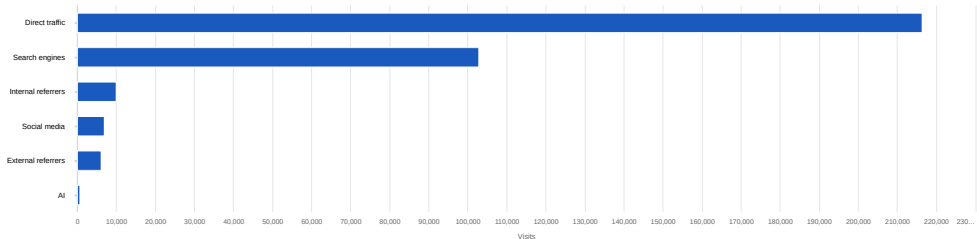


Site
University of South Carolina - Columbia
Group
College of Information and Communications
Period
8/1/2025 - 7/31/2026

Summary

Initial traffic sources



Initial traffic source	Visits % of total	Unique visitors	Bounce rate
Direct traffic	216,360 54.0%	186,684	89.94%
Search engines	102,880 25.7%	75,619	60.19%
Internal referrers	9,906 2.5%	5,846	58.35%
Social media	6,898 1.7%	6,594	89.61%
External referrers	6,049 1.5%	5,167	60.31%
AI	657 0.2%	589	62.10%

External referring domains

External referring domain	Visits % of total
www.ala.org	1,100 0.3%
Non-web referrers	833 0.2%
www.sparkthepursuit.com	776 0.2%
a.cms.omniupdate.com	563 0.1%
statics.teams.cdn.office.net	398 <0.1%

External referring pages

URL	Visits % of total
https://www.ala.org	1,094 0.3%
https://www.sparkthepursuit.com	776 0.2%
https://a.cms.omniupdate.com	563 0.1%
android-app://com.google.android.googlequicksearchbox/	467 0.1%
https://statics.teams.cdn.office.net	398 <0.1%

Search engines

Search engine	Visits % of total	Referrals	Pages
 Google	120,680 30.1%	145,683	2,056
 Bing	4,817 1.2%	5,806	719
 Yahoo	936 0.2%	1,119	332
 DuckDuckGo	850 0.2%	983	334
 Ecosia	153 <0.1%	180	99

Referring social media

Social media	Visits % of total
 Facebook	4,220 1.1%
 LinkedIn	2,018 0.5%
 Instagram	718 0.2%
 X	104 <0.1%
 YouTube	27 <0.1%

Direct traffic

Titl URL e	Visits % of total
404 page not found University of South Carolina https://sc.edu/study/colleges_schools/cic/journalism_and_mass_communications/scholastic_organizations/sipa/index.php	8,934 2.2%
College of Information and Communications - College of Information and Communications University of South Carolina https://sc.edu/study/colleges_schools/cic	6,180 1.5%
School of Journalism and Mass Communications - College of Information and Communications University of South Carolina https://sc.edu/study/colleges_schools/cic/journalism_and_mass_communications/index.php	3,245 0.8%
College of Information and Communications - College of Information and Communications University of South Carolina https://sc.edu/study/colleges_schools/cic/index.php	3,064 0.8%
Clearing the dust: How libraries are changing in the 21st century - College of Information and Communications University of South Carolina https://sc.edu/study/colleges_schools/cic/library_and_information_sci ence/news/2017/clearing_the_dust.php	1,930 0.5%