

## Conservation Organization Website Benchmark

"The Benchmark"	Average Monthly Website Sessions	Average Session Duration	Visted Using a Desktop/Laptop	Visted Using a Phone/Tablet	Arrived after Google Search	Clicked Link from Promotion (Referral, Email, Social)	Typed URL Directly into Browser
Local Foundation	10,770	102	58%	42%	38%	37%	25%
Watershed Organization	10,538	87	66%	34%	46%	37%	17%
Conservation District	3,517	115	88%	12%	51%	18%	31%
Watershed Organization	2,782	123	68%	32%	58%	22%	20%
Waterkeeper	1,030	124	89%	11%	47%	23%	26%
Watershed Organization	867	125	67%	33%	45%	20%	35%
Waterkeeper	570	118	89%	11%	52%	21%	27%
Local Foundation	462	72	87%	13%	14%	65%	21%
Conservation District	394	77	72%	28%	61%	27%	12%
Watershed Organization	351	116	72%	28%	43%	29%	28%
Other	241	61	93%	7%	20%	67%	13%
Conservation District	172	130	93%	7%	47%	18%	35%
Other	96	81	77%	23%	18%	50%	18%
Land Trust	72	11	98%	2%	16%	84%	0%
Waterkeeper	71	11	97%	3%	30%	70%	0%
Waterkeeper	64	9	97%	3%	15%	85%	0%
Watershed Organization	60	12	97%	3%	6%	93%	0%
Other	58	13	97%	3%	10%	90%	0%
Land Trust	48	10	89%	11%	29%	71%	0%
Other	44	19	96%	4%	23%	77%	0%
Waterkeeper	44	16	95%	5%	8%	92%	0%
Other	40	18	78%	22%	8%	90%	2%
Watershed Organization	32	24	95%	5%	24%	75%	1%
Other	19	49	97%	3%	46%	17%	37%
Average of All Sites	1,348	63	85.6%	14.4%	31.5%	53.3%	14.5%
Average of Sites with <100 sessions per month	2,641	104	78.5%	21.5%	43.5%	32.0%	24.2%

Source: Google Analytics Reports for 24 Water Words That Work, LLC clients. Time Frame: 8/14/2015 to 8/14/2016

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