

# Topics for your perusal

- **IFAP and Schools Portal Data:**
  - Web lingo and data, part one: Hits over time
  - Web lingo and data, part two: Unique visitors over time
  - Most Accessed Dear Partner Letters and E-announcements
  - Comparison of top page views
  - FSA Handbook--Most Accessed Topics!

# Hits over time

2,000,000

Hits

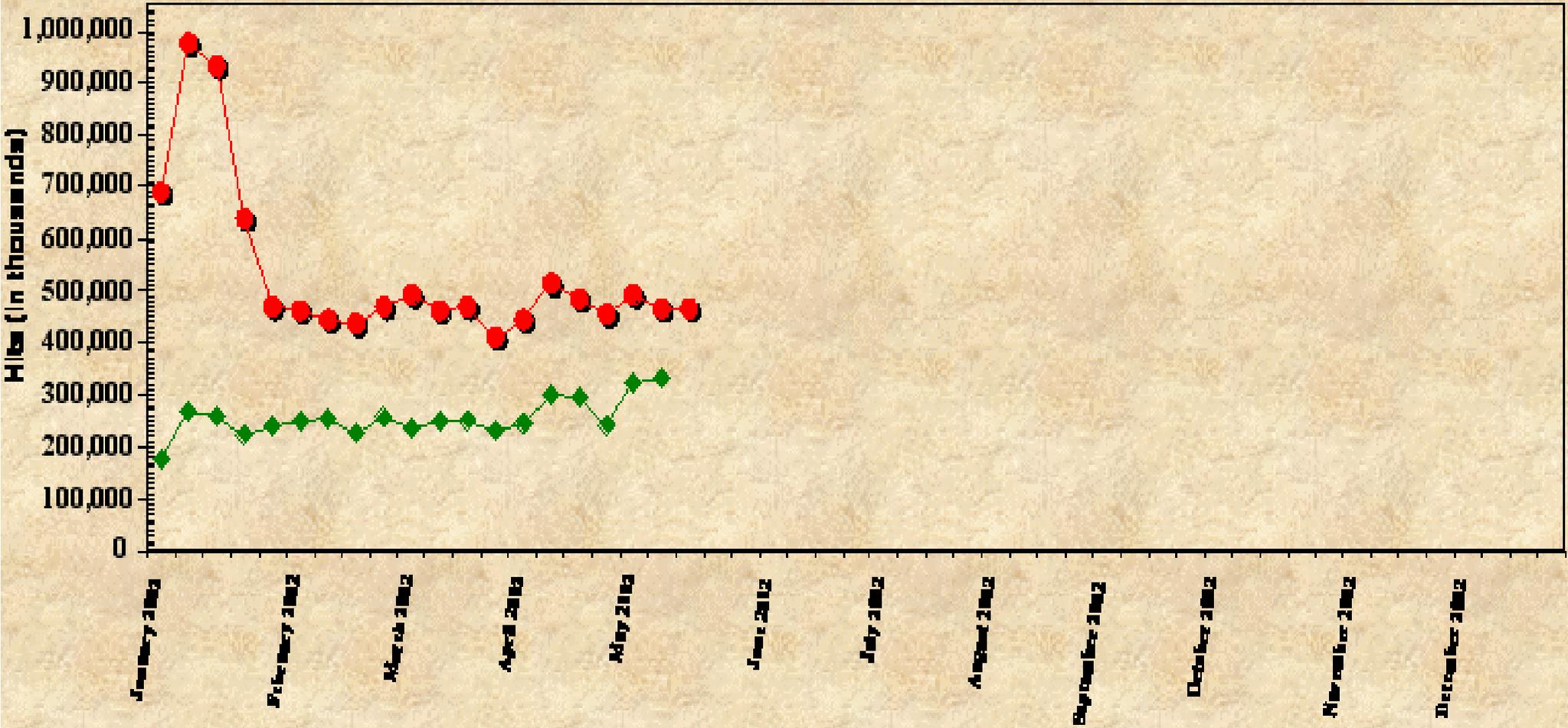
April, 2002

IFAP

- A “hit” refers to a single action on the web server as it appears in the log file. A visitor downloading a single file is logged as a single hit, while a visitor requesting a web page including two images registers as three hits on the server; one hit is the request for the .html page and the two additional hits are requests for the downloaded image files.
- While the volume of hits is an indicator of traffic, it is not an accurate reflection of how many pages are being viewed, nor how many unique visitors are coming to the site. The following slide displays “hits” on IFAP and the Schools Portal over a period of months

**Successful Hits**  
**IFAP Portal & Schools Portal**  
 (by week)  
 December 30, 2001 - December 28, 2002

◆ Schools Portal    ● IFAP Portal



# Page “Views”

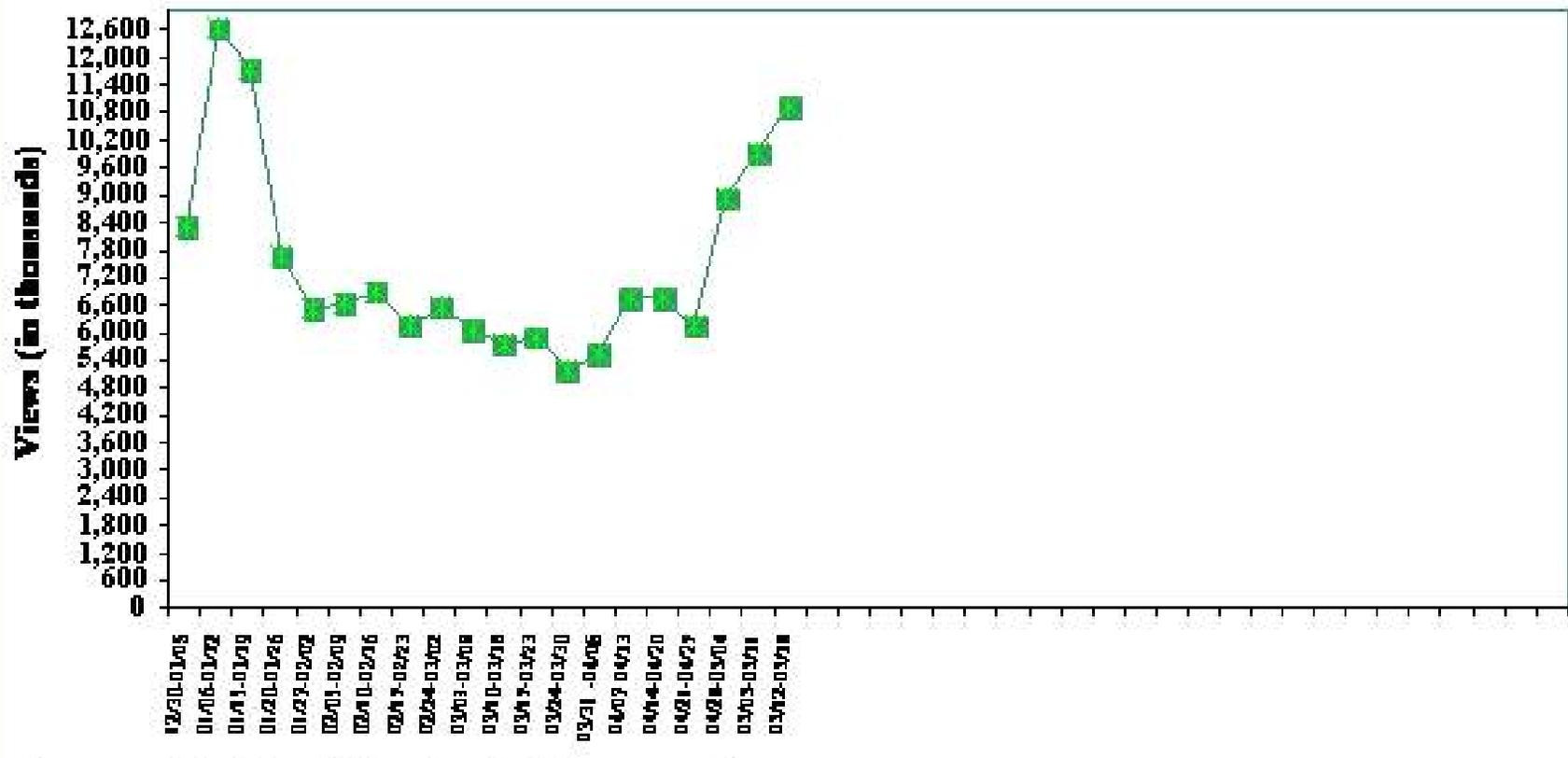
- Page “views” are simply the number of times a specified page is viewed by visitors. If a visitor visits a page two times, then that is counted as 2 views. As you will see, this contrasts with another concept, the “unique visitor...” The next slide shows IFAP Page views over time.

**24,400**

**Page Views**

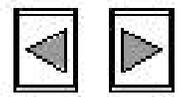
April, 2002  
IFAP

**IFAP Portal - Number of Views for the Homepage  
(by Week)  
December 30, 2001 - December 28, 2002**



 **Number of Views for the Homepage**

Data received from Web Trends Enterprise Reporting Server - lcc



# “Unique Visitors”

- It is also possible to see how many UNIQUE visitors come to your website. The following graph displays such info for the Schools Portal.

**14,200**

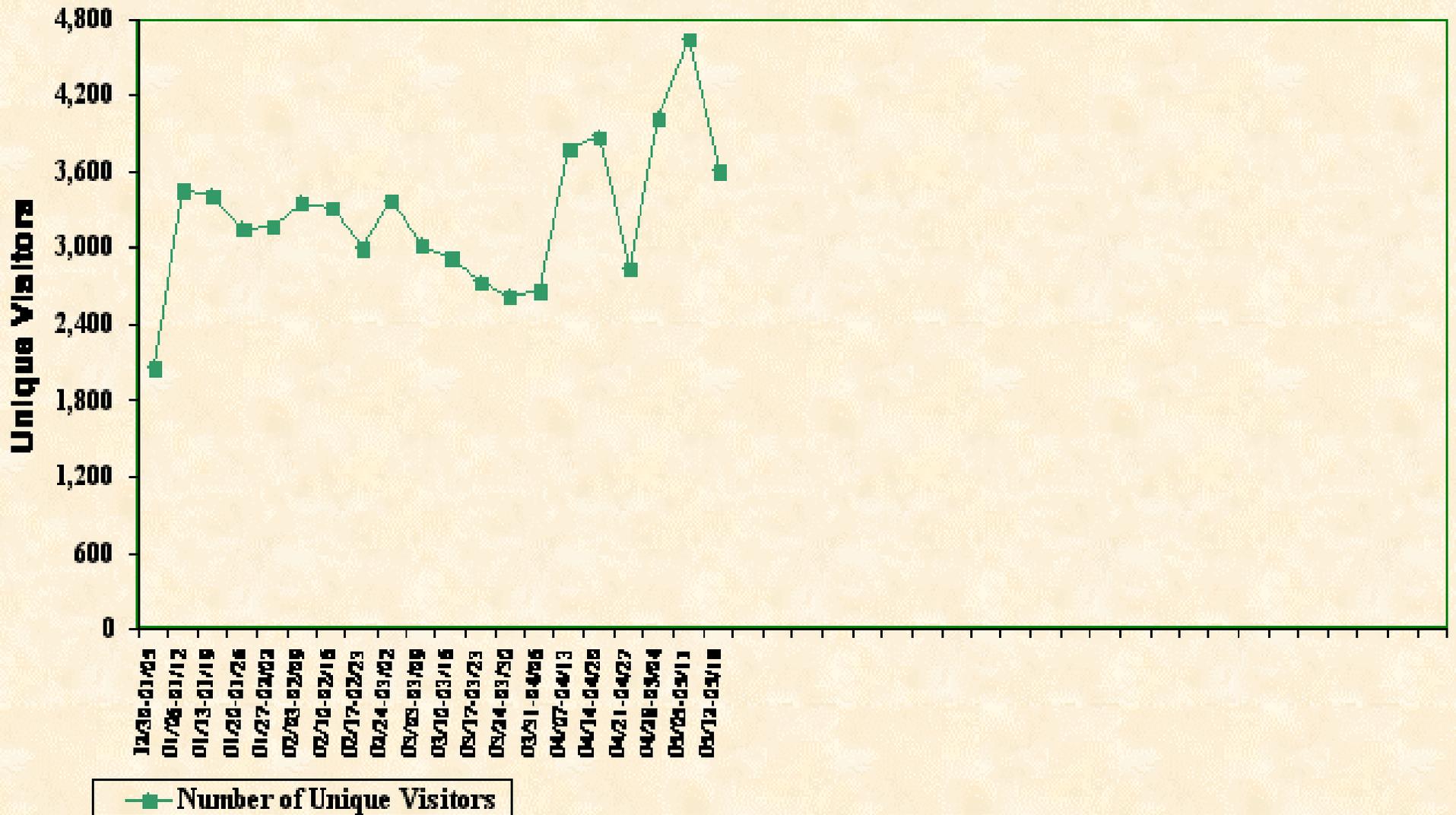
**Unique Visitors**

April, 2002 IFAP

# Schools Portal-Unique Visitors Over Time

(by week)

December 30, 2001 - December 28, 2002



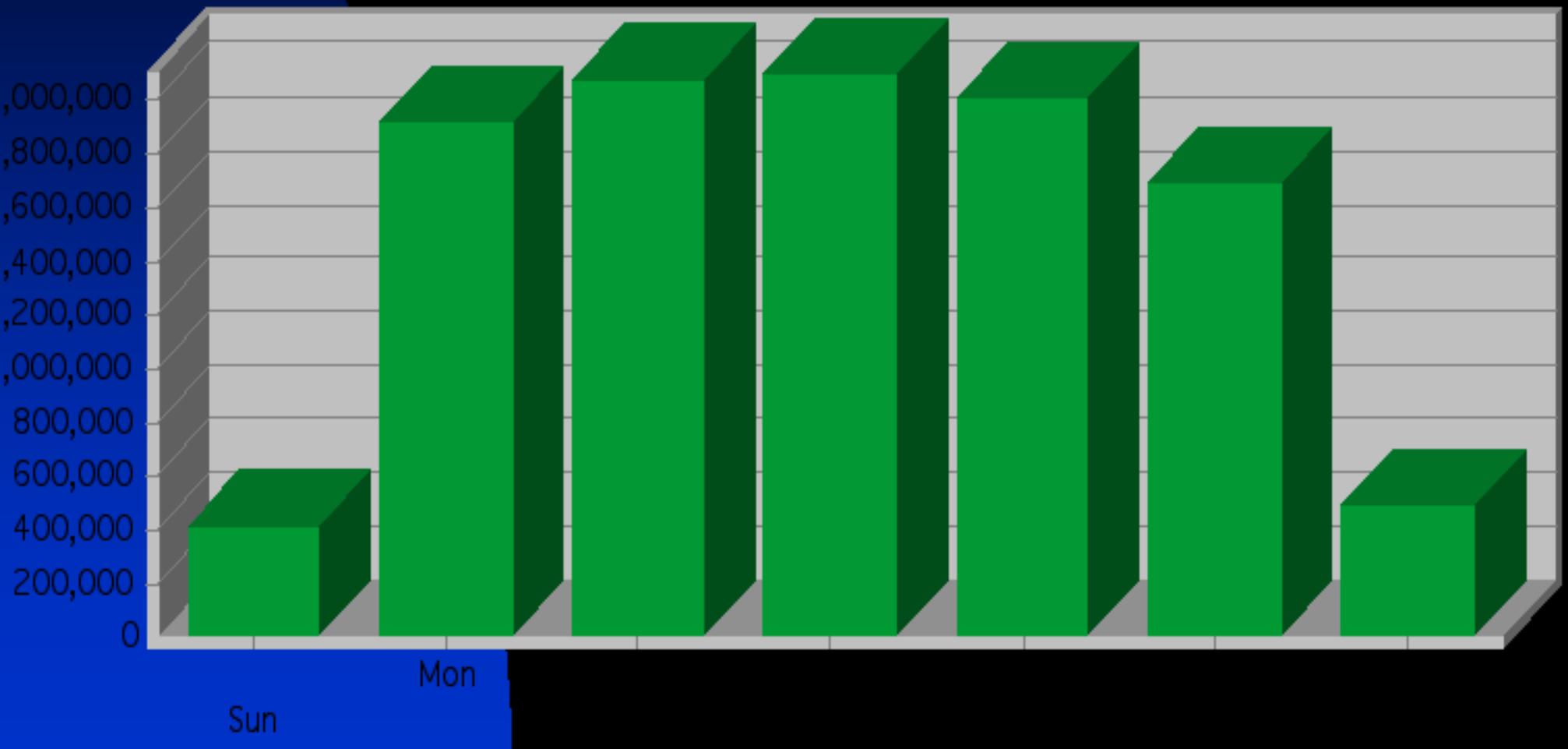
Data received from Web Trends Enterprise Reporting Server - lcc

# Hits by Day of the Week

- Hits to the IFAP portal peak during the middle of the week. Weekday hits account for over 90% of the total hits, yet there were over 1 million hits on the weekend in the January 1-May 21<sup>st</sup> 2002 timeperiod.

# IFAP Hits by day of the week Jan 1-May 21 2002

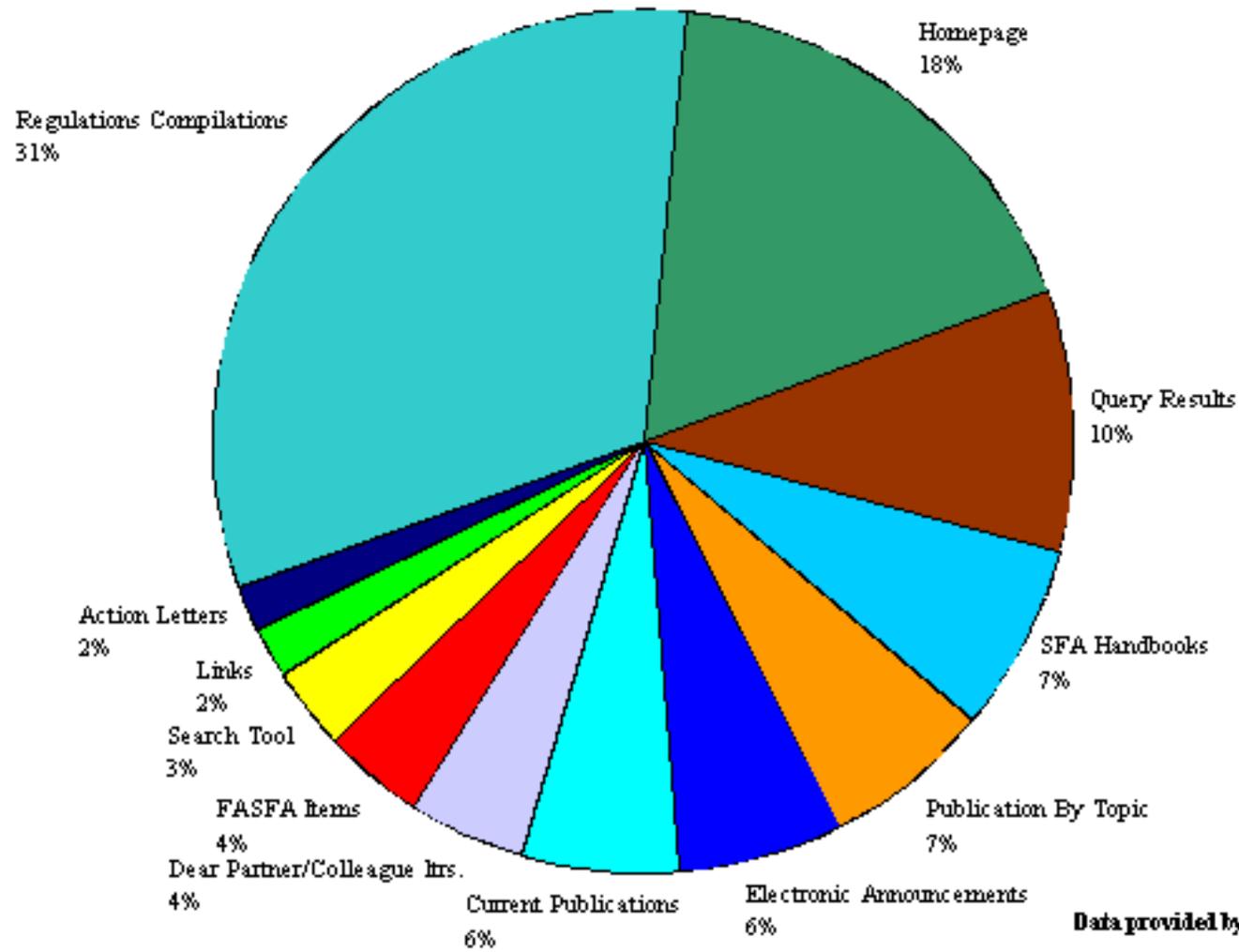
Hits by Day of the Week



# Top Page Views

- For the Schools Portal, the “my SFA” option was surprisingly successful, beating out both the calendar and links section
- For the IFAP portal, the Handbook tied “publications by topic” for 3<sup>rd</sup> on the list of IFAP pages.
- The following 2 slides illustrate the top page views for both the IFAP and Schools Channel Portals

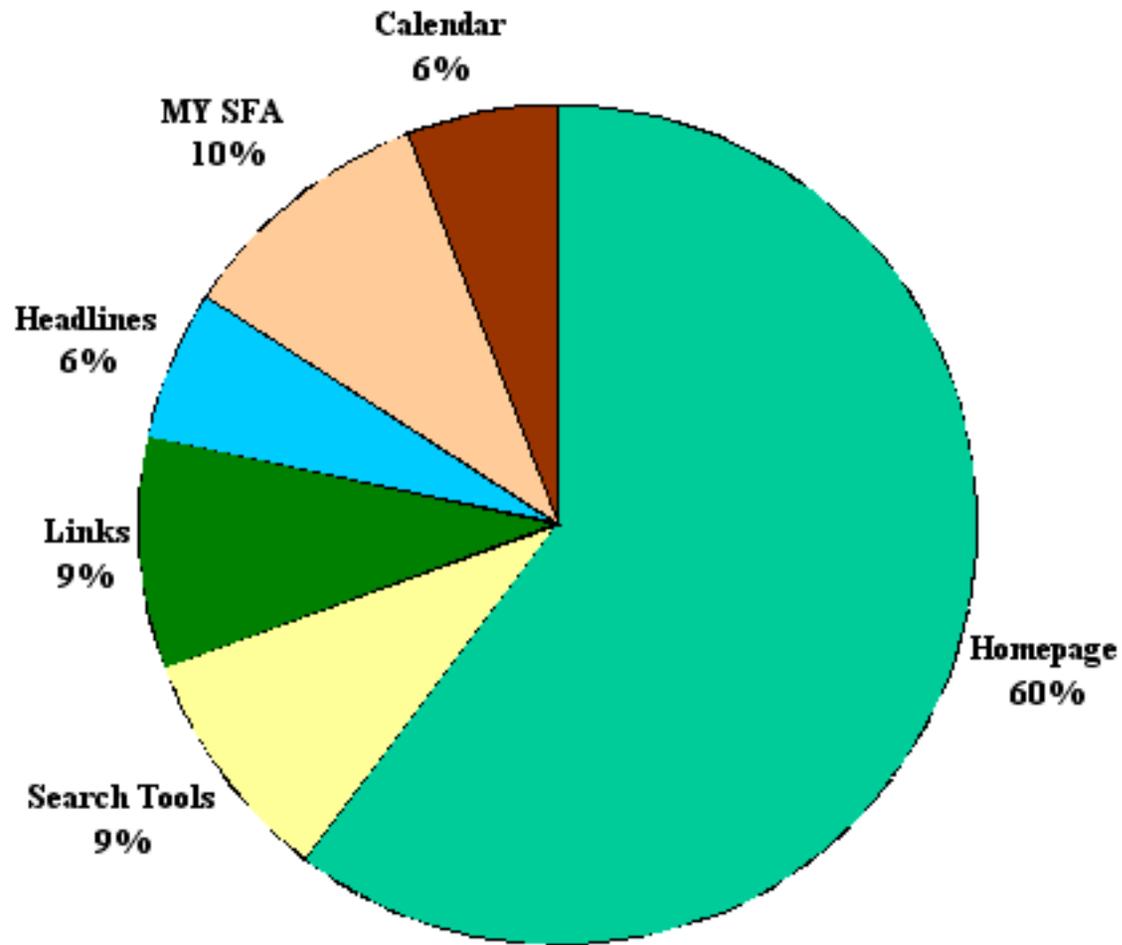
**IFAP Portal - Comparison of Top Pages by Views**  
**Top 20 Pages -- Cumulative for 12/30/01 - 03/30/02**



Data provided by WebTrends - lcc

# Schools Portal - Comparison of Top Pages by Views

Top 20 Pages -- Cumulative for 12/30/01 - 03/30/02



Data provided by WebTrends - lcc

# Dear Partner Letters

- **Top 10 Most Requested Dear Partner Letters/E-Announcements on IFAP (Jan-May 2002):**
- 1) 2001-2002 Revised EFC Worksheets
- 2) Current E-Announcements List
- 3) Sept. 19<sup>th</sup>, 2001 Loan Relief Announcement
- 4) 2001-2002 Pell Payment Schedules
- 5) Changes to 02-03 Processing System Changes
- 6) 2002 Spring Update Conference
- 7) 02 Spring Update Conf + Travel Info
- 8) Corrected Perkins and NDSL Prom Notes
- 9) 02-03 Tentative Funding for CB Programs
- 10) Implementation Info for Corrected Perkins & NDSL Prom Notes

# Handbook Top 10

- And now, the moment you've all been waiting for... the Handbook Top 10. What are the most viewed and downloaded PDFs on IFAP? The following slide presents the results for Jan 1-May 17 2002...

# FSA Handbook Top 10

- 1) Volume 1, Chapter 1: School Based Student Eligibility Requirements
- 2) Application and Verification Guide, Chapter 3: Verification
- 3) Volume 3, Chapter 1: Pell Student Eligibility
- 4) Application and Verification Guide, Chapter 2: Filling out the FAFSA
- 5) Volume 1, Table of Contents: Student Eligibility Issues
- 6) Volume 2, Chapter 6: Return of Title IV Funds
- 7) Volume 8, Chapter 2: Borrower Eligibility for FFEL/DL
- 8) Volume 1, Chapter 2: Citizenship
- 9) Volume 8, Chapter 3: Determining the Loan Period and Amounts
- 10) Volume 1, Chapter 8: Overawards and Overpayments