



UNT Online

UNIVERSITY OF NORTH TEXAS®
online.unt.edu

86 Online Programs

Visitors in over
**200 Countries &
over 5,000 Cities!**

Top 10 Among UNT Sites

Top UNT Sites	New Users
Studentaffairs .unt.edu	323,124
Admissions .unt.edu	241,944
Catalog .unt.edu	221,994
It.unt.edu	218,829
Registrar.unt.edu	199,417
Online.unt.edu	187,459
Cob.unt.edu	168,368
Financialaid.unt.edu	159,832
Teachingcommons.unt.edu	132,002
Music.unt.edu	121,178

#1 Among UNT College Sites

Top UNT College Sites	New Users
Online.unt.edu	187,459
cob.unt.edu	168,368
Music.unt.edu	121,178
Coe.unt.edu	107,152
Tgs.unt.edu	66,845
Hps.unt.edu	60,164
Frisco.unt.edu	57,590
engineering.unt.edu	48,918
cmht.unt.edu	18,785
ci.unt.edu	13,382

AY2021-AY2022

Top Referring Sites

Top Sources	Pageviews
Google / Organic	948,736
Unt.edu / referral	168,368
(direct) / (none)	121,178
Tgs.unt.edu / referral	107,152
Carnegie / display	66,845
Bing / organic	60,164
Google / cpc	57,590
Carnegie / ppc	48,918
Admissions.unt.edu / referral	18,785
Carousel / slide	13,382

Since Launch

2,581,371

PAGEVIEWS SINCE LAUNCH

**OVER
2.5
MILLION!**

RFIs

Since Launch
26,676!

RFIs to
Salesforce

AY 2022
9,059
AY 2021
8,112 **11.7%**



Growth AY2021 – 2022

USERS

AY 2022
290,394 **47.9%**
AY 2021
196,314

PAGEVIEWS

AY 2022
866,508 **20.1%**
AY 2021
721,426

Top Program Microsites	Pageviews
Advance Data Analytics	47,719
Sport Entertainment Management	37,337
Learning Technologies	28,407

Top Program Growth	Pageviews	%
TESOL	6,709	586%
MBA Landing Page	16,006	164%
Library Science	17,068	68%

AY 21-22 (9/1/21 – 8/31/22)

*According to Google Analytics 9-15-22

Program	RFIs
MBA	1713
Behavior Analysis	782
Advance Data Analytics	534
Library Science	486
Behavior Analysis GAC	325
HSA	303