

GRADSCHOOLS.COM Traffic Report for August and September

Programs Count: 43

Program	August-2014						September-2014						Total					
	Impressions	Qualified Inquiry	Clicks	Click Rate	Total Clicks	Total Inquiry	Impressions	Qualified Inquiry	Clicks	Click Rate	Total Clicks	Total Inquiry	Impressions	Qualified Inquiry	Clicks	Click Rate	Total Clicks	Total Inquiry
194291 Education	79	0	0	0.00%	0	0	282	1	0	0.00%	10	1	361	1	0	0.00%	10	1
194298 Administration and Leadership Studies D.Ed.	206	0	2	0.971%	2	0	524	0	0	0.00%	0	0	730	0	2	0.274%	2	0
194301 Curriculum and Instruction	101	0	0	0.00%	0	0	286	0	2	0.699%	2	0	387	0	2	0.517%	2	0
240393 Nursing MS	159	0	62	38.994%	62	0	302	1	8	2.649%	15	1	461	1	70	15.184%	77	1
240395 Safety Sciences M.S.	1,053	2	96	9.117%	110	2	2,351	0	6	0.255%	6	0	3,404	2	102	2.996%	116	2
240396 Literacy	71	0	2	2.817%	2	0	355	0	1	0.282%	1	0	426	0	3	0.704%	3	0
240397 Physics PSM	331	0	1	0.302%	1	0	870	0	1	0.115%	1	0	1,201	0	2	0.167%	2	0
241209 Sociology	544	0	60	11.029%	60	0	1,564	2	16	1.023%	30	2	2,108	2	76	3.605%	90	2
241210 Chemistry PSM	401	0	3	0.748%	3	0	1,458	1	9	0.617%	16	1	1,859	1	12	0.646%	19	1
241211 Business Administration MBA - Executive Track	28	0	162	578.571%	162	0	205	0	1	0.488%	1	0	233	0	163	69.957%	163	0
241212 School Counseling	1,001	3	46	4.595%	67	3	3,063	0	5	0.163%	5	0	4,064	3	51	1.255%	72	3
241213 Arts and Fine Arts	1,001	0	4	0.40%	4	0	3,274	0	13	0.397%	13	0	4,275	0	17	0.398%	17	0
241214 Criminology PhD	242	0	21	8.678%	21	0	1,393	0	3	0.215%	3	0	1,635	0	24	1.468%	24	0
241215 Education of Exceptional Persons	59	0	0	0.00%	0	0	222	1	0	0.00%	10	1	281	1	0	0.00%	10	1
241217 Music	604	0	21	3.477%	21	0	1,594	0	9	0.565%	9	0	2,198	0	30	1.365%	30	0
241219 Clinical Mental Health Counseling, M.A.	1,105	0	6	0.543%	6	0	3,636	0	12	0.33%	12	0	4,741	0	18	0.38%	18	0
241221 Business/Workforce Development	124	0	2	1.613%	2	0	1,416	1	10	0.706%	17	1	1,540	1	12	0.779%	19	1
241282 Food and Nutrition	1,852	0	14	0.756%	14	0	5,632	5	47	0.835%	82	5	7,484	5	61	0.815%	96	5
241283 Employment and Labor Relations	672	0	1	0.149%	1	0	1,284	0	6	0.467%	6	0	1,956	0	7	0.358%	7	0
241285 Geography	586	0	4	0.683%	4	0	1,438	0	5	0.348%	5	0	2,024	0	9	0.445%	9	0
241286 History	471	0	34	7.219%	34	0	1,745	0	2	0.115%	2	0	2,216	0	36	1.625%	36	0
241287 Public Affairs	98	0	23	23.469%	23	0	274	0	61	22.263%	61	0	372	0	84	22.581%	84	0
241288 Applied Mathematics	547	0	16	2.925%	16	0	1,277	1	4	0.313%	11	1	1,824	1	20	1.096%	27	1
241299 Elementary and Middle School Mathematics Education	59	0	1	1.695%	1	0	131	1	0	0.00%	10	1	190	1	1	0.526%	11	1
241911 Biology	1,097	0	5	0.456%	5	0	4,138	1	7	0.169%	17	1	5,235	1	12	0.229%	22	1
241928 Educational Psychology	431	0	14	3.248%	14	0	1,943	0	7	0.36%	7	0	2,374	0	21	0.885%	21	0
241929 Adult Education and Communications Technology track	129	0	0	0.00%	0	0	645	0	1	0.155%	1	0	774	0	1	0.129%	1	0
244908 Administration and Leadership Studies, Ph.D., Nonprofit and Public	195	0	7	3.59%	7	0	724	0	4	0.552%	4	0	919	0	11	1.197%	11	0
244909 Applied Archaeology	697	0	2	0.287%	2	0	1,903	2	16	0.841%	30	2	2,600	2	18	0.692%	32	2
244910 Communications Media and Instructional Technology	1,081	0	2	0.185%	2	0	3,000	0	7	0.233%	7	0	4,081	0	9	0.221%	9	0
245073 Health and Physical Education	1,058	0	3	0.284%	3	0	2,467	0	20	0.811%	20	0	3,525	0	23	0.652%	23	0
245074 Sport Science	1,292	1	1	0.077%	8	1	5,996	6	13	0.217%	55	6	7,288	7	14	0.192%	63	7
245075 Adult and Community Education	922	0	6	0.651%	6	0	3,614	0	8	0.221%	8	0	4,536	0	14	0.309%	14	0
246611 Criminology M.A.	491	1	0	0.00%	7	1	1,168	1	2	0.171%	9	1	1,659	2	2	0.121%	16	2
247207 Business Administration, MBA	356	0	0	0.00%	0	0	722	0	3	0.416%	3	0	1,078	0	3	0.278%	3	0
249499 School Psychology	815	0	2	0.245%	2	0	2,062	0	5	0.242%	5	0	2,877	0	7	0.243%	7	0
251332 English: Teaching English to Speakers of Other Languages	202	0	1	0.495%	1	0	665	0	1	0.15%	1	0	867	0	2	0.231%	2	0
252961 Nursing Ph.D.	73	1	1	1.37%	8	1	1,156	0	1	0.087%	1	0	1,229	1	2	0.163%	9	1
252962 English: Literature	169	0	1	0.592%	1	0	559	0	1	0.179%	1	0	728	0	2	0.275%	2	0
252964 English: Literature & Criticism Ph.D.	69	0	0	0.00%	0	0	544	1	2	0.368%	12	1	613	1	2	0.326%	12	1
252965 English: Teaching English	177	0	1	0.565%	1	0	629	0	2	0.318%	2	0	806	0	3	0.372%	3	0
254086 Safety Sciences Ph.D.	1,038	0	11	1.06%	11	0	2,509	0	17	0.678%	17	0	3,547	0	28	0.789%	28	0
255480 Health Services Administration, M.S.	629	0	2	0.318%	2	0	2,068	1	13	0.629%	20	1	2,697	1	15	0.556%	22	1
Total	22,315	8	640	2.868%	696	8	71,088	26	351	0.494%	548	26	93,403	34	991	1.061%	1,244	34