

AA-DC.ORG MONTHLY SITE USAGE REPORT

December 2017

Sessions: 17,417

(3.11% decrease from previous month)

(# times site accessed)

Page Views: 45,202

(8.97% decrease from previous month)

(number of times a page was viewed)

Distinct users: 7,880

(6.49% decrease from previous month)

Returning: 65%

New: 35%

(slight decrease of new users from previous month)

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

Geographic analysis:

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

DC: 54%	MD: 28%	VA: 8%	Other: 10%
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(1% Decrease in DC & MD 1% increase in VA and Other)

Rank	State	City	Sessions	Prev. Rank
1	MD	Silver Spring	511	2
2	MD	Bethesda	489	1
3	MD	Rockville	467	3
4	VA	Arlington	458	6
5	MD	Gaithersburg	458	4
6	NY	New York	296	7
7	MD	North Bethesda	294	5
8	MD	Germantown	247	9
9	MD	Wheaton-Glenmont	243	11
10	VA	Alexandria	193	12
Top 10 Cities Excluding DC				

Acquisition Analysis:

(How are people finding our site)

Route	Session Count	
	December	November
Organic Search (i.e. Google)	12,665	13,155
Direct (i.e. type in aa-dc.org)	4,280	4,351
Referral (from another site)	417	430
Social (Facebook, etc.)	53	40
Other	2	0
Grand Total	17,417	17,976

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

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.

Pageviews:

Of the 45,202 pageviews in December: 29,923 were views of a meeting list with 10,098 of those by Region. There were 1,940 views of meetings at a specific location and 805 views of events.

Meeting list views by Location (top 5)

Location	Pageview Count
Dupont Circle Club	699
Metropolis Club	313
Crossroads of Recovery	196
Christ House	52
Unity Place	49

Events (top 5):

Events	Pageview Count
the-twelve-step-players-present-the-20th-annual-new-years-eve-show	207
del-ray-clubs-new-year-step-study-appreciation-marathon	116
holiday-dinner-party	60
180-degree-club-christmas-marathon	53
2017-11th-step-retreat	29

Meeting list views by Sub-region (top 10)

Sub-Region	Pageview Count
Gaithersburg	259
Rockville	201
DC: Northwest	145
Bethesda	143
Silver Spring	136
Germantown	93
College Park	91
DC: Northeast	64
DC: Southeast	54
Olney/Laurel (tie)	45

Other Pages (top 10)

Page address: (i.e. aa-dc.org/waia)	Pageview Count
/waia	498
/new-reporter	239
/faq	176
/search-hints	149
/purchase-literature-chips	95
/contribute-online	73
/contactus	67
/about-aa	44
/new-meeting-form	39
/board-minutes	35

New FAQ page received 176 views!

New CONTACT WAIA page received 67 views!

10 contacts in December through “Contact WAIA” form regarding office hours, job posting, etc.

7 contacts through the new “Submit meeting info change” form in December

(ALL regarding a change to a meeting name/time/format etc.)

Vs. 37 contacts in November (47 in October) through old, “Meeting Feedback” form, which were mostly requests to confirm a meeting was still active, or asking how to attend one.

FAQ is doing its job! Fewer people are contacting us with these questions, and more people are viewing answers to questions they may have on the FAQ page.

/galatickets had 30 pageviews – and so far, 3 tables of 10 have been sold through the website!

\$1,864 in total sales/contributions through the site netting \$1,805 in December (includes 1 Gala table in Dec.)

\$7,289 in total contributions through the site netting \$7,070 in 2017.

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