

online CAMPUS MEDIA

The University of York's two newspapers, Nouse and York Vision, have a fierce rivalry on campus, but the largest readership is online...



This infographic uses data collected by Alexa.com to reveal the differences between the papers' digital forms.

Using some of the data it collects, Alexa.com ranks websites.

← IMPORTANT

Ranks are calculated using a combination of average daily visitors and pageviews.

This allows us a Nouse vs. Vision comparison like no other. (No danceoffs, just cold hard facts please)

Bouncing

A "bounce" occurs when a user visits a site, but only logs a single pageview. This means that they leave without clicking anything else.

80%

of visits to Nouse are bounces.

72%

of visits to Vision are bounces.

"Using the data collected, we can see that Nouse is vastly superior to its York Vision rival online, with Nouse being ranked around 1.5 million places above York Vision."

Pageviews

The average user looks at 1.4 pages on their visit to YorkVision.co.uk

At Nouse.co.uk, the average visitor only looks at 1.2 pages.

INTERNATIONAL ALEXA RANKINGS

NOUSE

Nouse.co.uk

Alexa Ranking: 617,421

Alexa Ranking: 2,141,409

VISION

YorkVision.co.uk

Both sites have a larger amount of female visitors than male, but Vision's female readership is disproportionately higher.

Fresh, engaging content will keep a user on a site for longer.

1:53

1:24

Time Spent on Site

The average user spends around 2 mins on YorkVision.co.uk

The average visitor to Nouse.co.uk spends about 30 seconds less, leaving after 1.5 mins.



BBC

The Student Store

The Register

Sites Linking In

A good measure of a site's reputation is the amount of other sites that link into it.

zoso's blog

YSTV

Vision 25

123 people

theguardian

The University of York

Technorati

Nouse

The Times of India

147

Search Analytics

People found Nouse and Vision using these search terms...

failed freshers
 "spürte ich einen klimax"
 modafinil YORKVISION floxx
 no use site NOUSE serbian
 yellow moon porn

Translation

NB: Some of these people may have been disappointed

34%

of traffic over the last 3 months to Nouse came from Search Engines

36%

of traffic over the last 3 months to Vision came from Search Engines

51,416

RANK

UK Ranking

A measure of popularity in the UK, using the Alexa ranking system (see top-left).

There is around a 100,000 place gap between Nouse and Vision in the UK ranks.

158,466

RANK

NOUSE

Weirdly, YorkVision.co.uk is ranked 71,705 in the Philippines...