



2020 ANALYTICS

WEBSITE & SOCIAL MEDIA



Website goals

Educate and inform: Help audience better understand a particular issue/topic.

Create individual connections: Motivate the audience to care more about a particular issue/topic.

Push to action: Encourage the audience to do something or change a particular behavior.

Website audiences

Interested public

Those who have identified reasons that the Chesapeake Bay is important to them as an individual. Members of the interested public recognize a connection between the values of the Bay and their own personal interests.

Educators

Students (grades K through undergraduate) are an important subset of the interested public. This group is particularly active in its pursuit of Bay-related information and may be more technologically savvy.

Internal/Partners

Partner organizations and employees of the Bay Program who need information about our work, meetings, and project progress.

“Your website is the center of your digital ecosystem, like a brick and mortar location, the experience matters once a customer enters, just as much as the perception they have of you before they walk through the door.”

- Leland Dieno

—
3,165,068

2019 page views



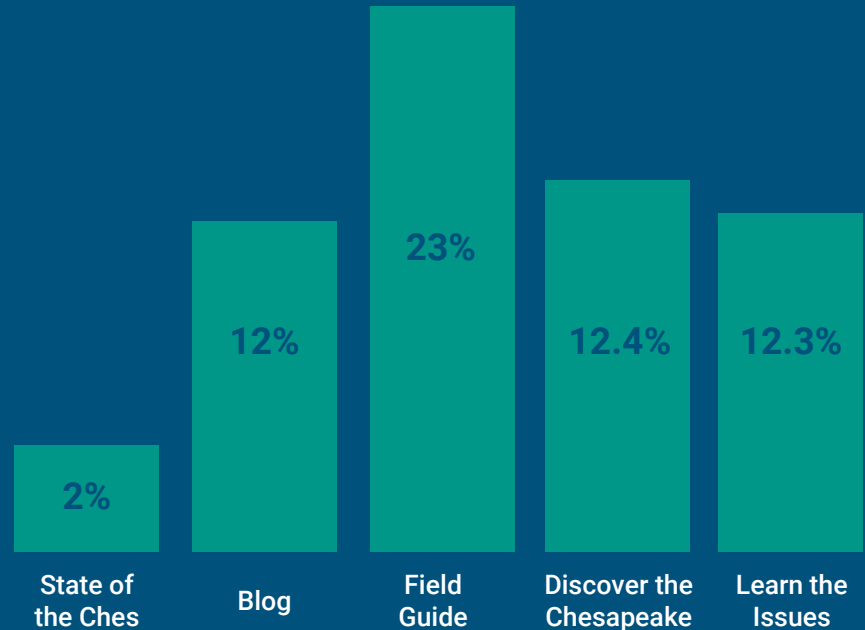
—
2,962,025

2020 page views



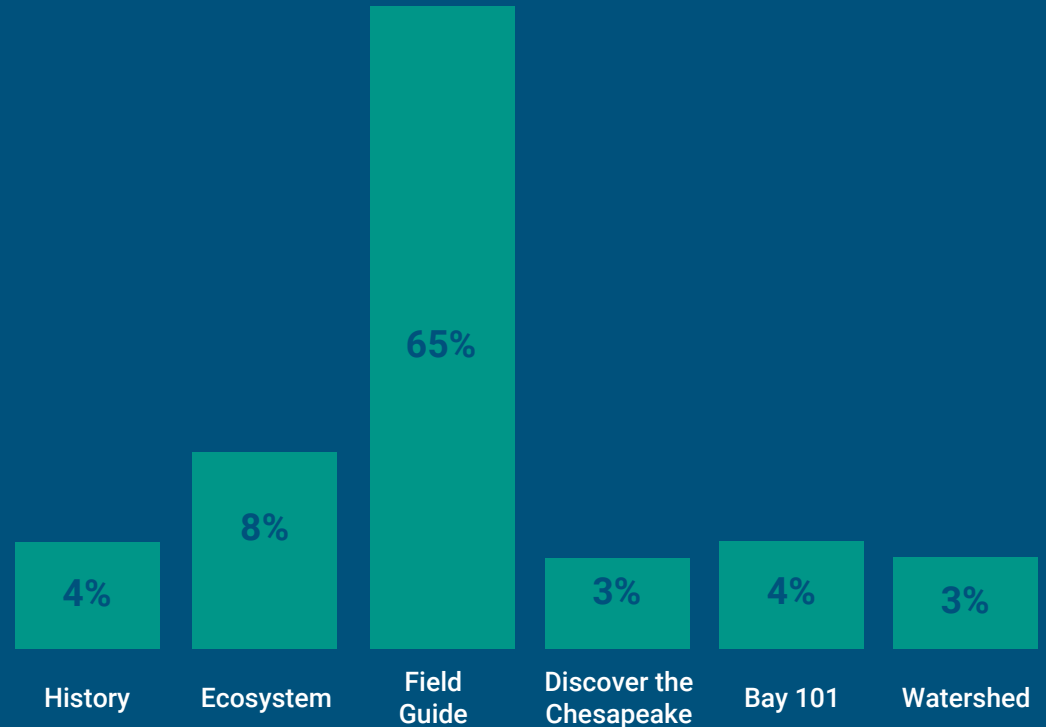
Percentage of views

- 23% on the Field Guide
- 12.4% on Discover the Chesapeake
- 12.3% on the Learn the issues
- 12% on the Blog
- 2% on State of the Chesapeake



Discover the Chesapeake

- 64.72% on the Field Guide
- 8.13% on Ecosystem
- 4.24% on History
- 3.57% on Bay 101
- 3.36% on Watershed
- 3.26% on Facts and Figures





Top performing pages

23%

Field Guide

2019

Black rat snake: 35,213

2020

Eastern garter snake: 55,975

Black rat snake: 45,501

Northern snakehead: 18,917

Google search results for "eastern garter snake".

Search results: About 2,350,000 results (0.58 seconds)

Source: srelherp.uga.edu › snakes › thasir

Species Profile: Eastern Garter Snake (Thamnophis sirtalis ...)
Eastern Garter Snake (Thamnophis sirtalis) · Description: Thamnophis sirtalis is usually 18 – 26 in (45.7 – 66 cm) long, but occasionally reaches lengths up to 49 in ...

People also ask

- Are eastern garter snakes dangerous?
- Are garter snakes good to have in your yard?
- Are garter snakes aggressive?
- Where do eastern garter snakes live?

[Feedback](#)

Source: en.wikipedia.org › wiki › Eastern_garter_snake

Eastern garter snake - Wikipedia
The eastern garter snake (Thamnophis sirtalis sirtalis) is a medium-sized non-venomous snake indigenous to North America.
Species: *T. sirtalis* Phylum: Chordata
Genus: Thamnophis Subspecies: *T. s. sirtalis*
[Taxonomy and etymology](#) · [Distribution and habitat](#)

Source: www.virginiaherpetologicalsociety.com › snakes › easte...

Eastern Gartersnake - Virginia Herpetological Society
Eastern Gartersnake Thamnophis sirtalis sirtalis. The Official State Snake of Virginia. ** Harmless **. Common Name: Eastern Gartersnake. Scientific Name:

Source: www.chesapeakebay.net › fieldguide › critter › eastern...

Eastern Garter Snake | Chesapeake Bay Program
Adult eastern garter snakes grow to 18 to 26 inches long with keeled (ridged) scales and variation in their coloration and patterns. Their backs are dark brown, ...

13%

Discover the Chesapeake

2019
Watershed: 55,706

2020
Watershed: 34,059

The screenshot shows a Google search interface for the query "chesapeake bay watershed". The search results include a grid of four satellite and map images, a text description of the drainage basin, a link to the official website, and a "People also ask" section with four questions.

Google chesapeake bay watershed

Search filters: All, Images, Maps, News, Videos, More. Settings, Tools.

About 1,540,000 results (0.44 seconds)

Chesapeake Bay drainage basin

The **Chesapeake Bay watershed** spans more than 64,000 square miles, encompassing parts of six states—Delaware, Maryland, New York, Pennsylvania, Virginia and West Virginia—and the entire District of Columbia. ... The land-to-water ratio of the **Chesapeake Bay** is 14:1—the largest of any coastal water body in the world.

www.chesapeakebay.net > discover > watershed

[Watershed | Chesapeake Bay Program](#)

Feedback

People also ask

- Why is the Chesapeake Bay watershed important? ▾
- Which watershed drains into the Chesapeake Bay? ▾
- What is wrong with the Chesapeake Bay watershed? ▾
- Where does the Chesapeake Bay watershed start? ▾

Feedback

12%

Learn the Issues

2019:
Blue crabs: 32, 673

2020:
Blue crabs: 28,539;
Invasive species: 24,047;
Oysters: 22,400;
Air pollution: 19,208;
Stormwater runoff: 14,570

Google search results for "Blue crabs".

en.wikipedia.org › wiki › Callinectes_sapidus ▾
Callinectes sapidus - Wikipedia
Callinectes sapidus the **blue crab**, **Atlantic blue crab**, or regionally as the **Chesapeake blue crab**, is a species of crab native to the waters of the western Atlantic ...
Species: *C. sapidus* Family: **Portunidae**
Kingdom: **Animalia** Class: **Malacostraca**
Description · Ecology · Life cycle · Commercial importance

www.chesapeakebay.net › fieldguide › critter › blue_crab ▾
Blue Crab | Chesapeake Bay Program
The **blue crab** is a swimming crustacean with bright blue claws and an olive green shell. It is one of the most recognizable species in the Chesapeake Bay.

www.chesapeakebay.net › issues › blue_crabs
Blue Crabs | Chesapeake Bay Program
Why are **blue crabs** important? · **Blue crab** larvae are part of the Bay's planktonic community, serving as ...
Jun 25, 2014

www.crabdynasty.com › products › c1-Live-Hard-Crabs ▾
Live Maryland Crabs | Blue Crabs Shipped Online | Crab ...
When you order live Maryland crabs from Crab Dynasty, each **blue crab** is caught fresh from the Chesapeake Bay. Each hard crab is then inspected, and ...
Steamed Hard Crabs · Soft Shell Crabs · Live Lobster

www.nwf.org › Wildlife-Guide › Invertebrates › Blue... ▾
Blue Crab | National Wildlife Federation
Also known as the Chesapeake **blue crab** or the Atlantic **blue crab**, these **crabs** are strong swimmers—largely due to their fifth pair of legs, which are shaped like paddles. They are striking to spot with their often bright-**blue** claws and olive-colored carapace (shell).

www.nationalgeographic.com › animals › invertebrates ▾
Blue Crab | National Geographic
Blue crabs are found in brackish coastal lagoons and estuaries from Nova Scotia, through the

12%

Blog

2019:

Are there sharks in the Chesapeake Bay?: 23,740

2020:

Are there sharks in the Chesapeake Bay? 14,599

10 invasive species of the Chesapeake Bay? 9,838

Owl myths to keep you up at night 9,687

Is the Chesapeake Bay fresh or salty? 7,700

Why is the Chesapeake Bay so important 5,267

The screenshot shows a Google search page for the query "are there sharks in the chesapeake bay". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar, there are navigation tabs for "All", "Images", "News", "Videos", "Maps", and "More". The search results show "About 789,000 results (0.46 seconds)".

The first result is a featured snippet from the Chesapeake Bay Program. The text reads: "According to the Chesapeake Bay Program, there are at least 12 species of sharks found in the Bay. While some are quite abundant, others are very rare. The five most common sharks in the Bay include the sandbar shark, bull shark, sand tiger shark, smooth dogfish, and spiny dogfish." To the right of this text is a small image of a shark swimming underwater. Below the text is the date "Aug 11, 2020" and a link to the source: "www.cbf.org › blogs › save-the-bay › 2020/08 › are-ther...". The link text is "Are There Sharks in the Chesapeake Bay? - Chesapeake Bay ...".

Below the featured snippet is a "People also ask" section with four questions, each with a dropdown arrow: "Is it safe to swim in the Chesapeake Bay?", "Are there great white sharks in the Chesapeake Bay?", "Are there alligators in the Chesapeake Bay?", and "Are there bull sharks in Maryland?".

At the bottom of the page, there is another search result from "www.chesapeakebay.net › news › blog › are_there_sha...". The link text is "Are there sharks in the Chesapeake Bay? | Chesapeake Bay ...". Below the link is the date "Aug 4, 2010" and a summary: "The Chesapeake's most common sharks · Sandbar shark · Bull shark · Sand tiger shark · Smooth dogfish · Spiny dogfish."

2%

State of the Bay

2019:
Pollution: 14,148

2020:
Pollution: 10,532
Blue crabs: 6,436
Dead zone: 6,057
Bald eagles: 5,383
Litter: 3,735

Google search results for "pollution in the chesapeake bay".

- [www.chesapeakebay.net](#) > state > pollution
Pollution | Chesapeake Bay Program
Found in sediment and the tissues of fish and other organisms, toxic contaminants enter the water through air pollution, agricultural runoff, stormwater runoff and ...
- [www.epa.gov](#) > nutrient-policy-data > addressing-nutrie...
Addressing Nutrient Pollution in the Chesapeake Bay - US EPA
Jun 5, 2020 — Nitrogen and phosphorus have always been a part of the **Chesapeake Bay** ecosystem, but have increased to excessive levels over the last few ...
- [mde.maryland.gov](#) > TMDLImplementation > Pages
Pollution in the Bay - Maryland Department of the Environment
Jump to **Excess Nutrients Have Polluted the Chesapeake** — ... of nutrients entering the **Chesapeake Bay**. ... **Pollution** falls into one of two categories ...
- [www.baltimoresun.com](#) > news > environment > bal-po...
Pollution down, but Chesapeake Bay no healthier - yet ...
Jan 23, 2015 — Excess nutrients and sediment are among the leading causes of the bay's poor health. Nitrogen and phosphorus from sewage, farm and suburban runoff and air pollution can fuel the growth of algae blooms and formation of fish-stressing "dead zones" in the bay.
- [www.oecd.org](#) > stories > managing-nitrogen-pollution...
Managing nitrogen pollution in Chesapeake Bay - OECD Ocean
Estimated nitrogen loads in the Bay watershed decreased by 9% between 2009 and 2016. Agriculture accounts for 42% of the remaining nitrogen loads, followed ...
- [www.envirothonpa.org](#) > pdfs > WaterPollutionintheCh... PDF
WATER POLLUTION IN THE CHESAPEAKE BAY ...
in the **Chesapeake Bay**. However, excessive nitrogen and phosphorus degrade the Bay's water quality. o Nitrogen pollution is the most serious pollution problem ...
- [www.nwf.org](#) > Waters > Great-Waters-Restoration > C...
Protecting the Chesapeake Bay | National Wildlife Federation
Unfortunately, the **Chesapeake Bay** faces serious problems due to human activities, including

BLOG

2020 Articles



In 2020, we
published 139
blogs

- 29 news posts
 - 28 feature stories
 - 36 photos of the week
 - 11 list posts
 - 12 creature features
 - 8 photo essay
 - 8 restoration spotlight
 - 7 From the Field
-

Most viewed

In a two-week span



1. Three Chesapeake beaches reflect the history of desegregation in the United States (1,430)
 2. Fireflies shed light on the benefits of a natural yard (1,311)
 3. Are there dolphins in the Chesapeake Bay? (1,288)
 4. Eight springtime wildflowers you can eat (1,176)
 5. A fresh perspective on revitalizing Maryland's Eastern Shore (1,161)
 6. With fewer dams, a river near Baltimore flows more freely (1,137)
 7. Centuries-old Susquehanna petroglyphs give history a personal touch (1,122)
 8. Why is the Chesapeake Bay so important? (1,115)
 9. Eight ways to explore the Chesapeake Bay from home (1,031)
 10. Harbor seals are becoming a regular highlight of winter in the Chesapeake Bay (2,582)
-

Least viewed

In a two-week span



1. Bringing new hunters to the field (88)
 2. New statues let history stand tall (109)
 3. How local governments find a voice in Bay restoration (113)
 4. Tropical Storm Isaias reminds us what's at stake (130)
 5. Sites for outdoor activities more important than ever (131)
 6. Taking the wide view shows we're all connected (132)
 7. A Maryland farm turned writer's muse (137)
 8. Decking the halls of history (139)
 9. Remembering that 'all life is interrelated' (149)
 10. Chair, second time running! (147)
-

Most viewed

Throughout 2020



1. Are there dolphins in the Chesapeake Bay? (2,945)
 2. Three Chesapeake beaches reflect the history of desegregation in the United States (1,984)
 3. Chesapeake Bay blue crab population remains healthy and sustainable, despite population decline (1,882)
 4. Eight springtime wildflowers you can eat (1,479)
 5. Eight ways to explore the Chesapeake Bay from home (1,426)
 6. With fewer dams, a river near Baltimore flows more freely (1,386)
 7. Five species that provide a vital link in the Chesapeake Bay food web (1,369)
 8. Moths pick up the night shift (1,214)
 9. Ten Chesapeake species with unique nicknames (1,169)
 10. A ferocious predator in a small package (1,166)
-

Average page views: Topic

Wildlife: 587

History: 501

Chesapeake Health: 427

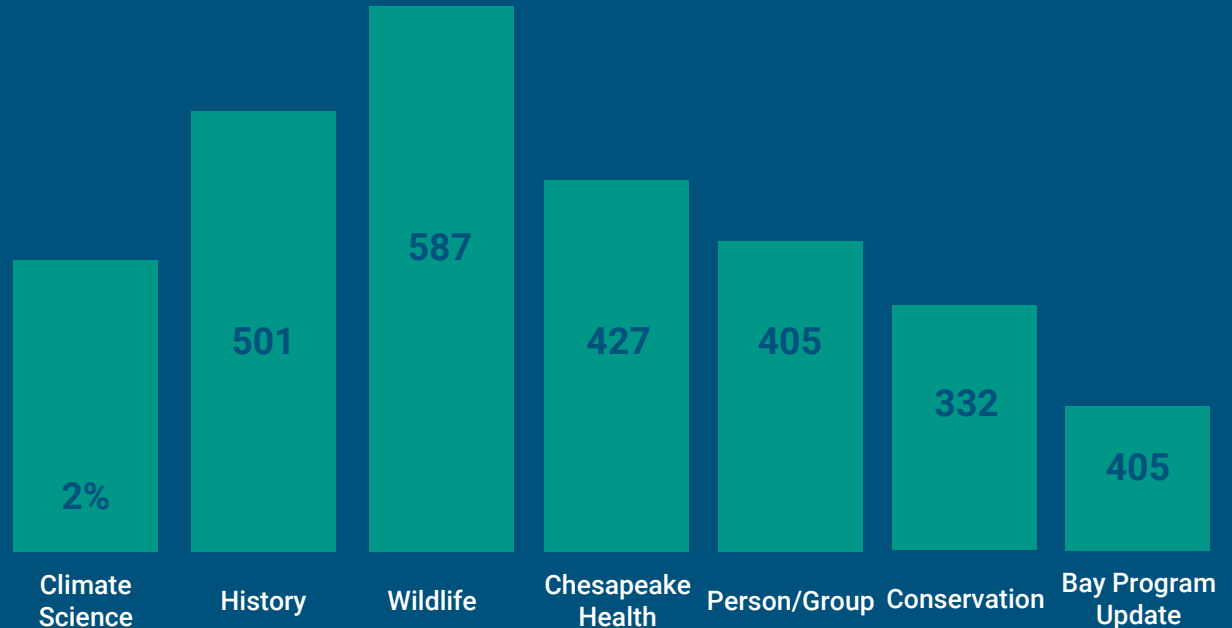
People/Group: 405

Place/Public Access: 360

Climate science: 356

Conservation: 332

Bay Program update: 268



Average page views: Content

List: 530

Restoration spotlight: 528

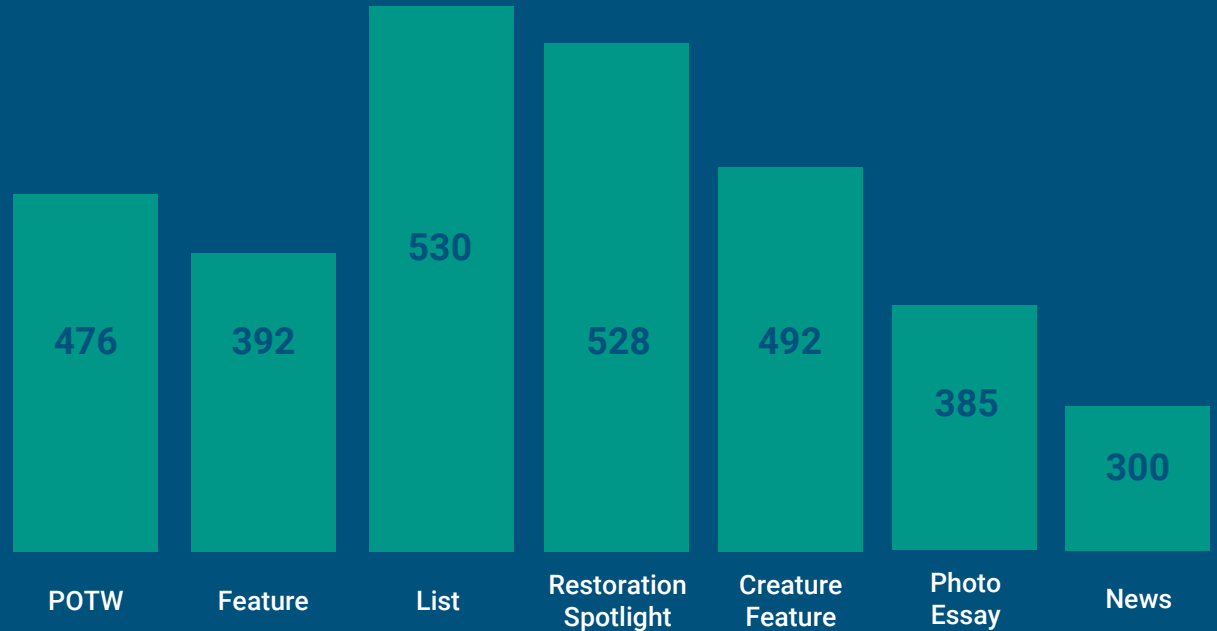
Creature Feature: 492

Photo of the Week: 476

Photo Essay: 385

Feature: 392

News: 300



Average time on page: Content

News: 3:24

Photo Essay: 3:41

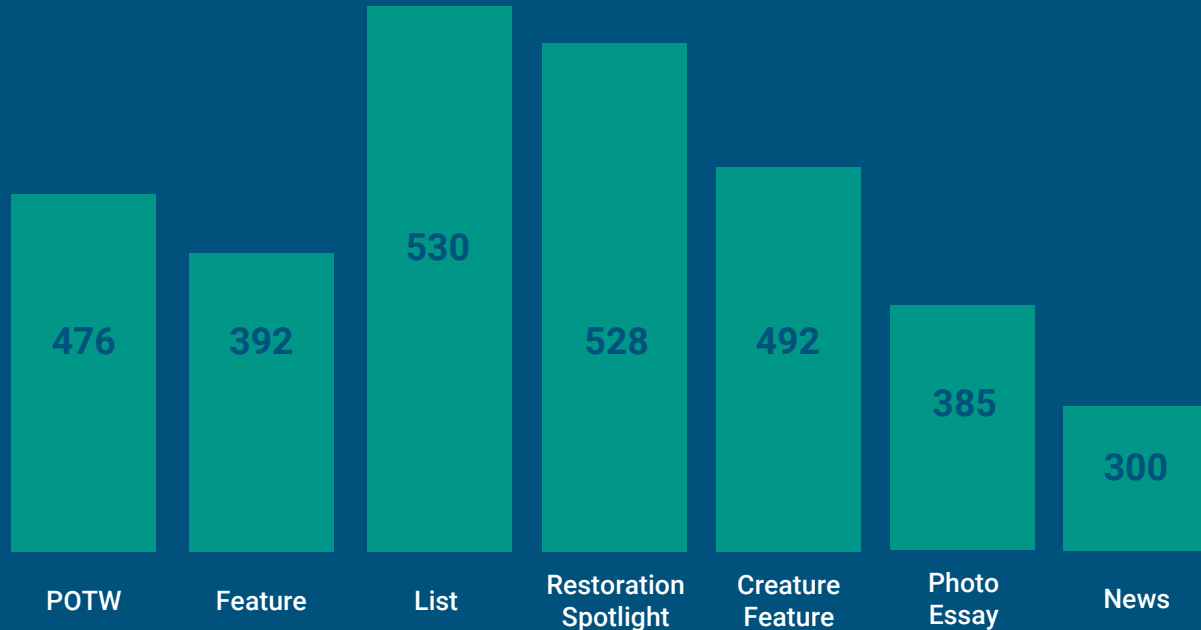
Feature: 3:46

Creature Feature: 2:45

Photo of the Week: 3:21

List: 3:14

Restoration spotlight: 3:68



	January 1	December 31	% Increase
Facebook	8933	10,909	22%
Twitter	12,248	13,098	7%
Instagram	6055	8295	37%

Thank you!

Jake Solyst | jsolyst@chesapeakebay.net