

AA-DC.ORG MONTHLY SITE USAGE REPORT

April 2018

Call for service: G-suite Setup and Usage best practices.

Sessions: 20K (22K) (previous month)

(# times site accessed)

Page Views: 54K (58K)

(number of times a page was viewed)

Distinct users: 9K (10K)

(Distinct by IP address)

Geographic analysis:

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

DC: 53%	MD: 29%	VA: 9%	Other: 9%
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Rank	ST	City	Sessions	Prev. Rank
1	MD	Silver Spring	578	1
2	MD	Bethesda	577	2
3	MD	Rockville	478	4
4	VA	Arlington	463	1
5	MD	Gaithersburg	431	3
6	NY	New York	416	7
7	MD	Germantown	319	5
8	VA	Tysons	307	10
9	MD	North Bethesda	297	6
10	MD	Wheaton-Glenmont	242	9

Acquisition Analysis:

(How are people finding our site)

Route	Session Count	
	April	March
Organic Search (i.e. Google)	14,964	15,907
Direct (i.e. type in aa-dc.org)	4,600	4,965
Referral (from another site)	657	635
Social (Facebook, etc.)	86	55
Other	0	1
Grand Total	20,307	21,563

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

Pageviews:

Grouping of visits to certain types of pages on our site:

Content Group	% of total
Meeting or a list of meetings	79%
Homepage (people who arrived at homepage and did not continue)	11%
Location (Views of meetings at a specific location – Del Ray/DCC/Etc.)	4%
Event List/specific event	3%
Other	3%
	100%

Contacts and Contributions:

25 contacts in April through the site.

\$631 contributed online (Individual and group) in April.

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 by WAIA to an individual user.

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Page 1 of 1

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