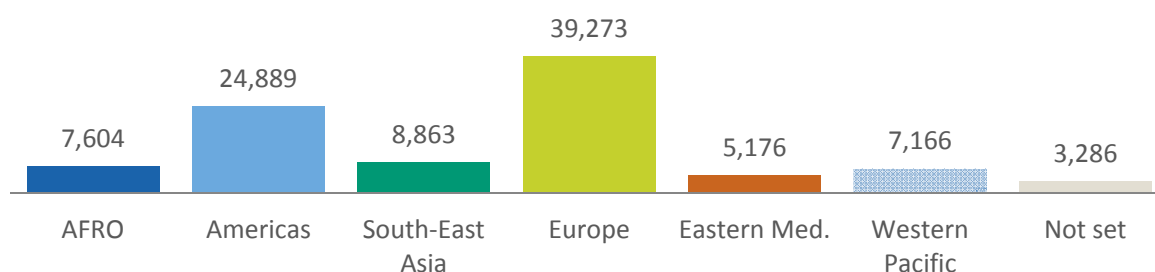


Community Eye Health Journal: Analytics Jan-June 2013

Web

There were 96,257 visits by 82,144 unique visitors (+12% on previous 6 months) to the [journal website](#) from 209 countries and territories between January and June 2013. Visitors viewed and downloaded 166,425 pages. Another 217,754 views and downloads of journal articles were made from [PubMed Central](#) (+49%).

Journal website visits by WHO region, Jan – June 2013

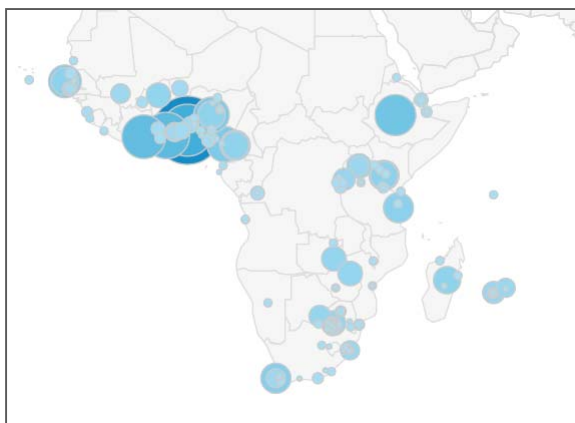


Mobile and tablet visits now make up 18% of all visits to the website (+93% on previous six months). Visitor behaviour changed very little from the previous 6 months: Average number of pages viewed per visit stayed at 1.7, the bounce rate at 78%, and the percentage of new visits at 84%. Average visit length did change – it rose to 1 minute 37 seconds (+20%).

Sub Saharan Africa visits

6,313 (7%) of website visits were from Sub Saharan region between January and June 2013 (+27 % on the previous 6 months). 28% of Sub Saharan region visits were Francophone. Nigeria and South Africa provided a third of all Sub Saharan visits.

Sub Saharan Africa visits, Jan - June 2013



Top Sub Saharan country visits to journal website

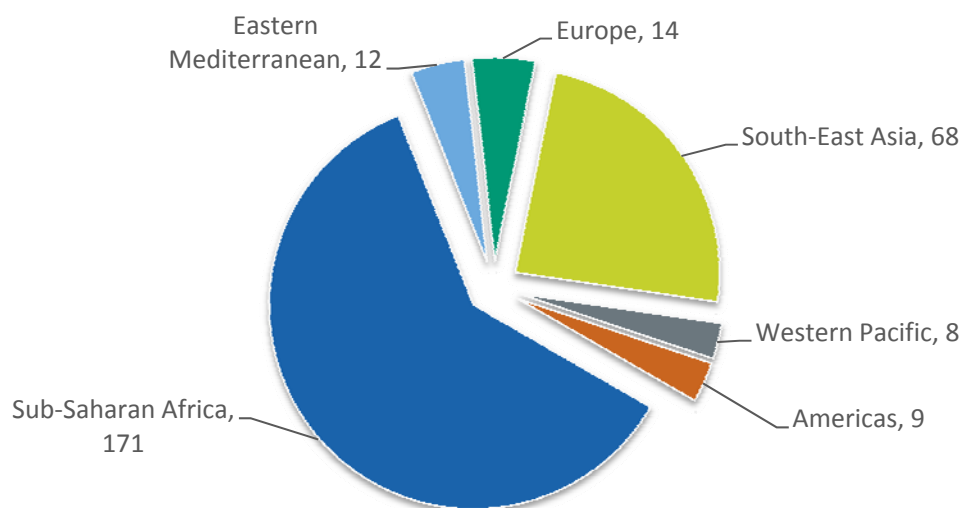
Country	Visits, Jan - June 2013	Change from previous 6mths
Nigeria	1,480	+50%
South Africa	678	+9%
Cameroon	441	+68%
Ghana	381	+12%
Ethiopia	329	+6%

Email

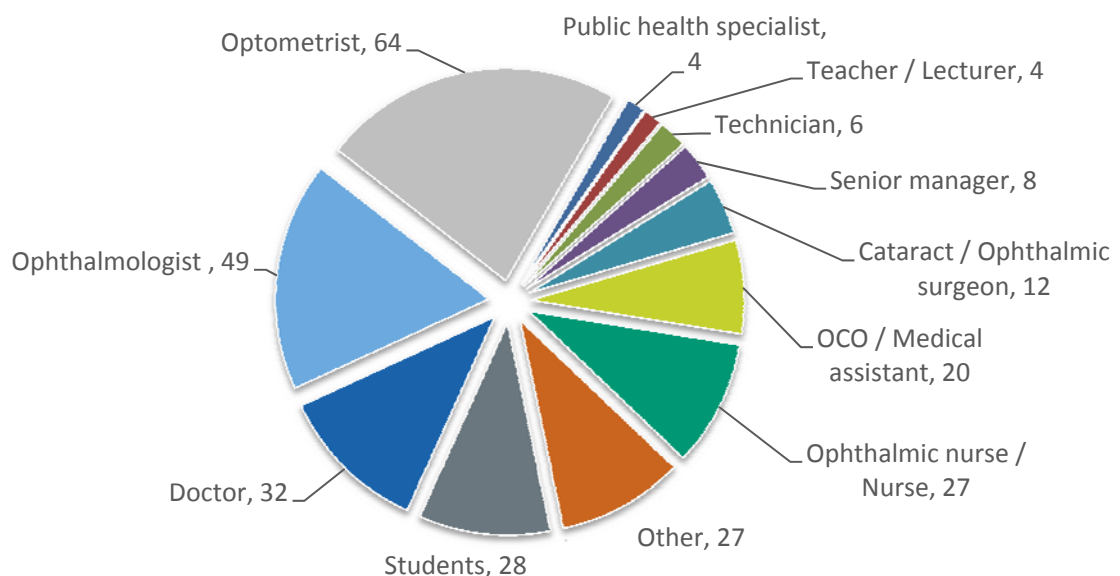
Subscriptions to the journal's email newsletters grew by 292 (+7%) between January and June 2013 to 3,156 subscriptions. The most popular job titles given by new subscribers were: Optometrist (64 new subscribers) Ophthalmologist (49 new subscribers), and Doctor (32 new subscribers).

171 (58%) of new subscribers were based in Sub Saharan Africa. The most popular job title given was Optometrist, with 64 subscribers (22%). The average open rate for each International edition newsletter remained at 26% with an average click rate of 13%.

Locations given by new email newsletter subscribers, Jan – June 2013



Job titles given by new email newsletter subscribers, Jan – June 2013



Social media

Social media interest in the journal continued to grow between January and June 2013. The journal currently has 750 [Facebook](#) fans (+33% on previous 6 months) and 362 [Twitter](#) followers (+29%).

80% of the journal's Facebook fans are aged under 35 and they live all over the world – the country with the most fans is currently Nigeria, with 140 (19% of total).

Most popular articles on journal website, Jan – June 2013

International edition

Article title (Year published)	Page views
1. Communication and effective teaching (2000)	2,390
2. How to test for a relative afferent pupillary defect (RAPD) (2012)	1,949
3. Surgery for congenital cataract (2004)	1,588
4. Epidemiology in practice: Disease prevalence (1997)	1,410
5. How to apply an eye pad, shield, and bandage (2010)	1,288
6. Visual field testing for glaucoma – a practical guide (2012)	1,221
7. Disease incidence (1997)	1,062
8. Management of capsular rupture and vitreous loss in cataract surgery (2008)	845
9. Instilling eye drops and ointment in a baby or young child (2010)	742
10. Endophthalmitis: controlling infection before and after cataract surgery	698

French edition

Article title (Year published)	Page views
1. Comment instiller un collyre ou appliquer une pommade oculaire dans les yeux d'un nourrisson ou d'un jeune enfant (2011)	10,867
2. Complications de la chirurgie de la cataracte (2009)	4,795
3. Endophtalmie : comment lutter contre l'infection avant et après la chirurgie de la cataracte (2009)	1,569
4. Comment appliquer un pansement oculaire ou une coque oculaire	1,539
5. Anesthésie oculaire : principes, techniques et complications (2009)	1,509