

AA-DC.ORG MONTHLY SITE USAGE REPORT

January 2018

Sessions: 19,489

(11.90% increase from previous month)

(# times site accessed)

Page Views: 51,234

(13.34% increase from previous month)

(number of times a page was viewed)

Distinct users: 8,931

(13.61% increase from previous month)

Returning: 65%

New: 35%

(slight decrease of new users from previous month)

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

Acquisition Analysis:

(How are people finding our site)

Route	Session Count	
	January	December
Organic Search (i.e. Google)	14,267	12,665
Direct (i.e. type in aa-dc.org)	4,710	4,280
Referral (from another site)	474	417
Social (Facebook, etc.)	38	53
Other	0	2
Grand Total	19,489	17,417

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

Pageviews:

Of the 51,234 pageviews in January: 39,486 (77%) were views of a meeting or meeting list, 2,180 (4%) views of meetings at a specific location, 2,111 (4%) views of other content on the site (New Reporter, FAQ, committees, contribute, etc.), 1,158 views of events (2%), and 6,299 (12%) views of the homepage only

Contacts and Contributions:

25 contacts in January through the site - \$2,641 contributed (including GALA) through the site in January.

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.

Published by the WAIA Technology Committee – February 13, 2018

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Geographic analysis:

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

DC: 56%	MD: 29%	VA: 8%	Other: 7%
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(1% increase in DC & MD)

Rank	State	City	Sessions	Prev. Rank
1	MD	Bethesda	620	2
2	MD	Silver Spring	575	1
3	MD	Rockville	556	3
4	MD	Gaithersburg	552	4
5	MD	Arlington	510	4
6	MD	North Bethesda	328	6
7	MD	Germantown	275	7
8	NY	New York	266	5
9	VA	Alexandria	254	8
1	MD	Bethesda	620	2
Top 10 Cities Excluding DC				