CORONAVIRUS SITE PAGEVIEWS

The below data includes all pageviews by week for the Coronavirus site from 3/9 - 4/19

Source: Google Analytics

Date Range: 3/9/20 - 4/19/20
CORONAVIRUS SITE TRAFFIC

Within the Coronavirus site, the FAQ page continues to see the greatest number of pageviews.

**PAGEVIEWS**

- FAQ: 120,000 pageviews
- Confirmed Cases: 40,000 pageviews
- University Operations Status: 36,000 pageviews
- Other: 16,000 pageviews
- Health Precautions: 7,000 pageviews
- Community Messages: 4,000 pageviews

**SOURCE:** Google Analytics

**DATE RANGE:** 3/9/20 - 4/19/20
CORONAVIRUS TOP FAQS

The below graph includes the top 10 questions on the FAQ page by total click volume - while these are the top 10, it is worth noting that many of the FAQs have seen strong click volume, and traffic is spread across the many questions available on the page.

CLIKS

- Is the University moving to online classes?
- Should I return to Grounds?
- What if I live off Grounds?
- Will this impact my ability to meet my academic requirements?
- What if it is difficult or impossible for me to return home at this time?
- Will summer orientation for newly enrolled students be impacted?
- Will Days on the Lawn proceed as planned?
- Do I need a special license to access zoom for video and audio conferencing?
- If my school closes how can I submit my final senior year grades?
- Can I cancel my classes and give students incompletes?

SOURCE: Google Analytics
DATE RANGE: 3/9/20 - 4/19/20
The below graph shows FY2020 Pageviews by month for the UVA Today site through April 19, 2020.

**FY2020 PAGEVIEWS - UVA TODAY**

- Pageviews
- Projected Pageviews

**SOURCE:** Google Analytics

**DATE RANGE:** 7/1/19 - 4/19/20
The below graph shows UVA Today Pageviews from FY2014 - FY2020 (through April 19)

**UVA TODAY PAGEVIEWS OVER TIME**

**SOURCE:** Google Analytics

**DATE RANGE:** 7/1/13 - 4/19/20
DAILY REPORT AUDIENCE

CURRENT DAILY REPORT AUDIENCE BREAKDOWN

- Subscribers, Alumni, Faculty and Staff: 52%
- Medical Center Employees: 23%
- Parents: 18%
- Students: 7%

Avg. Daily Emails Sent: 101,500

SOURCE: Marketing Cloud
DATE RANGE: 3/18/20 - 4/19/20
The below graph shows Open Rate by audience type for the Daily Report from 3/9 - 4/10. Parents and students were added to the distribution on 3/17, and 3/18, respectively. Both initially saw strong Open Rates, but have begun to decline over time.

OPEN RATE BY AUDIENCE

SOURCE: Marketing Cloud
DATE RANGE: 3/9/20 - 4/10/20

*Open rate is calculated by dividing unique opens by total delivered emails, CTR is calculated by dividing unique clicks by unique opens. Baseline rates are calculated from averages from 2/24/20 - 3/6/20 (the two weeks prior to COVID-19 communications beginning).
## TOP PERFORMING UVA TODAY STORIES

Below are the top 10 stories on UVA Today from March 1 through April 19

<table>
<thead>
<tr>
<th>STORY</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main UVA Today COVID-19 Community Message Page</td>
<td>252,828</td>
</tr>
<tr>
<td>‘Write It Down’: Historian Suggests Keeping a Record of Life During Pandemic</td>
<td>174,735</td>
</tr>
<tr>
<td>Exercise May Protect Against Deadly COVID-19 Complication, Research Suggests</td>
<td>108,338</td>
</tr>
<tr>
<td>How to Protect Your Mental Health During a Quarantine</td>
<td>72,057</td>
</tr>
<tr>
<td>UVA Health Independently Develops New COVID-19 Tests</td>
<td>68,383</td>
</tr>
<tr>
<td>Physics Professor Lou Bloomfield Explains the Crucial Math Behind Social Distancing</td>
<td>56,088</td>
</tr>
<tr>
<td>Computer Science Students Build Coronavirus Tracking Website</td>
<td>40,616</td>
</tr>
<tr>
<td>A PSA From Your UVA Med Students</td>
<td>30,438</td>
</tr>
<tr>
<td>Expert Offers Practical Advice to Manage Your Coronavirus Anxiety</td>
<td>23,862</td>
</tr>
<tr>
<td>Get Your UVA Zoom Backgrounds Here</td>
<td>22,192</td>
</tr>
</tbody>
</table>

**SOURCE:** Google Analytics  
**DATE RANGE:** 3/1/20 - 4/19/20
THANK YOU