



OVERVIEW OF SEAFDEC WEBSITES AND SOCIAL MEDIA 2020

SEAFDEC Websites

Audience Overview

In the year 2020, SEAFDEC Departments websites have total 75,128 users (as of data collection from Google Analytics during 1 January 2020 to 31 October 2020). There were 65,415 as new users* (about 87%) and Total pageviews by users were 247,181 pageviews.

**new users is the number of first time users during the selected date range*

Table 1: Audience Overview

Total no. of users	No. of new users	No. of sessions	No. of sessions/user	No. of page views	No. of pages/session
75,128	65,415	100,039	3.06	247,181	2.47

Acquisition Overview

For the year 2020 Secretariat and departments websites have been accessed by organic search 33,203 times, 15,038 direct access times, 4,443 referral link times and via social media 15,399 times. (All the data were collected between 1 January and 31 October 2020)

Table 2: Acquisition Overview

2020	Users
Organic Search	40,248
Direct Access	15,038
Referral Link	4,443
Social Media	15,399
Total	75,128

SEAFDEC Social Media

Facebook Page:

Secretariat and departments Facebook pages had a total 11,405 followers. Moreover, our Facebook visitors also reacted by pressing 10,818 likes and helping us share our post by 8,766 times in the year 2020. (All the data were collected between 1 January and 31 October 2020)

Table 3: Facebook Page Data

2020	Followers	Likes	Shares
All Departments	11,405	10,818	8,766

*Data were collected by Facebook between 1 January and 31 October 2020

YouTube Channel:

Secretariat and departments YouTube channels had a total 257 subscribers and 36,540 number of videos viewed in the year of 2020.

Table 4: YouTube channels Data

2020	Subscribers	Views
All Departments	257	36,540

*Data were collected by YouTube between 1 January and 31 October 2020

Secretariat Website Data Breakdown

Users Overview:

Secretariat website had number of users access around 15,597 in the year of 2020. There were 15,321 new users with 43,645 total page views

Table 5: Secretariat website users for the year 2020

2020	Total no. of users	No. of new users	No. of sessions	No. of page views
	15,597	15,321	25,238	43,645

*Data were collected by Google Analytics between 1 January and 31 October 2020

Table 6: Secretariat website users for 5 past years

Users	2016	2017	2018	2019	2020
	16,173	14,595	28,405	30,761	15,597*

*Data were collected between 1 January and 31 October 2020 only

Acquisition Overview:

For the year 2020, the majority of users who access to secretariat website use search engines in order to find and access to the site.

Table 7: Secretariat website Acquisition

2020	Users
Organic Search	9,372
Direct	4,739
Referral	905
Social	802

*Data were collected by Google Analytics between 1 January and 31 October 2020

Users Behavior

Web page Visited

Table 8: Top 20 Secretariat web page most visited

Rank	Title and URL of webpage	No. of page views	Ave. time/page (min)
1	home	8,894	1.54
2	Fisheries Country Profile: Philippines	2,179	6.25
3	about SEAFDEC	1,457	2.18
4	Fisheries Country Profile: Malaysia	1,239	7.03
5	SEAFDEC Webinar on Impact of COVID-19	1,154	4.51
6	staff directory	1,082	2.25
7	Fisheries Country Profile: Indonesia	989	5.52
8	The Fifty-second Meeting of the SEAFDEC Council	956	4.11
9	MFRD	766	3.11
10	Fisheries Country Profile: Viet Nam	727	5.11
11	contact	715	2.02
12	calendar	702	1.35
13	council members	625	1.2
14	Fisheries Country Profile: Myanmar	574	4.98
15	Fisheries Country Profile: Thailand	574	3.51
16	structure	545	1.15
17	WS stock assessment lot and kawakawa	375	4.28
18	webinar fisheries subsidies	350	5.14
19	International Fish Trade-Related Issues	340	3.09
20	partners	298	2.15

Search Queries

Table 9: Top 20 search keywords

Rank	Keywords searched in Google	No. of impressions	Ave. ranking of SEAFDEC website/web page	No. of clicks on SEAFDEC website/web page
1	seafdec	4,890	3.8	879
2	southeast asian fisheries development center	432	4.9	92
3	mfrd	2,097	3.2	74
4	seafdec training 2020	153	4.5	27
5	seafdec secretariat	147	7.5	25
6	fish for the people	52	1.4	21
7	fisheries in the philippines	272	4.1	19
8	fisheries	3,904	15	16
9	fish consumption in the philippines	76	4.5	15
10	seafdec malaysia	485	2.7	14
11	m f r d	144	2.5	13
12	seafdec thailand	129	4.5	13
13	vietnam fishing industry	115	4.4	13
14	indonesia fisheries	123	4.7	12
15	indonesian fisheries statistics 2019	129	6.5	12
16	fishing industry in the philippines	337	6.8	11
17	seafdec philippines	190	3.6	11
18	fisheries indonesia	31	3.7	9
19	fishery in the philippines	103	4.6	9
20	myanmar fisheries	60	3.5	9

*No. of clicks: The number of times that the URL of SEAFDEC website/web page was clicked in the results page of Google search

*No. of impressions: The number of times that the URL of SEAFDEC website/webpage appeared in the results page of the Google search

*Ave. ranking: The average ranking of the SEAFDEC website/webpage in the results page of Google search

Secretariat Social Media
Facebook Page
Table 10: Facebook Data

2020	No. of followers	No. of likes	No. of shares
All Departments	1,798	1,733	1,235

YouTube Channel
Table 11: YouTube Data

2020	No. of subscribers	No. of views
All Departments	36	1,349