

QUANTITATIVE ANALYSIS **OF INTERVARSITY CANADA** **WEBSITES**

This quantitative analysis delves into the current websites' profiles, users' interaction and identifies gaps while offering opportunities that we can leverage during redevelopment process. The data referenced in this study is for a period of 1 year (May 1, 2022, to April 30, 2023). All data and tables are extracted from Google Analytics unless otherwise specified.

QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

INTRODUCTION

InterVarsity Christian Fellowship of Canada is an organization that is committed to inspiring the next generation to follow Jesus, in summer camps, in high schools, on university campuses, or in the workplace. InterVarsity Canada has eleven websites, which currently need redevelopment. The current 11 plus websites were launched in 2017 and currently need redevelopment to better reflect the organization's vision and mission, improve users' experience, and meet the continuous needs of its target audience.

Purpose

The objective of the website redevelopment project is to create a modern, user-friendly, and visually appealing websites that better reflects the mission and values of InterVarsity Christian Fellowship of Canada. The websites should also be mobile-friendly, easy to navigate, and accessible to its target audience. Objectives of redevelopment include:

- Improved marketing
- Modern design
- User friendly
- Scalable design
- Responsive design
- Improved SEO

Audience

The websites target Canadians who are interested in growing in their faith, engaging in Christian community, supporting Christian community and finding resources to help them live out their faith in practical ways.

A. National Website Audience

The InterVarsity [national website](#) caters for multiple users. It is important to show and understand the different user groups as they have distinct characteristics, needs, and goals. The national website audience are student, graduate, and donor.

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Audience - A. National Website Audience

1. Primary Persona: Student

Name: Sarah Busse

Age: 15-27

Location: Winnipeg, Manitoba

Occupation: Student

Goals and Characteristics:

- i. Sarah is curious about Christianity and seeking out ways to learn more about the faith.
- ii. She wants to connect with a welcoming Christian community and find resources to help her explore and understand her faith.
- iii. Sarah is open-minded, eager to engage in discussion and interested in personal growth and spiritual development.

Pain Point:

- i. Lack of knowledge about Christian teachings and practices.
- ii. Feeling isolated and not knowing where to find a supportive Christian community.
- iii. Limited access to resources that cater to beginners in their faith journey.

2. Secondary Persona: Graduate

Name: Nicolas Mores

Age: 30-45

Location: Calgary, Alberta

Occupation: Project Manager

Goals and Characteristics:

- i. Nicolas is an active member of a Christian church and wants to deepen his faith.
- ii. He seeks opportunities for personal growth, including bible studies, spiritual retreats, and mentoring programs.
- iii. Nicolas is dedicated to supporting and engaging with his local Christian community.

Pain Points:

- i. Difficulty finding relevant resources and events that align with his spiritual growth goals.
- ii. Limited time due to work and family commitments
- iii. Desire for practical guidance on integrating faith into his daily life.

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Audience - A. National Website Audience

3. Tertiary Persona: Donor

Name: Loise Rockwell

Age: 65 - 85

Location: Ottawa, Ontario

Occupation: Retired

Goals and Characteristics:

- i. Loise is a generous donor who is passionate about supporting causes she cares about.
- ii. She wants to make a positive impact with her financial contribution and leave a legacy.
- iii. Loise values transparency and wants to ensure her donations are being used effectively.
- iv. She appreciates personalized communication and wants to feel connected to the organizations she supports.
- v. Loise seeks simplicity and ease of use when it comes to making donations.

Pain Points:

- i. Concern about frauds or fraudulent organization targeting seniors.
- ii. Difficulty navigating online platforms and technology.
- iii. A desire for clear and concise information about the impact of her donations.
- iv. Feeling overwhelmed by high volume of donation requests.

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QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Audience - B. Camp Websites Audience

1. Primary Persona: Parent

Name: Evelyn Green

Age: 30-45

Location: Regina, Saskatchewan

Occupation: Accounting Executive

Goals and Characteristics:

- i. Evelyn is a devoted Christian parent who wants to provide her children with a nurturing and faith-based environment.
- ii. Evelyn seeks a Christian camp that offers a variety of activities, age -appropriate programs, and experienced staff members.
- iii. She values the opportunity for her kids to develop a solid foundation in their faith while enjoying a fun and enriching camp experience.
- iv. Evelyn wants her children to build meaningful relationship with other campers and gain a sense of belonging within the Christian community.

Pain Point:

- i. Concern about the safety and well-being of her children while they are away at camp.
- ii. Ensuring that the camp aligns with her family's value and faith tradition.
- iii. Balancing the cost of camp with other financial responsibilities.
- iv. Accessing clear and transparent information about the camp's activities, facilities, and staffs.

2. Secondary Persona: Donor

Name: Doreen Manor

Age: 65 -85

Location: Ottawa, Ontario

Occupation: Retired

Goals and Characteristics:

- i. Doreen is a generous donor who is passionate about supporting causes she cares about.
- ii. She wants to make a positive impact with her financial contribution and leave a legacy.
- iii. She appreciates personalized communication and wants to feel connected to the organizations she supports.
- iv. Doreen seeks simplicity and easy of use when it comes to making donations.
- v. Doreen values transparency and wants to ensure her donations are being used effectively.

Pain Points:

- v. Concern about frauds or fraudulent organization targeting seniors.
- vi. Difficulty navigating online platforms and technology.
- vii. A desire for clear and concise information about the impact of her donations.
- viii. Feeling overwhelmed by high volume of donation requests.

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QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Websites Profile

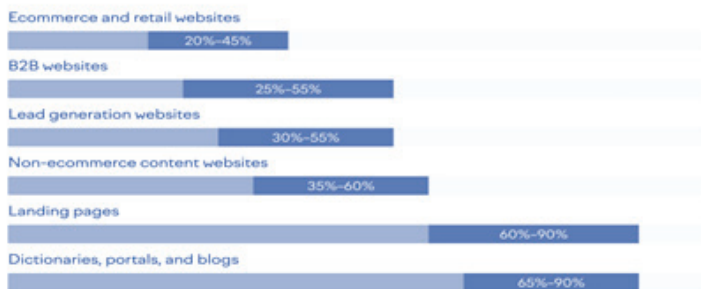
The websites profile highlights what are working on our website. This includes the website design, functionality, content, traffic and performance. As we about to dive into exploring the performance of the websites. Bounce rate is one major term which would be consistent in the discussions.

Bounce Rate

Bounce rate is a metric that measures how many visitors leave a website or app after viewing only one page. It is usually expressed as a percentage of all sessions on your site or app. For instance, if 2 out of 5 sessions or visits on a page leave the page without navigating to another page, the bounce rate of the page is $2/5 \times 100\% = 40\%$.

According to SEMrush, the average bounce rate for most websites is somewhere between 26% and 70%. But bounce rates can vary significantly. Your industry, where your traffic comes from, and where that traffic lands can all affect your bounce rate. It is all about context.

Average Bounce Rates for Different Websites



semrush.com

SEMRUSH

1. Website design and functionality

- The websites have a clean and simple design that is easy to navigate.
- The homepages feature prominent design and clear calls-to-action.
- The websites are mobile-responsive and adapt well on different screen sizes.

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Websites Profile

2. Content quality

- a. The contents on the websites are well-written and informative, with a major focus on spiritual growth, campus ministry, and camping.
 - b. The websites include a mix of different content types, including articles, videos, and infographics.
 - c. The websites feature a blog with posts that are relevant and up to date.
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3. Performance metrics

- a. The websites have high traffic volumes with average bounce rates.
 - b. Comparably, users use both desktop and mobile devices to interact with websites.
 - c. Desktop performance is higher than mobile performance across all websites.
 - d. Accessibility, SEO and Best Practices scores are above average across all websites.
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Users Interaction With Our Websites

New Users vs Returning Users

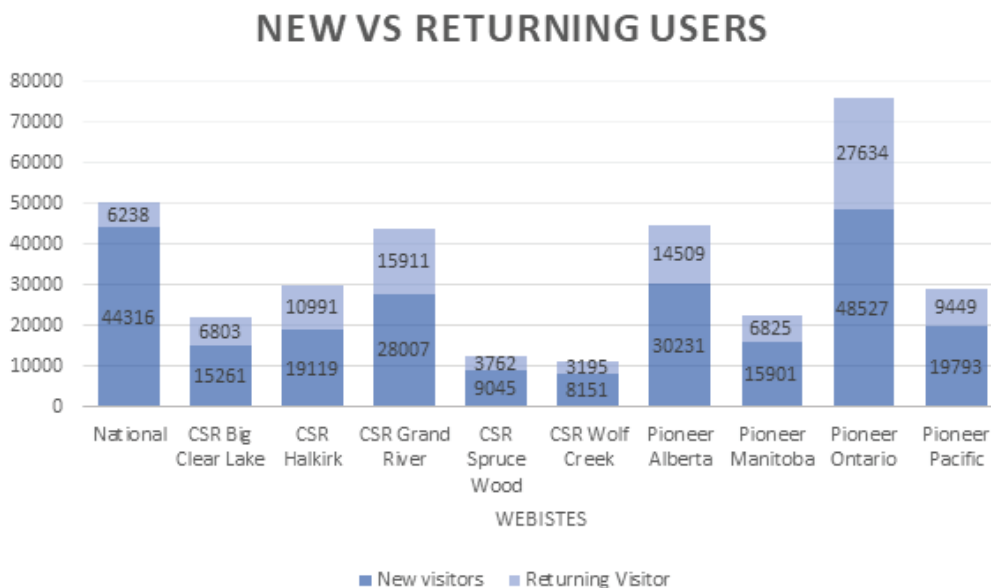
Returning users were consistently lower than new users across all our websites. [Pioneer Ontario](#) website has the highest number of returning users which is 36 percent of total users. Meanwhile, [CSR-Halkirk](#) has the highest percentage of returning users, approximately 37 percent, followed by [CSR-Grand River](#) and Pioneer Ontario with 36 percent, although the [national website](#) has the second highest number of total users, it has the lowest percentage of returning users, approximately 12 percent.

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Users Interaction With Our Websites

New Users vs Returning Users



The numbers of returning users vary according to industry. Overall, a good returning visitor rate is anything over 30 percent. This will show that new vs returning users are balanced and that the websites are getting a solid stream of first-time users and building up a dedicated and loyal customer base. Having average returning visitors below 30% would show that most visitors are experiencing their first session on your site. Effort should be made to encourage repeat visits. Few conversions are made on a first visit or new session, so a higher returning visitor rate will be essential to brand growth. While high number of new users are great, high number of returning users are crucial as they represent a fraction of users that already took interest in the brand especially in ecommerce websites such as the camp websites. There are numbers of factors that can contribute to sparse number of returning users, these include quality of contents and users experience. It is important to conduct surveys and gather feedback to find the specific reasons for low returning user rates.

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QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Users Interaction With Our Websites

Websites Most and Least View Pages

The main landing page for users on our websites is the homepage, with a low bounce rate, which shows that users navigate from the home page to other pages. As aforementioned, *where traffic comes from, and where that traffic lands can all affect bounce rate. It is all about context.* To further understand where users go from the homepage or better understand how users interact with our websites, the second most viewed pages were considered as the most viewed pages. For the camp websites, the second most viewed pages were their respective date and rate pages, with an average bounce rate of about 60%.

Websites Most View Pages

- National
- CSR Big Clear Lake
- CSR Halkirk
- CSR Grand River
- CSR Spruce Wood
- CSR Wolf Creek
- Pioneer Alberta
- Pioneer Manitoba
- Pioneer Ontario
- Pioneer Pacific
- CIVCF

Pioneer Ontario	CSR Grand River	CSR Halkirk	Pioneer Manitoba	National		
	/summer-camp/dates-rates/; 16380	/summer-camp/dates-rates/; 13092	/summer-camp/dates-rates/; 9426	/donate/; 8743		
	Pioneer Alberta	Pioneer Pacific	CSR Big Clear Lake	CSR Spruce Wood	CSR Wolf Creek	
/summer-camp/dates-rates/; 22639	/summer-camp/dates-rates/; 13422	/summer-camp/dates-rates/; 10517	/summer-camp/dates-rates/; 8182	/summer-camp/dates-rates/; 5645	/summer-camp/dates-rates/; 4772	

The website's least view pages table shows the least viewed pages of the top ten pages of each website. The predominant least view page is the about page of most of the websites. For the national website and the CIVCF website, the second most viewed page were their respective donate pages, with a bounce rate of about 40%.

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Users Interaction With Our Websites

Websites Least View Pages (May 1, 2022-April 30, 2023)

Websites	Least View Pages	No of Views	Avg. Time	Bounce Rate
National	/contact/	1509	84	80
CSR Big Clear Lake	/about/facilities/	1118	133	72
CSR Halkirk	/about/	1667	80	66
CSR Grand River	.../summer-staff-volunteers/	3313	167	74
CSR Spruce Wood	/...camp/horse-specialty/	709	57	49
CSR Wolf Creek	/about/facilities/	598	132	77
Pioneer Alberta	/about/facilities/	2348	128	75
Pioneer Manitoba	/about/	1183	63	60
Pioneer Ontario	/about /	4616	72	60
Pioneer Pacific	/about/	1685	70	65
CIVCF	/terms-of-service/	64	16	100

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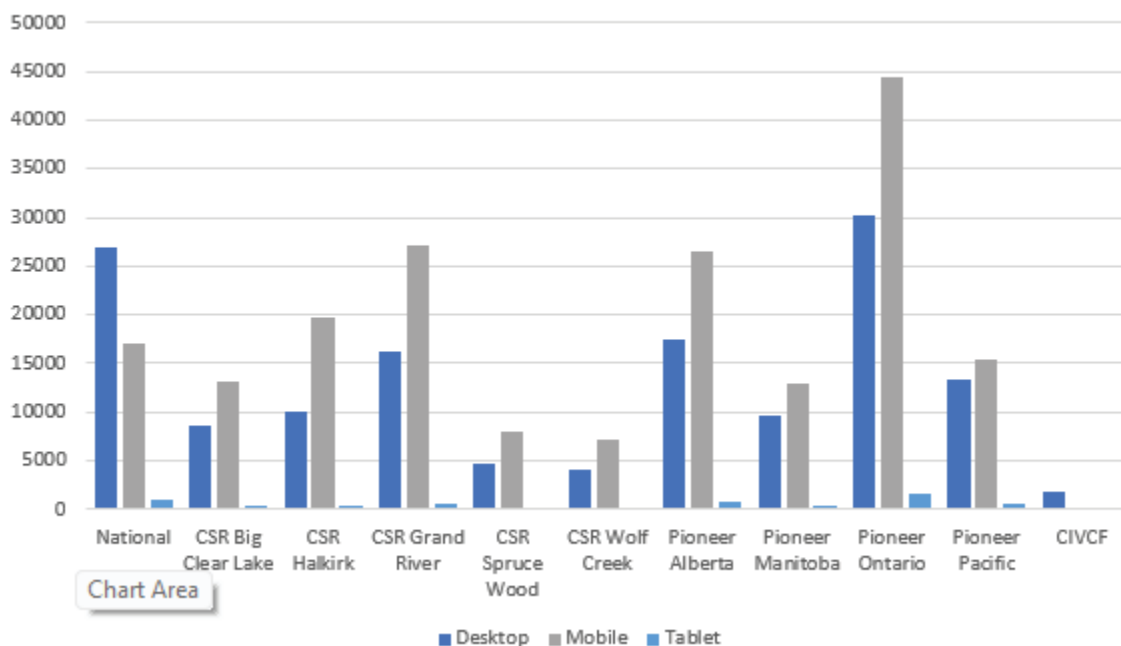
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Users Interaction With Our Websites

Websites Users Behaviors

For the national website and the CIVCF website, users visited the websites mostly using desktop devices, on the other hand, the camps' websites, users were mostly mobile devices users. This shows the disparity of the users' age group and provides insight into who our users are and how they interact with our websites. The age group visiting the camp website are younger compared to the users of the national and CIVCF website.

Websites Users Devices



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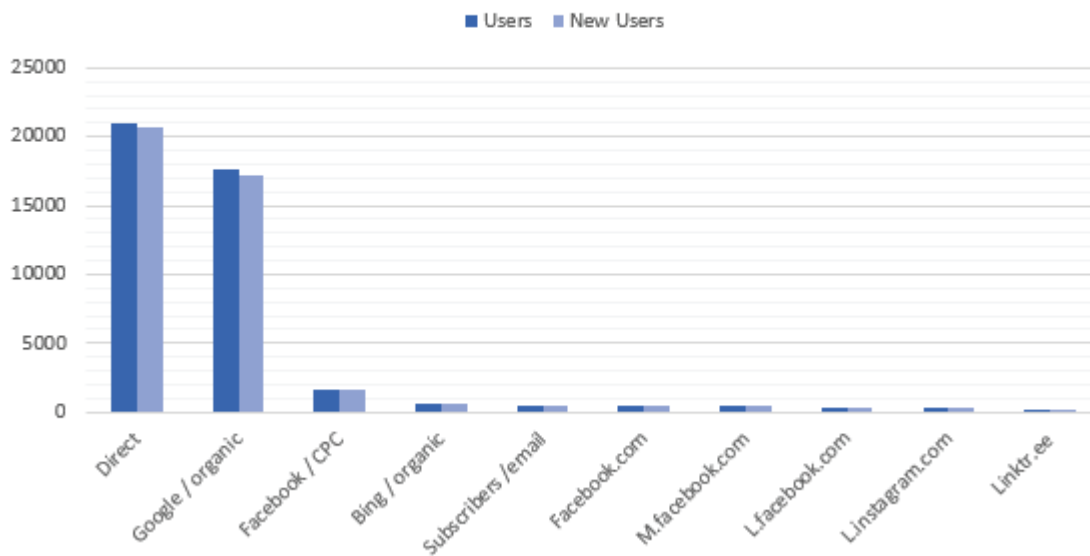
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Users Interaction With Our Websites

Websites Users Origin

The top sources of traffic to the national and the CIVCF website are direct, and Google (organic) which account for over 80 percent of their total traffic. High number of visits from Google (organic) depict that our website’s content ranks on google which keeps sending users to our websites. While a high number of direct visits shows a significant amount of brand recognition, a high number of bookmarking and direct navigation.

National Website Users Origin



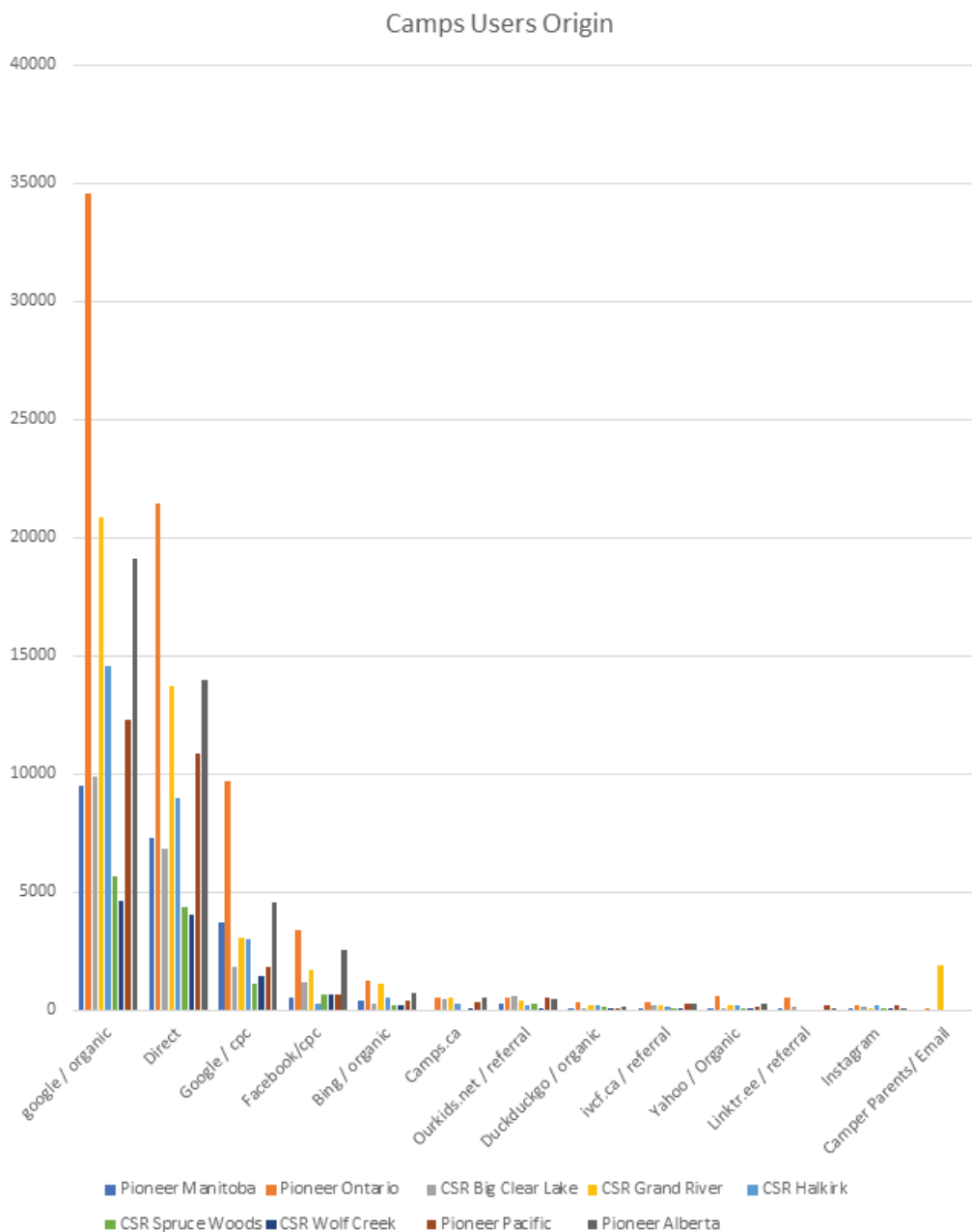
On the other hand, the top three sources of traffic to the camps websites are Google (organic), direct and Google (cost per click). The top three sources account for about 90 percent of the total traffic to the website. Other sources of traffic include Facebook, Bing, and Instagram.

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Users Interaction With Our Websites

Websites Users Origin



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Campus Users' Interaction With Our Websites

The national website most view campus landing pages table shows the most viewed campus landing pages and pages related to campus on the national websites for a period of 1 year (May 1, 2022, to April 30, 2023). There are over 32,000 visits to the campus websites and pages related to campus in total. The average bounce rate for all campus landing pages and pages related to campus is about 63%.

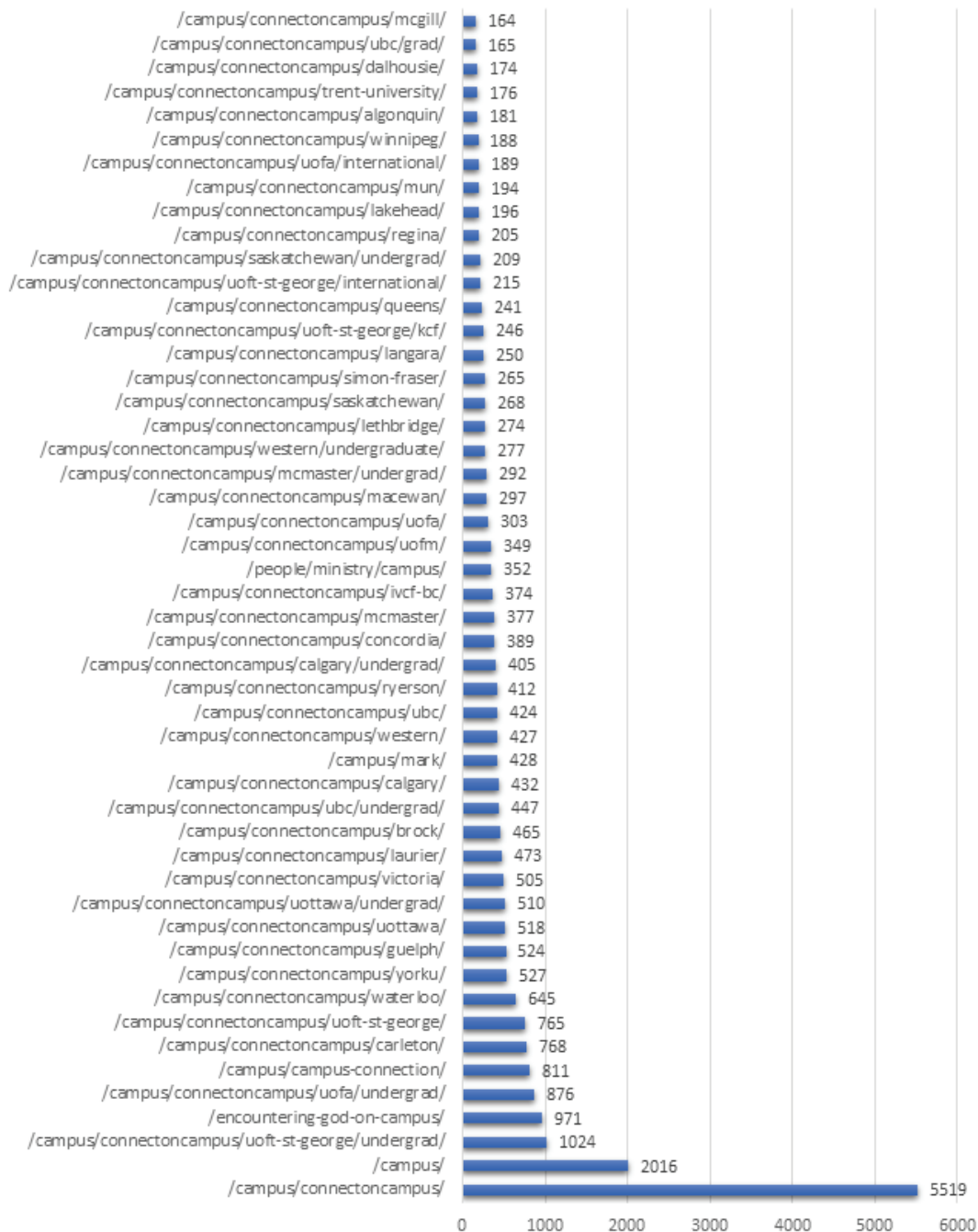
The [Connect to Campus page](#) has the highest page with over 5000 views followed by the [campus page](#) with over 2000 views. [Carleton University](#), [University of Toronto \(St George USM\)](#) and [York university](#) have the highest numbers of campus page's entries and they are also among the top ten pages with highest views on pages related to campus. These three campuses make moderate to low updates to their pages. That said, the numbers of entries on individual campus pages cannot be used to quantify the number of connections as there are other means of connection on the campus pages such as staff email address, student leader email address and social media channels.

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Campus Users' Interaction With Our Websites

Campus Landing Pages Views

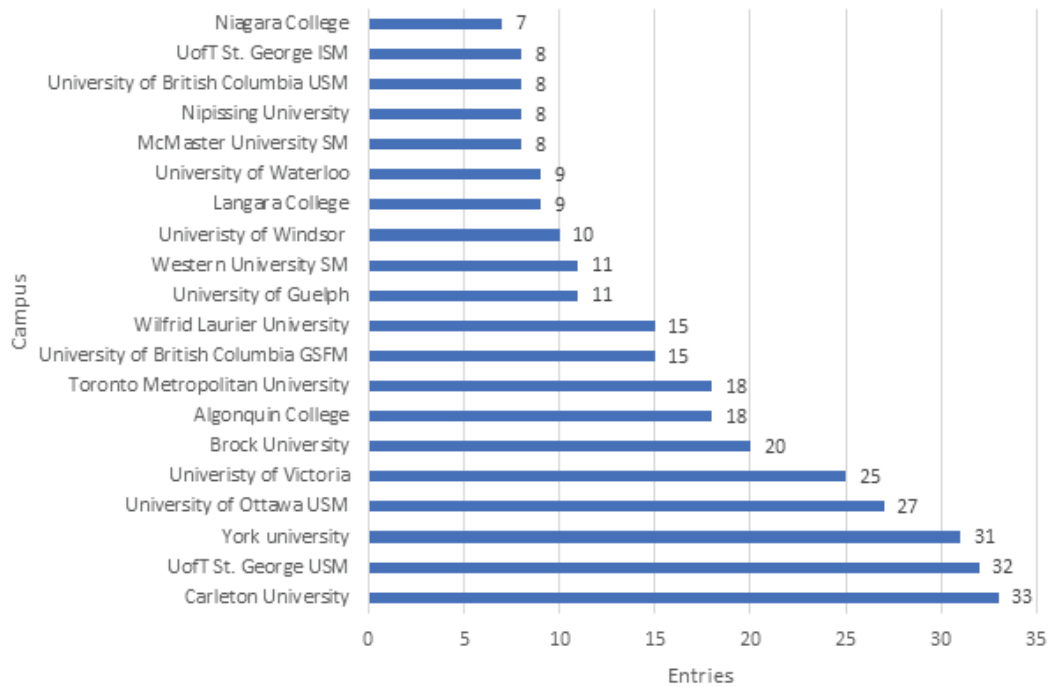


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Campus Users' Interaction With Our Websites

Top 20 Campuses with Highest Entries



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Gaps & Opportunities

There are considerable gaps on our websites and there are opportunities we can leverage in the websites' performance, accessibility, best practises and SEO, as we consider the redevelopment of the websites:

1. Performance

- a. To improve performance of our websites, we can consider serving our images in next-gen formats, Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which will improve load time on our websites subsequently improving user experience and overall, SEO.
- b. We should consider improving the sizes of our images. Images that are appropriately sized improve load time. We may consider keeping our Images sizes at 200 – 500kb max.
- c. We can also consider reducing unused JavaScript and defer loading scripts until they are required.
- d. We can also consider reducing unused rules from stylesheets and defer CSS not used for above-the-fold content until they are needed, this will improve load time and overall, websites performance.
- e. As it is, there are resources that are blocking the first paint of our website. we may consider delivering critical JS/CSS inline and deferring all non-critical JS/styles.

2. Accessibility

According to PageSpeed, the websites accessibility score average is about 83. Below are the opportunities that can be harness in the redevelopment phase:

- a. We should consider increasing maximum zoom attribute to 5 or above. Disabling zooming is problematic for users with low vision who rely on screen magnification to properly see the contents of a web page. Recommended, Initial-scale=1, and maximum-scale=5. Recommendation is subjected to testing.
- b. We should consider background and foreground colors that have a sufficient contrast ratio. Low-contrast text is difficult or impossible for many users to read.

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Gaps & Opportunities

2. Accessibility

c. We should also consider adding alternate texts to links. Alternate text for link, which is discernible, unique, and focusable improves the navigation experience for screen reader users.

d. We may also consider keeping heading elements in a sequentially descending order, which is from H1 to H6. Properly ordered headings that do not skip levels convey the semantic structure of the page, making it easier to navigate and understand when using assistive technologies.

3. Best Practices

According to PageSpeed, the websites best practices score average is 100. Meanwhile, there is an opportunity we can harness. Although it was not considered in the score, its severity is high.

a. We may ensure that Content Security Policy (CSP) is effective against cross-site scripting (XSS) attacks. A strong Content Security Policy (CSP) significantly reduces the risk of cross-site scripting (XSS) attacks.

4. SEO

According to PageSpeed, the average of the websites SEO score is about 80, which is great and there are opportunities we can harness:

a. We may ensure that all links that are on the websites are crawlable. Search engines may use href attributes on links to crawl websites. To be crawled, Google specifies that the link must be coded with an anchor tag, href attribute, URL and a closing tag.

b. We may consider that relevant meta descriptions are added to new pages content.

c. We may also consider that tap targets are sized appropriately. On mobile version, Interactive elements like buttons and links should be large enough (48x48px), or have enough space around them, to be easy enough to tap without overlapping onto other elements. This is SEO best practices, but there will be flexibility around what is compatible with the websites' designs.

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Conclusion

The website redevelopment already focused on creating a modern, user-friendly, marketing focused and visually appealing websites that reflect the mission and values of InterVarsity. Herein, some opportunities were highlighted which can be considered in the redevelopment process.

In addition to that, I will suggest we orient part of our marketing campaign towards increasing our returning users as they represent a fraction of users that already took interest in the brand, especially on the camp websites. Few conversions are made on a first visit or new session, so establishing a higher returning visitor rate will be essential to brand growth. Moreso, targeted content strategy should be prioritised to improve website SEO and better conversion opportunities.

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Reference

Silva, C. (2022). What Is Bounce Rate and What Is a Good Rate? *SEMrush Blog*.
<https://www.semrush.com/blog/bounce-rate/>

What are returning visitor and how to calculate them. *DashThis*.
<https://dashthis.com/kpi-examples/returning-visitor/>

Appendix

Websites Users Overview

(May 1, 2022 – April 30, 2023)

Websites	Desktop	Mobile	Tablet	Bounce Rate (%)
National	27014	17073	920	57
CSR Big Clear Lake	8605	13118	341	44
CSR Halkirk	10047	19639	424	43
CSR Grand River	16169	27152	597	42
CSR Spruce Wood	4722	7912	173	48
CSR Wolf Creek	4009	7200	137	51
Pioneer Alberta	17372	26586	782	45
Pioneer Manitoba	9626	12821	279	49
Pioneer Ontario	30179	44335	1647	44
Pioneer Pacific	13381	15371	490	45
CIVCF	1768	217	7	67

(Source: Google Analytic)

Websites Performances

Websites	Desktop Performance	Mobile Performance
National	65	16
CSR Big Clear Lake	59	33
CSR Halkirk	56	30
CSR Grand River	59	31
CSR Spruce Wood	48	30
CSR Wolf Creek	62	31
Pioneer Alberta	54	29
Pioneer Manitoba	62	6
Pioneer Ontario	73	30
Pioneer Pacific	65	29
CIVCF	95	57

(Source: Google PageSpeed)

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Appendix

Websites Insights

Websites	Accessibility	Best Practices	SEO
National	73	100	90
CSR Big Clear Lake	86	100	75
CSR Halkirk	78	100	75
CSR Grand River	86	100	83
CSR Spruce Wood	86	100	83
CSR Wolf Creek	86	100	83
Pioneer Alberta	78	100	75
Pioneer Manitoba	86	100	83
Pioneer Ontario	86	100	83
Pioneer Pacific	86	100	83
CIVCF	94	100	100

(Source: Google PageSpeed)

Websites Most View Pages

(May 1, 2022–April 30, 2023)

Websites	Most View Pages	No of Views	Avg. Time	Bounce Rate
National	/donate/	8743	207	36%
CSR Big Clear Lake	/summer-camp/dates-rates/	8182	95	62%
CSR Halkirk	/summer-camp/dates-rates/	13092	127	68%
CSR Grand River	/summer-camp/dates-rates/	16380	107	60%
CSR Spruce Wood	/summer-camp/dates-rates/	5645	86	60%
CSR Wolf Creek	/summer-camp/dates-rates/	4772	89	64%
Pioneer Alberta	/summer-camp/dates-rates/	13422	105	64%
Pioneer Manitoba	/summer-camp/dates-rates/	9426	107	63%
Pioneer Ontario	/summer-camp/dates-rates/	22639	79	60%
Pioneer Pacific	/summer-camp/dates-rates/	10517	94	70%
CIVCF	/donate/	841	224	41%

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National Website Most View Pages

(May 1, 2022-April 30, 2023)

Page	Page Views	Avg. Time on Page (secs)	Bounce Rate
/	17586	53.53	35.91%
/donate/	8743	207.39	35.23%
/campus/ <u>connectoncampus</u>	5519	36.32	51.38%
/about/	5066	82.33	75.03%
/about/meet-our-people/	4156	34.34	35.01%
/jobs/	2760	61.62	49.80%
/camp/	2431	45.99	70.87%
/campus/	2016	37.24	79.21%
/camp/find-a-camp/	1945	167.92	87.00%
/contact/	1509	84.74	80.72%
	137192	79.46	57.55%

CSR Big Clear Lake Website Most View Pages

(May 1, 2022-April 30, 2023)

Page	Page Views	Avg. Time on Page (sec)	Bounce Rate
/	17736	48.44	32.18%
/summer-camp/dates-rates/	8182	95.57	62.27%
/summer-camp/	6997	23.09	32.06%
/Home/Landing	4895	24.18	17.24%
/summer-camp/western-town/	3133	68.98	60.12%
/about/	1760	79.71	67.96%
/summer-camp/information/	1646	118.71	65.78%
/summer-camp/teens-leadership/	1438	70.39	48.31%
/?login=True	1260	25.04	55.56%
/about/facilities/	1118	133.72	72.27%
	97274	57.76	43.95%

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CSR Grand River Website Most View Pages

(May 1, 2022-April 30, 2023)

Page	Page Views	Avg. Time on Page (sec)	Bounce Rate
/	32991	39.91	26.93%
/summer-camp/dates-rates/	16380	107.04	60.37%
/summer-camp/	12461	25.83	29.63%
/Home/Landing	7968	24.28	23.38%
/preparing-for-camp/	6175	258.12	50.40%
/summer-camp/horse-specialty-camp/	4173	89.11	56.47%
/summer-camp/day-camp/	4073	91.23	67.29%
/summer-camp/discovery-camp/	3973	71.48	68.17%
/summer-camp/information/	3417	87.29	64.74%
/staff-volunteers/summer-jobs/summer-staff-volunteers/	3313	167.15	74.68%
	184631	62.92	42.55%

CSR Halkirk Website Most View Pages

(May 1, 2022-April 30, 2023)

Page	Page Views	Avg. Time on Page (sec)	Bounce Rate
/	24086	37.93	26.67%
/summer-camp/dates-rates/	13092	127.07	68.03%
/summer-camp/	8458	25.81	30.40%
/Home/Landing	4562	22.99	9.09%
/summer-camp/information/	3265	157.49	70.55%
/summer-camp/western-town/	3125	38.23	52.04%
/summer-camp/pathway/	2787	40.93	55.49%
/staff-volunteers/summer-jobs/summer-staff-volunteers/	1811	73.49	83.00%
/staff-volunteers/	1716	51.40	56.73%
/about/	1667	80.03	66.93%
	129361	56.92	43.09%

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CSR Spruce Woods Website Most View Pages

(May 1, 2022-April 30, 2023)

Page	Page Views	Avg. Time on Page (sec)	Bounce Rate
/	9491	47.41	37.75%
/summer-camp/dates-rates/	5645	86.70	60.67%
/summer-camp/	4410	27.58	29.02%
/summer-camp/western-town/	2225	95.39	70.41%
/Home/Landing	1729	24.30	28.57%
/summer-camp/information/	1365	84.56	78.76%
/summer-camp/teepee-village-camp/	871	73.58	57.01%
/about/	870	63.89	68.97%
/contact/	739	143.75	67.60%
/summer-camp/horse-specialty/	709	57.91	49.17%
	51195	60.40	48.66%

CSR Wolf Creek Website Most View Pages

(May 1, 2022-April 30, 2023)

Page	Page Views	Avg. Time on Page (sec)	Bounce Rate
/	8294	42.85	41.14%
/summer-camp/dates-rates/	4772	89.63	64.34%
/summer-camp/	3988	31.79	35.91%
/Home/Landing	1552	20.01	0.00%
/summer-camp/information/	1107	111.44	73.76%
/about/	726	55.23	72.82%
/summer-camp/general-camp/	721	68.40	52.53%
/contact/	658	161.72	73.28%
/summer-camp/kid-camp/	632	79.33	56.72%
/about/facilities/	598	132.72	77.78%
	41504	56.63	51.35%

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QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Appendix

Pioneer Camp Alberta Website Most View Pages

(May 1, 2022-April 30, 2023)

Page	Page Views	Avg. Time on Page (sec)	Bounce Rate
/	28613	43.33	34.86%
/summer-camp/dates-rates/	13422	105.82	64.88%
/summer-camp/	11131	26.71	27.42%
/summer-camp/junior-camp/	4346	87.60	66.84%
/summer-camp/teen-camp/	3803	103.00	68.20%
/contact/	2852	202.59	49.09%
/summer-camp/girls-camp/	2799	66.15	53.74%
/Home/Landing	2776	33.78	20.51%
/preparing-for-camp/	2642	235.38	44.10%
/about/facilities/	2348	127.94	75.73%
	149467	73.42	45.57%

Pioneer Camp Manitoba Website Most View Pages

(May 1, 2022-April 30, 2023)

Page	Page Views	Avg. Time on Page (sec)	Bounce Rate
/	16843	44.38	38.63%
/summer-camp/dates-rates/	9426	107.61	63.96%
/summer-camp/	5231	24.45	43.37%
/summer-camp/information/	2440	122.20	67.56%
/Home/Landing	2339	24.93	13.64%
/summer-camp/teens-leadership/	2285	91.30	54.57%
/summer-camp/junior-camp/	1978	47.77	63.20%
/summer-camp/girls-camp/	1796	69.68	56.88%
/summer-camp/boys-camp/	1455	77.57	70.94%
/about/	1183	63.72	60.00%
	78641	62.88	49.94%

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QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Appendix

Pioneer Camp Ontario Website Most View Pages

(May 1, 2022-April 30, 2023)

Page	Page Views	Avg. Time on Page (sec)	Bounce Rate
/	54814	42.38	31.19%
/summer-camp/dates-rates/	22639	79.83	60.42%
/summer-camp/	16475	24.40	34.36%
/Home/Landing	11534	21.76	17.93%
/summer-camp/adventure-camp/	6327	68.17	47.49%
/summer-camp/girls-camp/	6123	71.75	59.84%
/summer-camp/information/	5140	92.21	60.28%
/staff-volunteers/summer-jobs/summer-staff-volunteers/	4940	137.94	60.94%
/summer-camp/teens-leadership/	4836	81.56	60.94%
/about/	4616	72.00	60.21%
	291130	59.55	44.64%

Pioneer Camp Pacific Website Most View Pages

(May 1, 2022-April 30, 2023)

Page	Page Views	Avg. Time on Page	Bounce Rate
/	21351	47.92	37.64%
/summer-camp/dates-rates/	10517	94.65	70.54%
/summer-camp/	8153	29.99	38.97%
/Home/Landing	3959	26.34	13.95%
/gallery/	2409	35.77	44.73%
/summer-camp/information/	2323	122.83	64.95%
/staff-volunteers/	2036	82.34	51.09%
/summer-camp/adventure-camp/	1922	47.99	45.58%
/summer-camp/family-camp/	1841	48.84	47.55%
/about/	1685	70.37	65.36%
	112678	59.83	47.80%

Continued on the next page

QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Appendix

CIVCF Website Most View Pages

(May 1, 2022-April 30, 2023)

Page	Page Views	Avg. Time on Page	Bounce Rate
/	1327	57.56	66.45%
/donate/	841	224.54	41.18%
/about/	195	64.39	89.41%
/my-account/	147	40.69	98.65%
/we-support/	147	114.75	97.83%
/contact/	122	213.33	100.00%
/faq/	106	25.73	98.41%
/privacy-policy/	73	33.00	98.53%
/doctrinal-statement/	67	35.94	100.00%
/terms-of-service/	64	16.14	100.00%
	3337	101.56	67.18%

Pioneer Manitoba Most View Pages (Feb 2023-April 2023)

Page	Page Views	Avg. Time on Page	Entrances	Bounce Rate	Exit
/	16843	44.38	11716	38.63%	37.48%
/summer-camp/dates-rates/	9426	107.61	1925	63.96%	39.99%
/summer-camp/	5231	24.45	1415	43.37%	18.47%
/summer-camp/information/	2440	122.20	334	67.56%	40.78%
/Home/Landing	2339	24.93	23	13.64%	7.91%
/summer-camp/teens-leadership/	2285	91.30	774	54.57%	35.93%
/summer-camp/junior-camp/	1978	47.77	372	63.20%	24.47%
/summer-camp/girls-camp/	1796	69.68	270	56.88%	26.11%
/summer-camp/boys-camp/	1455	77.57	264	70.94%	28.93%
/about/	1183	63.72	159	60.00%	27.90%
	78641	62.88	22700	49.94%	28.87%

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QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Appendix

CIVCF Website Most View Pages

(May 1, 2022-April 30, 2023)

Page	Page Views	Avg. Time on Page	Bounce Rate
/	1327	57.56	66.45%
/donate/	841	224.54	41.18%
/about/	195	64.39	89.41%
/my-account/	147	40.69	98.65%
/we-support/	147	114.75	97.83%
/contact/	122	213.33	100.00%
/faq/	106	25.73	98.41%
/privacy-policy/	73	33.00	98.53%
/doctrinal-statement/	67	35.94	100.00%
/terms-of-service/	64	16.14	100.00%
	3337	101.56	67.18%

Pioneer Manitoba Most View Pages (Feb 2023-April 2023)

Page	Page Views	Avg. Time on Page	Entrances	Bounce Rate	Exit
/	16843	44.38	11716	38.63%	37.48%
/summer-camp/dates-rates/	9426	107.61	1925	63.96%	39.99%
/summer-camp/	5231	24.45	1415	43.37%	18.47%
/summer-camp/information/	2440	122.20	334	67.56%	40.78%
/Home/Landing	2339	24.93	23	13.64%	7.91%
/summer-camp/teens-leadership/	2285	91.30	774	54.57%	35.93%
/summer-camp/junior-camp/	1978	47.77	372	63.20%	24.47%
/summer-camp/girls-camp/	1796	69.68	270	56.88%	26.11%
/summer-camp/boys-camp/	1455	77.57	264	70.94%	28.93%
/about/	1183	63.72	159	60.00%	27.90%
	78641	62.88	22700	49.94%	28.87%

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QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Appendix

Pioneer Ontario Most View Pages (Feb 2023-April 2023)

Page	Page Views	Avg. Time on Page	Entrances	Bounce Rate	Exit
Homepage	54814	42.38	36239	31.19%	31.52%
/summer-camp/dates-rates/	22639	79.83	3723	60.42%	31.73%
/summer-camp/	16475	24.40	4563	34.36%	16.72%
/Home/Landing	11534	21.76	156	17.93%	7.41%
/summer-camp/adventure-camp/	6327	68.17	831	47.49%	22.52%
/summer-camp/girls-camp/	6123	71.75	1091	59.84%	27.39%
/summer-camp/information/	5140	92.21	1118	60.28%	36.50%
/staff-volunteers/summer-jobs/summer-staff-volunteers/	4940	137.94	1753	60.94%	61.92%
/summer-camp/teens-leadership/	4836	81.56	907	60.94%	30.00%
/about/	4616	72.00	572	60.21%	30.59%
	291130	59.55	75831	44.64%	26.05%

Pioneer Pacific Most View Pages (April 2022-May 2022)

Page	Page Views	Avg. Time on Page	Entrances	Bounce Rate	Exit
Homepage	21351	47.92	14476	37.64%	36.52%
/summer-camp/dates-rates/	10517	94.65	2816	70.54%	43.14%
/summer-camp/	8153	29.99	2420	38.97%	18.32%
/Home/Landing	3959	26.34	48	13.95%	7.17%
/gallery/	2409	35.77	581	44.73%	24.87%
/summer-camp/information/	2323	122.83	328	64.95%	36.55%
/staff-volunteers/	2036	82.34	399	51.09%	39.05%
/summer-camp/adventure-camp/	1922	47.99	277	45.58%	20.34%
/summer-camp/family-camp/	1841	48.84	385	47.55%	22.16%
/about/	1685	70.37	153	65.36%	29.85%
	112678	59.83	29205	47.80%	25.92%

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QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Appendix

National Website Users Origin (May 1, 2022 - April 30, 2023)

Source/Medium	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session (Sec)
Direct	20931	20653	26238	65	1.60	57.31
Google / organic	17609	17197	24581	51	2.72	116.88
Facebook / CPC	1571	1568	1843	72	1.10	12.53
Bing / organic	625	563	1206	35	3.72	232.28
Subscribers /email	532	464	681	44	2.77	104.07
Facebook.com	503	500	520	96	1.13	11.37
M.facebook.com	440	429	474	76	1.37	41.02
L.facebook.com	369	277	647	51	2.48	134.90
L.instagram.com	271	256	302	62	1.76	74.20
Linktr.ee	192	176	227	57	2.30	59.70
	45930	44500	61412	58	2.23	98.23

Big Clear Lake Users Origin (May 2022-April 2023)

Source/Medium	Sessions	New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session
Google / Organic	9901	62.30%	6168	32%	4.88	229.19
(Direct) / (None)	6851	74.47%	5102	61%	3.93	165.85
Google / CPC	1015	75.86%	770	37%	3.87	143.73
Google / CPC	811	74.11%	601	64%	2.67	84.38
Ourkids.Net / Referral	584	73.29%	428	24%	5.09	243.96
Camps.Ca / Referral	449	77.28%	347	19%	6.10	285.60
M.Facebook.Com /	427	92.04%	393	52%	2.95	97.19
Facebook.Com / Referral	412	100.00%	412	99%	1.01	0.19
L.Facebook.Com /	291	74.23%	216	36%	4.95	188.62
Bing / Organic	258	57.36%	148	21%	8.95	496.86
	22064	69.17%	15261	44%	4.41	197.27

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QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Appendix

Grand Rivers Users Origin

(May 2022-April 2023)

Source/Medium	Sessions	New Sessions	New Users	Bounce Rate	Pages	Avg. Session
Google / Organic	20860	60.10%	12536	32.29%	4.80	230.30
(Direct) / (None)	13753	67.51%	9285	58.26%	3.01	145.68
Camper Parents / Email	1888	46.82%	884	40.73%	7.65	397.73
Google / CPC	1708	80.85%	1381	71.14%	1.75	51.76
Google / CPC	1328	75.00%	996	37.95%	3.38	126.69
Bing / Organic	1108	63.00%	698	25.36%	6.70	342.82
Camps.Ca / Referral	534	70.41%	376	22.85%	5.30	226.17
Ourkids.Net / Referral	402	77.61%	312	23.13%	4.57	212.56
Ivcf.Ca / Referral	227	58.15%	132	34.80%	3.82	195.25
Yahoo / Organic	220	56.36%	124	31.36%	6.23	316.40
	43918	63.77%	28007	42.55%	4.20	201.95

Halkirk Users Origin

(May 2022-April 2023)

Source/Medium	Sessions	New Sessions	New Users	Bounce Rate	Pages	Avg. Session
Google / Organic	14555	55.96%	8145	32.84%	5.03	234.01
(Direct) / (None)	8985	69.40%	6236	63.67%	3.54	144.17
Google / CPC	1927	79.92%	1540	65.02%	2.20	59.40
Google / CPC	1070	73.18%	783	36.64%	3.65	138.27
Shoptraffic.Live /	799	69.34%	554	0.00%	2.00	10.13
Bing / Organic	532	59.77%	318	25.75%	8.89	403.28
Camps.Ca / Referral	305	71.15%	217	24.26%	4.37	173.32
M.Facebook.Com /	275	96.00%	264	22.55%	4.22	131.20
L.Instagram.Com /	213	88.73%	189	16.43%	3.27	96.71
Duckduckgo / Organic	182	54.95%	100	28.02%	7.25	343.56
	30110	63.50%	19119	43.09%	4.30	187.82

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QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Appendix

Spruce Woods Users Origin

(May 2022-April 2023)

Source/Medium	Sessions	New Sessions	New Users	Bounce Rate	Pages	Avg. Session
Google / Organic	5647	60.16%	3397	32.80%	5.18	247.40
(Direct) / (None)	4391	81.55%	3581	69.76%	2.70	114.58
Google / CPC	595	77.14%	459	35.46%	3.97	144.86
Google / CPC	543	71.09%	386	63.35%	2.42	84.15
Facebook / CPC	449	93.76%	421	70.60%	1.71	28.19
Ourkids.Net / Referral	260	70.38%	183	25.38%	5.22	222.68
Bing / Organic	237	50.21%	119	19.41%	7.58	399.78
Facebook.Com	143	100.00%	143	100.00%	1.00	0.00
Ivcf.Ca / Referral	75	76.00%	57	30.67%	3.73	214.96
M.Facebook.Com /	70	95.71%	67	32.86%	3.17	86.23
	12807	70.63%	9045	48.66%	4.00	181.56

Wolf Creek Users Origin

(May 2022-April 2023)

Source/Medium	Sessions	New Sessions	New Users	Bounce Rate	Pages	Avg. Session
Google / organic	4647	59.67%	2773	35.05%	4.55	205.54
(Direct) / (none)	4038	81.90%	3307	72.11%	2.84	109.93
Google / CPC	777	74.90%	582	62.29%	2.37	63.31
Google / CPC	642	77.57%	498	31.93%	3.73	140.10
Facebook / CPC	426	94.60%	403	71.13%	2.01	40.26
Bing / organic	205	57.07%	117	25.37%	7.99	341.00
M.facebook.com	118	83.90%	99	29.66%	4.48	151.13
Ivcf.ca / referral	92	84.78%	78	32.61%	2.64	106.01
L.facebook.com	64	70.31%	45	23.44%	4.52	166.72
Facebook.com / referral	50	100.00%	50	98.00%	1.02	0.42
	11346	71.84%	8151	51.35%	3.66	151.02

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QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Appendix

Pioneer Alberta Users Origin

(May 2022-April 2023)

Source/Medium	Sessions	New Sessions	New Users	Bounce Rate	Avg. Session
google / organic	19108	61.28%	11709	36.44%	192.65
(direct) / (none)	13964	73.78%	10303	60.86%	130.00
Google / CPC	3580	78.30%	2803	53.97%	75.78
Facebook / CPC	1323	93.42%	1236	39.83%	83.13
google / CPC	965	80.73%	779	30.16%	107.31
ivcf.campbrainoffice.com /	712	0.14%	1	12.08%	774.08
bing / organic	698	56.30%	393	26.93%	284.79
m.facebook.com / referral	648	88.89%	576	52.93%	82.62
facebook.com / referral	578	98.96%	572	99.83%	0.07
camp5.ca / referral	528	70.27%	371	25.00%	252.55
	44740	67.57%	30231	45.57%	172.37

Pioneer Manitoba Users Origin

(May 2022-April 2023)

Source/Medium	Sessions	New Sessions	New Users	Bounce Rate	Avg. Session
google / organic	9489	61.10%	5798	35.26%	211.04
(direct) / (none)	7273	78.99%	5745	70.05%	96.95
Google / CPC	2780	74.96%	2084	54.82%	89.26
google / CPC	942	77.39%	729	37.47%	136.12
Facebook / CPC	450	94.67%	426	80.00%	23.87
bing / organic	421	58.91%	248	23.75%	301.81
ourkids.net / referral	266	63.91%	170	22.18%	267.20
duckduckgo / organic	111	52.25%	58	39.64%	278.33
ivcf.ca / referral	97	65.98%	64	42.27%	142.05
m.facebook.com / referral	96	93.75%	90	58.33%	78.90
	22726	69.97%	15901	49.94%	154.87

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QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Appendix

Pioneer Ontario Users Origin (May 2022-April 2023)

Source/Medium	Sessions	New Sessions	New Users	Bounce Rate	Avg. Session
google / organic	34595	55.87%	19329	37.61%	207.94
(direct) / (none)	21430	66.37%	14223	51.36%	141.43
Google / CPC	7329	80.07%	5868	54.21%	93.02
Facebook / CPC	2903	93.18%	2705	80.68%	27.29
google / CPC	2343	78.66%	1843	38.50%	113.01
bing / organic	1270	48.19%	612	24.80%	365.85
ourkids.net / referral	564	65.43%	369	27.30%	230.33
linktr.ee / referral	554	86.82%	481	33.94%	85.27
camp5.ca / referral	537	68.16%	366	20.11%	247.61
l.facebook.com / referral	464	56.25%	261	26.94%	163.33
	76161	63.72%	48527	44.64%	168.53

Pioneer Pacific Users Origin (May 2022-April 2023)

Source/Medium	Sessions	Pages/Session	Avg. Session	New Sessions	Bounce Rate
(Direct) / (none)	12276	2.85	115.85	76.71%	62.39%
Google / organic	10894	4.97	234.45	54.72%	32.33%
Google / CPC	1142	2.44	66.63	83.80%	59.46%
Google / CPC	716	2.97	89.03	81.70%	46.23%
Ourkids.net / referral	564	6.31	291.69	70.92%	18.44%
Bing / organic	396	9.17	507.95	50.51%	19.19%
Facebook / CPC	383	1.38	29.06	91.38%	88.25%
Camps.ca / referral	362	6.55	286.96	70.99%	20.44%
Facebook.com /	278	1.20	11.15	99.64%	98.56%
lvcf.ca / referral	268	4.28	192.25	68.66%	32.09%
	29242	3.85	170.96	67.69%	47.80%

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QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Appendix

Camps Users Origin

(May 2022-April 2023)

Source/Medium	Pioneer Manitoba	Pioneer Ontario	CSR Big Clear Lake	CSR Grand River	CSR Halkirk	CSR Spruce Woods	CSR Wolf Creek	Pioneer Pacific	Pioneer Alberta
google / organic	9489	34595	9901	20860	14555	5647	4647	12276	19108
Direct	7273	21430	6851	13753	8985	4391	4038	10894	13964
Google / cpc	3722	9672	1862	3036	2997	1136	1419	1858	4545
Facebook/cpc	546	3367	1167	1708	275	662	658	661	2549
Bing / organic	421	1270	258	1108	532	237	205	396	698
Camps.ca	0	537	449	534	305	0	32	362	528
Ourkids.net / referral	266	564	584	402	179	260	37	564	491
Duckduckgo / organic	111	324	36	191	182	143	49	58	169
ivcf.ca / referral	97	348	208	227	129	75	92	268	269
Yahoo / Organic	85	571	79	220	216	70	57	123	253
Linktr.ee / referral	54	554	130	0	0	0	0	217	78
Instagram	21	180	162	86	221	30	25	184	7
Camper Parents/ Email	0	9	0	1888	0	0	0	0	0

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QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Appendix

National Website Most View Campus Landing Pages

(May 2022 - April 2023)

Page	Page Views	Avg. Time (sec)	Bounce Rate
/campus/connectoncampus/	5519	36.32	51.38%
/campus/	2016	37.24	79.21%
/campus/connectoncampus/uoft-st-george/undergrad/	1024	119.97	81.14%
/encountering-god-on-campus/	971	55.57	72.50%
/campus/connectoncampus/uofa/undergrad/	876	133.68	64.68%
/campus/campus-connection/	811	63.24	96.69%
/campus/connectoncampus/carleton/	768	137.81	66.67%
/campus/connectoncampus/uoft-st-george/	765	32.95	31.07%
/campus/connectoncampus/waterloo/	645	102.12	63.99%
/campus/connectoncampus/yorku/	527	92.90	64.29%
/campus/connectoncampus/guelph/	524	129.22	65.57%
/campus/connectoncampus/uottawa/	518	24.38	41.53%
/campus/connectoncampus/uottawa/undergrad/	510	140.76	77.45%
/campus/connectoncampus/victoria/	505	127.30	56.51%
/campus/connectoncampus/laurier/	473	137.40	66.22%
/campus/connectoncampus/brock/	465	162.31	66.67%
/campus/connectoncampus/ubc/undergrad/	447	125.86	76.72%
/campus/connectoncampus/calgary/	432	19.54	21.68%
/campus/mark/	428	101.09	80.00%
/campus/connectoncampus/western/	427	36.61	37.29%
/campus/connectoncampus/ubc/	424	18.43	21.19%
/campus/connectoncampus/ryerson/	412	111.74	67.33%
/campus/connectoncampus/calgary/undergrad/	405	126.47	79.13%
/campus/connectoncampus/concordia/	389	104.61	66.67%
/campus/connectoncampus/mcmaster/	377	25.26	26.38%
/campus/connectoncampus/ivcf-bc/	374	58.50	30.36%
/people/ministry/campus/	352	30.70	31.71%
/campus/connectoncampus/uofm/	349	119.09	71.28%
/campus/connectoncampus/uofa/	303	12.85	25.00%
/campus/connectoncampus/macewan/	297	145.69	58.99%
/campus/connectoncampus/mcmaster/undergrad/	292	85.35	85.11%
/campus/connectoncampus/western/undergraduate/	277	100.66	76.00%
/campus/connectoncampus/lethbridge/	274	69.68	68.89%
/campus/connectoncampus/saskatchewan/	268	23.72	25.41%

Continued on the next page

QUANTITATIVE ANALYSIS OF INTERVARSITY CANADA WEBSITES

Appendix

/campus/connectoncampus/simon-fraser/	265	185.89	74.45%
/campus/connectoncampus/langara/	250	135.66	61.43%
/campus/connectoncampus/uoft-st-george/kcf/	246	88.18	59.38%
/campus/connectoncampus/queens/	241	74.93	59.43%
/campus/connectoncampus/uoft-st-george/international/	215	115.03	68.25%
/campus/connectoncampus/saskatchewan/undergrad/	209	150.82	76.09%
/campus/connectoncampus/regina/	205	143.34	63.39%
/campus/connectoncampus/lakehead/	196	100.79	71.15%
/campus/connectoncampus/mun/	194	58.78	60.20%
/campus/connectoncampus/uofa/international/	189	194.82	66.67%
/campus/connectoncampus/winnipeg/	188	153.73	66.67%
/campus/connectoncampus/algonquin/	181	106.83	53.49%
/campus/connectoncampus/trent-university/	176	111.93	65.28%
/campus/connectoncampus/dalhousie/	174	69.01	75.41%
/campus/connectoncampus/ubc/grad/	165	72.60	58.11%
/campus/connectoncampus/mcgill/	164	18.69	20.00%
	32535	69.86	63.41%