### Total Views and Visitors

**November 15\(^{th}\) 2014 to January 15\(^{th}\) 2015**

<table>
<thead>
<tr>
<th></th>
<th>11/15-12/15/14</th>
<th>12/15/14-1/15/15</th>
<th>CoP Monthly Average*</th>
<th>eXtension Monthly Average*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Page Views</strong></td>
<td>807</td>
<td>886</td>
<td>1,123</td>
<td>501,761</td>
</tr>
<tr>
<td><strong>Unique Visitors</strong></td>
<td>203</td>
<td>148</td>
<td>207</td>
<td>266,447</td>
</tr>
<tr>
<td><strong>Minutes per Visit</strong></td>
<td>3</td>
<td>5</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td><strong>Pages Per Visit</strong></td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>1</td>
</tr>
</tbody>
</table>

*Averages based on monthly reports in 2014*
Acquisition
November 15th 2014 to January 15th 2015

Top Referrals:
- Smarter Lunchrooms Website (117)
- Cornell Food and Brand Lab Website (28)
- University of Minnesota Extension (11)

Top Search Terms:
- Healthy foods in schools (6)
- Extension healthy food choices in schools (6)
- Awesome cafeteria bulletin boards (3)

Top Pages Visited Directly:
- Homepage (39)
- Webinar Page (14)
- University of Minnesota Extension (11)
- Content tagged: “see school food programs in action” (3)

Top Social Media Sources:
- Facebook (3)
- Twitter (3)
Top Performing Articles
November 15th 2014 to January 15th 2015

56 visits- Maximizing Marketing Potential for School Meal Programs (webinar)
  • Carol Chong, Alliance for a Healthier Generation
  • Adam Brumberg, Cornell BEN Center

51 visits- Introducing the New Smarter Lunchrooms Scorecard for Assessing Lunchroom Successes (webinar)
  • Kate Hoy, Cornell BEN Center

30 visits- Order Effects and Sensory Aspects of Sampling Foods
  • Dip Biswas, University of South Florida

27 visits- Milk Substitutes in School Meals
  • Amanda Mercer, Colorado Department of Education

26 visits- Inspiring Kids to Try New Foods
  • Amy Nadelen, Tribe Wellness