

AA-DC.ORG MONTHLY SITE USAGE REPORT

March 2018

Call for service: Privacy Statement
Review aa-dc.org/privacy-policy

Sessions: 21,563

(16.5% increase from previous month)
(# times site accessed)

Page Views: 57,931

(16.18% increase from previous month)
(number of times a page was viewed)

Distinct users: 10,126

(15.3% increase from previous month)
(Distinct by IP address, new/returning by cookie)

Sessions (Old)	Users (New)
Returning: 63% (~13,000)	Returning: 34% (~4,000)
New: 37% (~8,000)	New: 66% (~8,000)
This change in reporting is to indicate that returning users are using our site a lot – and new users account for fewer sessions.	

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	ST	City	Sessions	Prev. Rank
1	VA	Arlington	614	4
1	MD	Silver Spring	614	2
2	MD	Bethesda	564	5
3	MD	Gaithersburg	537	3
4	MD	Rockville	512	1
5	MD	Germantown	340	6
6	MD	North Bethesda	330	9
7	NY	New York	329	8
8	MD	Olney	295	10
9	MD	Wheaton-Glenmont	289	7
10	VA	Tysons	275	16

Acquisition Analysis:

(How are people finding our site)

Route	Session Count	
	March	February
Organic Search (i.e. Google)	15,907	13,558
Direct (i.e. type in aa-dc.org)	4,965	4,314
Referral (from another site)	635	461
Social (Facebook, etc.)	55	45
Other	1	0
Grand Total	21,563	18,378

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	78%
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	4%
	100%

Contacts and Contributions:

15 contacts in March through the site.

Total \$ through the site in the 1 year online giving has been available:

Contribution Type	Total
AA Group Contribution	\$ 9,387.00
Gala Ticket	\$ 6,025.00
AA Individual Contribution	\$ 499.00
Grand Total	\$ 15,911.00

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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