

EFSUMB STATISTICAL ANALYSIS 02-07-2025 - 02-11-2025 [4 MONTH PERIOD] www.efsumb.org

Pages / Viewing / Dates 02 JULY 2024 – 02 NOVEMBER 2024 (4 month period)			Pages / Viewing / Dates 02 NOVEMBER 2024 – 02 March 2025 (4 month period)			Pages / Viewing / Dates 02 March 2025 – 02 July 2025 (4 month period)			Pages / Viewing / Dates 02 July 2025 – 02 November 2025 (4 month period)		
1	Home Page	755,254 (Av per month 188,813)	1	Home Page	771,114 (Av per month 192,778)	1	Home Page	808,128 (Av per month 202,032)	1	Home Page	859,848 (Av per month 214,962) Approx. 6.4% increase on previous position
2	Webinar Archive	399,119 (Av per month 99,779)	2	Webinar Archive	414,684 (Av per month 103,671)	2	Webinar Archive	429,979 (Av per month 109,994)	2	EFSUMB Guidelines & Recommendations	429,015 (Av per month 107,253) Approx. 16.2% increase on previous position
3	EFSUMB Guidelines & Recommendations	347,772 (Av per month 86,943)	3	Course Book Chapters	357,505 (Av per month 89,376)	3	EFSUMB Guidelines & Recommendations	369,203 (Av per month 92,301)	4	Webinar Archive	426,337 (Av per month 106,584) Approx. 3.1% decrease on previous position
4	Course Book Chapters	339,511 (Av per month 84,877)	4	EFSUMB Guidelines & Recommendations	352,293 (Av per month 88,073)	4	Course Book Chapters	361,438 (Av per month 90,359)	4	Course Book Chapters	374,447 (Av per month 90,359) Approx. 3.6% increase on previous position
5	Case of the Month & Archive	283,361 (Av per month 70,840)	5	Case of the Month & Archive	288,744 (Av per month 72,186)	5	Case of the Month & Archive	299,716 (Av per month 74,929)	5	Case of the Month & Archive	312,304 (Av per month 78,076) Approx. 4.2% increase on previous position
6	Euroson Schools	278,351 (Av per month 69,587)	6	Euroson Schools	284,753 (Av per month 71,188)	6	Future Webinar Events	292,208 (Av per month 73,052)	6	Future Webinar Events	307,987 (Av per month 76,996) Approx. 5.4% increase on previous position
7	Euroson Congresses	262,642 (Av per month 65,660)	7	Future Webinar Events	271,569 (Av per month 67,892)	7	Euroson Schools	290,163 (Av per month 72,540)	7	Euroson 2026 calendar event	273,648 (Av per month 68,412) NEW ENTRY
8	Future Webinar Events	246,433 (Av per month 61,608)	8	Euroson Congresses	267,369 (Av per month 66,842)	8	EFSUMB Join Us	222,632 (Av per month 55,658)	8	Euroson Congresses	238,824 (Av per month 59,706) Approx. 9.2% increase on previous position
9	EFSUMB Join Us	186,314 (Av per month 46,578)	9	EFSUMB Join Us	198,424 (Av per month 49,606)	9	Euroson Congresses	218,707 (Av per month 54,676)	9	Euroson Schools	237,641 (Av per month 59,410) Approx. 18.1% decrease on previous position
10	Student Image Challenge	176,390 (Av per month 44,097)	10	Safety Statements	132,604 (Av per month 33,151)	10	Safety Statements	148,649 (Av per month 37,162)	10	Safety Statements	172,008 (Av per month 43,002) Approx. 15.7% increase on previous position

11	Endorsed Courses	131,660 (Av per month 32,915)	11	Student Image Challenge	126,648 (Av per month 31,662)	11	Euroson School Archive	84,778 (Av per month 21,195)	11	Euroson School Archive	103,770 (Av per month 25,942) Approx. 22.4% increase on previous position
12	Safety Statements	94,921 (Av per month 23,730)	12	Endorsed Courses	120,337 (Av per month 30,084)	12	Endorsed Courses	68,953 (Av per month 17,238)	12	Endorsed Courses	90,735 (Av per month 22,683) Approx 31.6% increase on previous position
13	Post Graduate Web Courses	86,322 (Av per month 21,580)	13	Post Graduate Web Courses	90,983 (Av per month 22,745)	13	Post Graduate Web Courses	68,328 (Av per month 17,082)	13	Post Graduate Web Courses	76,254 (Av per month 19,063) Approx 11.6% increase on previous position
14	Exam Technique Videos	66,753 (Av per month 16,688)	14	Euroson School Archive	59,872 (Av per month 14,968)	14	Student Image Challenge	54,458 (Av per month 13,615)	14	Exam Technique Videos	52,850 (Av per month 13,212) Approx 5.7% increase on previous position
15	Euroson School Archive	53,649 (Av per month 13,412)	15	Exam Technique Videos	57,274 (Av per month 14,318)	15	Exam Technique Videos	50,001 (Av per month 12,500)	15	Student Image Challenge	50,048 (Av per month 12,512) Approx. 8.1% decrease on previous position

Safety Data – average 43,002 visits per month

Top visits in this section

1. The use of ultrasound for cosmetic or aesthetic body shaping [2024]
2. Recommendations and Information about regulatory aspects related to the use of hand-held ultrasound devices [revised 2021]
3. Doppler ultrasound devices – Safety Aspects – [Update 2022]
4. EFSUMB Recommendations on Non-Medical Use of Imaging Ultrasound [Last revision 2021]
5. Recommendations and Information about regulatory aspects related to the use of hand-held ultrasound devices [revised 2021]
6. Thermal & Mechanical Indices - An Explanation [Update 2022]
7. Best Practice recommendations for cleaning and disinfection of ultrasound transducers whilst maintaining transducer integrity [2021]

Guidelines & Recommendations – average 106,584 visits per month

Top visits in this section

1. EFSUMB Basic Ultrasound Core Curriculum for frontline physicians working in primary care 2025

2. EFSUMB Clinical Practice Guidelines for Point-of-Care Ultrasound: Part One (Common Heart and Pulmonary Applications) 2022
3. Guidelines and Good Clinical Practice Recommendations for Contrast Enhanced Ultrasound (CEUS) in the Liver – Update 2020 – WFUMB in Cooperation with EFSUMB, AFSUMB, AIUM, and FLAUS
4. EFSUMB Technical Review – Update 2023: Dynamic Contrast-Enhanced Ultrasound (DCE-CEUS) for the Quantification of Tumor Perfusion 2023
5. Head and Neck Ultrasound – EFSUMB Training Recommendations for the Practice of Medical Ultrasound in Europe 2022

Member data

- **We currently have a total of 15,791 EFSUMB Members joined to the site. These are largely made up of Member Society memberships with 9,204 of these fully active within the site, having logged on at least 5 times in the last 4 months. We have had a total of 19,106,734 visits to MEMBERS ONLY PAGES since the members site opened on 18th January 2021.**

All Viewing COUNTRIES

1. China
2. United States of America
3. Singapore
4. Italy
5. Germany
6. Poland
7. United Kingdom
8. India
9. Romania
10. Spain
11. Ukraine
12. Russia
13. South Korea
14. Sweden
15. Australia
16. Denmark
17. Netherlands
18. Turkey
19. Canada
20. Ireland
21. Bulgaria
22. Switzerland
23. Greece
24. Croatia
25. France



COUNTRY

China

United States

Singapore

Italy

Germany

Poland

United Kingdom

Mailing List

The mailing list continues its steady growth. Our current total of 28,107 email addresses. Our current unsubscribe list is 2751 addresses. We continue using segmenting in our lists so we can choose which email addresses we send each mailout to. With segmenting we can utilise specific industry / society groups / geographic areas for each email broadcast to correctly target our audience.

Benchmark E-Newsletters

- EFSUMB September/October E-Letter – sent 14 October 2025.

Total sent: 28,099 | Opened: 78.6% | Bounced: 1.9% | Unopened: 19.5%

Social Media

FACEBOOK

Post engagement is up by 31.6% this quarter

Our weekly total reach is up to 561%

X

Tweets continue to be published daily just like the Facebook page. Content is a streamlined version of Facebook entries due to character limit.

Tweets popularity is up by 91.4%

LINKEDIN

Our popularity rating on LinkedIn has increased by 115.2% over the last 4 months with post impressions increasing over 398.6% – we are widening our connections with over 6037 and gaining more of a following. Our content is being shared further across the network as our connections widen.

Instagram

We have made great progress with Instagram over the past 4 months with many people following, liking and sharing our posts worldwide. We in turn are sharing our affiliate and partnership posts so we are all helping each other to make a greater impact.

Site Sign Up's

28 Countries have taken up the encrypted direct log in links to use within their own member society websites.

Member societies continue to update us with their membership listings each year and we can create individual accounts for each member.

We continue to receive updated member mailing lists from over 86% of member societies so we can automatically add them to the members area of the web site and email them individually via our mailing lists.

Webinars 2nd July 2025 – 2nd November 2025

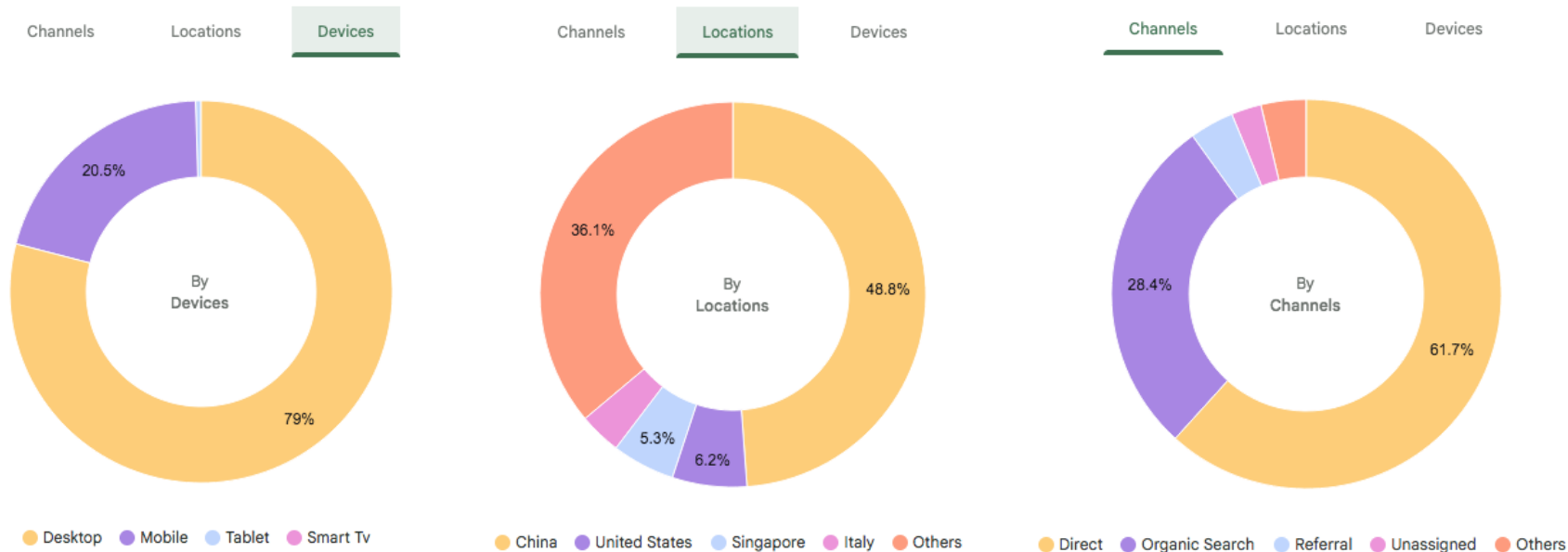
CEUS Webinar: CEUS in Gynecology – 23rd September 2025

- Attendees – 201
- Registrants – 298
- Attendees who attended for longer than 20 minutes (qualifying for attendance certificate) - 175
- Presentations viewed – on YouTube 3,971

CEUS Webinar: CEUS in Thyroid Assessment – 28th October 2025

- Attendees – 161
- Registrants – 391
- Attendees who attended for longer than 20 minutes (qualifying for attendance certificate) - 128
- Presentations viewed – Not online yet

Other Data



Top search queries for your site

- 1. [efsumb](#)
- 2. [euroson 2026](#)
- 3. [efsumb guidelines](#)
- 4. [euroson](#)
- 5. [euroson 2025](#)
- 6. [efsumb course book](#)
- 7. [efsumb ultrasound](#)
- 8. [euroson 2026 lublin](#)
- 9. [european ultrasound society](#)
- 10. [euroson lublin 2026](#)