

# AA-DC.ORG MONTHLY SITE USAGE REPORT

February 2018

Sessions: 18,378

(5.7% decrease from previous month)  
(# times site accessed)

Page Views: 49,863

(2.68% decrease from previous month)  
(number of times a page was viewed)

Distinct users: 8,784

(1.65% decrease from previous month)

Returning: 65%

New: 35%

(no change 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: 52%	MD: 30%	VA: 9%	Other: 9%
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(1% increase in VA)

Rank	State	City	Sessions	Prev. Rank
1	MD	Rockville	581	3
2	MD	Silver Spring	557	2
3	MD	Gaithersburg	507	4
4	VA	Arlington	503	5
5	MD	Bethesda	478	1
6	MD	Germantown	287	7
7	MD	Wheaton-Glenmont	262	8
8	NY	New York	254	9
9	MD	North Bethesda	242	6
10	MD	Olney	231	11
Top 10 Cities Excluding DC				

## Acquisition Analysis:

(How are people finding our site)

Route	Session Count	
	February	January
Organic Search (i.e. Google)	13,558	14,267
Direct (i.e. type in aa-dc.org)	4,314	4,710
Referral (from another site)	461	474
Social (Facebook, etc.)	45	38
Other	0	0
Grand Total	18,378	19,489

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	77%
Homepage (people who arrived at homepage and did not continue)	12%
Location (Views of meetings at a specific location – Del Ray/DCC/Etc.)	4%
Committee Pages	4%
Event List/specific event	3%
Contribution pages	1%
	100%

## Contacts and Contributions:

15 contacts in February through the site - \$1,670 contributed (NOT including GALA) through the site in February.

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.