

Website Activity — who came, from where, and what they looked at

Every page visit the school website records, counted by source and by page, plus who the enrolled students actually are and what happened today.

1 What this page is for

WHAT THIS PAGE IS FOR

It shows whether marketing is bringing people to alliswellhca.com and what they do when they get there. Visitors are anonymous: this page is about behaviour and sources, not names. Names appear only on Leads & Admissions once someone fills in a form.

ITS OWN TIME BUTTONS

This tab ignores the 30d / 90d / 12mo buttons in the header. Use **7 days** / **30 days** / **90 days** / **12 months** at the top of the page, and **Refresh** to pull the latest visits.

THE FOUR BLOCKS ON THE PAGE

1. **Website Activity** — visits, sources, pages, and how enrolled students found the school.
2. **More detail** — depth, time on site, programs viewed, busiest hours and days, longest visits.
3. **Who Our Students Are** — the enrolled students, from their Transition Enroll enrollment form.
4. **Today's Enrollment Activity** — live counters since midnight.

WHAT "SOURCE" MEANS

SOURCE	HOW IT IS DECIDED
facebook / instagram / tiktok / google	The link the visitor clicked carried that platform's tag (Facebook and Google add one automatically to ad and post links), or Charmaine's own tag <code>?utm_source=facebook</code> was on the link.
google (organic)	The visitor came from a Google search result.

direct	No tag and no referring site — typed the address, used a bookmark, or came from an app that hides where it came from (Instagram and Facebook apps often do this).
other	A referring site that is not one of the known platforms.

Tip for posts: add `?utm_source=facebook` (or instagram, tiktok) to the end of any link you post. Every click is then counted correctly, whatever app it comes from.

2 The number cards

The cards across the top of the page, left to right.

CARD	WHAT IT COUNTS
Visits to the website	Unique visits (one person, one sitting) in the chosen window.
Asked about a program	Inquiry forms received in the window. Names are on Leads & Admissions.
Applied online	Completed online applications in the window.
Enrolled in a class	Transition Enroll registrations in the window.
Pages per visit	Average number of pages one person opens.
Time on site	Average time, for people who opened more than one page (a single-page visit has no measurable length).
Looked at a program	Visits that opened at least one program page.
Looked at tuition	Visits that opened the tuition page.
Students on record	Everyone who has ever enrolled through Transition Enroll.
Women	Share who selected female on the enrollment form.

Most common age The age band with the most students.

Most common city The city most students gave.

3 Where visitors came from

Visits by source with the share of the total. See the source table on this page's main explanation for how each source is decided. The window label beside the heading shows which days are counted.

4 What they looked at

Visits per page, most visited first. Program pages tell you which programs people are curious about before they ever fill in a form; compare with **Programs & Revenue** to see which ones convert.

5 How the people who enrolled found us

Not visitors — **enrolled students**, counted by the "how did you hear about us" answer on their Transition Enroll registration form. This is the truest marketing measure on the dashboard because it is tied to real tuition.

6 More detail

How people behave once on the site: pages per visit, time on site, whether they opened a program page or the tuition page, how deep they went, which program pages, busiest hours and days, and the longest individual visits (started, stayed, pages, came from, what they looked at). Visitors stay anonymous throughout.

7 How deep people went

Visits grouped by how many pages were opened: 1 page, 2-3, 4-6, 7 or more. Many one-page visits from a paid source means the landing page is not holding attention.

8 Programs people looked at

Visits per program page. Rank this against enrollments per program to spot programs with lots of interest and few sign-ups — usually price or schedule.

9 Longest visits

The individual visits that stayed longest: when they started, how long, how many pages, where they came from, and the pages in order. A long visit that ends on the application page and never submits is a follow-up opportunity once that person fills in any form.

10 Who Our Students Are

Every student who has enrolled through Transition Enroll, counted by what they told the school on the enrollment form: age band, how they heard about the school, city, and background. Use it to aim marketing at the people who actually become students.

11 Where they live

Students by city with share of the total, from the address on the enrollment form.

12 Background, as reported at enrollment

Students by the background group they selected on the enrollment form, exactly as the form words it. Optional on the form, so the shares are of those who answered.

13 Today's Enrollment Activity

Live counters since midnight Texas time: Visitors online now, New leads today, Applications started, Applications completed, Applications abandoned, Deposits pending (at Accepted, before Enrolled), Enrolled today, Follow-ups needed (contacted, open, quiet for over a day). Press **Refresh** for the latest.

14 Step by step

Check whether a Facebook post worked

1. Post the link with `?utm_source=facebook` on the end.
2. The next day open Website Activity, choose **7 days**.
3. In **Where visitors came from** read the facebook row. In **What they looked at** see which pages those visitors opened.

See the busiest time to staff the phones

1. Scroll to **More detail**.
2. The two charts show visits by hour of day and by day of week. Inquiry forms follow the same pattern.

15 If something looks wrong

"direct" is most of the traffic.

Links from phone apps often arrive with no source. Tag the links you post (see the tip above). Visits before 5 September 2026 were never tagged and stay "direct".

A number says "Could not load".

The database call for that block failed (usually a brief connection issue). Press **Refresh**

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My own visits are being counted.

Visits from automated tools are dropped, but a real person on staff counts like anyone else. Testing visits can be deleted from the database on request.