the american revolution	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/	21,205	917	5.01
23.	what is the finger test for parkinson's?	https://www.rochester.edu/newscenter/ai-test-for-parkinsons-disease-severity-566772/	16,381	909	3.46
24.	why is ireland divided	https://www.rochester.edu/newscenter/partition-of-ireland-explained-477342/	13,804	905	2.27
25.	who is navalny	https://www.rochester.edu/newscenter/alexei-navalny-russian-soviet-opposition-movements-putin-59336...	16,977	851	5.7
26.	perovskite	https://www.rochester.edu/newscenter/metal-perovskite-solar-cells-vs-silicon-efficiency-550212/	81,272	835	10.83

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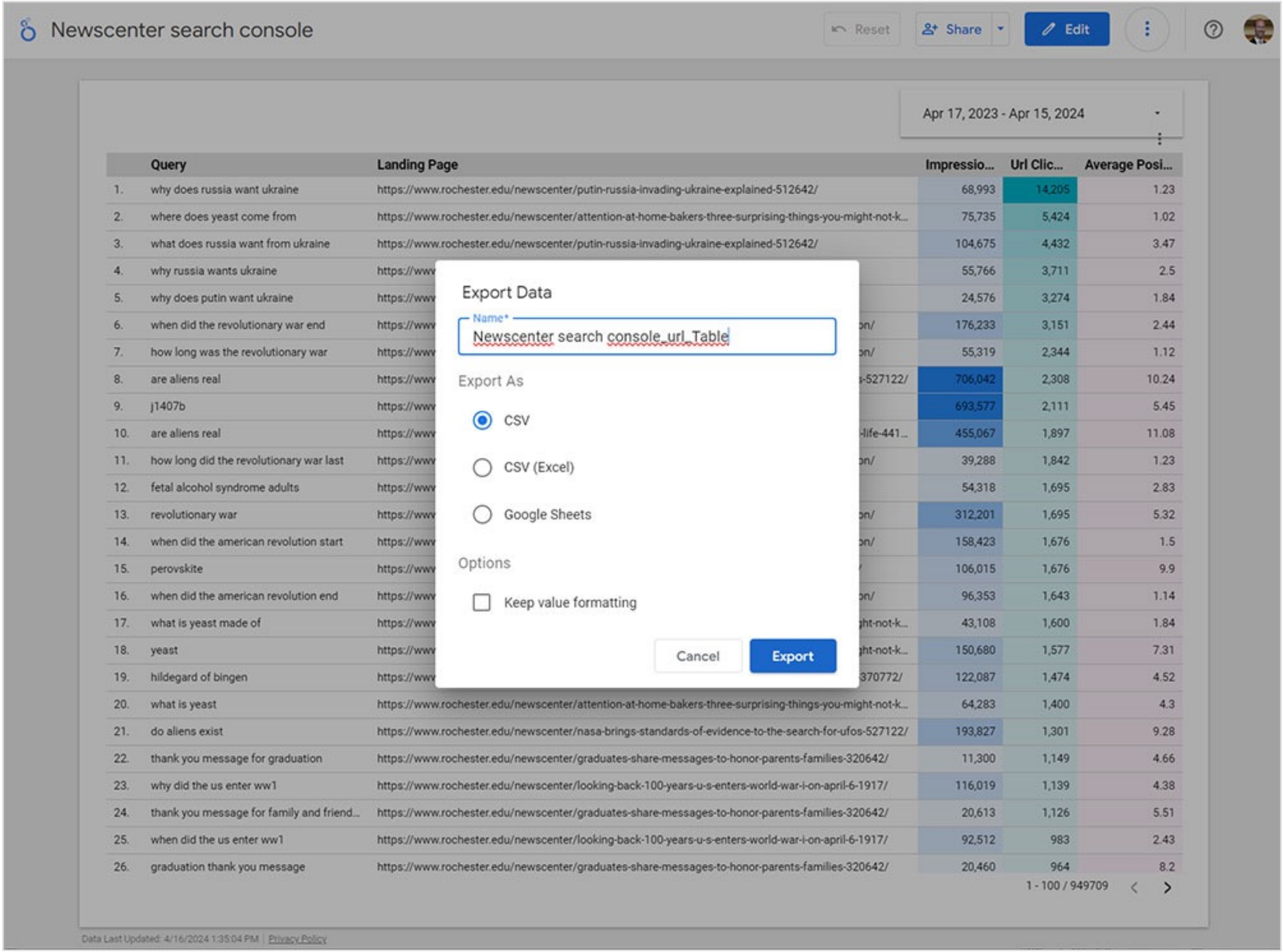
Content performance and optimization

Look at your data

Let AI look at your data



Newscenter search console

Apr 17, 2023 - Apr 15, 2024

	Query	Landing Page	Impressio...	Url Clic...	Average Posi...
1.	why does russia want ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	68,993	14,205	1.23
2.	where does yeast come from	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	75,735	5,424	1.02
3.	what does russia want from ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	104,675	4,432	3.47
4.	why russia wants ukraine	https://www	55,766	3,711	2.5
5.	why does putin want ukraine	https://www	24,576	3,274	1.84
6.	when did the revolutionary war end	https://www on/	176,233	3,151	2.44
7.	how long was the revolutionary war	https://www on/	55,319	2,344	1.12
8.	are aliens real	https://www -527122/	706,042	2,308	10.24
9.	j1407b	https://www	693,577	2,111	5.45
10.	are aliens real	https://www -life-441...	455,067	1,897	11.08
11.	how long did the revolutionary war last	https://www on/	39,288	1,842	1.23
12.	fetal alcohol syndrome adults	https://www	54,318	1,695	2.83
13.	revolutionary war	https://www on/	312,201	1,695	5.32
14.	when did the american revolution start	https://www on/	158,423	1,676	1.5
15.	perovskite	https://www /	106,015	1,676	9.9
16.	when did the american revolution end	https://www on/	96,353	1,643	1.14
17.	what is yeast made of	https://www ht-not-k...	43,108	1,600	1.84
18.	yeast	https://www ht-not-k...	150,680	1,577	7.31
19.	hildegard of bingen	https://www 370772/	122,087	1,474	4.52
20.	what is yeast	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	64,283	1,400	4.3
21.	do aliens exist	https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/	193,827	1,301	9.28
22.	thank you message for graduation	https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/	11,300	1,149	4.66
23.	why did the us enter ww1	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/	116,019	1,139	4.38
24.	thank you message for family and friend...	https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/	20,613	1,126	5.51
25.	when did the us enter ww1	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/	92,512	983	2.43
26.	graduation thank you message	https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/	20,460	964	8.2

1 - 100 / 949709

Export Data

Name*

Newscenter search console_url_Table

Export As

● CSV

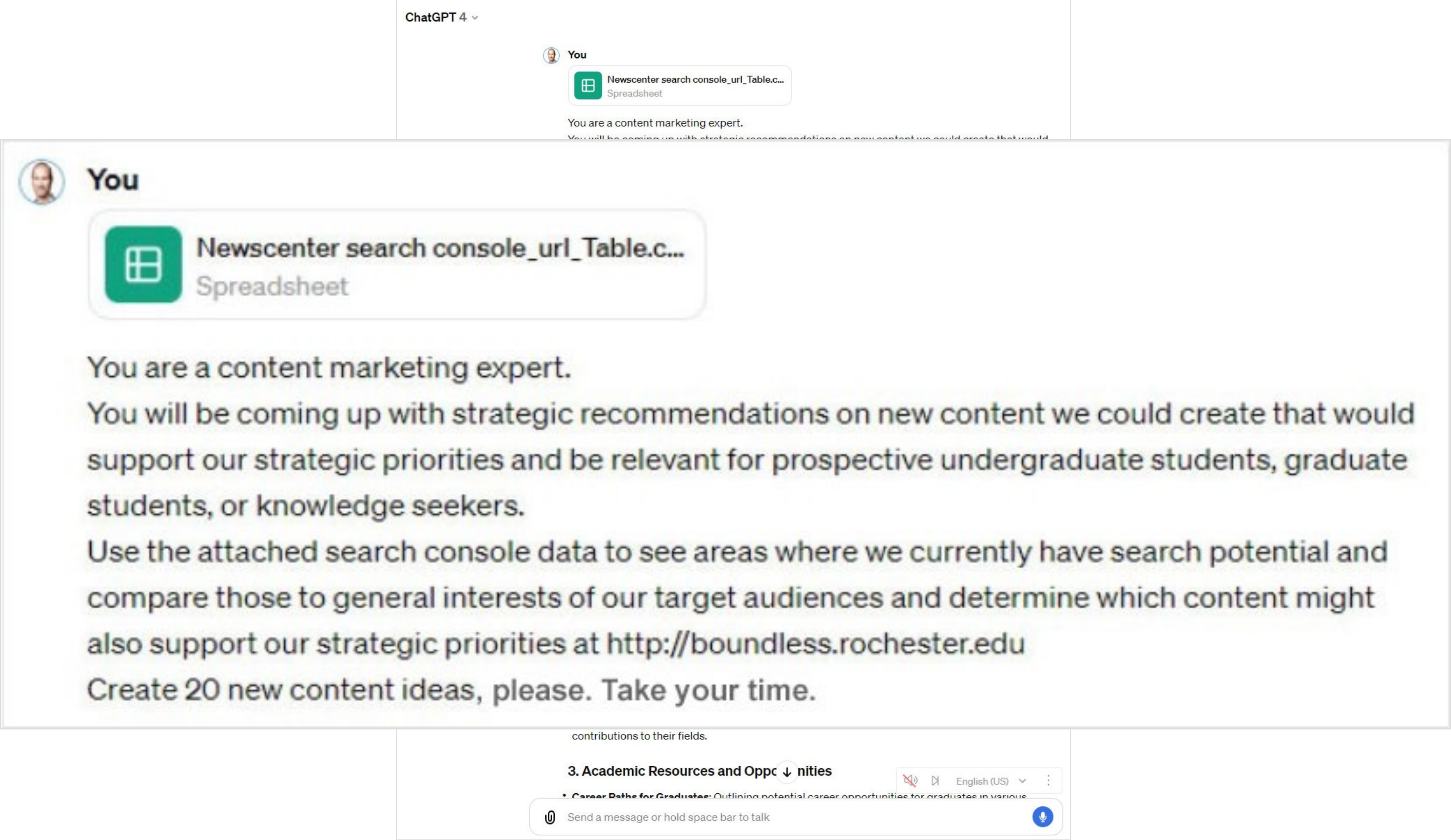
○ CSV (Excel)

○ Google Sheets

Options

☐ Keep value formatting

Data Last Updated: 4/16/2024 1:35:04 PM | Privacy Policy


ChatGPT 4
You
Newscenter search console_url_Table.c...
Spreadsheet

You are a content marketing expert.

You
Newscenter search console_url_Table.c...
Spreadsheet

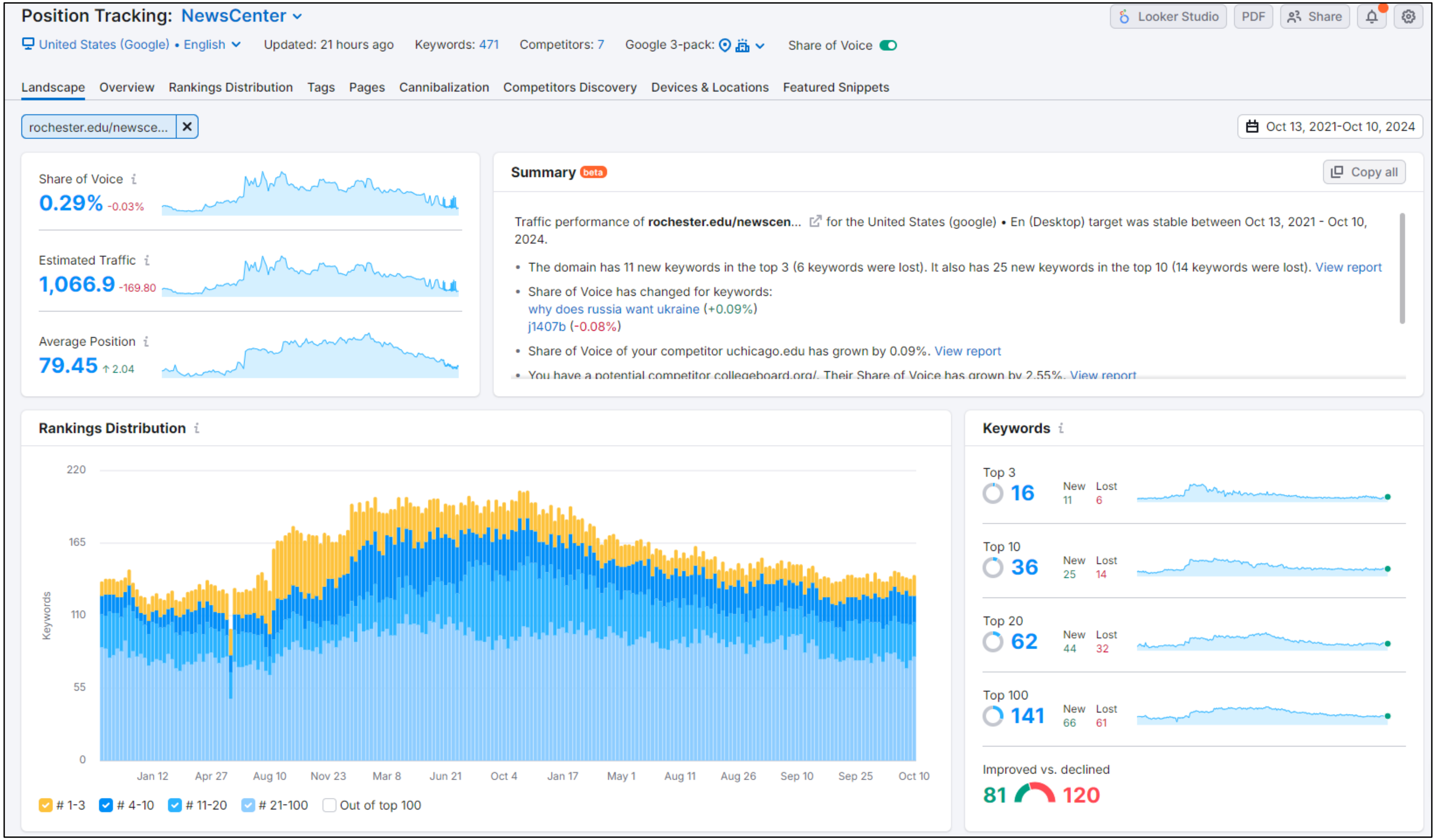
You are a content marketing expert.
You will be coming up with strategic recommendations on new content we could create that would support our strategic priorities and be relevant for prospective undergraduate students, graduate students, or knowledge seekers.
Use the attached search console data to see areas where we currently have search potential and compare those to general interests of our target audiences and determine which content might also support our strategic priorities at http://boundless.rochester.edu
Create 20 new content ideas, please. Take your time.

contributions to their fields.

3. Academic Resources and Oppc nities

- **Career Paths for Graduates:** Outlining potential career opportunities for graduates in various

English (US)
Send a message or hold space bar to talk


Looker Studio
PDF
Share
Landscape
Overview
Rankings Distribution
Tags
Pages
Cannibalization
Competitors Discovery
Devices & Locations
Featured Snippets
Copy all
Share of Voice
0.29% -0.03%
Estimated Traffic
1,066.9 -169.80
Average Position
79.45 ↑ 2.04
Rankings Distribution
220
165
110
55
0
Keywords
Jan 12
Apr 27
Aug 10
Nov 23
Mar 8
Jun 21
Oct 4
Jan 17
May 1
Aug 11
Aug 26
Sep 10
Sep 25
Oct 10
☑ # 1-3
☑ # 4-10
☑ # 11-20
☑ # 21-100
☐ Out of top 100
Keywords
Top 3
16
New 11
Lost 6
Top 10
36
New 25
Lost 14
Top 20
62
New 44
Lost 32
Top 100
141
New 66
Lost 61
Improved vs. declined
81
120

Position Tracking: NewsCenter

United States (Google) • English

Updated: 21 hours ago

Keywords: 471

Competitors: 7

Google 3-pack:

Share of Voice

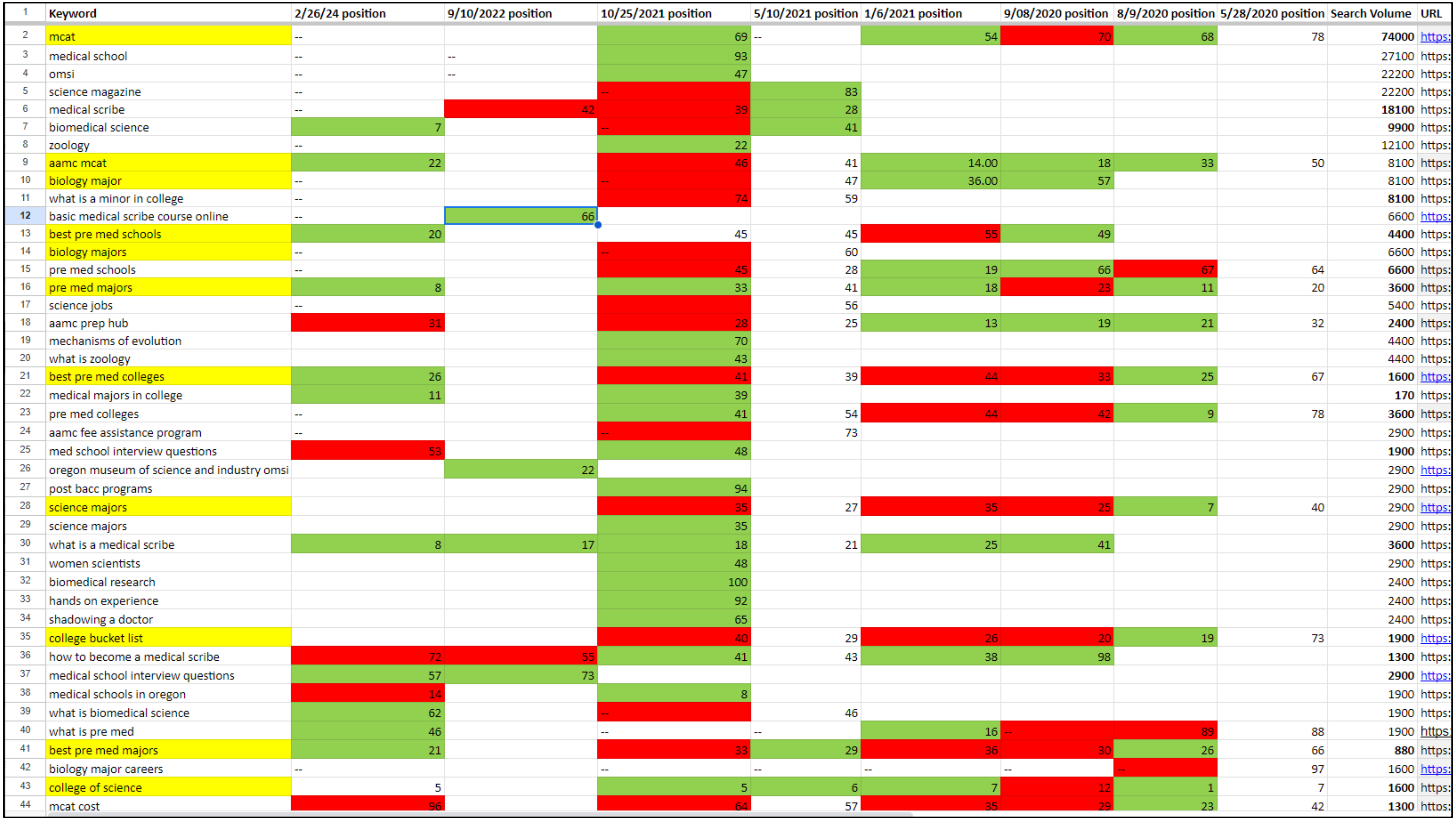
rochester.edu/newsce...

Oct 13, 2021-Oct 10, 2024

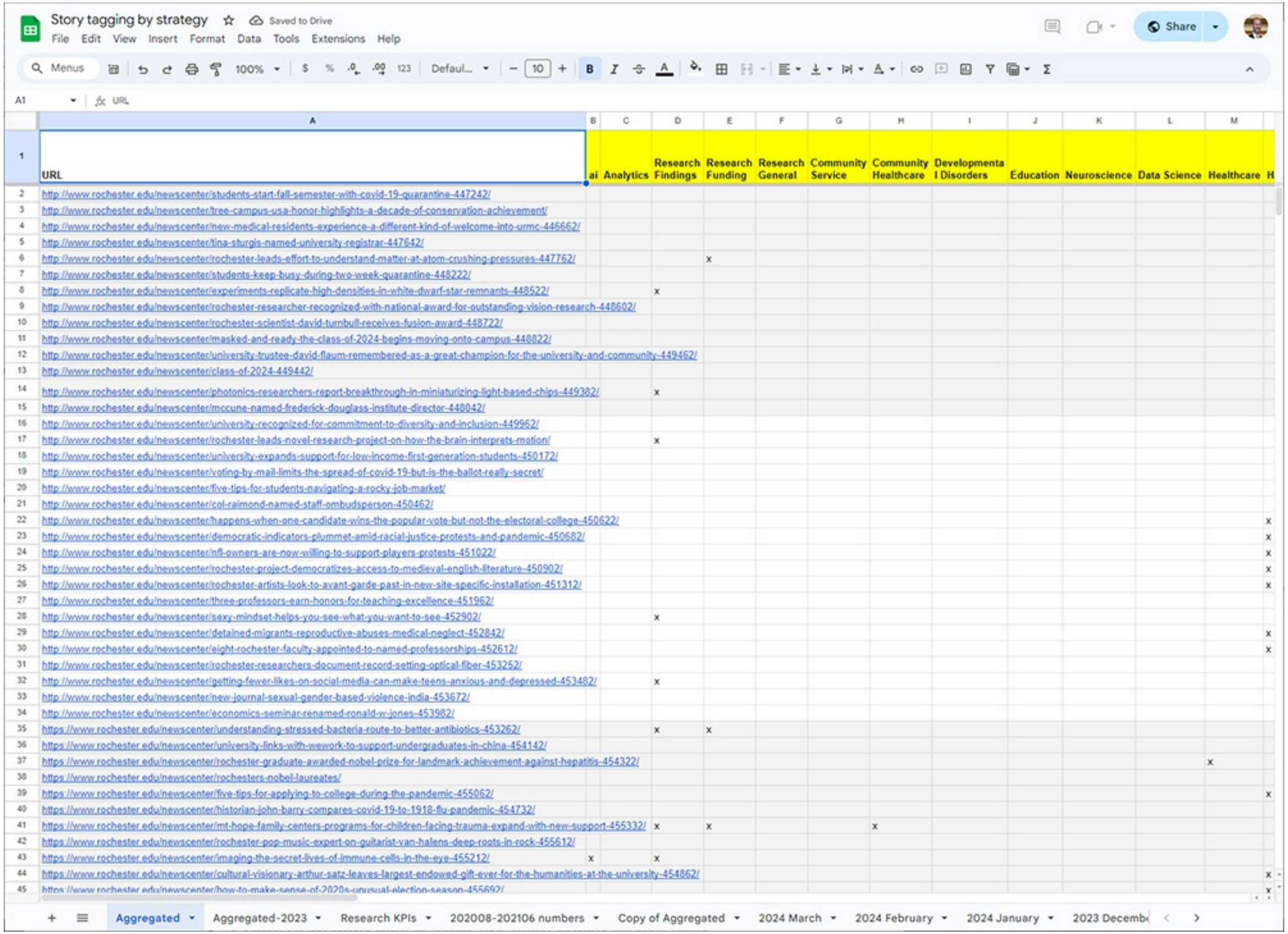
Summary beta

Traffic performance of **rochester.edu/newscen...** for the United States (google) • En (Desktop) target was stable between Oct 13, 2021 - Oct 10, 2024.

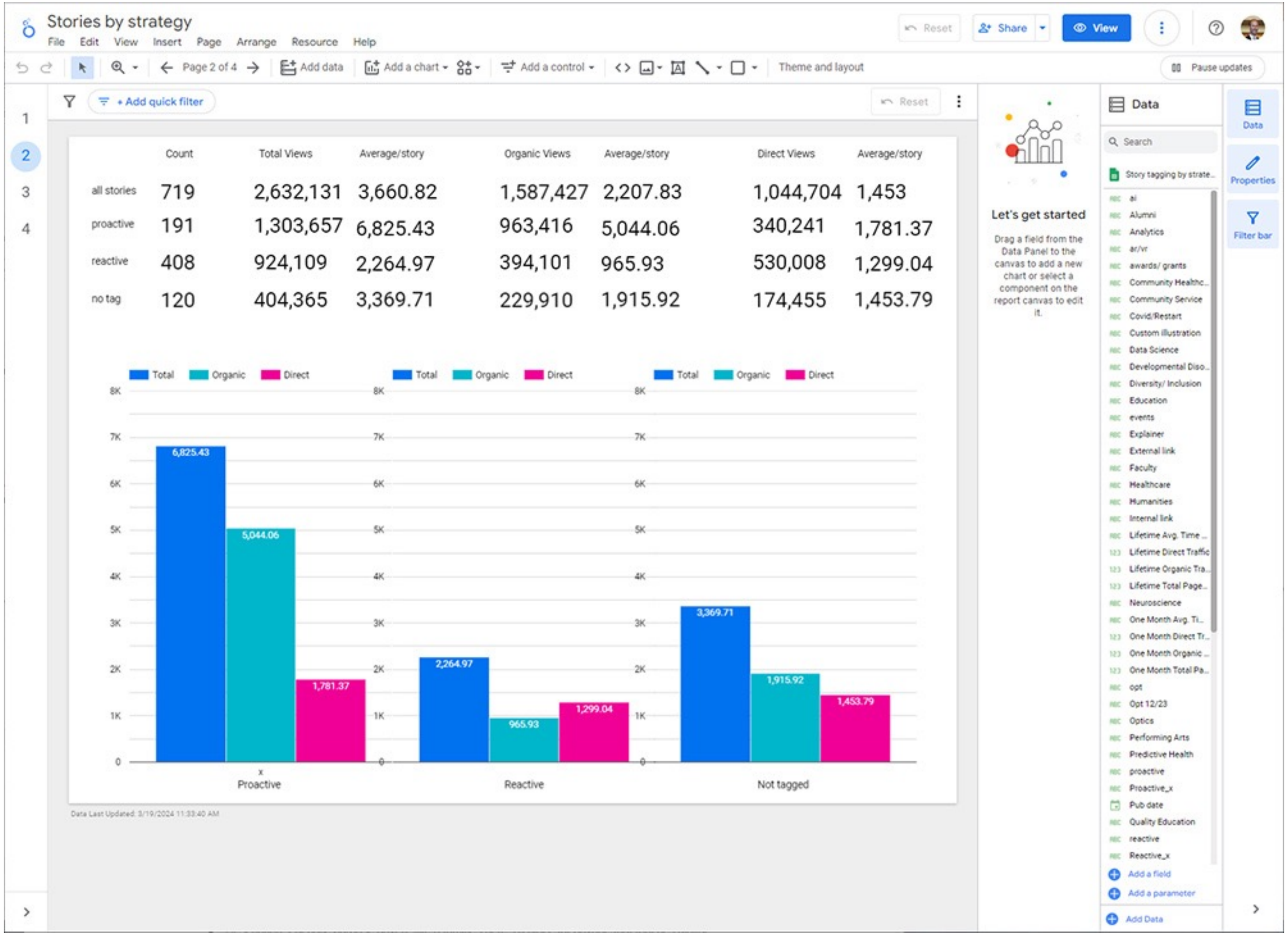
- The domain has 11 new keywords in the top 3 (6 keywords were lost). It also has 25 new keywords in the top 10 (14 keywords were lost). View report
- Share of Voice has changed for keywords:
  why does russia want ukraine (+0.09%)
  j1407b (-0.08%)
- Share of Voice of your competitor uchicago.edu has grown by 0.09%. View report
- You have a potential competitor collegeboard.org/. Their Share of Voice has grown by 2.55%. View report



1	Keyword	2/26/24 position	9/10/2022 position	10/25/2021 position	5/10/2021 position	1/6/2021 position	9/08/2020 position	8/9/2020 position	5/28/2020 position	Search Volume	URL
2	mcat	--		69	--	54	70	68	78	**74000**	https:
3	medical school	--	--	93						27100	https:
4	omsi	--	--	47						22200	https:
5	science magazine	--		--	83					22200	https:
6	medical scribe	--	42	39	28					**18100**	https:
7	biomedical science	7		--	41					**9900**	https:
8	zoology	--		22						12100	https:
9	aamc mcat	22		46	41	14.00	18	33	50	8100	https:
10	biology major	--		--	47	36.00	57			8100	https:
11	what is a minor in college	--		74	59					**8100**	https:
12	basic medical scribe course online	--	66							6600	https:
13	best pre med schools	20		45	45	55	49			**4400**	https:
14	biology majors	--		--	60					6600	https:
15	pre med schools	--		45	28	19	66	67	64	**6600**	https:
16	pre med majors	8		33	41	18	23	11	20	**3600**	https:
17	science jobs	--			56					5400	https:
18	aamc prep hub	31		28	25	13	19	21	32	**2400**	https:
19	mechanisms of evolution			70						4400	https:
20	what is zoology			43						4400	https:
21	best pre med colleges	26		41	39	44	33	25	67	**1600**	https:
22	medical majors in college	11		39						**170**	https:
23	pre med colleges	--		41	54	44	42	9	78	**3600**	https:
24	aamc fee assistance program	--		--	73					2900	https:
25	med school interview questions	53		48						**1900**	https:
26	oregon museum of science and industry omsi		22							2900	https:
27	post bacc programs			94						2900	https:
28	science majors			35	27	35	25	7	40	2900	https:
29	science majors			35						2900	https:
30	what is a medical scribe	8	17	18	21	25	41			**3600**	https:
31	women scientists			48						2900	https:
32	biomedical research			100						2400	https:
33	hands on experience			92						2400	https:
34	shadowing a doctor			65						2400	https:
35	college bucket list			40	29	26	20	19	73	**1900**	https:
36	how to become a medical scribe	72	55	41	43	38	98			**1300**	https:
37	medical school interview questions	57	73							**2900**	https:
38	medical schools in oregon	14		8						1900	https:
39	what is biomedical science	62		--	46					1900	https:
40	what is pre med	46		--	--	16	--	89	88	1900	https:
41	best pre med majors	21		33	29	36	30	26	66	**880**	https:
42	biology major careers	--		--	--	--	--	--	97	1600	https:
43	college of science	5		5	6	7	12	1	7	**1600**	https:
44	mcat cost	96		64	57	35	29	23	42	**1300**	https:



	A	B	C	D	E	F	G	H	I	J	K	L	M	
1	URL	ai	Analytics	Research Findings	Research Funding	Research General	Community Service	Community Healthcare	Developmenta l Disorders	Education	Neuroscience	Data Science	Healthcare	H
2	http://www.rochester.edu/newscenter/students-start-fall-semester-with-covid-19-quarantine-447242/													
3	http://www.rochester.edu/newscenter/tree-campus-usa-honor-highlights-a-decade-of-conservation-achievement/													
4	http://www.rochester.edu/newscenter/new-medical-residents-experience-a-different-kind-of-welcome-into-urmc-446662/													
5	http://www.rochester.edu/newscenter/tina-sturgis-named-university-registrar-447642/													
6	http://www.rochester.edu/newscenter/rochester-leads-effort-to-understand-matter-at-atom-crushing-pressures-447762/				x									
7	http://www.rochester.edu/newscenter/students-keep-busy-during-two-week-quarantine-448222/													
8	http://www.rochester.edu/newscenter/experiments-replicate-high-densities-in-white-dwarf-star-remnants-448522/			x										
9	http://www.rochester.edu/newscenter/rochester-researcher-recognized-with-national-award-for-outstanding-vision-research-448602/													
10	http://www.rochester.edu/newscenter/rochester-scientist-david-turnbull-receives-fusion-award-448722/													
11	http://www.rochester.edu/newscenter/masked-and-ready-the-class-of-2024-begins-moving-onto-campus-448822/													
12	http://www.rochester.edu/newscenter/university-trustee-david-flaum-remembered-as-a-great-champion-for-the-university-and-community-449462/													
13	http://www.rochester.edu/newscenter/class-of-2024-449442/													
14	http://www.rochester.edu/newscenter/photonics-researchers-report-breakthrough-in-miniaturizing-light-based-chips-449382/			x										
15	http://www.rochester.edu/newscenter/mccune-named-frederick-douglass-institute-director-448042/													
16	http://www.rochester.edu/newscenter/university-recognized-for-commitment-to-diversity-and-inclusion-449962/													
17	http://www.rochester.edu/newscenter/rochester-leads-novel-research-project-on-how-the-brain-interprets-motion/			x										
18	http://www.rochester.edu/newscenter/university-expands-support-for-low-income-first-generation-students-450172/													
19	http://www.rochester.edu/newscenter/voting-by-mail-limits-the-spread-of-covid-19-but-is-the-ballot-really-secret/													
20	http://www.rochester.edu/newscenter/five-tips-for-students-navigating-a-rocky-job-market/													
21	http://www.rochester.edu/newscenter/col-raimond-named-staff-ombudsperson-450462/													
22	http://www.rochester.edu/newscenter/happens-when-one-candidate-wins-the-popular-vote-but-not-the-electoral-college-450622/													x
23	http://www.rochester.edu/newscenter/democratic-indicators-plummet-amid-racial-justice-protests-and-pandemic-450682/													x
24	http://www.rochester.edu/newscenter/nfl-owners-are-now-willing-to-support-players-protests-451022/													x
25	http://www.rochester.edu/newscenter/rochester-project-democratizes-access-to-medieval-english-literature-450902/													x
26	http://www.rochester.edu/newscenter/rochester-artists-look-to-avant-garde-past-in-new-site-specific-installation-451312/													x
27	http://www.rochester.edu/newscenter/three-professors-earn-honors-for-teaching-excellence-451962/													
28	http://www.rochester.edu/newscenter/sexy-mindset-helps-you-see-what-you-want-to-see-452902/			x										
29	http://www.rochester.edu/newscenter/detained-migrants-reproductive-abuses-medical-neglect-452842/													x
30	http://www.rochester.edu/newscenter/eight-rochester-faculty-appointed-to-named-professorships-452612/													x
31	http://www.rochester.edu/newscenter/rochester-researchers-document-record-setting-optical-fiber-453252/													
32	http://www.rochester.edu/newscenter/getting-fewer-likes-on-social-media-can-make-teens-anxious-and-depressed-453482/			x										
33	http://www.rochester.edu/newscenter/new-journal-sexual-gender-based-violence-india-453672/													
34	http://www.rochester.edu/newscenter/economics-seminar-renamed-ronald-w-jones-453982/													
35	https://www.rochester.edu/newscenter/understanding-stressed-bacteria-route-to-better-antibiotics-453262/			x	x									
36	https://www.rochester.edu/newscenter/university-links-with-wework-to-support-undergraduates-in-china-454142/													
37	https://www.rochester.edu/newscenter/rochester-graduate-awarded-nobel-prize-for-landmark-achievement-against-hepatitis-454322/												x	
38	https://www.rochester.edu/newscenter/rochesters-nobel-laureates/													
39	https://www.rochester.edu/newscenter/five-tips-for-applying-to-college-during-the-pandemic-455062/													x
40	https://www.rochester.edu/newscenter/historian-john-barry-compares-covid-19-to-1918-flu-pandemic-454732/													
41	https://www.rochester.edu/newscenter/mt-hope-family-centers-programs-for-children-facing-trauma-expand-with-new-support-455332/			x	x			x						
42	https://www.rochester.edu/newscenter/rochester-pop-music-expert-on-guitarist-van-halens-deep-roots-in-rock-455612/													
43	https://www.rochester.edu/newscenter/imaging-the-secret-lives-of-immune-cells-in-the-eye-455212/	x		x										
44	https://www.rochester.edu/newscenter/cultural-visionary-arthur-satz-leaves-largest-endowed-gift-ever-for-the-humanities-at-the-university-454862/													x
45	https://www.rochester.edu/newscenter/how-to-make-sense-of-2020s-unusual-election-season-455692/													x

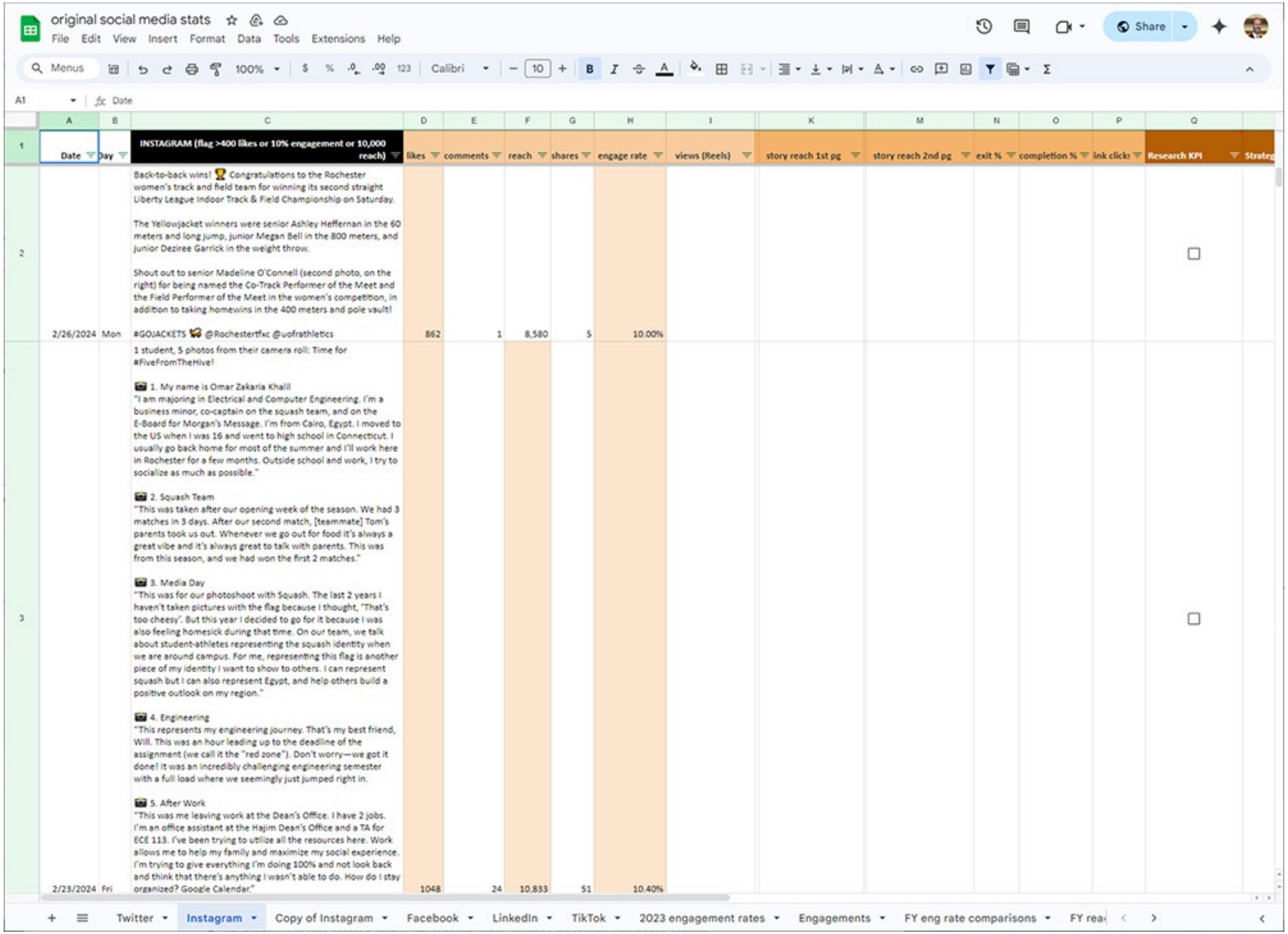

Stories by strategy
File
Edit
View
Insert
Page
Arrange
Resource
Help
Reset
Share
View
Page 2 of 4
Add data
Add a chart
Add a control
Theme and layout
Pause updates
+ Add quick filter
Reset
1
2
3
4
Let's get started
Data
Search
Story tagging by strate...
ai
Alumni
Analytics
ar/vr
awards/ grants
Community Healthc...
Community Service
Covid/Restart
Custom illustration
Data Science
Developmental Diso...
Diversity/ Inclusion
Education
events
Explainer
External link
Faculty
Healthcare
Humanities
Internal link
Lifetime Avg. Time ...
Lifetime Direct Traffic
Lifetime Organic Tra...
Lifetime Total Page...
Neuroscience
One Month Avg. Ti...
One Month Direct Tr...
One Month Organic ...
One Month Total Pa...
opt
Opt 12/23
Optics
Performing Arts
Predictive Health
proactive
Proactive_x
Pub date
Quality Education
reactive
Reactive_x
Add a field
Add a parameter
Add Data
Data
Properties
Filter bar

Drag a field from the Data Panel to the canvas to add a new chart or select a component on the report canvas to edit it.

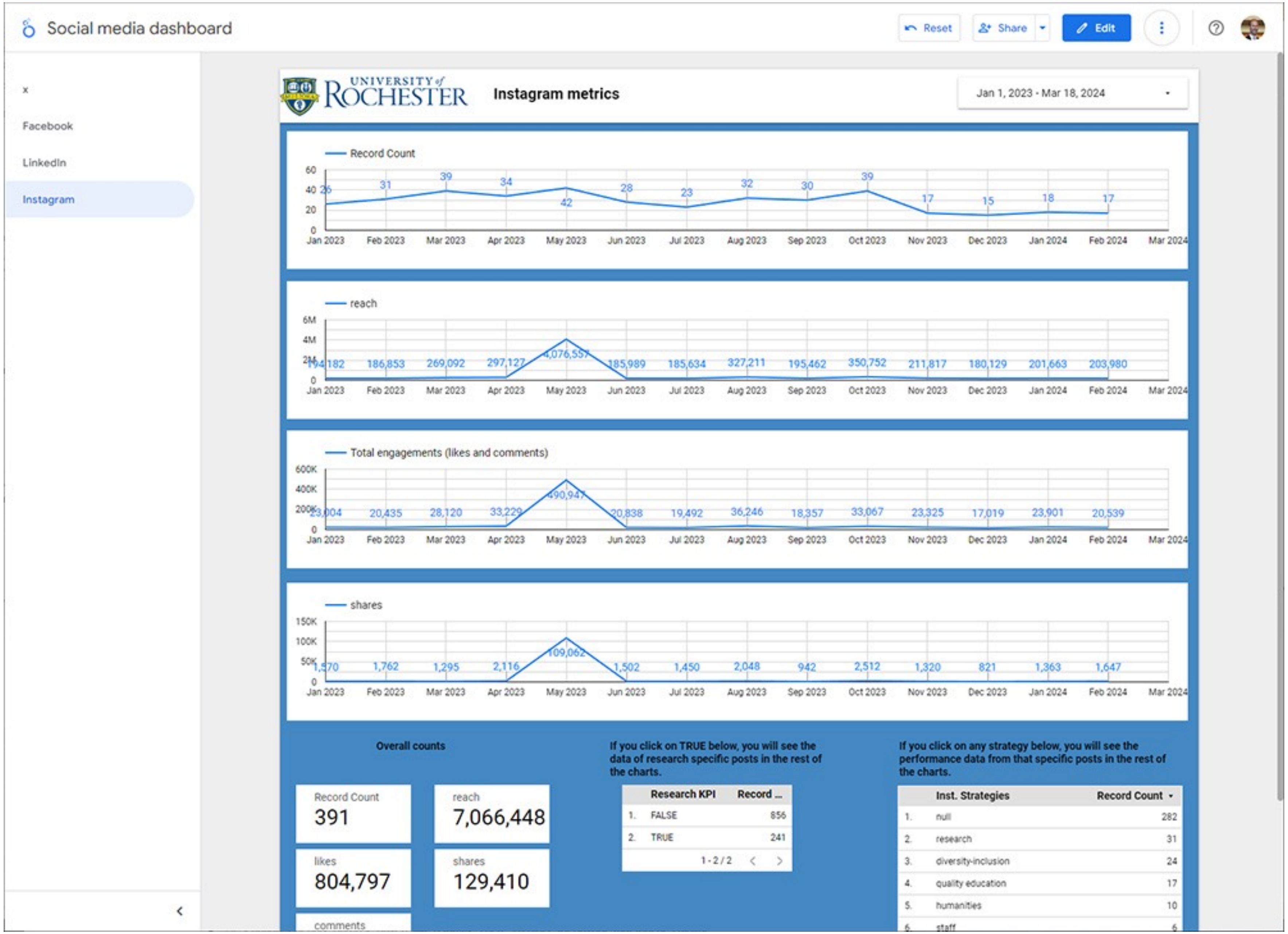
	Count	Total Views	Average/story	Organic Views	Average/story	Direct Views	Average/story
all stories	719	2,632,131	3,660.82	1,587,427	2,207.83	1,044,704	1,453
proactive	191	1,303,657	6,825.43	963,416	5,044.06	340,241	1,781.37
reactive	408	924,109	2,264.97	394,101	965.93	530,008	1,299.04
no tag	120	404,365	3,369.71	229,910	1,915.92	174,455	1,453.79

Total
Organic
Direct
8K
7K
6K
5K
4K
3K
2K
1K
0
6,825.43
5,044.06
1,781.37
x
Proactive
2,264.97
965.93
1,299.04
Reactive
3,369.71
1,915.92
1,453.79
Not tagged

Data Last Updated: 3/19/2024 11:33:40 AM



Date	Day	INSTAGRAM (flag >400 likes or 10% engagement or 10,000 reach)	likes	comments	reach	shares	engage rate	views (Reels)	story reach 1st pg	story reach 2nd pg	exit %	completion %	ink click	Research KPI	Strateg
2/26/2024	Mon	Back-to-back wins! 🏆 Congratulations to the Rochester women's track and field team for winning its second straight Liberty League Indoor Track & Field Championship on Saturday. The Yellowjacket winners were senior Ashley Heffernan in the 60 meters and long jump, junior Megan Bell in the 800 meters, and junior Deziree Garrick in the weight throw. Shout out to senior Madeline O'Connell (second photo, on the right) for being named the Co-Track Performer of the Meet and the Field Performer of the Meet in the women's competition, in addition to taking homewins in the 400 meters and pole vault! #GOJACKETS 🐝 @Rochestertfxc @uofrathletics	862	1	8,580	5	10.00%							☐	
2/23/2024	Fri	1 student, 5 photos from their camera roll: Time for #FiveFromTheHive! 📷 1. My name is Omar Zakaria Khalil "I am majoring in Electrical and Computer Engineering. I'm a business minor, co-captain on the squash team, and on the E-Board for Morgan's Message. I'm from Cairo, Egypt. I moved to the US when I was 16 and went to high school in Connecticut. I usually go back home for most of the summer and I'll work here in Rochester for a few months. Outside school and work, I try to socialize as much as possible." 📷 2. Squash Team "This was taken after our opening week of the season. We had 3 matches in 3 days. After our second match, [teammate] Tom's parents took us out. Whenever we go out for food it's always a great vibe and it's always great to talk with parents. This was from this season, and we had won the first 2 matches." 📷 3. Media Day "This was for our photoshoot with Squash. The last 2 years I haven't taken pictures with the flag because I thought, "That's too cheesy'. But this year I decided to go for it because I was also feeling homesick during that time. On our team, we talk about student-athletes representing the squash identity when we are around campus. For me, representing this flag is another piece of my identity I want to show to others. I can represent squash but I can also represent Egypt, and help others build a positive outlook on my region." 📷 4. Engineering "This represents my engineering journey. That's my best friend, Will. This was an hour leading up to the deadline of the assignment (we call it the "red zone"). Don't worry—we got it done! It was an incredibly challenging engineering semester with a full load where we seemingly just jumped right in. 📷 5. After Work "This was me leaving work at the Dean's Office. I have 2 jobs. I'm an office assistant at the Hajim Dean's Office and a TA for ECE 113. I've been trying to utilize all the resources here. Work allows me to help my family and maximize my social experience. I'm trying to give everything I'm doing 100% and not look back and think that there's anything I wasn't able to do. How do I stay organized? Google Calendar."	1048	24	10,833	51	10.40%							☐	


Social media dashboard
Reset
Share
Edit
x
Facebook
LinkedIn
Instagram
UNIVERSITY of ROCHESTER
Instagram metrics
Jan 1, 2023 - Mar 18, 2024
Record Count
60
40
20
0
26
31
39
34
42
28
23
32
30
39
17
15
18
17
Jan 2023
Feb 2023
Mar 2023
Apr 2023
May 2023
Jun 2023
Jul 2023
Aug 2023
Sep 2023
Oct 2023
Nov 2023
Dec 2023
Jan 2024
Feb 2024
Mar 2024
reach
6M
4M
2M
0
194,182
186,853
269,092
297,127
4,076,557
185,989
185,634
327,211
195,462
350,752
211,817
180,129
201,663
203,980
Total engagements (likes and comments)
600K
400K
200K
0
23,004
20,435
28,120
33,229
490,947
20,838
19,492
36,246
18,357
33,067
23,325
17,019
23,901
20,539
shares
150K
100K
50K
0
1,570
1,762
1,295
2,116
109,062
1,502
1,450
2,048
942
2,512
1,320
821
1,363
1,647

Overall counts

Record Count
391

reach
7,066,448

likes
804,797

shares
129,410

comments

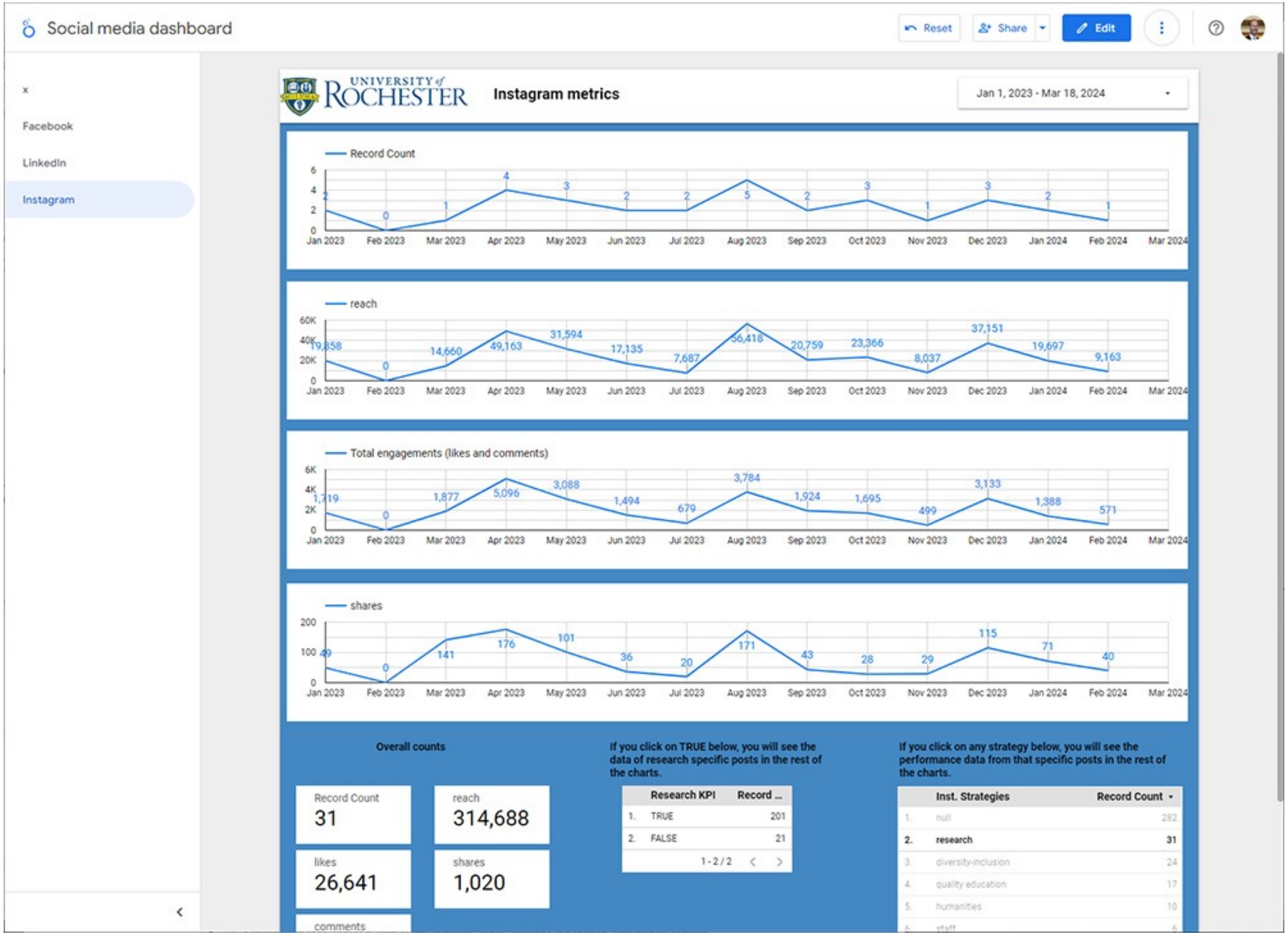
If you click on TRUE below, you will see the data of research specific posts in the rest of the charts.

	Research KPI	Record ...
1.	FALSE	856
2.	TRUE	241

1 - 2 / 2

If you click on any strategy below, you will see the performance data from that specific posts in the rest of the charts.

	Inst. Strategies	Record Count ▾
1.	null	282
2.	research	31
3.	diversity-inclusion	24
4.	quality education	17
5.	humanities	10
6.	staff	6


Social media dashboard
Reset
Share
Edit
x
Facebook
LinkedIn
Instagram
UNIVERSITY of ROCHESTER
Instagram metrics
Jan 1, 2023 - Mar 18, 2024
Record Count
6
4
2
0
2
0
1
4
3
2
2
5
2
3
1
3
2
1
reach
60K
40K
20K
0
19,858
0
14,660
49,163
31,594
17,135
7,687
56,418
20,759
23,366
8,037
37,151
19,697
9,163
Total engagements (likes and comments)
6K
4K
2K
0
1,719
0
1,877
5,096
3,088
1,494
679
3,784
1,924
1,695
499
3,133
1,388
571
shares
200
100
0
49
0
141
176
101
36
20
171
43
28
29
115
71
40
Jan 2023
Feb 2023
Mar 2023
Apr 2023
May 2023
Jun 2023
Jul 2023
Aug 2023
Sep 2023
Oct 2023
Nov 2023
Dec 2023
Jan 2024
Feb 2024
Mar 2024

Overall counts

Record Count	reach
31	314,688

likes	shares
26,641	1,020

comments

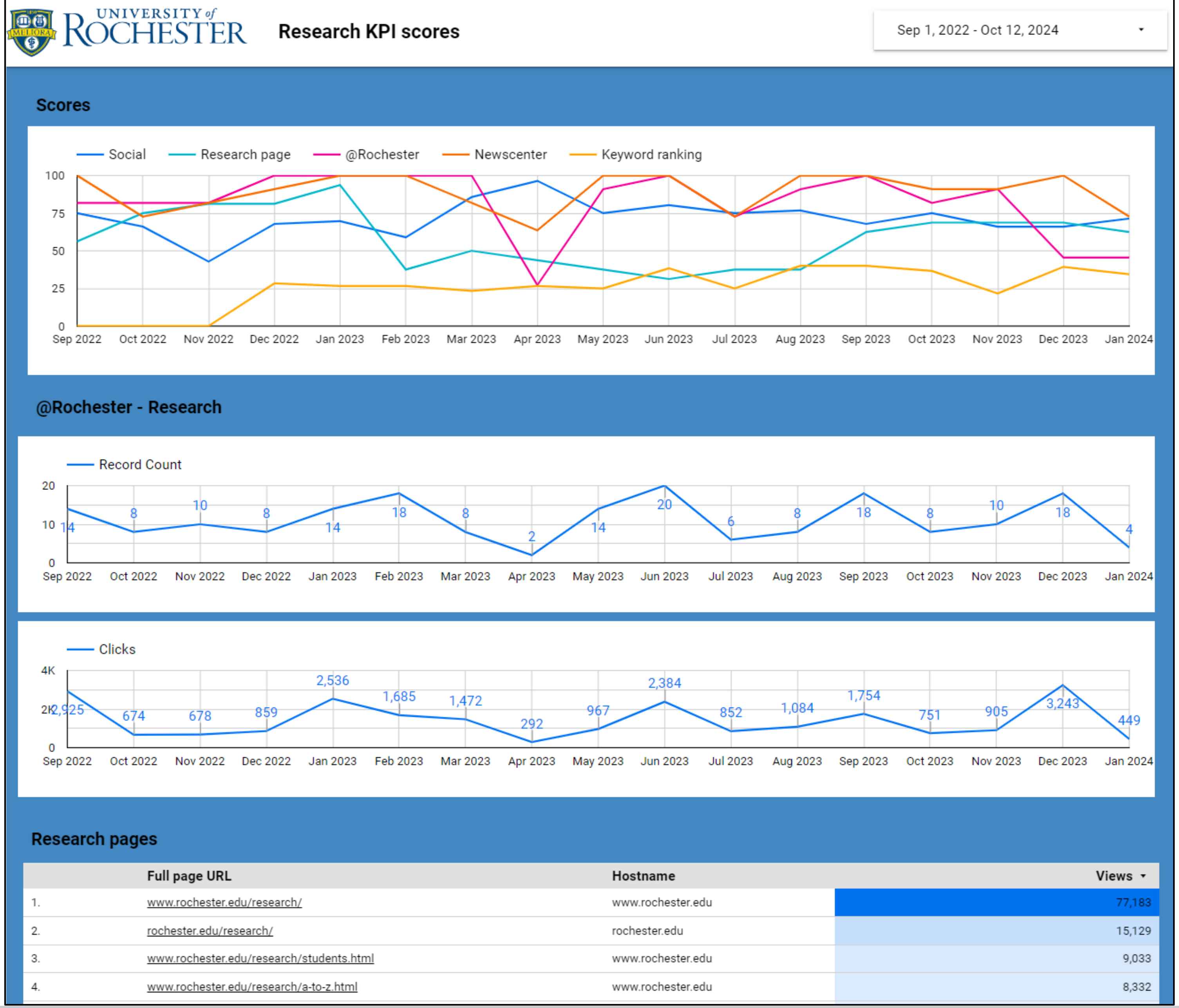
If you click on TRUE below, you will see the data of research specific posts in the rest of the charts.

	Research KPI	Record ...
1.	TRUE	201
2.	FALSE	21

1 - 2 / 2

If you click on any strategy below, you will see the performance data from that specific posts in the rest of the charts.

	Inst. Strategies	Record Count ▾
1.	null	282
2.	research	31
3.	diversity-inclusion	24
4.	quality education	17
5.	humanities	10
6.	staff	6


UNIVERSITY of ROCHESTER
Social
Research page
@Rochester
Newscenter
Keyword ranking
100
75
50
25
0
Sep 2022
Oct 2022
Nov 2022
Dec 2022
Jan 2023
Feb 2023
Mar 2023
Apr 2023
May 2023
Jun 2023
Jul 2023
Aug 2023
Sep 2023
Oct 2023
Nov 2023
Dec 2023
Jan 2024
Record Count
20
10
0
14
8
10
8
14
18
8
2
14
20
6
8
18
8
10
18
4
Clicks
4K
2K
0
2,925
674
678
859
2,536
1,685
1,472
292
967
2,384
852
1,084
1,754
751
905
3,243
449

Research KPI scores

Sep 1, 2022 - Oct 12, 2024 ▾

Scores

@Rochester - Research

Research pages

	Full page URL	Hostname	Views ▾
1.	www.rochester.edu/research/	www.rochester.edu	77,183
2.	rochester.edu/research/	rochester.edu	15,129
3.	www.rochester.edu/research/students.html	www.rochester.edu	9,033
4.	www.rochester.edu/research/a-to-z.html	www.rochester.edu	8,332

Thank you!

Brian Piper

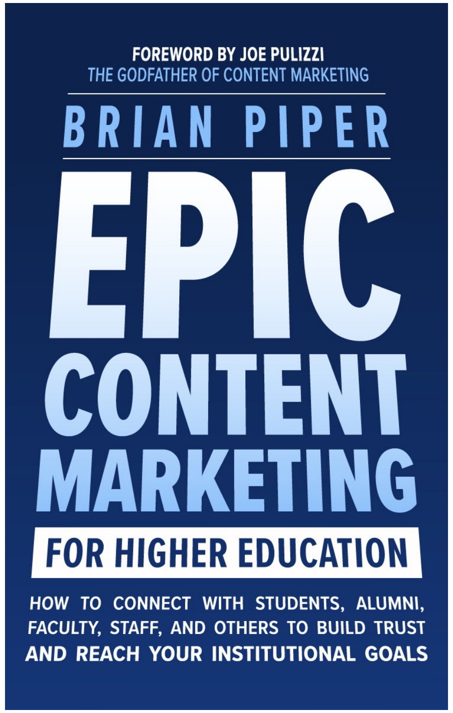
bpiper2@ur.rochester.edu

https://brianwpiper.com/

Speaking, workshops, consulting

Content marketing, content optimization

AI, Web3, data/analytics



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BRIAN PIPER
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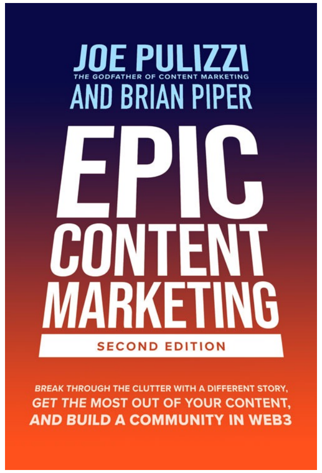
AI FOR U
WITH BRIAN PIPER



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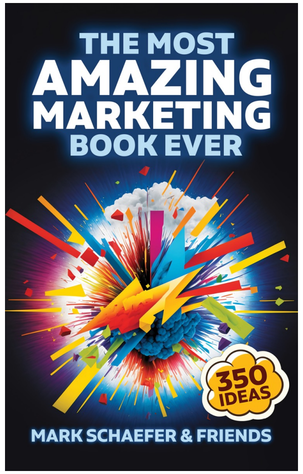

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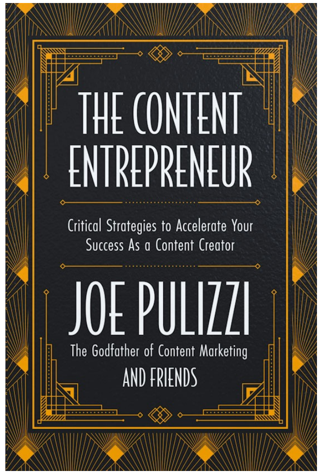

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