

Publishing Analytics

Annie Steel, Project Coordinator and Tiim Vargo, Ohioline Editor

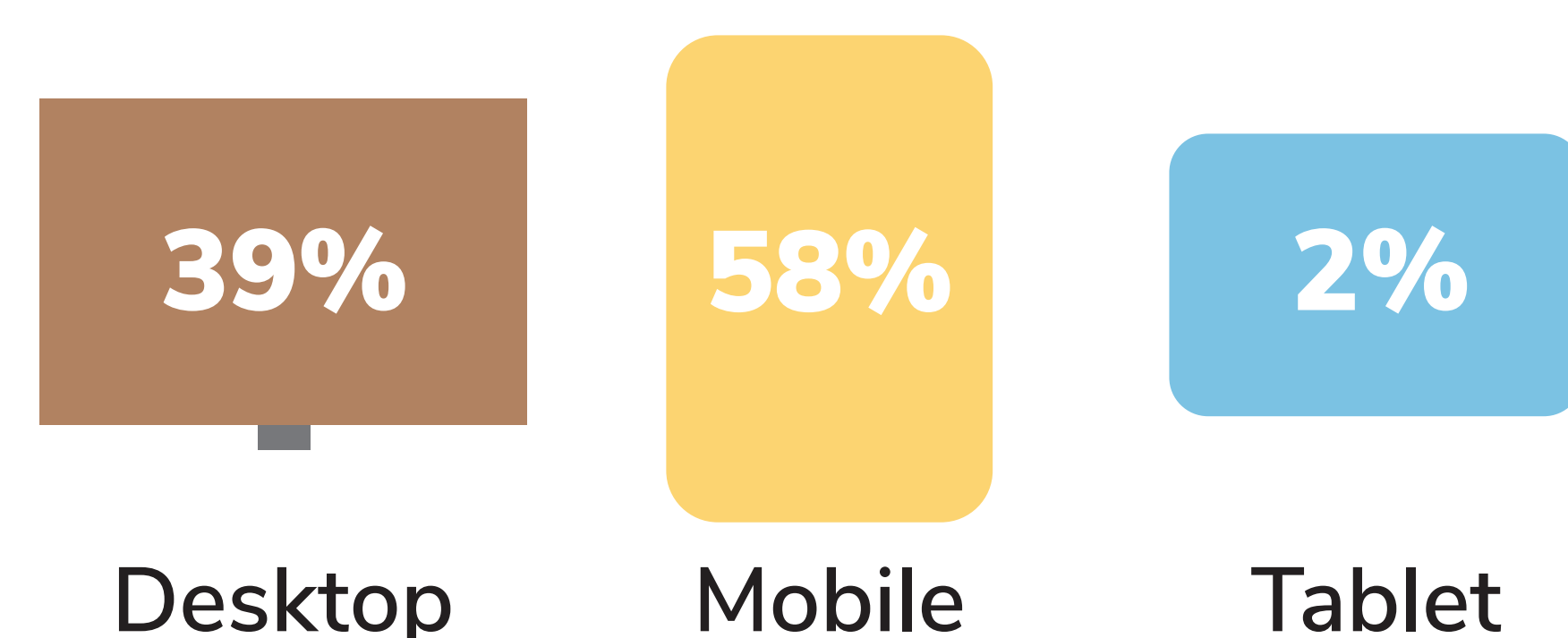
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Statistics are from Nov. 1, 2021 to Oct. 30, 2022.

Ohioline ohioline.osu.edu

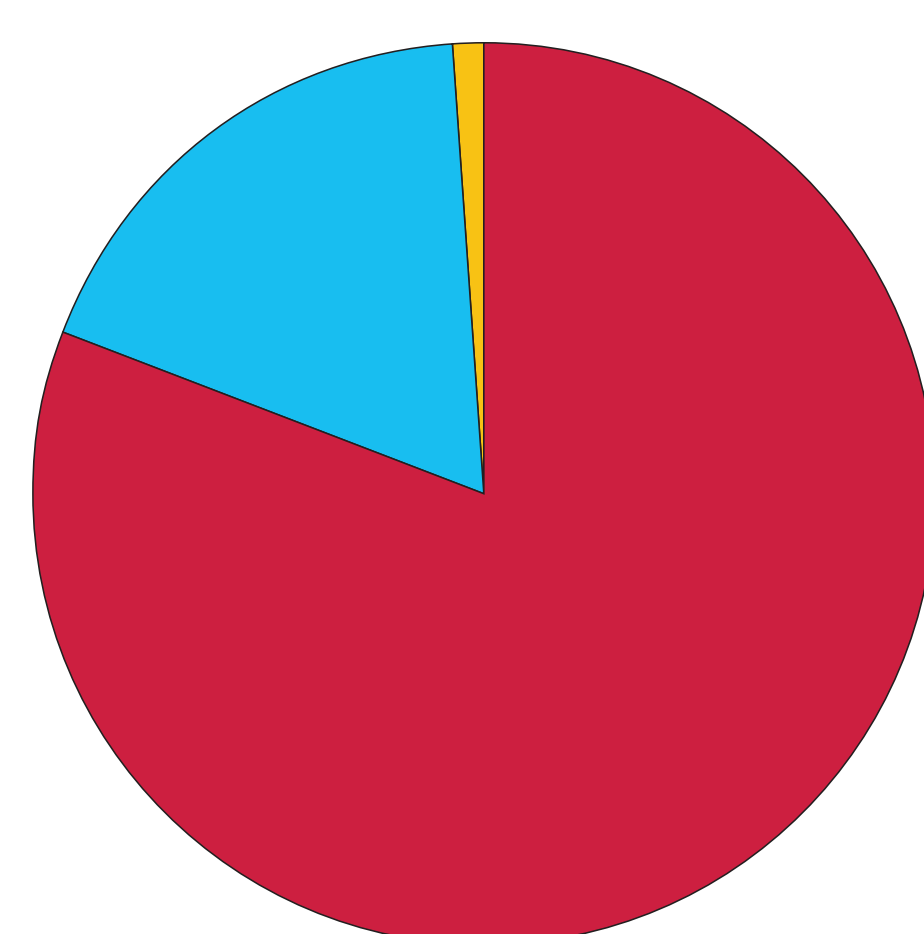
Device

Use by device remained about the same year over year. Mobile is still most used platform.

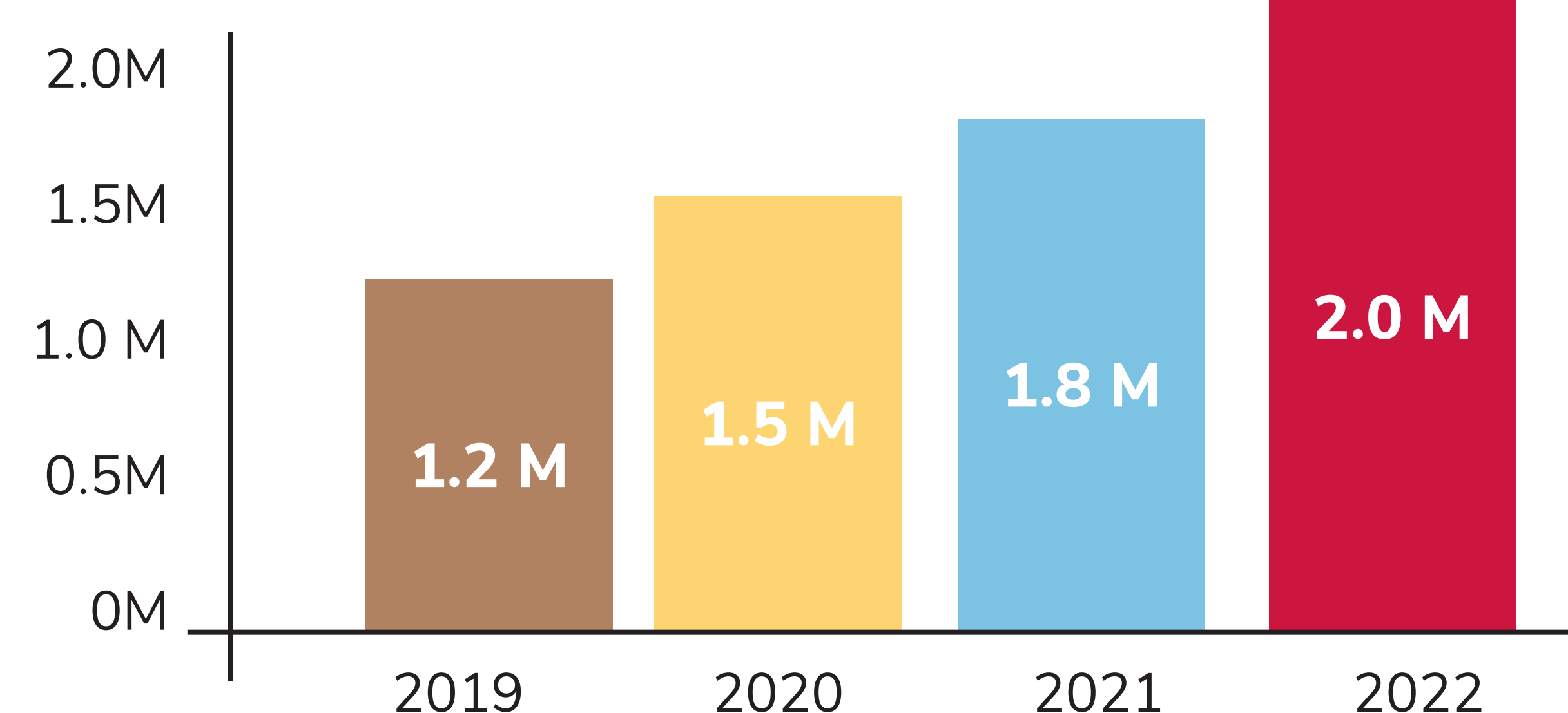


Traffic type

direct	81%
referral	1%
organic search	18%
social	<1%
email	<1%



Page views



Audience

1,269,695 Users | 2,018,242 page views

Top fact sheets (page views)

1. Home page
2. Calculating Cation Exchange Capacity, Base Saturation, and Calcium Saturation
3. Wild Mushrooms
4. Staphylococcus aureus: A Problem When Food Is Left Out Too Long
5. Bacterial Diseases of Plants
6. Role of Soil Bacteria
7. Measuring Standing Trees
8. Food Preservation: Making Jerky
9. Ohio Bee Identification Guide
10. Gender Issues: Communication Differences in Interpersonal Relationships

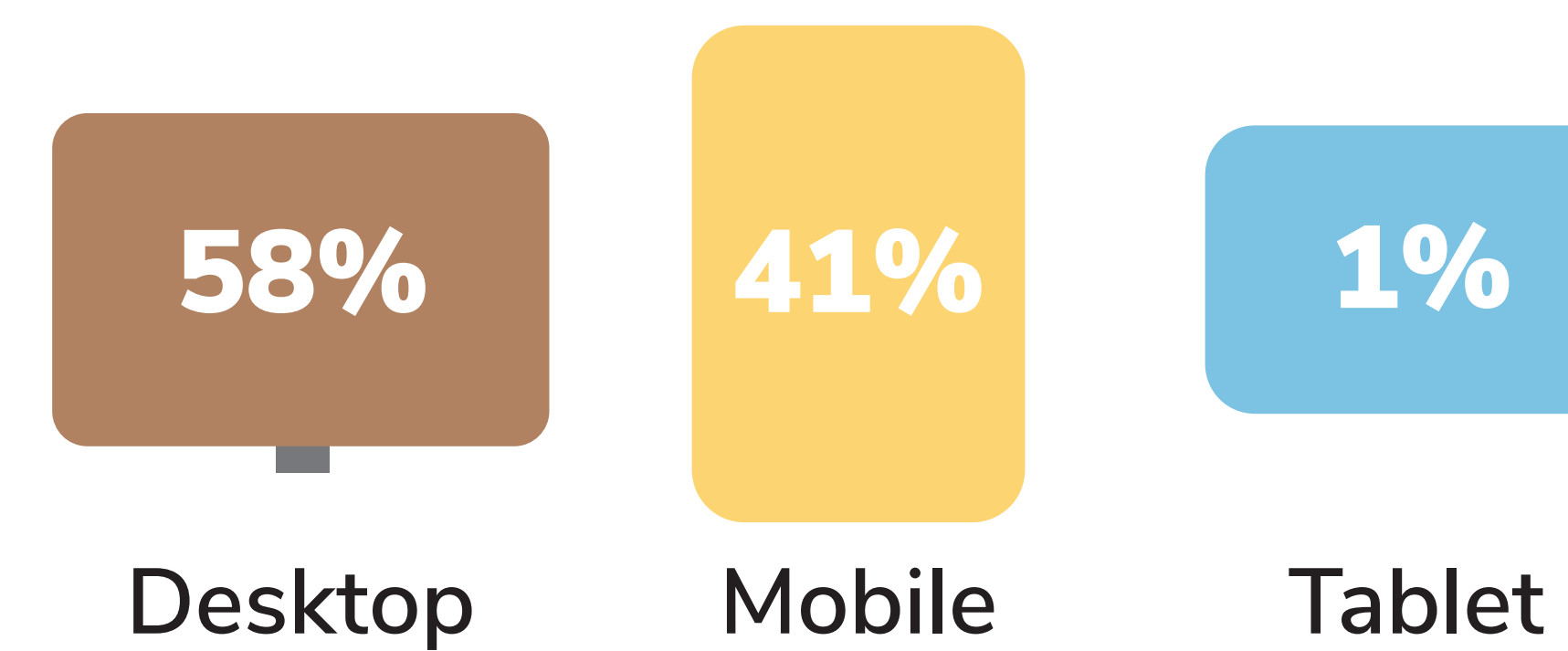
Summary

- Of the 1,143 fact sheets on Ohioline, 62 were added in the past year.
- Ohioline saw a huge increase in direct traffic as opposed to organic search.
- Nearly 60% of visitors view Ohioline on a mobile device.

Publications extensionpubs.osu.edu

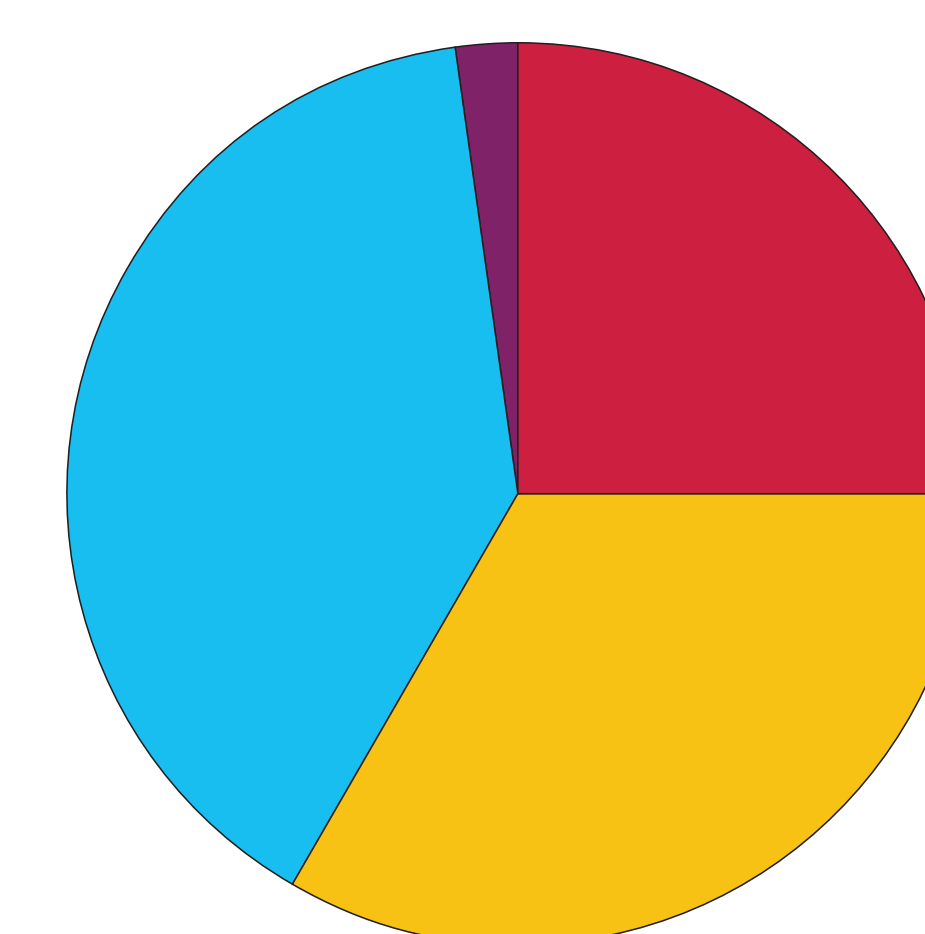
Device

Desktop and tablet use fell, while mobile use rose more than 5 percent.

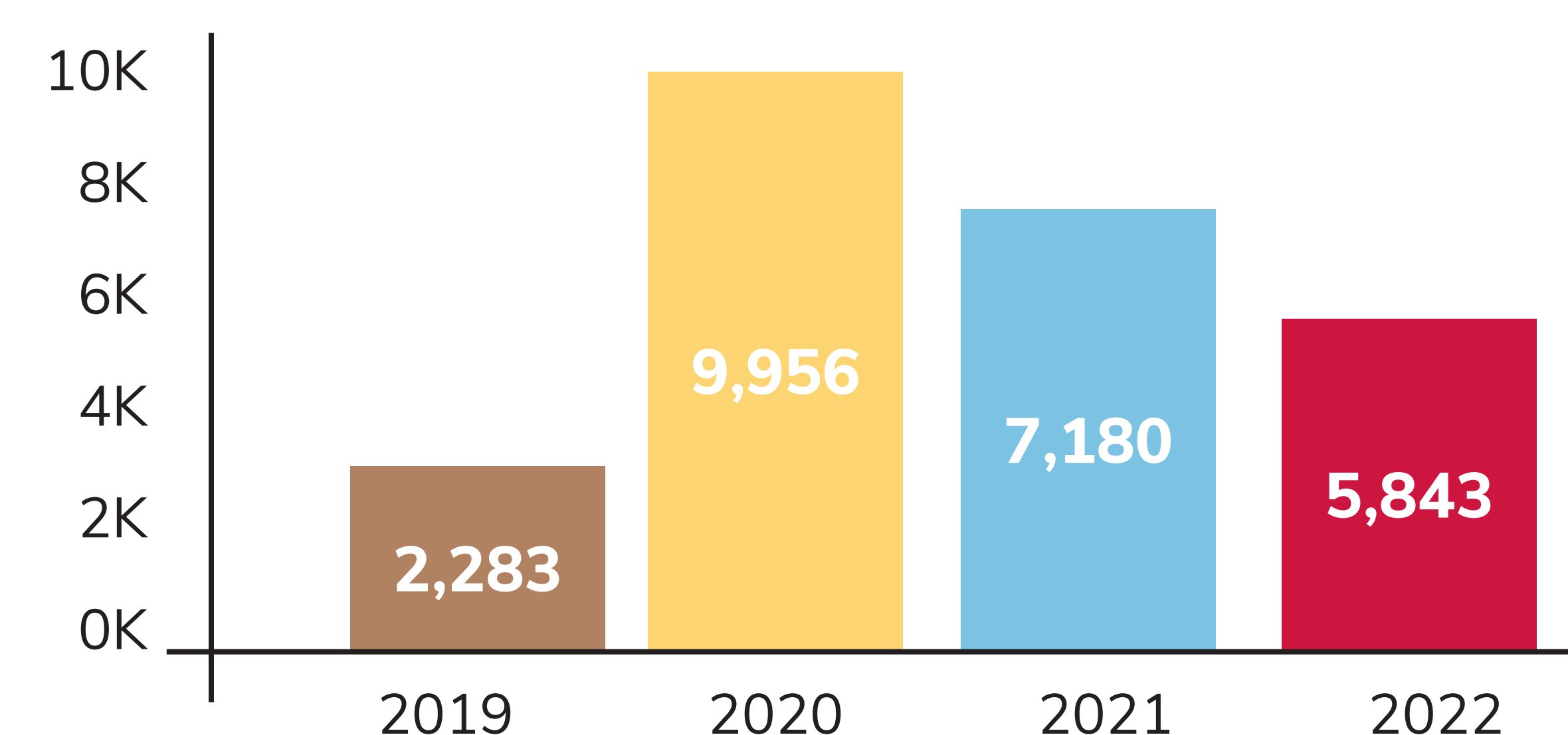


Traffic type

direct	25%
referral	33%
organic search	39%
social	2%
email	<1%



Customers



Audience

58,854 Users | 325,483 page views

Best sellers (number of items sold)

1. Poultry Project and Record Book
2. Market Hog Project and Record Book
3. Goat Project and Record Book
4. Beef Project and Record Book
5. Market Rabbit Project and Record Book
6. Applying Pesticides Correctly (Core Manual)
7. 2022 Weed Control Guide for Ohio, Indiana, and Illinois
8. Equine Record Book
9. Breeding Rabbit Project and Record Book
10. Goat Resource Handbook

Summary

- 2022 welcomed 16 new publications and one new hands-on product. Currently 327 products are available on the Extension Publications store.
- Fewer customers in 2022 purchased slightly more items than they did in the previous year.

SOURCE: Google Analytics and BrightPearl store site, Nov 21, 2022. • Data is from Nov 1, 2021 to Oct 31, 2022

Much appreciation to all authors, reviewers, and contributors.