

Table 1. Project Website Usage and Video Views Worldwide and by Region in the U.S.

<b>Project Website Parameter for Year One: Sept. 1, 2015 - Aug. 31, 2016</b>	<b>Total Worldwide</b>	<b>From U.S.</b>	<b>From Northeast States</b>	<b>From Neighboring States (KY, NC, OH, TN, VA)</b>	<b>From Canadian Provinces Neighboring NY &amp; New England</b>	<b>Subtotals From NE States and Neighboring Areas</b>	<b>Performance Target - Small Ruminant (SR) Producers</b>
Project Website - New Users	6,698	4721 (70%)	1,310	798	194	2,302	2000 visit Project Website
	New Users	New Users	New Users	New Users	New Users	New Users	
<i>Website Traffic Channels:</i>							
<i>Social Channels (FB, Blogs, etc.)</i>	1,743	1,541					Indicator Project outreach is successful, 3000 learn about Project
<i>Direct - Type in Web Address</i>	1,581	1,252					
<i>Referrals (other websites)</i>	2,116	1,086					
<i>Search Engines and Other</i>	1,258	842					
	6,698	4,721					
	New Users	New Users					
	Worldwide	U.S. (70%)					
Top 3 Unique and Total Page Views							Indicator Project outreach is successful
Online FAMACHA Training Program Page - Unique (Total) PageViews	4,458 (5,077)	3,956 (4,510)			187 (205)		
Online Videos Page - Unique (Total) Page Views	1,700 (2,010)	1,416 (1,675)	502 (607)	291 (342)	54 (64)	847 (1,013)	500 view videos - indicates success in finding videos
Home Page - Unique (Total) Page Views	1,555 (2,115)	1,231 (1,743)			32 (40)		

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Fact Sheet and Tools Page - Unique (Total) Page Views	416 (505)	341 (418)	134 (156)	84 (93)	7 (9)	225 (258)	1000 view IPM fact sheets (additional website programming needed to track PDF link clicks - fact sheets listed on multiple webpages.)
<b>YouTube Information</b>							500 view videos
<b>2 Hour IPM Video - Published Feb. 2016 - Run Time 120 Minutes, 11 seconds</b>							
<i>Total Views Worldwide</i>	837 Views						
<i>Total Watch Time Minutes</i>	18,167	87% (15,805)					
<i>Watch time Embedded External Websites</i>	70% (12,717)		Embedded in Project Website, other websites unkown				
<b>FAMACHA Scoring Video - Run Time 31 Minutes</b>							
<i>Total Views Worldwide</i>	4,701 Views						
<i>Total Watch Time Minutes</i>	31,301	80% (25,041)					
<i>Watch time Embedded External Websites</i>	41% (12,833)		Embedded in Project Website and ACSRPC Website, other websites unkown				
<b>Fecal Egg Count Video - Run Time 72 Minutes</b>							
<i>Total Views Worldwide</i>	3,935 Views						
<i>Total Watch Time Minutes</i>	46,636	57% (26,583)					
<i>Watch time Embedded External Websites</i>	20% (9,327)		Embedded in Project Website and ACSRPC Website, other websites unkown				