

Everything You Could Ever Want to Know About Hepatitis Web Site Evaluation Activities

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Prevention Branch
Health Education and Communication Team

Overview

- Omniture – New Web analytical tool
- Spotlight evaluation project
- Knowledge gained from a Web survey

DVH Web Site

- General information, FAQs, fact sheets
- Brochures in many languages
- Counseling and training resources
- Order form for free educational materials (approx 440 orders/month)
- Email Q&A (approx 130 emails/month)
- Slide sets

en Español Web site

- Mirrors English hepatitis Web site for much of the information

What Does Omniture Provide?

- Real Time Web Stats
- Effectiveness of Web Campaigns and Outbreak efforts
- Path analysis of visitors
- Glimpse at audience behavior and improved usability

ClickMap Options

Reporting Date: Thu. 4 Nov. 2004 - F...

Reporting Metric: Clicks



Overlay: Transparent

Auto Flag: 10 Top Values

Display Page

Page Metrics

Total Page Views: 44,796

% of all Page Views: 0.2%

Entry Count: 16,024

Exit Count: 10,500

Single Page Visits: 4,254

Avg Clicks to Page: 1.7

Avg Time Spent on Page: 1.15 min

Number of Reloads: 3,464

Related Reports

Some Links not Found [Tell me more.](#)

[Page Summary Report](#)

[Next Page Flow Report](#)

[Most Popular Pages Report](#)



National Center for Infectious Diseases

Viral Hepatitis

[Home](#) [NCID Home](#) [Contact Us](#)

- Hepatitis
- Hepatitis
- Hepatitis
- On-line training
- Hepatitis D
- Hepatitis E
- Resource Center
- Mission Statement
- On-line Training
- What's New
- Recommendations and Reports

Clicks: 2,449

Clicks: 1,591

Clicks: 664

(8/57)

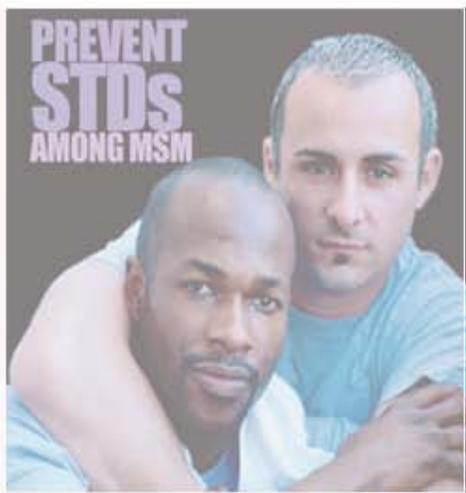
Links

Order Free Educational Materials

Resource Center: variety of education and training materials

Bibliography

Glossary



[MSM Information Center](#)



Hepatitis A is a liver disease caused by the hepatitis A virus (HAV). Hepatitis A can affect anyone. In the United States, hepatitis A can occur in situations ranging from isolated cases of disease to widespread epidemics.

Clicks: 5,124

(1/57)

Esta página en Español

CDC authored paper on Foodborne hepatitis A

Clicks: 1,360

(7/57)



Hepatitis B is a serious disease caused by a virus that attacks the liver. The virus, which is called hepatitis B virus (HBV), can cause lifelong infection, cirrhosis (scarring) of the liver, liver cancer, liver failure and death.

Clicks: 4,174

(2/57)

What's New

Top 11 most frequently asked questions about viral hepatitis

[Content Materials for Physician's Hepatitis C Toolkit](#)

[Hepatitis B down among children and teens](#)

[Viral Hepatitis: What Every Teenager Needs to Know](#)

Clicks: 1,663

(4/57)



Hepatitis C is a liver disease caused by



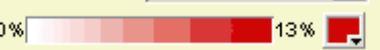
Segment: **CDC**

Centers for Disease Control and Prevention

Map Options

Reporting Date: **Mon, 5 Jul, 2004 - M...**

Reporting Metric: **Clicks**



Overlay: **Transparent** / Opaque

Auto Flag: **5 Top Values**

Display Page

Metrics

Total Page Views: **1,069,054**

Percentage of all Page Views: **8.7%**

Count: **663,763**

Count: **259,377**

Unique Page Visits: **179,113**

Clicks to Page: **0.3**

Time Spent on Page: **1.06 min**

Related Reports

Some Links not Found **Tell me more.**

[Summary Report](#)

[Page Flow Report](#)

[Most Popular Pages Report](#)

Health & Safety Topics

- [Birth Defects](#)
- [Disabilities](#)
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- [National Data](#)
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Protect Your Health

Sensible decisions protect you from... and H...
Clicks 2,503
(35/68)
[more](#)



Fight the bite!

Protect yourself, your family and your community from West Nile virus...
[more](#)



Keep it Cool!

Take steps to prevent heat-related injuries as temperatures rise...
[more](#)

Wildfires
Learn how to prepare for wildfires and protect yourself and your family...[more](#)

Investigation of Rabies Infections in Organ Donor and Transplant Recipients
Investigation summary and information...[more](#)

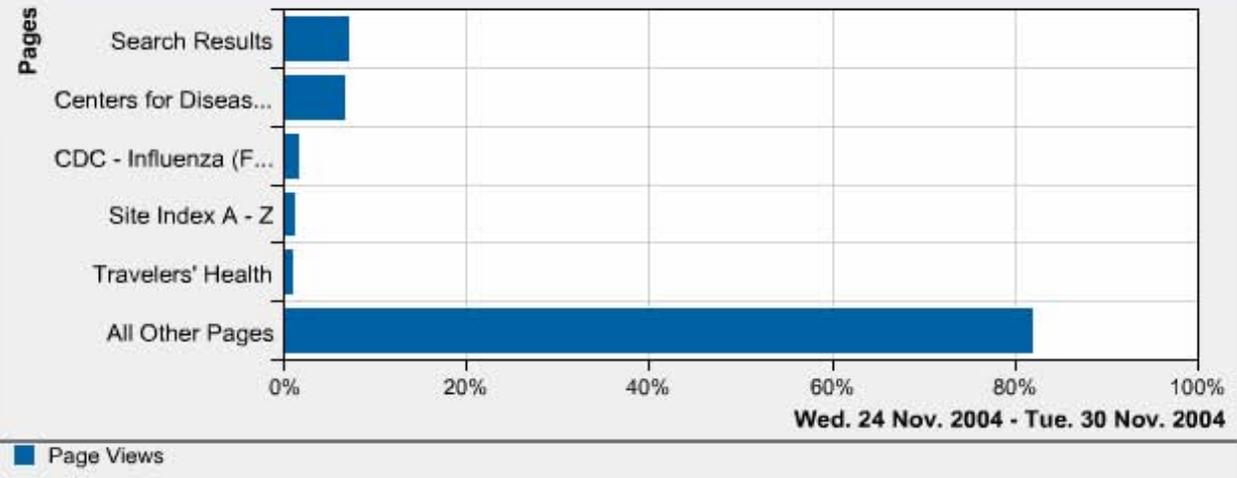
Cruising this summer?
Tips to enjoy your cruise vacation...[more](#)

HIV Content Guidelines
CDC is requesting public comment on proposed revisions of the Interim HIV Content Guidelines, revised in 1992...[more](#)

CDC Announces New Goals and Organizational Design
Learn more about the new health goals and integrated operations that will allow CDC to have a greater public health impact...[more](#)

Programs & Campaigns
5 A Day
Eating 5 to 9 fruits and vegetables each day reduces the risk of cancer and other chronic diseases.
Healthy Schools, Healthy People - It's a SNAP
Clean Hands Save Lives.

Conferences & Events
2nd NCBDDB Conference On Birth Defects, Developmental



Graph Generated by SiteCatalyst using Report Accelerator at 1:52 PM EST, 3 Dec 2004

Details

	Page	Page Views	
1.	Search Results	307,580	7.2%
2.	Centers for Disease Control and Prevention	287,426	6.7%
3.	CDC - Influenza (Flu)	76,860	1.8%
4.	Site Index A - Z	54,221	1.3%
5.	Travelers' Health	50,377	1.2%
6.	BMI - Body Mass Index: BMI Calculator DNPA CDC	41,995	1.0%
7.	CDC - Influenza (Flu) Flu Activity	35,802	0.8%
8.	Diseases & Conditions	34,491	0.8%
9.	Search	29,245	0.7%
10.	Emerging Infectious Diseases Journal Homepage CDC EID	28,284	0.7%
11.	Questions and Answers About TB	28,224	0.7%
12.	National Center for Health Statistics	25,308	0.6%
13.	Morbidity and Mortality Weekly Report	24,177	0.6%
14.	NIOSH - The National Institute for Occupational Safety and Health	23,403	0.5%
15.	N C H S - Where to Write home page	23,107	0.5%
16.	Index CDC Viral Hepatitis	22,322	0.5%
17.	Hepatitis C: Index CDC Viral Hepatitis	22,298	0.5%
18.	Destinations: Index CDC Travelers' Health	21,028	0.5%
19.	CDC NCHSTP Divisions of HIV/AIDS Prevention (DHAP) Home Page	20,707	0.5%

Search Keywords

Correlation Filter		Total Page Views
 Page Name = Acute Hepatitis B Among Children and Adolescents --- U...		3,632 0.02%
Search Keywords		Page Views
1. acute hepatitis b	7	0.2%
2. http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5343a4.htm	4	0.1%
3. a total of 13,829 had hepatitis b	2	0.1%
4. hepatitis b in children	2	0.1%
5. adolescents hepatitis	1	0.0%
6. hepatitis b and children from china	1	0.0%
7. case studies on hepatitis b in children	1	0.0%
8. is hepatitis b in children	1	0.0%
9. hepatitis b case report	1	0.0%
10. hepatitis b cases in the us	1	0.0%
11. children hepatitis	1	0.0%
12. hepatitis b incidence infant	1	0.0%
13. hepatitis b seroprevalence in united states	1	0.0%
14. states requiring series 63	1	0.0%
15. hepatitis b and children	1	0.0%
16. impact of vaccination of hepatitis b	1	0.0%

Path Analysis

37.	Entered Site	1	0.0%
	 Index CDC Viral Hepatitis		
	 Resource: Training: High School Slide Set CDC Viral Hepatitis		
	 Hepatitis A: Index CDC Viral Hepatitis		
	 Hepatitis B: Index CDC Viral Hepatitis		
	 Hepatitis C: Index CDC Viral Hepatitis		
	 Hepatitis C: Fact Sheet CDC Viral Hepatitis		
	 Hepatitis A: Index CDC Viral Hepatitis		
	 Hepatitis A: Fact Sheet CDC Viral Hepatitis		
	 Hepatitis B: Index CDC Viral Hepatitis		
	 Hepatitis B: Fact Sheet CDC Viral Hepatitis		
	 Hepatitis D: Index CDC Viral Hepatitis		
	 Hepatitis D: Fact Sheet CDC Viral Hepatitis		
	 Hepatitis E: Index CDC Viral Hepatitis		
	 Hepatitis E: Fact Sheet CDC Viral Hepatitis		
	 Hepatitis E: Index CDC Viral Hepatitis		
	 Hepatitis D: Index CDC Viral Hepatitis		
	 Hepatitis D: Fact Sheet CDC Viral Hepatitis		
	 Hepatitis B: Index CDC Viral Hepatitis		
	 Hepatitis B: Fact Sheet CDC Viral Hepatitis		
	 Hepatitis A: Fact Sheet CDC Viral Hepatitis		
	 Hepatitis A: Index CDC Viral Hepatitis		
	 Hepatitis C: Fact Sheet CDC Viral Hepatitis		
	 Hepatitis C: Index CDC Viral Hepatitis		
	 Hepatitis B: Index CDC Viral Hepatitis		
	 Hepatitis A: Index CDC Viral Hepatitis		
	 Resource: Training: High School Slide Set CDC Viral Hepatitis		
	 Index CDC Viral Hepatitis		
	 Exited Site		

Top Languages Report

	Language	Visitors	%	Internet Avg %
1.	 English (United States)	554,697	80.2%	71.7%
2.	 English	25,035	3.6%	4.3%
3.	 English (United Kingdom)	22,153	3.2%	4.5%
4.	 Spanish	11,427	1.7%	0.7%
5.	 English (Canada)	10,908	1.6%	2.1%
6.	 Spanish (Mexico)	9,872	1.4%	0.4%
7.	 Not Specified	4,762	0.7%	2.8%
8.	 English (Australia)	4,336	0.6%	0.9%
9.	 Japanese	3,606	0.5%	1.4%
10.	 French	2,841	0.4%	1.2%
11.	 Italian	2,777	0.4%	0.5%
12.	 Chinese (China)	2,395	0.3%	0.9%
13.	 German	2,337	0.3%	2.0%
14.	 Chinese (Taiwan)	2,294	0.3%	0.5%
15.	 Portuguese (Brazil)	2,225	0.3%	0.4%
16.	 Spanish (Peru)	1,991	0.3%	0.0%
17.	 Korean	1,779	0.3%	0.7%
18.	 Dutch	1,526	0.2%	0.6%
19.	 French (Canada)	1,244	0.2%	0.7%
20.	 Spanish (Argentina)	1,122	0.2%	0.1%
21.	 Spanish (Venezuela)	1,117	0.2%	0.1%
22.	 Spanish (Colombia)	1,016	0.1%	0.1%
23.	 English (Ireland)	959	0.1%	0.1%
24.	 Arabic (Saudi Arabia)	951	0.1%	0.1%
25.	 Hebrew	926	0.1%	0.1%

Spotlight Evaluation Project

Ferguson Fellow Leonard Valdez, Jr.
Summer 2005



Department of Health and Human Services
Centers for Disease Control and Prevention

[CDC en Español](#)

Search:

Health & Safety Topics

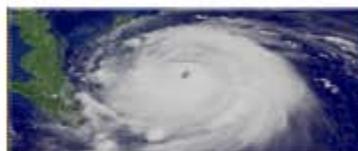
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Hurricane Season

Protect your health & safety after a hurricane...

[more](#)



Swim Healthy, Safely

Swimming this summer? Keep your loved ones healthy and safe...

[more](#)



Tips for Travelers

Here Are Tips for Safe and Healthy Travel...

[more](#)

[Third National Report on Human Exposure to Environmental Chemicals](#)

CDC measures the U.S. population's exposure to 148 chemicals...[more](#)

[Harvard School of Public Health Obesity Opinion Poll Released](#)

Statement from Dr. Julie Gerberding, CDC Director, regarding Harvard School of Public Health opinion poll on obesity attitude...[more](#)

[Bridging the Spanish language gap](#)

Viral hepatitis online resources en Español

[Summer Safety](#)

Programs & Campaigns

[VERB™](#)

ORDER the latest materials for your programs to get youth more excited about being active this summer!

[Clean Hands Coalition](#)

Keeping hands clean is one of the most important things we can do to stay healthy and to not spread germs to others.



Departamento de Salud y Servicios Humanos
Centros para el Control y la Prevención de Enfermedades

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lunes, 25 de julio de 2005



Salud de los hombres

Las causas principales de muerte y discapacidad en nuestra sociedad afectan a los hombres afro-americanos y latinos de manera desproporcionada...

[más información](#)

Huracanes

Aunque no se puede hacer nada para detener a los huracanes, hay medidas que usted puede tomar para conservar su salud y seguridad...

[más información](#)

Hepatitis

[más información](#)

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 - Asma y alergias
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 - Salud ambiental
 - Salud dental
 - Salud ocupacional
 - Salud mental
- Grupos específicos**
 - Adolescentes
 - Bebés y niños
 - Hombres

Salud Cardiovascular - Hojas informativas

Las enfermedades del corazón y los derrames cerebrales son, respectivamente, la primera y la tercera causas principales de muerte en los Estados Unidos...

[más información](#)

Grupo de Trabajo de Salud Mental de los CDC

Bienvenido al sitio web del Grupo de trabajo sobre salud mental de los CDC, el cual contiene información básica de salud pública sobre salud mental...

¡No se deje picar!

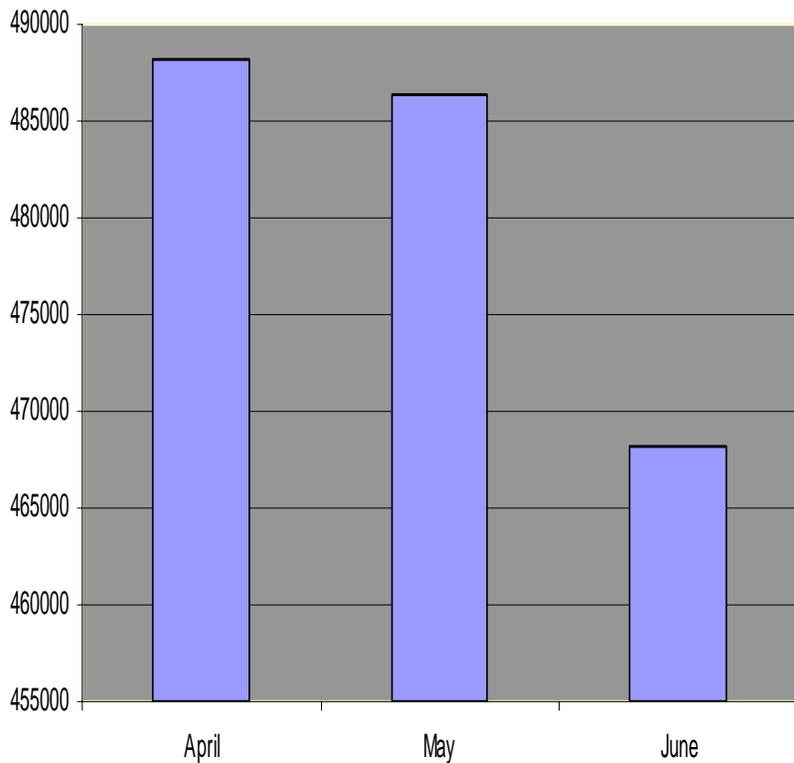
Comunicaciones

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- [Medios de comunicación](#)
- [Bromas y rumores](#)
- [Servicio de Inteligencia](#)

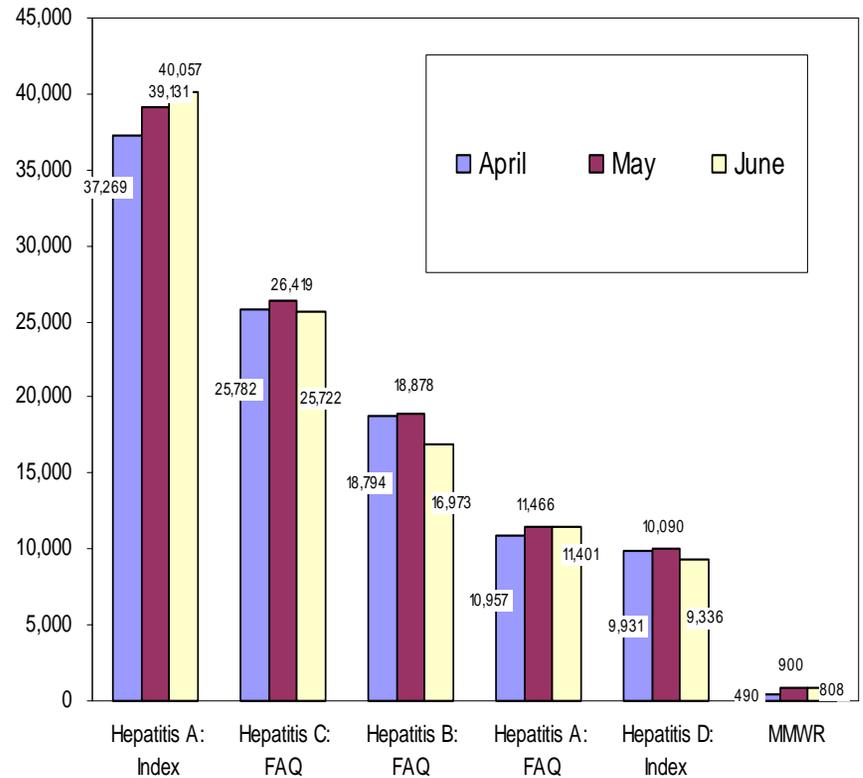
Results

Main DVH Web site www.cdc.gov/hepatitis showed a decline in overall visits, but certain pages showed an increase in activity

Total Visits to DVH Web Sites

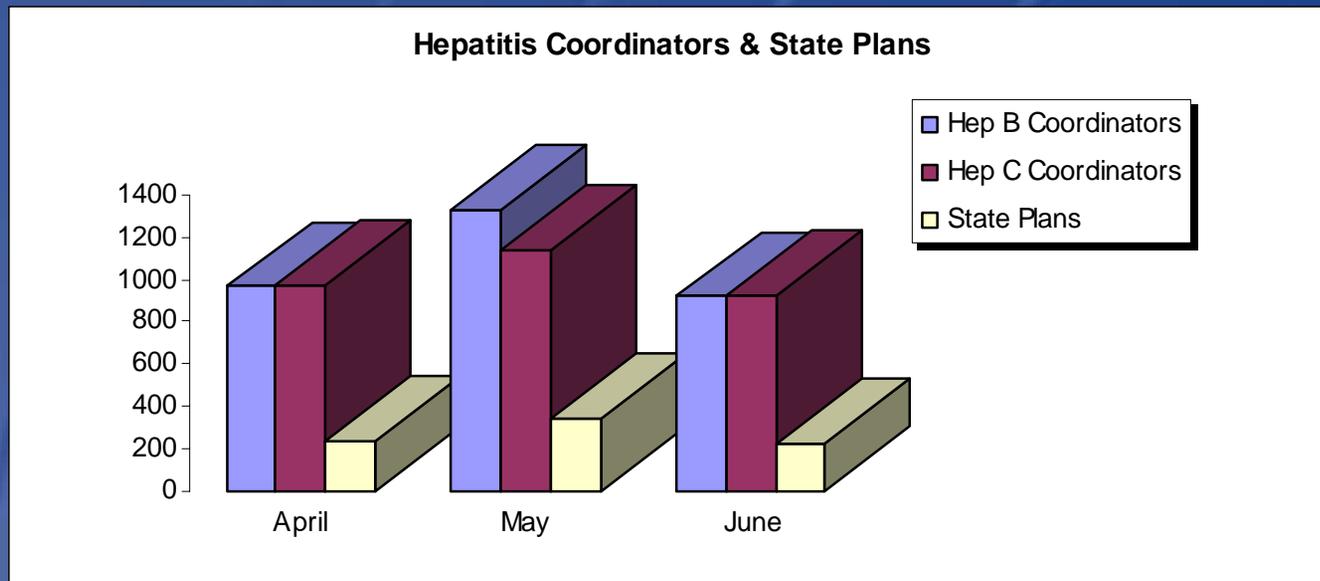


Top 6 DVH Web Pages with Visit Increase in May 2005



....results

- En Español Web site visits in May increased dramatically
- Hepatitis B & C Coordinator sites received more visits in May



What Did We Learn?

Internet spotlighting on the CDC home page is an effective means of delivering viral hepatitis prevention messages

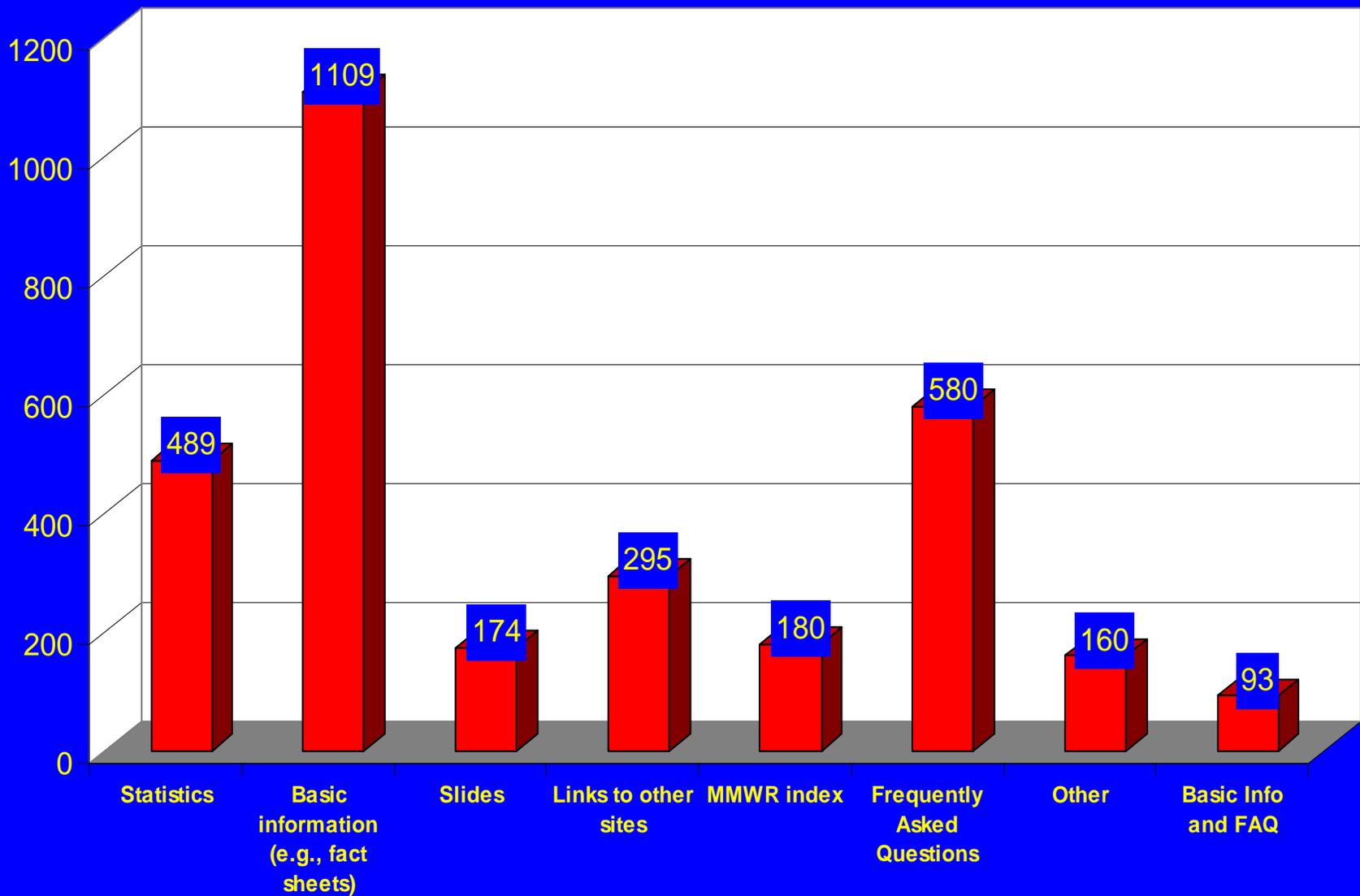
- CDC en Español hepatitis photo spotlight had more impact on visits
- Text spotlight on the English CDC homepage was less effective but generated more traffic on certain pages
- Overall, the photo spotlight proved to be more effective

Tell Us What You Think!

- Web survey
- 1415 Submissions



Which features of this site do you find most useful?



Suggestions From Our Users...

- Spanish and other language translations
- Treatment information
- Support group information
- Multiple requests for Q&A e-mail option
- Requests for search feature

Thank You

<http://www.cdc.gov/hepatitis>



SAFER • HEALTHIER • PEOPLE™