

FULLER Studio Website Traffic Report

DECEMBER 2020 (DATA COLLECTED FOR THE MONTHS OF OCTOBER AND NOVEMBER, 2020)

As FULLER studio's reach continues to expand, we would like to give regular updates (every other month) to the wider Fuller community about what topics our audience is interested in, what search queries are expanding our audience, and where our audiences are located around the world. We hope that having this information regularly available will help us all focus our efforts as we work together to provide "an indispensable formation education for diverse Christian leaders everywhere." This data is based on analytics gathered during the months of October and November, 2020.

Most Popular Search Topics on FULLER studio

Using the built in search function on FULLER studio, visitors searched for 1322 distinct topics in October and November of 2020 (789 in the previous reporting period). The top ten search terms were:

1. Advent
2. Bono
3. Introductions to the Books of the Bible
4. Race
5. Technology
6. Ray Anderson
7. Chaplaincy
8. Homosexuality
9. The Dark Knight
10. Is there a Hell?

Emerging Areas of Interest

The following ten items represent what we see as emerging areas of interest among our audience. These ten terms rose to the top 25 search terms during these two months and were not in the top 25 during the previous four months.

1. Advent
2. Technology
3. Ray Anderson
4. Chaplaincy
5. Homosexuality
6. The Dark Knight
7. Is there a Hell?
8. Psalms
9. Ethics
10. Singleness

Most Popular Organic Search Queries (amalgamated)

The following list is a synthesization of the 10 most frequent of the 44,491 distinct search terms people used on Google to find FULLER studio in October and November of 2020 (46,022 in the previous reporting period). Organic search accounted for 874,849 organic impressions during those months (853,354 in the previous reporting period). (An impression is a single instance of Google offering one of our pages to a user.)

1. Sexuality and Superheroes
2. Christianity and Dinosaurs
3. Islam and Christianity
4. Relational Stress
5. Christus Victor
6. Evelyn Underhill
7. Church Politics
8. Charismatic vs Pentecostal vs Evangelical
9. FULLER studio (magazine/books of the bible/etc.)
10. Laudato Si Reflection

Most Popular Pages (non-landing)

We had 74,093 total page views during October and November of 2020 (76,026 in the previous reporting period). These are the ten most popular non-landing pages. If we included landing pages, the home page, the Introductions to the Bible page, and the Conversing home page would have made this list.

1. [What Should I Say about Dinosaurs? A Christian Physicist Reflects on the Origins of Life](#)
2. [Insha Allah \(إن شاء الله\): A Critical, Contextual, and Comparative Understanding](#)
3. [Evangelicals, Pentecostals, and Charismatics: A Difficult Relationship or Promising Convergence?](#)
4. [Superhero Sex: Depictions of Sexuality in Superhero Films](#)
5. [Christus Victor: The Salvation of God and the Cross of Christ](#)
6. [Bono and Eugene Peterson on the Psalms](#)
7. [Relational Stress in the Workplace](#)
8. [Shalom As Wholeness: Embracing the Broad Biblical Message](#)
9. [The Spirituality of St. Francis of Assisi](#)
10. [What are Human Beings? Perspective from Science and Scripture](#)

Locations

In October and November of 2020, we were visited by people from 183 different countries. (There are 193 countries in the world. We'll get those other ten eventually.) These are the top-serving cities both worldwide and domestically.

CITIES - GLOBAL

1. Los Angeles/Pasadena
2. Quezon City
3. Singapore
4. New York City
5. London
6. Chicago
7. Sydney
8. Beijing
9. Kuala Lumpur
10. Dallas

CITIES - DOMESTIC

1. Los Angeles/Pasadena
2. New York City
3. Chicago
4. Dallas
5. Houston
6. Seattle
7. Washington D.C.
8. Atlanta
9. Phoenix
10. San Diego

Notable Trends

Finally, the following list consists of material we've gleaned recently from various sources outside of our own website traffic data related to trends we think might be pertinent to Fuller's work. This information is based on reports from internet marketing and social media companies as well as from general Google search data. All of this data is worldwide.

Events and Media - This information was gathered from Facebook's regular IQ Report.

- Facebook reports that people really, really miss attending live events. They expect an uptick in in-person event attendance once the COVID-19 pandemic is under control.
- Facebook also reports that people enjoy hybrid events that include both in-person and digital elements. They expect to see an influx of platforms making that sort of thing easier and more engaging in the coming year.
- Because more and more companies are fronting diversity in their advertising content, it is becoming much more glaring when an organization doesn't show diversity in its content. People aren't comparing organizations to the organization's past. They are comparing it to other organizations' present.
- As foreign content becomes more integrated into the American marketplace, Americans are becoming more likely to seek out international content in their media and information diets. Facebook expects international partnerships to increase as outlets look for ways to bolster their non-American offerings.
- People don't mind algorithmic recommendations as long as they know there is a human working alongside the algorithms. They like a mix, especially if they trust the brand.

Christianity and...

- The most common additional search queries alongside Christianity all deal with comparing Christianity to other religions. In order of results, searchers look to compare Christianity to Islam, Judaism, Buddhism, and Hinduism.
- Emerging topics of interest during the reporting period among people who were interested in Christianity in general included edicts, the diaspora, the Gospels, monks, and science.

Seminary and...

- During the reporting period, the metro areas where people searched for "seminary" most often were:
 - a. Chicago
 - b. Dallas/Ft. Worth
 - c. Washington D.C.
 - d. Philadelphia
 - e. San Francisco/Oakland/San Jose
 - f. Atlanta
 - g. New York City
 - h. Boston
 - i. Los Angeles

Contrary to the rumors, no, the mirror monolith popping up around the world isn't a FULLER studio marketing scheme for FULLER NEXT. The campaign will not end with our president emerging from the monolith to declare, "Welcome to FULLER NEXT - the dawn of a new age!"