

AA-DC.ORG MONTHLY SITE USAGE REPORT

May 2018

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

(# times site accessed)

Page Views: 51K (54K)

(number of times a page was viewed)

Distinct users: 9K (9K)

(Distinct by IP address)

Geographic analysis:

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

DC: 51%	MD: 27%	VA: 10%	Other: 12%
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Rank	ST	City	Sessions	Prev. Rank
1	MD	Bethesda	613	2
2	VA	Arlington	543	4
3	MD	Rockville	513	3
4	MD	Silver Spring	499	1
5	MD	Gaithersburg	478	5
6	VA	Tysons	391	8
7	NY	New York	321	6
8	MD	Germantown	316	7
9	MD	North Bethesda	266	9
10	MD	Wheaton-Glenmont	237	10

Acquisition Analysis:

(How are people finding our site)

Route	Session Count	
	May	April
Organic Search (i.e. Google)	14,505	14,964
Direct (i.e. type in aa-dc.org)	4,606	4,600
Referral (from another site)	568	657
Social (Facebook, etc.)	39	86
Other	0	0
Grand Total	19,718	20,307

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)	10%
Location (Views of meetings at a specific location – Del Ray/DCC/Etc.)	4%
Event List/specific event	4%
Other	4%
	100%

Contacts and Contributions:

15 contacts in May through the site.

\$557 contributed online (Individual and group) in May.

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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