Community Eye Health Journal: Web analytics 2015

Trend: Number of website users 2011-2015

![Bar chart showing website usage from 2011 to 2015.](chart.png)

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)

![Bar chart showing website visits by region.](chart.png)

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

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

CEHJ Facebook fans by region, Jan 2016

Community Eye Health Journal, International Centre for Eye Health, LSHTM, Keppel Street, London, WC1E 7HT UK
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

Approximate¹ percentages of key ophthalmic personnel in six African countries who have subscribed to the journal’s email newsletter.

**Ophthalmologists/cataract surgeons**

![Graph showing email subscriber coverage for six Sub Saharan African countries over three time periods (Dec-13, Dec-14, Dec-15).]

**Ophthalmic clinical officers/Ophthalmic nurses**

![Graph showing email subscriber coverage for six Sub Saharan African countries over three time periods (Dec-13, Dec-14, Dec-15).]

¹ 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](#).
**Most popular articles: International edition, 2015**

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