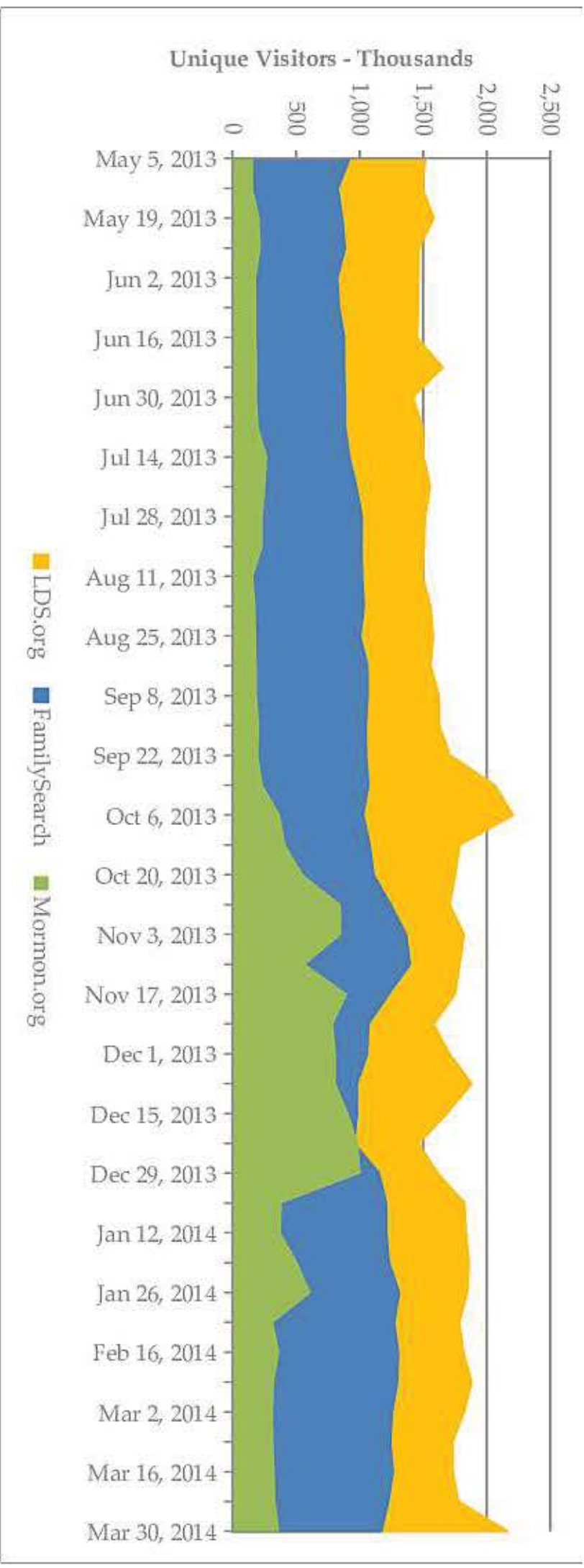
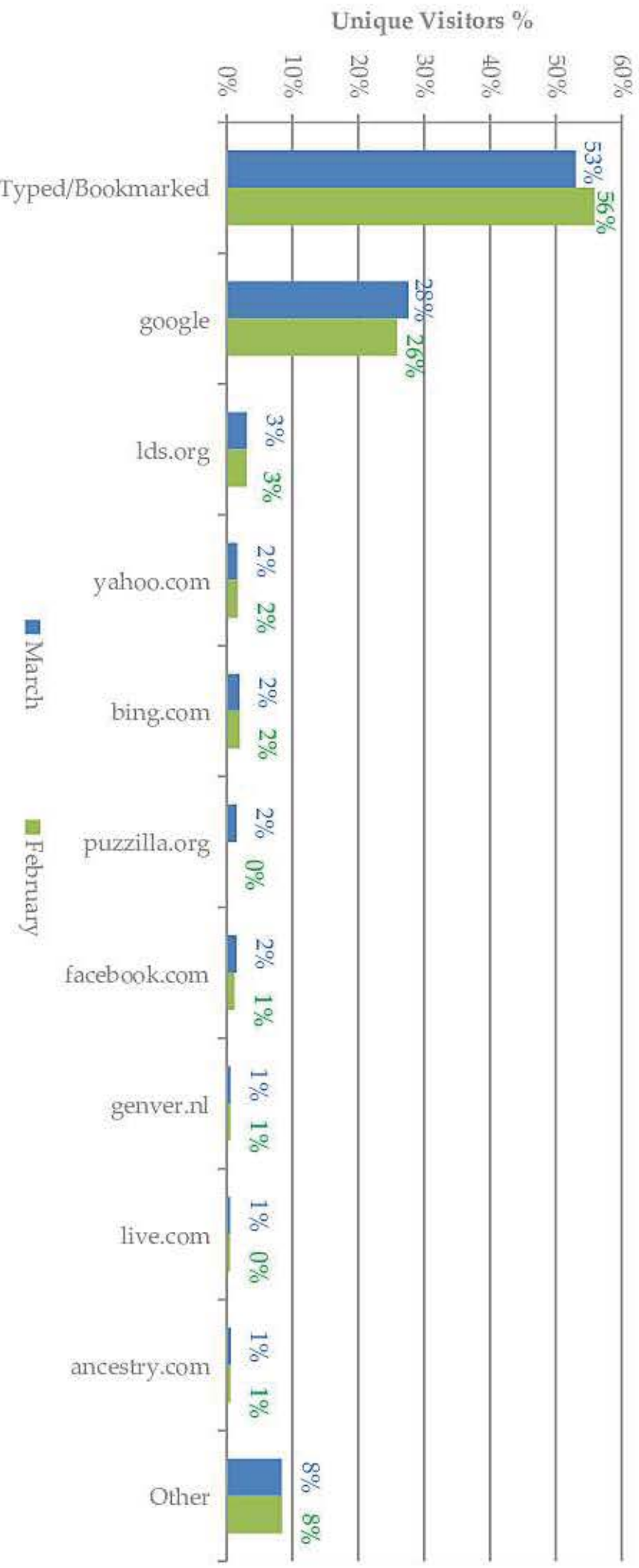


# Website Metrics March 2014

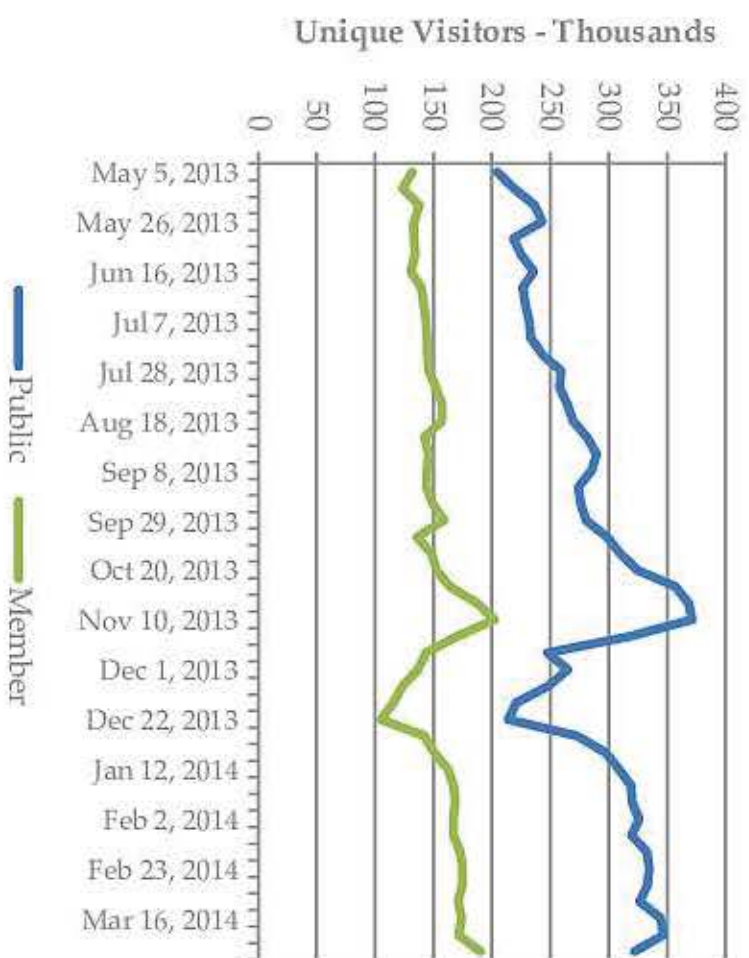
## Weekly Comparison of Selected Church Sites



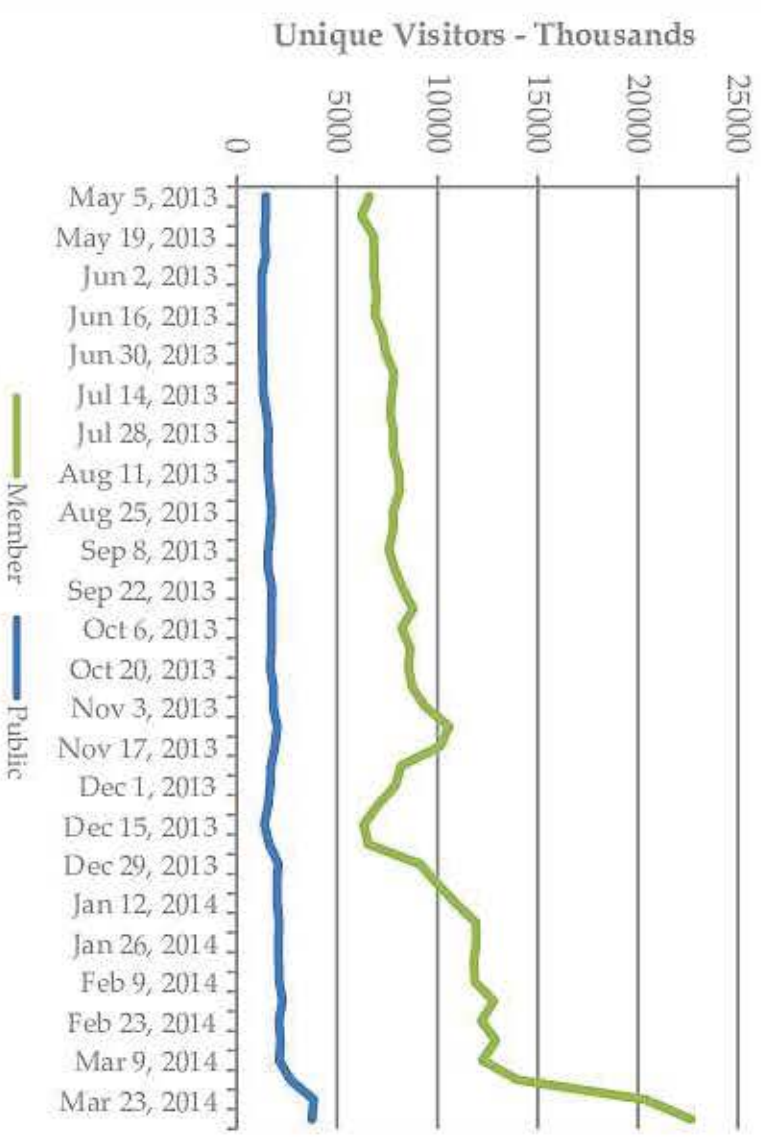
## Top 10 Ways Users Accessed FamilySearch Homepage



## FamilySearch Member/Public\*



## FamilyTree Member/Public\*

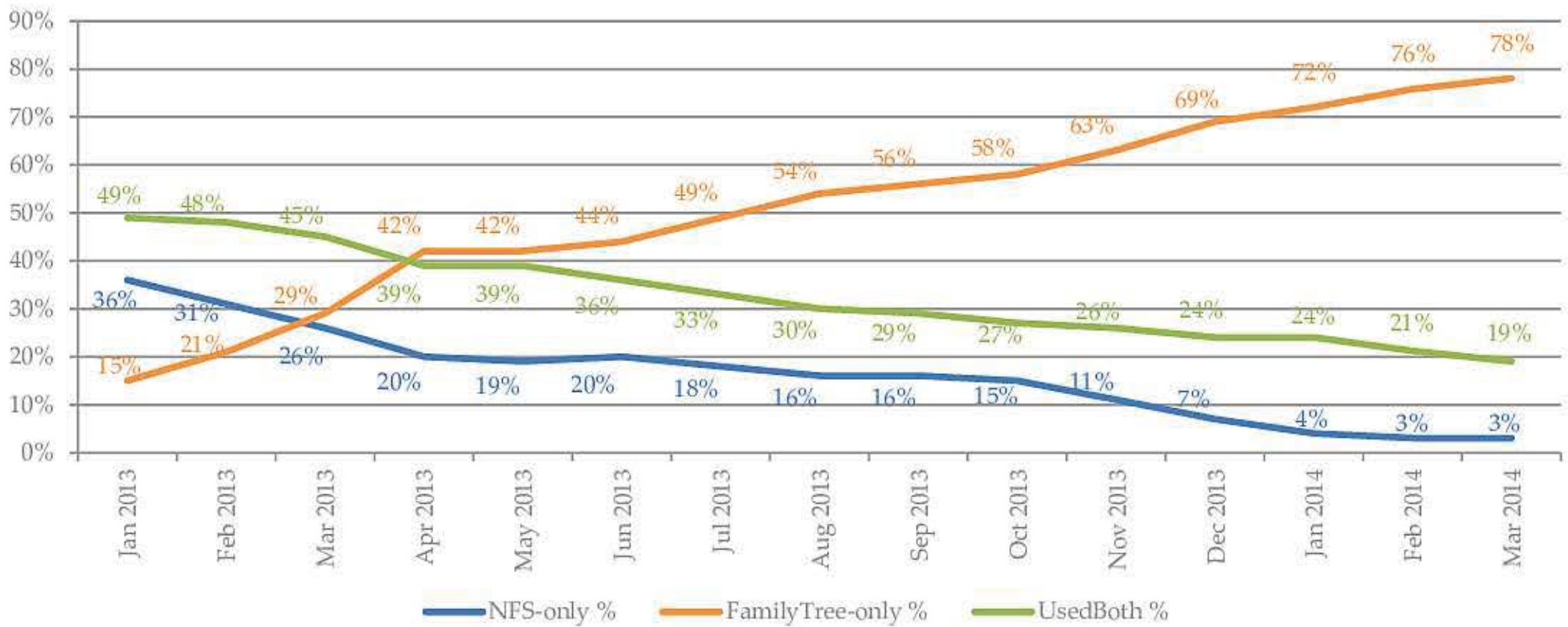


\*Public includes users who at registration selected Non-Member, and Members w/o MRN so they are designated as low-confidence members.  
Confidential (internal use only)

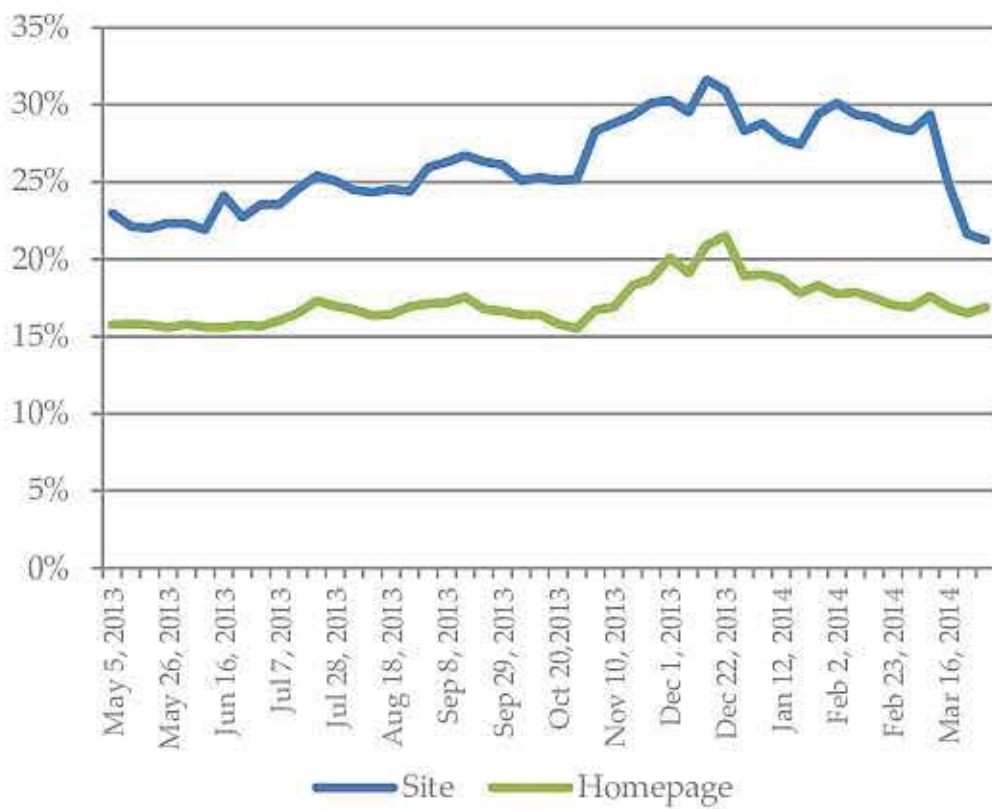
March 2014



## nFS and FamilyTree Usage



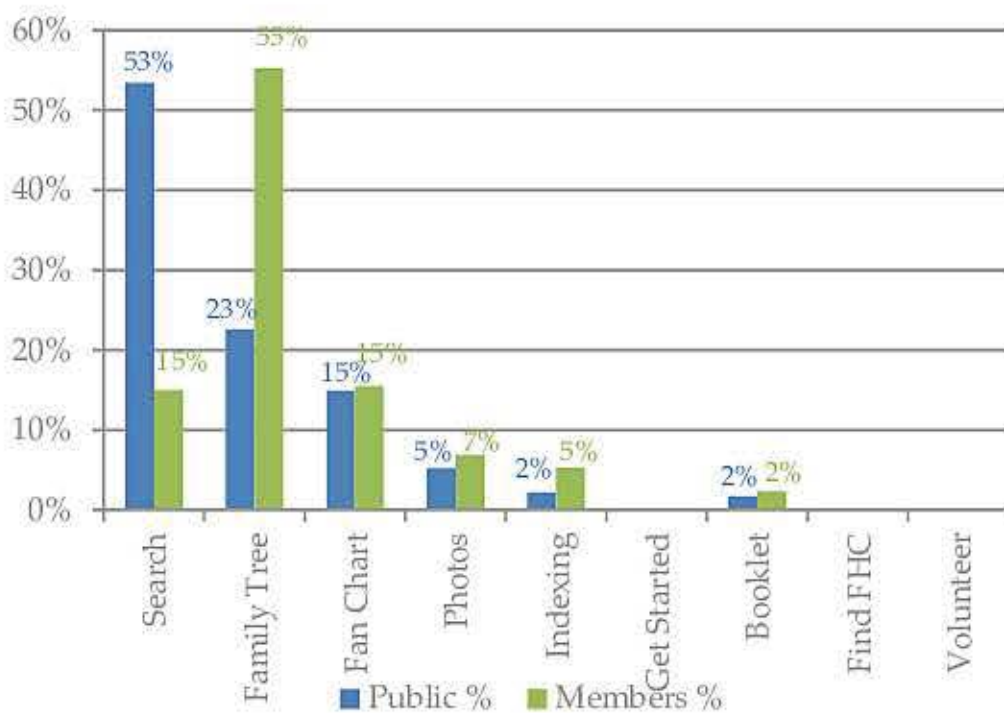
## FamilySearch Website Bounce Rate



## FamilySearch Monthly Registrations\*



## FamilySearch Homepage March Clicks



## FamilySearch Visits Breakdown



\* note: FamilySearch Monthly Registrations is sourced from actual registrations, not Omniture.