





## Aims and methods

- Objective: To know the impact and acceptance of the electronic journal “Evidencias en Pediatría”  
[www.aepap.org/evidpediatr](http://www.aepap.org/evidpediatr)
- Methods
  - Google analytics
  - Survey to subscribers e-TOC
  - Profession
  - Setting
  - Information source
  - Favourite section
  - Opinion



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Taormina (Italy), 28th October - 1st November, 2009



## Results: Analysis of the site

- Period of time studied (8 Sept 2007/8 May 2009)
- Number of total visits
  - Returning visitors
    - Number of pages per visit
    - Time per visit
    - Bounce rate
    - Key words
    - Source of traffic
    - Geographic origin

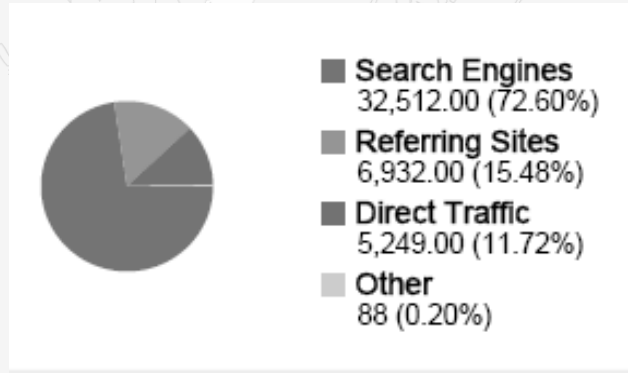


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Results: Analysis of the site				
Site Usage				
Total visits	Pages/visit	Avg. Time on Site	% New visits	Bounce Rate
379,955	1.47	00:00:55	88.15%	84.98%
Returning Visitors				
45,055	2.42	00:02:20	0.00%	66.80%

Key words used by returning visitors				
Keyword	Visits	Pages/Visit	Avg. Time on Site	Bounce Rate
evidencias en pediatria	854 ±19%	7.42	00:13:35	12.67%
aepap	621 ±22%	4.48	00:04:02	31.19%
tipos de sueros	562 ±17%	1.20	00:00:56	83.78%
reuteri	463 ±18%	1.39	00:00:44	82.38%
reuteri gotas	208 ±28%	1.59	00:01:15	80.00%
tipos de suero	197 ±30%	1.16	00:01:04	91.35%
importancia de la salud	174 ±32%	1.11	00:00:52	80.43%
plagiocefalia	153 ±29%	2.06	00:01:34	69.14%
rinovirus	150 ±34%	1.13	00:00:20	94.94%
evidencia en pediatria	129 ±31%	4.09	00:03:10	17.65%
evidencias	123 ±29%	5.05	00:04:49	23.08%
evidencias pediatria	112 ±47%	6.61	00:06:42	20.34%
aepap.org	110 ±36%	5.88	00:07:00	31.03%
evidencias en pediatria	96 ±52%	7.14	00:09:40	5.88%
pediatria basada en la evidencia	87 ±60%	5.57	00:05:21	15.22%

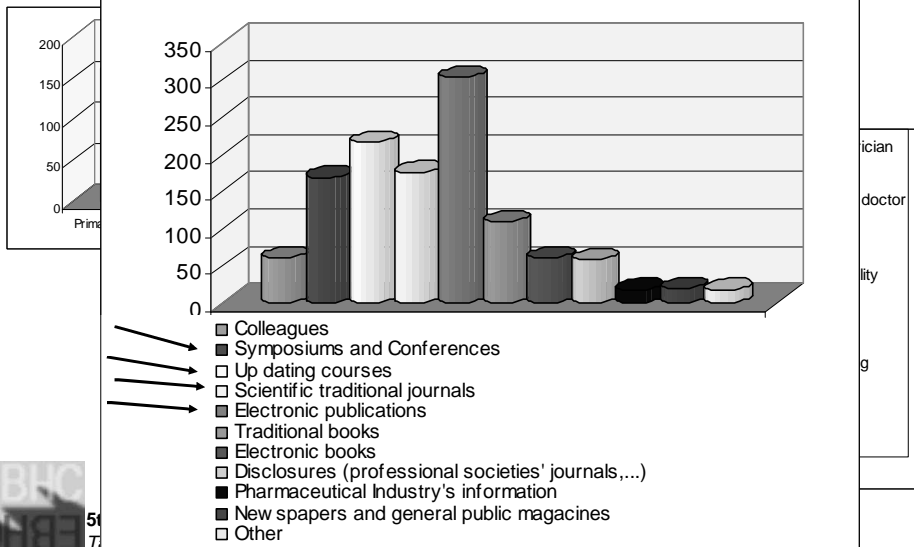
### Traffic source: Returning visitors



45,023 visits came from 74 countries/territories in the "Returning Visitors" segment

### Results: Survey e-TOC subscribers

#### Information sources

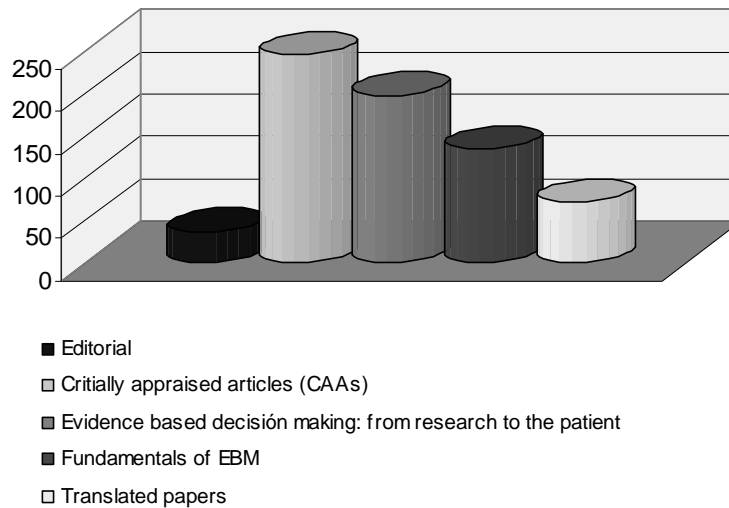


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## Results: Survey e-TOC subscribers

### Favourite sections



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## Limitations

- Analysis of the site:
  - Anonymous data not verifiable
  - Variations between analysis
- Electronic survey:
  - High non response rate
  - Impossible to audit the origin of the responses

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## Conclusions

- The average subscriber to e-TOC is:
  - Pediatrician
  - Hospital or primary care
  - First information source: electronic publications
  - Visit the site the same day
  - Find the site very or quite useful
  - Favourite section is CAA's
  
- Big number of total visits and of returning visitors
- Coming mainly from Spanish-speaking countries
- They use most often search engines
- Key word: the name of the journal generates best indicators
- First electronic journal of evidence based pediatrics in Spanish in the world [www.aepap.org/evidpediatr](http://www.aepap.org/evidpediatr)



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