

# SPIE Directory and web statistics

Report November 2022

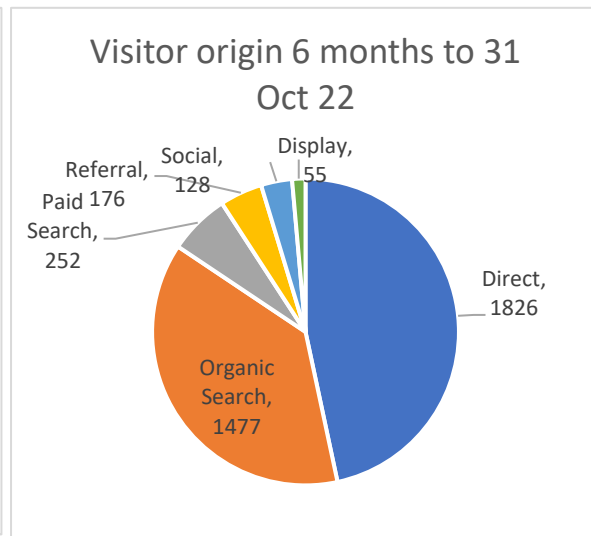
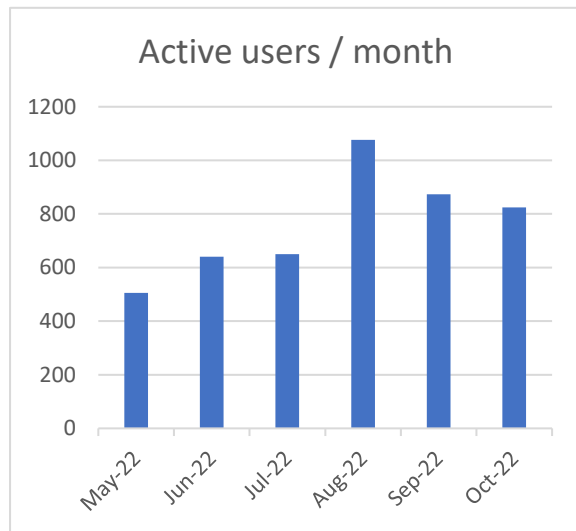


Following figures refer to the year 1 Nov 2021 to 30 October 2022. Due to a change tracking in April 2022 a number of statics refer only to period 1 May 2022 to 31 October 2022 as indicated.

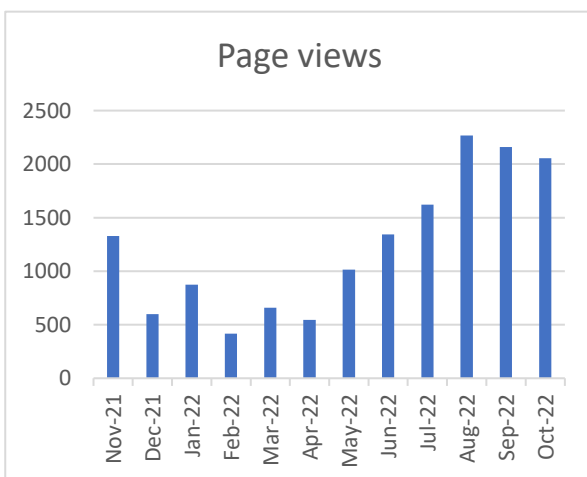
Admin access and views are excluded from stats. Data based on Google Analytics reports

## Visitors

Active users	3914 in 6 months to 31/oct	Current rate 10,000 per year
	All time visitors 29,112	



## Total Page views – all pages



## Top pages 6 Months

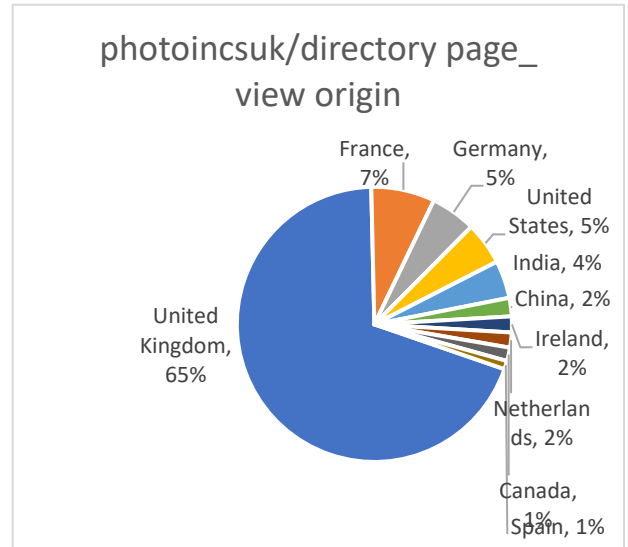
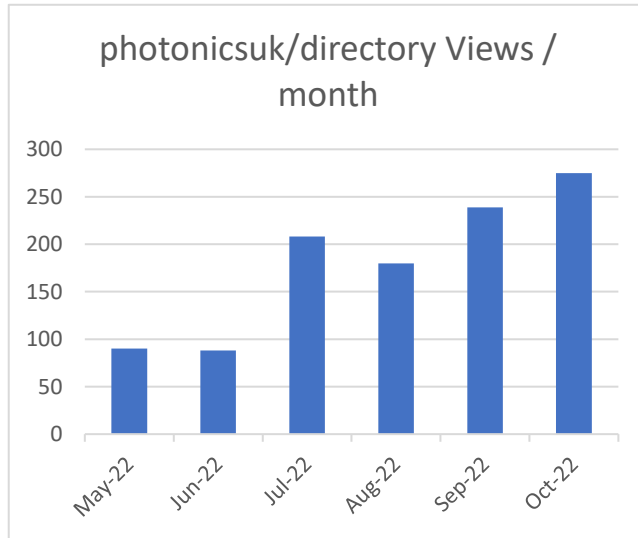
1.	/	1,489(14.23%)
2.	/directory	1,080(10.32%)
3.	/keep-informed	369(3.53%)
4.	/future-photonic-leaders	288(2.75%)
5.	/contributors	287(2.74%)
6.	/appg-photonics	268(2.56%)
7.	/uk-photonics-companies	266(2.54%)
8.	/revolutionising-our-world/uk-photonics-output	265(2.53%)
9.	/events	223(2.13%)

## Directory

**1080 views / 6 months to 31 Oct 22,  
Running @ 250 month**

**>3000 per year forecast**

Implementation of adword campaign and improved analytics integration and search optimisation in April 2022 increase monthly views by 2X. 65% of Directory views are from UK



## Search

Search Impressions	50,000 / year
Click through from Search	1,000 / year

Since search optimisation position PLG is consistently returned in top on key terms.

Top click through	Clicks	Impressions	CTR	Position
photonics leadership group	65	99	65.66%	1.09
uktin	27	551	4.90%	3.99
photonics uk	27	245	11.02%	1.00
photonics companies uk	21	109	19.27%	1.04

Top impressions	Impressions		
edmund optics	1029	photonics industry	222
photonics	564	plg	212
uktin	551	uk manufacturing output	203
photonex 2022	367	fonrc	198
photonics research	363	glyndwr	187
photonex	352	photonics west 2023	183
quantum showcase 2022	344	innovate uk funding	182
spie group	292	uk innovation grants	178
spie	284	innovate uk grants	176
uk manufacturing statistics 2019	281	laser 2000	163
glyndwr university	253	photonics west	156
photonics uk	245	quantum showcase	144
uk national quantum technologies showcase 2022	235	ecoc 2022	141
wrexham glyndwr university	235	electronic warfare conference 2018	141
edmund optics uk	232	future open networks research challenge	139
wrexham university	231	optoelectronics research centre	138
laser companies uk	223		