

# Website trends since launch June 2023

Since launching in June 2023, the ORC website has seen steady growth in user sessions and engagement. Visitors are increasingly returning and spending valuable time on the site, showing that the content is both relevant and engaging. These trends highlight ORC's ongoing success in reaching a wider audience and encouraging meaningful interaction.

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# Website trends since launch June 2023

The report shows a continuous increase in the number of sessions, indicating that more users are discovering and frequently using the ORC website. Starting from June 2023, the number of sessions has steadily increased over time up to September 2024.

The summer period (June - September) of 2024 had an average of 31% more sessions on the website compared to the same period in 2023.

### High Engagement Rate:

The engagement rate is 62.1%, which is a very strong indicator that users are actively interacting with the content.

### Increased Session Duration:

The average session duration is just over 4 minutes (00:04:07), indicating that visitors find the content useful and take time to explore.

Total from launch June 2023 - september 2024

VISITORS  
**156 798**

SESSIONS ON SITE  
**372 571**

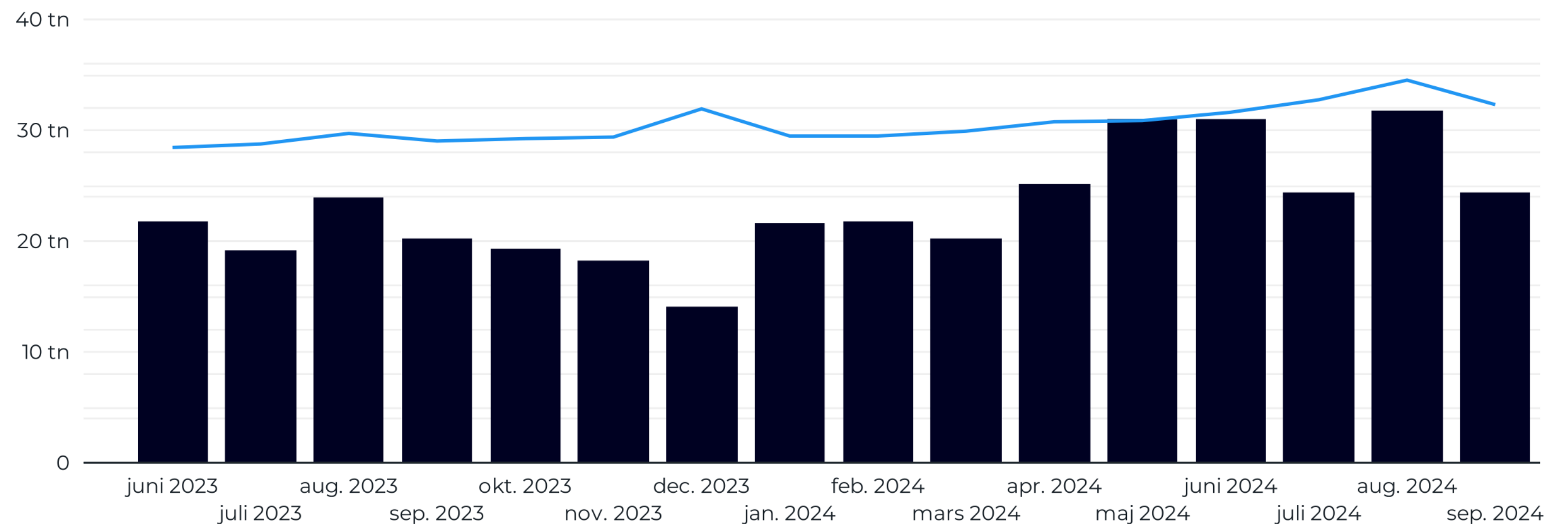
TIME ON SITE:  
**4:07**

Growth

GROWTH - VISITORS:  
**33%**  
Summer '24 vs. '23

GROWTH - SESSIONS:  
**31%**  
Summer '24 vs. '23

TIME ON SITE  
**4.05 vs 4.18**  
Summer '24 vs. '23



# Whats hot, ~~and whats not~~

## High Page Views per User:

With 4.45 views per user, the report shows that users are not only visiting the homepage but also exploring more pages. This suggests strong interest in the content and a well-structured user journey that encourages further navigation.

## Popular Landing Pages and Relevant Content:

The homepage and specific pages such as the “active certificates database” and “sailor services” are among the most popular landing pages. This shows that users are finding their way directly to the key services and resources, strengthening the site’s value as a resource for its target audience.

Total from launch June 2023 - september 2024

PAGE VIEWS

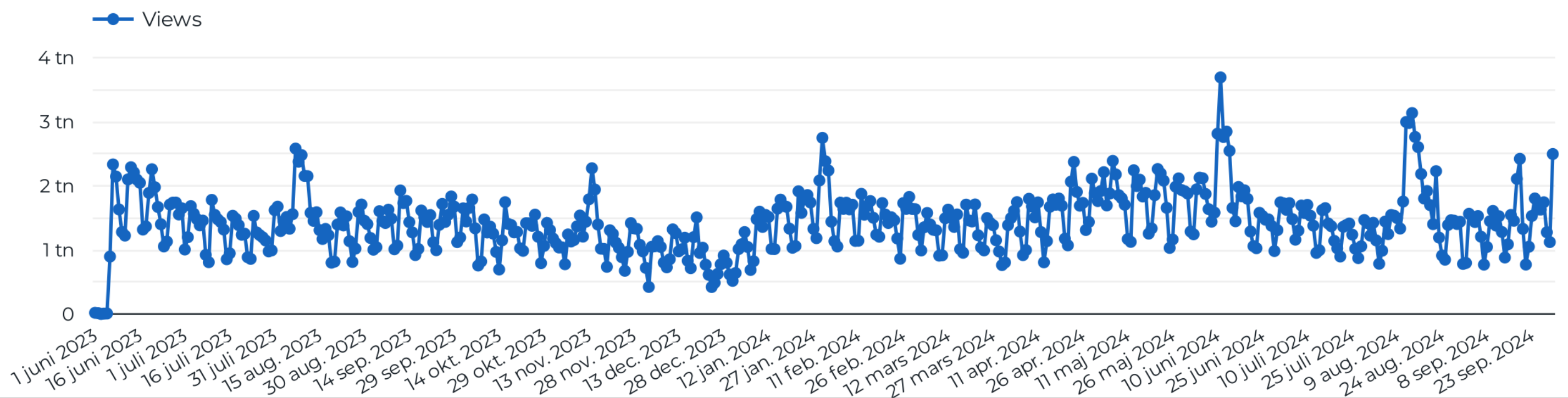
696 690

VIEWS PER USER

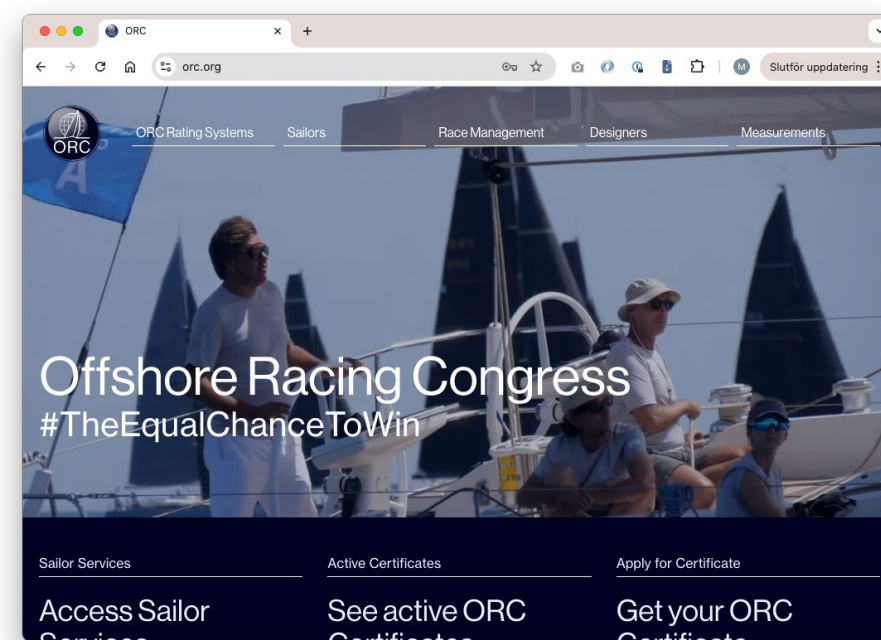
4.45

VIEWS PER SESSION

4:07



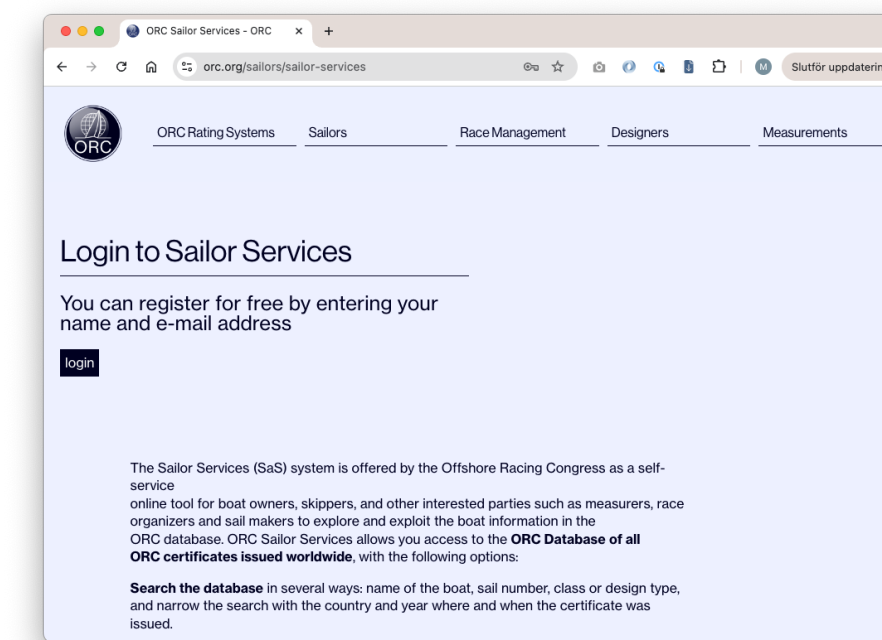
# Most visited pages:



Frontpage 229 700

Country	Certificates	Total	Last U
Argentina	All certificates ORC Standard Double Handed	168	26/10/20
Australia	All certificates ORC Standard Double Handed Non Sooner	501	30/10/20
Austria	All certificates ORC Standard Double Handed Non Sooner	60	13/10/20
Brazil	All certificates ORC Standard Double Handed	67	29/10/20
Bulgaria	All certificates ORC Standard Double Handed Non Sooner	89	18/10/20
Canada	All certificates ORC Standard Double Handed Non Sooner	83	22/10/20
Croatia	All certificates ORC Standard Double Handed Non Sooner	184	30/10/21
Cyprus	All certificates ORC Standard Non Sooner	27	23/10/20

VIEW Active Certificates 90 034



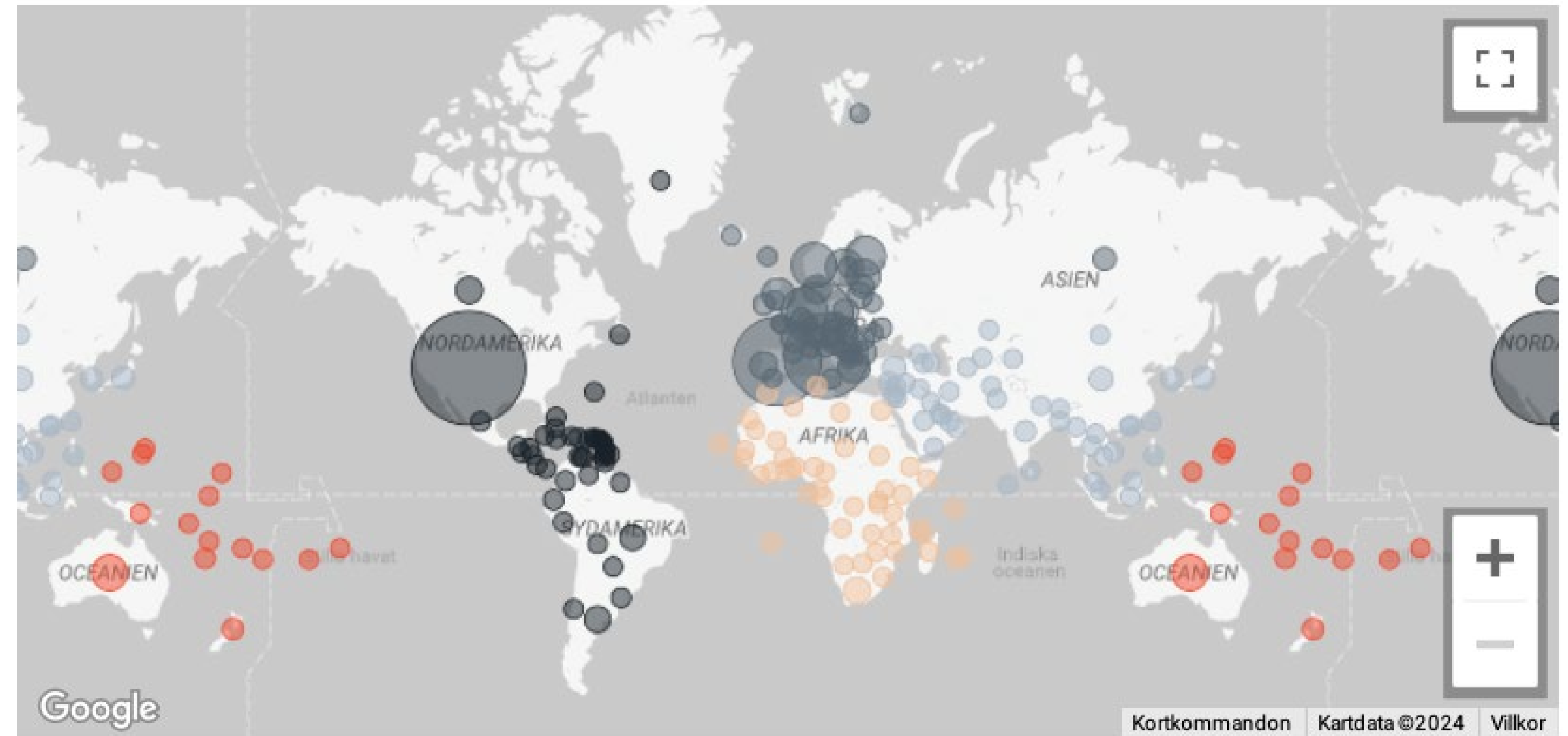
Sailor Services 33 364

# Global reach

## Geographic Reach and Potential:

The website has a broad user base, particularly from Europe and the Americas. This geographic spread provides ORC with opportunities to expand its content and offerings to better meet the needs of different regions, which can contribute to further growth.

Total from launch June 2023 - september 2024



### Sessions

1 • ● ● 59 567

### Continent

● Americas ● Europe ● Oceania ● Africa ● Asia ● (not set)

Continent	Total users	Views
1. Europe	101 507	497 383
2. Americas	37 697	135 999
3. Asia	11 138	28 662
4. Oceania	5 573	23 539
5. Africa	2 127	10 772
6. (not set)	147	335

# Website trends since launch June 2023

## Content creation:

Since the launch of the new orc.org, significant effort has gone into populating the site with valuable content to engage and inform its audience. The site now features an impressive 1,145 entries, including 297 news articles that keep readers updated on the latest developments and insights. Additionally, 244 events have been posted, offering a comprehensive overview of activities relevant to the community.

Total from launch June 2023 - september 2024

TOTAL ENTRIES

**1145**

Articles, events,  
pages, etc

NEWS ARTICLES

**297**

EVENT POSTED

**244**

## Most read articles:

ORC Weather Routing Scoring

09. Dec 2023



ORC Double-Handed World Championship 2024 in Final Preparations for the Start in Norway

08. Jun 2024



Winners declared in 114th Chicago Mackinac Race

26. Jul 2023



# Summary:

Since its launch in June 2023, the ORC website has demonstrated **robust growth and strong user engagement**, reaching a broad audience across Europe and the Americas. Core resources like the “active certificates database” and “sailor services” are effectively meeting user needs and are central to our site’s high traffic and positive feedback.

We now have a prime opportunity to elevate our brand, deepen connections with our target audience, and attract more partners and sponsors in the years ahead by fully leveraging our digital platform. By enhancing and expanding the website’s capabilities, we can position ORC as a go-to hub for sailors and sailing enthusiasts alike..

**There is significant potential for advertisers and sponsors looking to connect with sailors, both on the main site and within core service pages such as sailor services and active certificates database, positioning ORC as a valuable platform for targeted reach and continued growth.**

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