

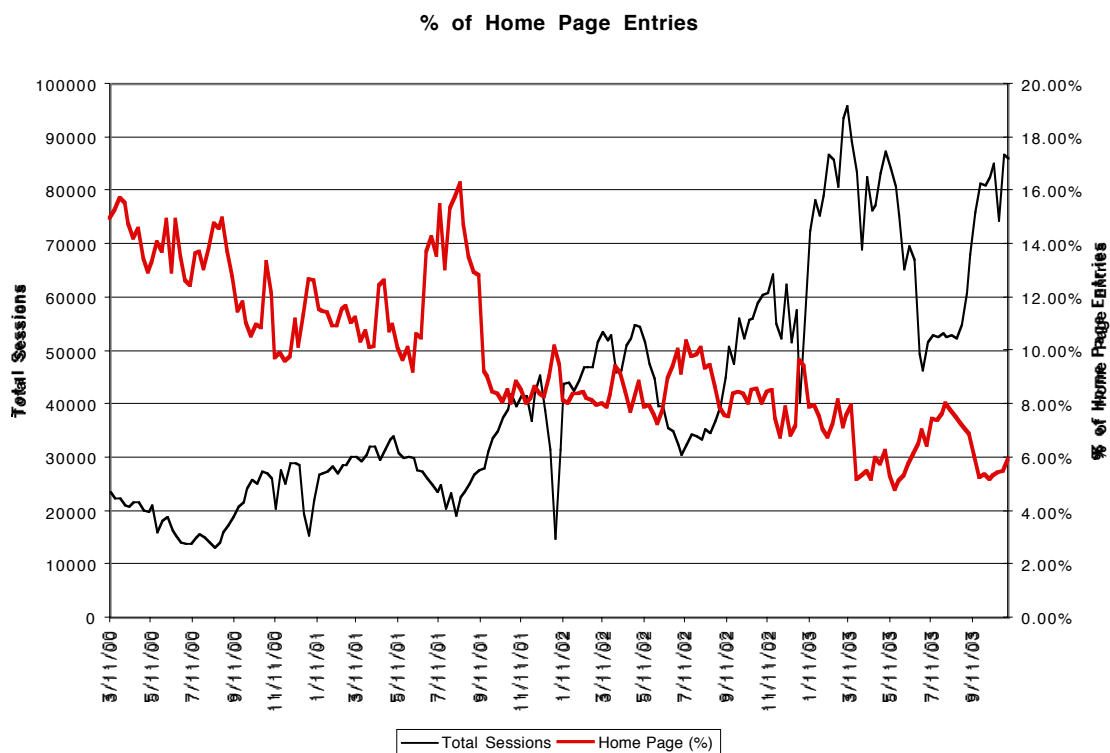
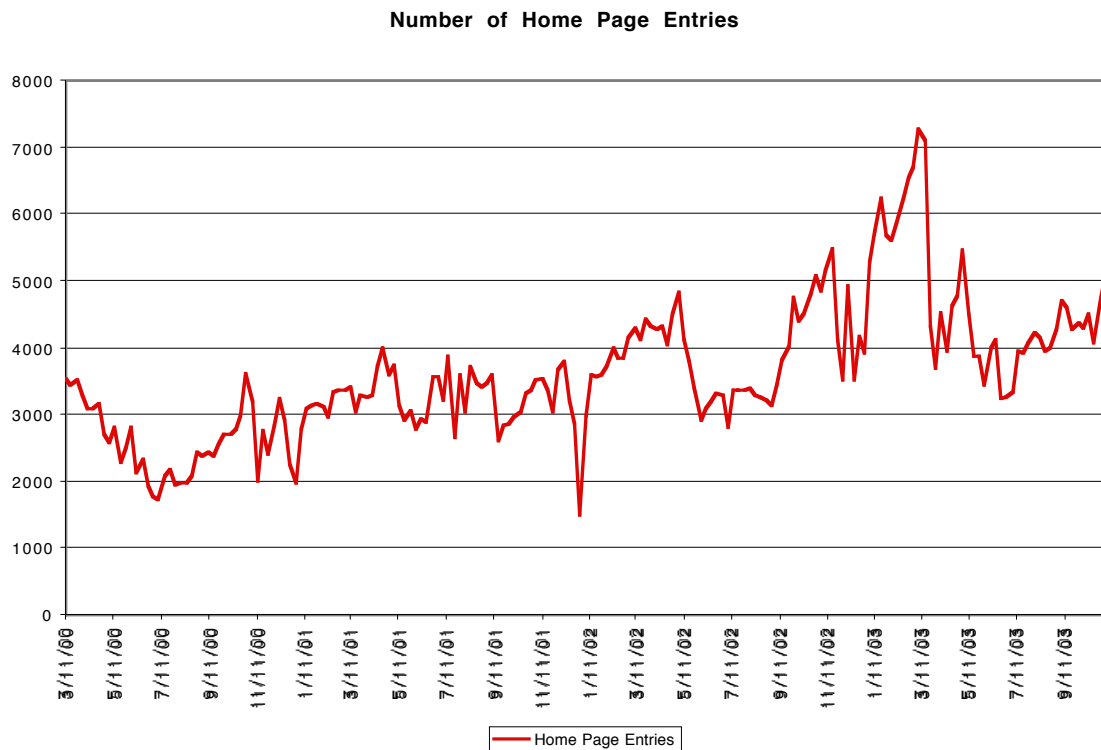
**IMLS "What Clicks?" Supplement:**  
**Entries via the ArtsMIA Home Page**

On a weekly basis, the top 10 entry pages are recorded in the weekly Web statistics report. Invariably, the ArtsMIA Home Page is among the top three — usually the first or second most common entry point to ArtsMIA.org.

Since March 2000, the number of times per week that the MIA Home Page serves as point-of-entry has increased with some steadiness (Chart 1) — but not as swiftly as overall growth to the site. In fact, an inverse relationship appears to exist between overall traffic to ArtsMIA and the Home Page's role as entry page (Chart 2). Note that this does not imply an inverse relationship in actual numbers of sessions; Chart 3 shows that, generally speaking, the greater the number of visits to ArtsMIA.org the greater the number of times its Home Page is the first one visitors see.

What does all this mean? To interpret these findings it's important to keep in mind that [www.ArtsMIA.org](http://www.ArtsMIA.org) contains a *vast* number of pages, almost any of which could serve as an entry point. Many users may bookmark pages within the site, bypassing the home page. Similarly, sites that refer visitors to ArtsMIA often use "deep linking" to direct traffic directly to the content they wish to highlight. Also, search engines (such as Google) will pull up links to whatever page has information relevant to a user's search term — be it the front page or another page much deeper within the site. Thus it stands to reason that the greater the traffic to ArtsMIA.org, the greater the probability that any given user will have entered the site through a page other than the Home Page.

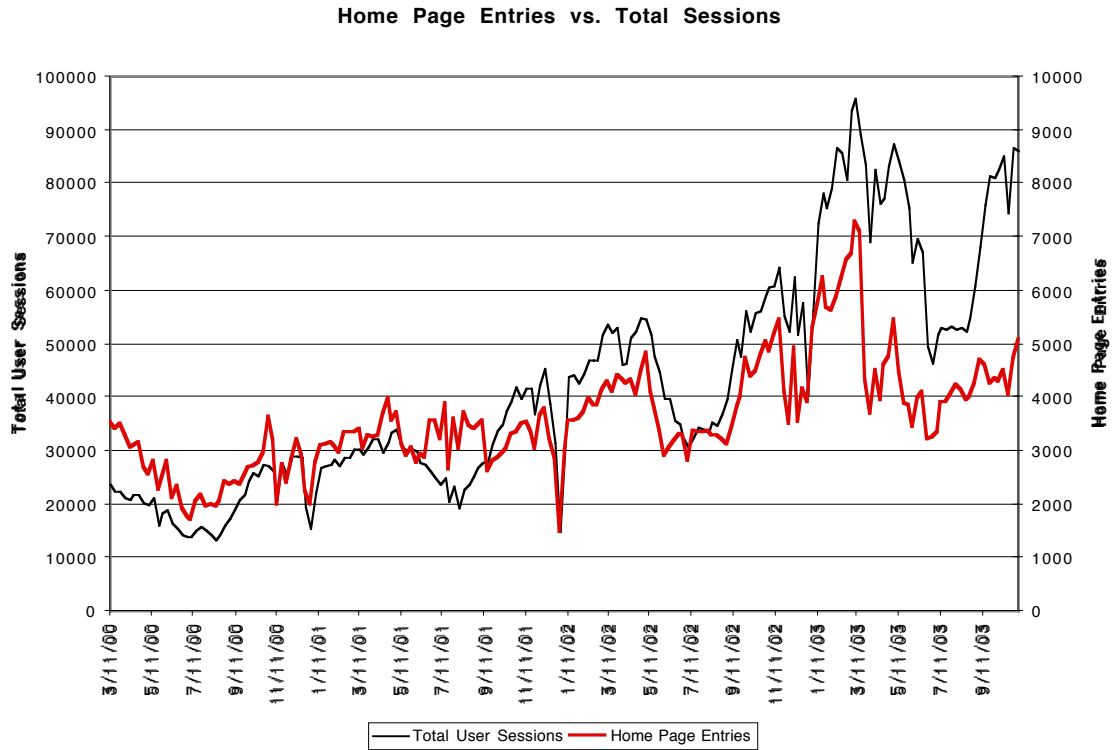
**IMLS "What Clicks?" Supplement: Entries via the ArtsMIA Home Page**



*Chart 1: Weekly number of entries through ArtsMIA.org Home Page.*

*Chart 2: Weekly percentage of entries via Home Page and total weekly User Sessions.*

**IMLS "What Clicks?" Supplement: Entries via the ArtsMIA Home Page**



*Chart 3: Weekly entries via Home Page compared to overall User Sessions (note different scales).*