



Frontier Housing Website Traffic March 2008

FRONTIER

The Balance Group is proud to present this periodic progress report for the Frontier website. In our role maintaining the website, we recognize the importance of measurable and specific improvement. The following analysis is based on historical data and a snap shot of usage fundamentals in March of 2008.

These statistics show excellent growth in the number of visitors who come to the site and their willingness to hang around. Frontier has very healthy double digit increases in the number of visits compared to the same month a year ago. The number of pages viewed is up over 60%. These increases are fundamentally important. Now, what is an ideal path for your visitor to take?

If you imagine a perfect progression for website visitors to follow as they move toward answers to their pressing housing needs, what would it look like? By tracking more subtle usage characteristics; like the top ten pages viewed, popular search words, how your visitors arrived at your website, we gain additional insight. These indicators show the site has made substantial progress in serving your community. Frontier's commitment to advertising their website address has definitely paid off. We are very excited about the vast potential for improvement to the site by enhancing graphic design and reorganizing the navigation. Here is a summary of the strong fundamentals Frontier has to build on.

How Many Visitors Come to our Web Site?

Two main components in discussing website traffic are visits and page views. In the housing sector, interest usually rises in the spring and wanes in the fall. Therefore, it is useful to compare the same month, year to year. Publicity has an immediate effect on visits as well, which may explain the peak in June. From Figure 1, the year over year increase in visits for February and March are 55% and 26% respectively.

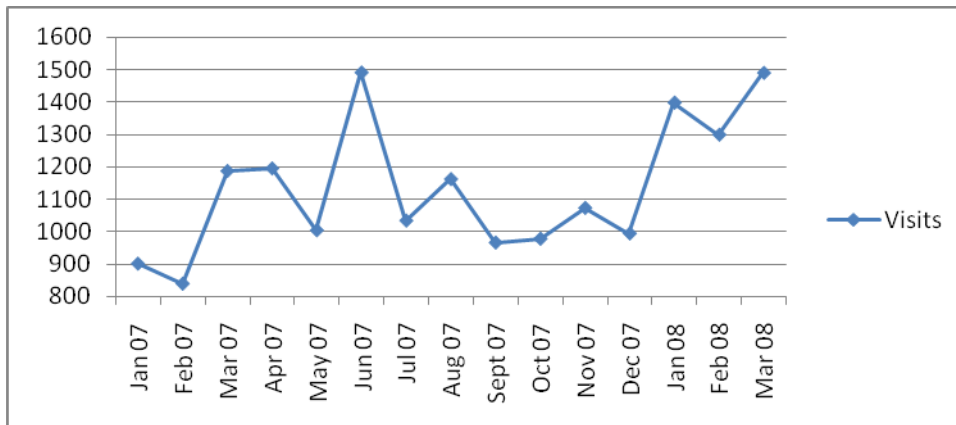


Figure 1 - Monthly Visits Jan 2007 - Mar 2008

Looking at how many pages each visitor viewed in Figure 2, we see an increase of 68% for February and 60% for March. Visitors are looking at more pages while on the Frontier Housing website year over year.

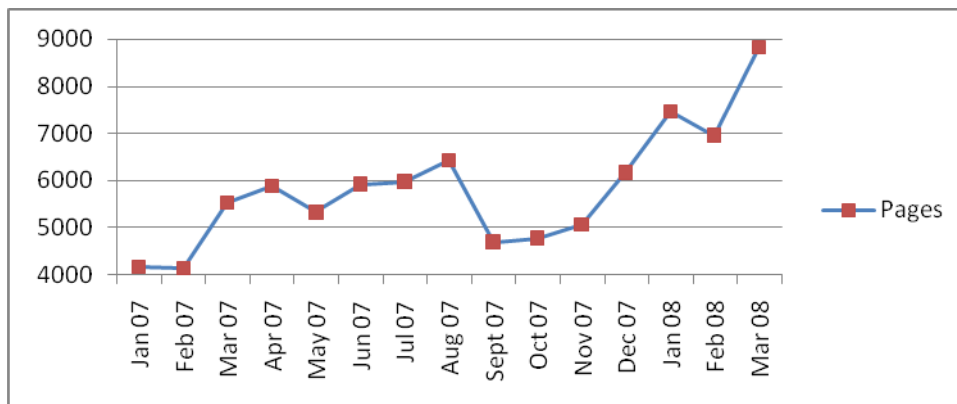


Figure 2 - Monthly Page views Jan 2007 - March 2008

How long do visitors stay?

In the nanosecond world of website visits, many of Frontier's web guests stay so long they begin to smell like fish. This is a very good thing.

Visits duration		
Number of visits: 1489 - Average: 259 s	Number of visits	Percent
0s-30s	939	63 %
30s-2mn	148	9.9 %
2mn-5mn	126	8.4 %
5mn-15mn	154	10.3 %
15mn-30mn	75	5 %
30mn-1h	31	2 %
1h+	16	1 %

Figure 3 –Duration of Visits - March 2008

Where do visitors go?

In order to improve the outcomes of visits to your website it is important to see where people choose to go. What pages interest them most? If they find what they want with regard to one aspect of their decision process, do they move on to the next step in a beneficial progression? Right now they want to "See Frontier Homes", then the "Photo Gallery", then "Frontier's Home Ownership programs", and so on. A website design can encourage people in ways that reflect the organization's goals. Often the same result is generated by simply making it easier for people to find what they want. In the past, watching this Top 10 has led to the enhancement of the photo gallery with more pictures and has proven the importance of the home specification sheets listed on the See Frontier Homes page.

Pages – URL (Top 10)		
Page	URL	Viewed
Home	/	887
See Frontier Homes	/seefront.htm	480
Photo Gallery	/photos.htm	348
Frontier Home Ownership programs	/programs.htm	252
Contact Info	/contact.htm	171
Frontier Communities	/devs.htm	162

Home page	/index.htm	142
Staff listing	/staff.htm	137
Aspen house info sheet	/docs/AspenInfoSheet.pdf	132
Boodry house info sheet	/docs/boodryinfosheet.pdf	127
	Others	5981

Figure 4 - Top Pages Visited – March 2008

How do visitors find your web site?

Amazingly, 80% of Frontier's current visitors type your website address into their browser. This indicates that you have done a great job of getting your website address out to the public. It also could say that you have a substantial number of returning visitors who use a "favorites" link or "bookmark". Of the remaining 20%, 16% come through search engines. Another 4% link from sites like Slate.com, KYhousing.org, and KMHI.org. A great way to boost search engine results is to have at least 20 web sites that link to your website. We have a substantial list of keywords currently attached to your web site. We have also found that blogging can drastically boost an organization's web traffic, potentially increasing sales.

What do people type in search engines to find your site?

Search Keyphrases (Top 10) Full list			Search Keywords (Top 10) Full list		
229 different keyphrases	Search	Percent	304 different keywords	Search	Percent
frontier housing	116	21.2 %	frontier	299	18.6 %
photo gallery frontier	16	2.9 %	housing	234	14.5 %
frontier housing morehead kentucky	16	2.9 %	morehead	70	4.3 %
woda group	15	2.7 %	ky	65	4 %
frontier housing morehead ky	15	2.7 %	homes	62	3.8 %
frontier manufactured homes	11	2 %	kentucky	38	2.3 %
what is fahe home loans	11	2 %	home	35	2.1 %
frontier housing inc	10	1.8 %	woda	30	1.8 %
frontier mobile homes	9	1.6 %	in	28	1.7 %
frontier homes	9	1.6 %	group	23	1.4 %
Other phrases	317	58.1 %	Other words	721	44.9 %

Figure 5 - Search Engine Words and Phrases – March 2008

For the 16% of visitors that used a search engine, the tables in Figure 5 show what they typed. Though "affordable housing" is in the keywords for your site and would seem a popular phrase, it doesn't show on either top 10 list.

Where do we go from here?

The Balance Group is prepared to support Frontier to create a more visually rich and useful website. Website usage analysis and Frontier's focused marketing will inform the redesign of the website. It will serve your various audiences through easier navigation and showcase your homes, your families and your community.

