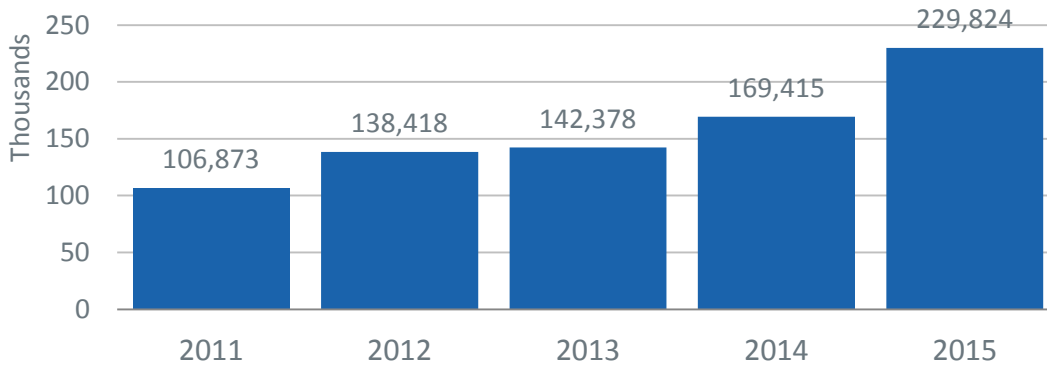


## Community Eye Health Journal: Web analytics 2015

### Trend: Number of website users 2011-2015

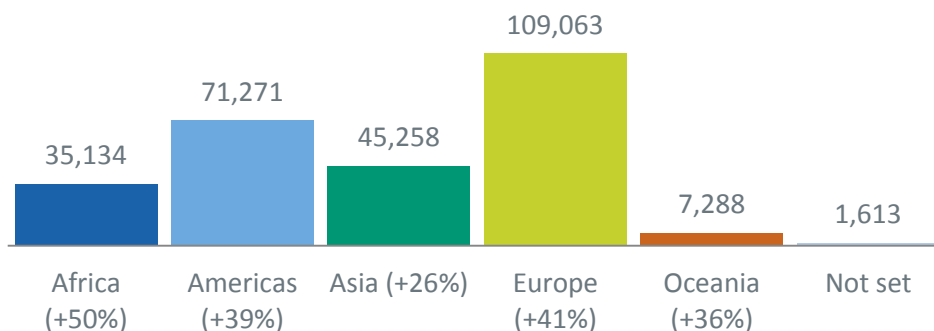


### Website use

229,824 users from 220 countries and territories visited the [CEHJ website](#) in 2015 (+36% on 2014). They made 421,603 views and downloads of content from the website. A further 743,969 views and downloads were made from PubMed Central.

42% of website visits were made using a mobile or tablet device. Average no. of page views per visit was 1.5 and the bounce rate was 69%.

### Website visits by region in 2015 (% change on 2014)

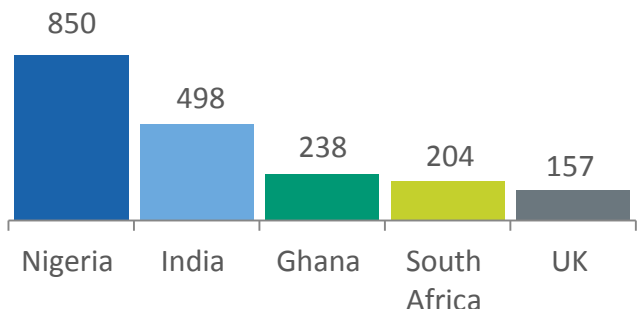


### Email subscriptions

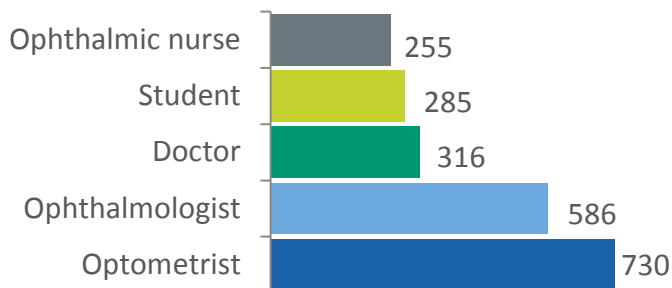
There were 4,500 subscribers to the journal's email newsletters by the end of 2015 (+16% on 2014). The current open rate for the International edition email is 30% and the click rate is 16%. The most popular job title given is Optometrist (730).

Email subscribers, Dec 2015

1. Most popular countries



2. Most popular job titles



Social media

By the end of 2015, the journal had 4,214 [Facebook](#) fans (+3% on Dec 2014) and 1,038 [Twitter](#) followers (+63%).

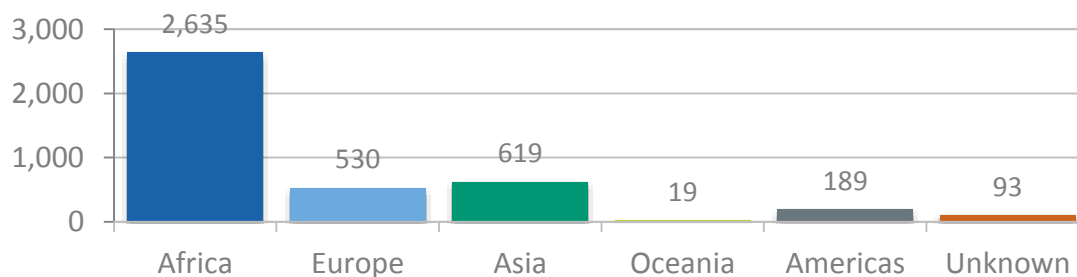
- 65% of Twitter followers were male, 18% were located in the UK. Most popular interest was business and news (66%)
- 68% of Facebook fans were male and 69% used English. 64% were less than 35 years old. Most popular region was Africa and the most popular country was Kenya (15% of all fans).

CEHJ Twitter audience: Top 5 countries, Dec 2015

Country

Country name	% of audience
United Kingdom	18%
United States	17%
India	11%
South Africa	8%
Nigeria	7%

CEHJ Facebook fans by region, Jan 2016



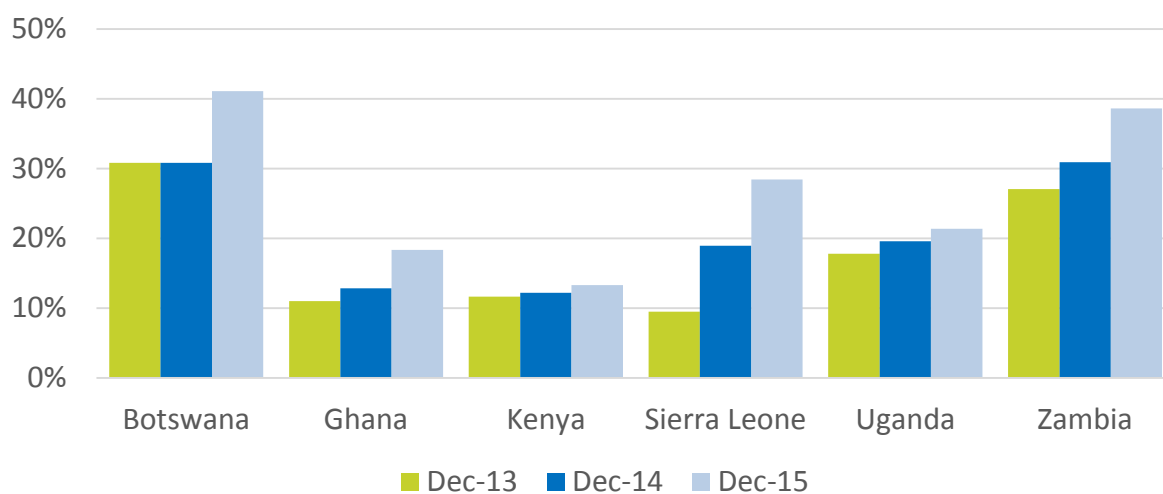
## Reach in Sub Saharan Africa

- 14,944 website users were from Sub Saharan Africa in 2015 (+46% on 2014). 33% of Sub Saharan users were Francophone
- 2,432 (54)% of email subscribers identified as being from Sub Saharan Africa
- 61% of Facebook fans were from Sub Saharan Africa

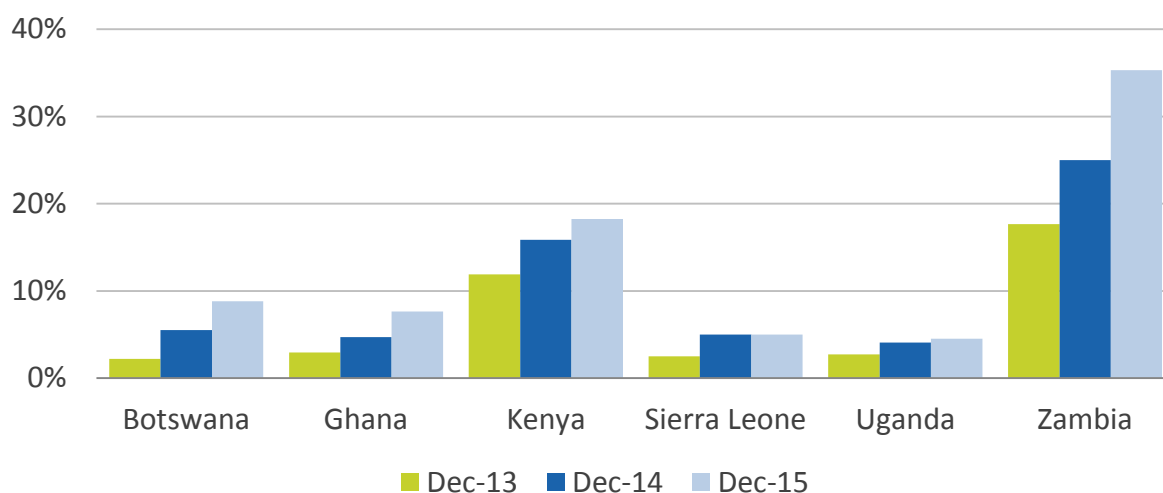
## Email subscriber coverage in six Sub Saharan African countries

Approximate<sup>1</sup> percentages of key ophthalmic personnel in six African countries who have subscribed to the journal's email newsletter.

### *Ophthalmologists/cataract surgeons*



### *Ophthalmic clinical officers/Ophthalmic nurses*



<sup>1</sup> Figures for the email newsletter subscriber database are incomplete and rely on self-reporting. Ophthalmic personnel numbers for each country are from [Mapping Human Resources for Eye Health in Sub-Saharan Africa Country Factsheets](#) *Community Eye Health Journal*, International Centre for Eye Health, LSHTM, Keppel Street, London, WC1E 7HT UK

## Most popular articles: International edition, 2015

Article title (year published)	Page views (change on 2014)
How to test for the red reflex in a child (2014)	15,100 (+2,167%)
Visual field testing for glaucoma – a practical guide (2012)	10,675 (+31%)
How to test for a relative afferent pupillary defect (RAPD) (2012)	6,954 (+9%)
Post-operative management of trabeculectomy in the first three months (2012)	6,333 (+65%)
Visual fields interpretation in glaucoma: a focus on static automated perimetry (2012)	3,854 (+45%)
Managing eye health in young children (2010)	3,471 (+30%)
The optic nerve head in glaucoma (2012)	3,098 (+13%)
Corneal blindness: prevention, treatment and rehabilitation (2009)	2,587 (+134%)
The eye signs of vitamin A deficiency (2013)	2,573 (+29%)
The next step: detailed assessment of an adult glaucoma patient (2012)	2,546 (-20%)
Communication and effective teaching (2000)	2,277 (+2%)