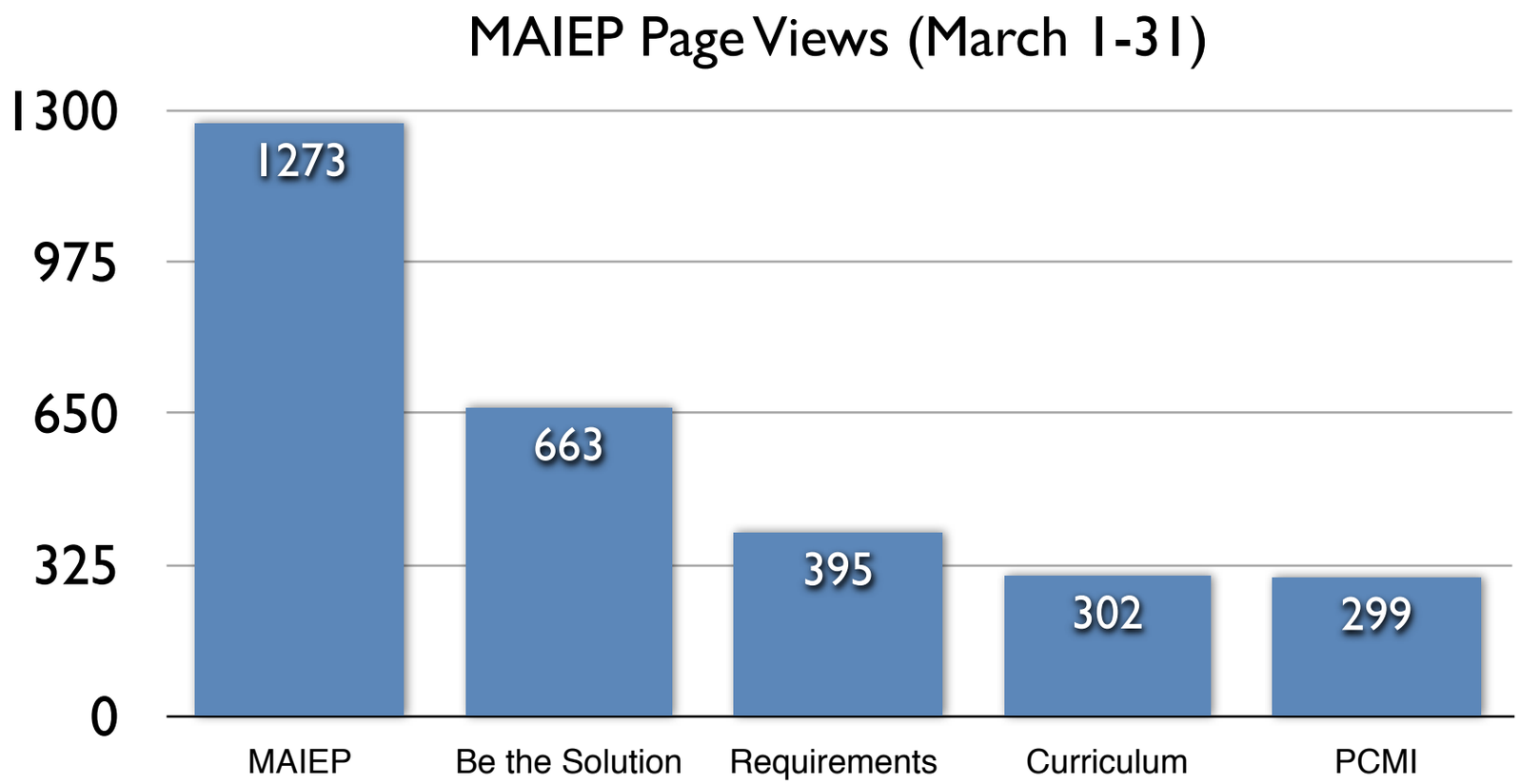
IEP Content Viewing



What does this mean?
These are the pages we should focus on - your top content priorities.

	Page Title	*Page Views*
1	MA in International Environmental Policy	1,273
2	Be the Solution I Environment	663
3	Requirements I International Environmental Policy	395
4	MAIEP I Curriculum	302
5	MAIEP I Peace Corps Master's International	299
6	MAIEP I Careers	252
7	MAIEP I Faculty	173
8	MAIEP I Internships	99
9	MAIEP I Sustainability Speakers	90
10	MAIEP I COS Marine	79

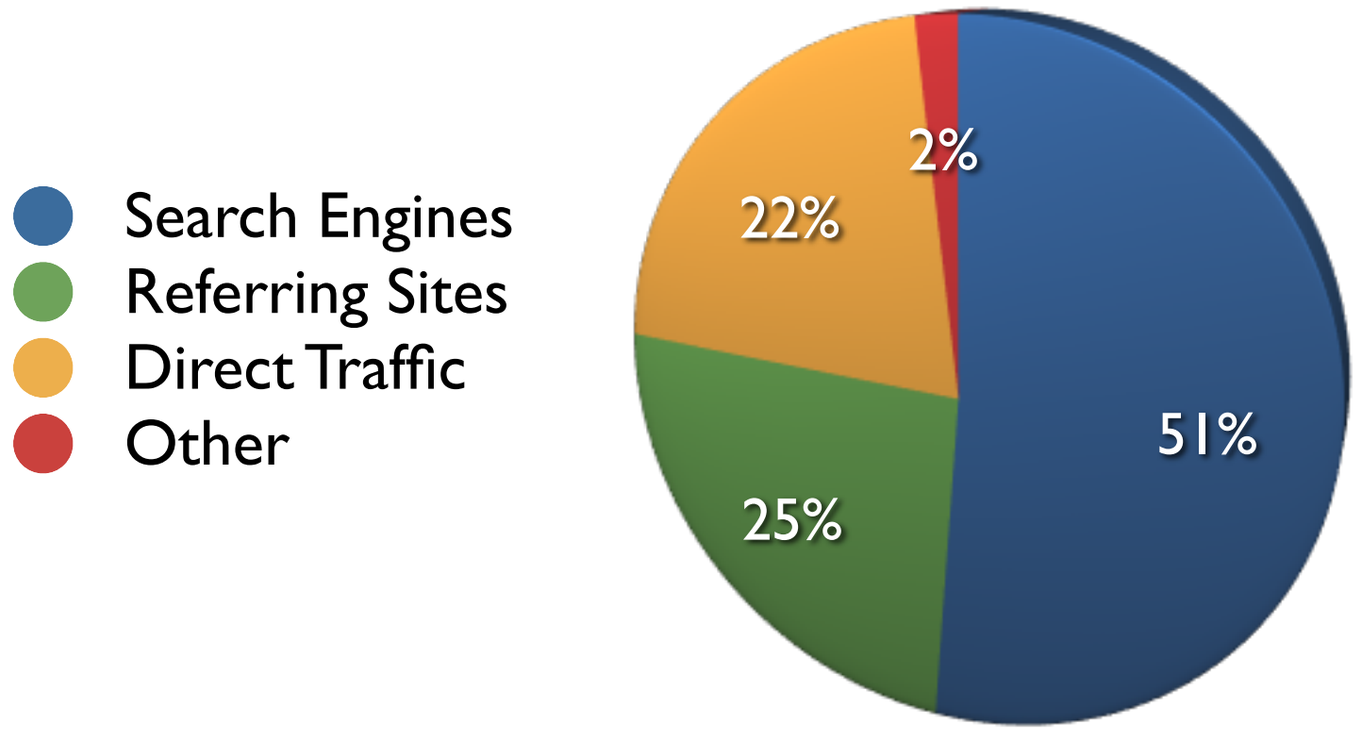
Specializations (Coming Soon)

Traffic Sources

March 1 to 31, 2011

What does this mean?
Most of your traffic comes from organic (unpaid) search via Google and referral sites.

Paid search is underutilized, but that will change later this month.



Specific Sources/Mediums

	Source/Medium	*Visits*
1	google/organic	945
2	direct	440
3	gradschools.com / referral	71
4	peacecorps.gov / referral	67
5	middlebury.edu / referral	48

Organic (Unpaid) Keywords

These unpaid keywords are sources of discovering MIIS through Google, Yahoo, or Bing. Here are the ones focused on the IEP Program January - Present:

- Environmental Issue in Business
- International Environmental Policy
- Reforestation at Fort Ord
- Environmental Policy Programs
- Jason Scorse
- Environmental Conflict Management

IEP Program - OnlineScorecard

What is your monthly goal for application leads?

Goal: ???

			2011		
IEP Program Recruiting	January (until	January	February	March	April
IEP Visits	761	937	1,677	2,025	2,347
IEP Pageviews	7,884	8,314	17,904	22,086	20,054
Referring IEP Visits	219	252	394	510	710
Organic IEP Visits (Google/Bing	401	479	948	1,034	1,038
Google Adwords Clicks		1	1	1	0
Google Adwords Conversions					0
Cost		$2.09	$2.89	$1.00	0
Cost/Click		$2.09	$2.89	$1.00	0
Cost/Conversion					0
Overall Conversions					
IEP Contact Us		8	5	9	15
IEP Applications		17	16	14	5