

# AA-DC.ORG MONTHLY SITE USAGE REPORT

November 2017

Sessions: 17,976

(# times site accessed)

Page Views: 49,655

(number of times a page was viewed)

Distinct users: 8,427

Returning: 64%

New: 36%

(Distinct by IP address, new/returning by cookie)

## Acquisition Analysis:

(How are people finding our site)

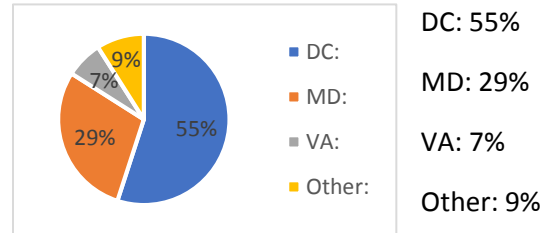
	Search (i.e. google)	Direct (i.e. bookmark or type aa- dc.org )	Referral (From another site)	Other	Total	
<b>Sessions</b>	13,155	4,351	430	40	17,976	
%	73%	24%	2%	0%	100%	
<b>Returning Users</b>	8,600	2,556	243	23	11,422	64%
%	75%	22%	2%	0%	100%	
<b>New Users</b>	4,555	1,795	187	17	6,554	36%
%	69%	27%*	3%	0%	100%	

Note percent of new users are typing the address in – we’re getting our name out there!

Since we don’t pay for google ad-words, we cannot assess the search terms people use to find us.

## Geographic analysis:

Geographic information based on computer/phone reported location or internet ISP location



State	City	Sessions
MD	Bethesda	578
MD	Silver Spring	484
MD	Rockville	460
MD	Gaithersburg	398
MD	North Bethesda	351
VA	Arlington	336
NY	New York	267
MD	College Park	255
MD	Germantown	225
MD	Potomac	212
<b>Top 10 Cities Excluding DC</b>		

No user geographic or personal information is collected by WAIA in the production of these reports – all results are available through google analytics collected data and cannot be attributed to an individual user.

## Behavior:

(What people are doing once they reach our site)

### Landing Page

(Where they enter our site)

How they find us:	Search	Direct (bookmarked)
<a href="#">aa-dc.org/meetings</a>	53%	21%
<a href="#">aa-dc.org/</a> <b>(homepage)</b>	47%	<b>79%</b>

The above accounts for over 98% of all traffic. This shows that people are searching for meetings on google, and going directly to our meeting listing – but when they bookmark, they go to the homepage. This is good, in that we want people to access additional content from our site from the homepage (events, committees etc.)

### Searching for meetings on our site:

Listing Type	Number of views	% Total
<b>By Entered Location</b>	<b>12,229</b>	<b>38%</b>
Exact Region (i.e. Rockville)	8,901	73%
Not Exact Region (i.e. "1234 Main St")	3,313	27%
<b>Default search</b>	<b>5,507</b>	<b>17%</b>
<b>Near Me Now</b>	<b>3,876</b>	<b>12%</b>
<b>Upcoming Everywhere</b>	<b>3,548</b>	<b>11%</b>
<b>All on day (All upcoming Monday)</b>	<b>716</b>	<b>2%</b>
<b>By a Type (Spanish, Gay, etc.)</b>	<b>121</b>	<b>0%</b>
<b>Other (Direct meeting or location)</b>	<b>5,768</b>	<b>18%</b>
<b>Grand Total</b>	<b>31,765</b>	<b>100%</b>

### Searches by Region:

Region Name Selected	Number of views	% Total
<b>Top 10</b>	<b>8,257</b>	<b>93%</b>
Maryland	3,026	37%
DC: Northwest	2,802	34%
DC: Northeast	379	5%
Virginia	375	5%
Bethesda	375	5%
Gaithersburg	362	4%
Rockville	301	4%
DC: Southeast	264	3%
Silver Spring	246	3%
College Park	127	2%
<b>Other</b>	<b>644</b>	<b>7%</b>
<b>Grand Total</b>	<b>8,901</b>	<b>100%</b>

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