

# AA-DC.ORG MONTHLY SITE USAGE REPORT

June 2018

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

(# times site accessed)

**Page Views: 53K (51K)**

(number of times a page was viewed)

**Distinct users: 10K (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	Gaithersburg	586	5
2	MD	Bethesda	533	1
3	MD	Rockville	527	3
4	VA	Arlington	499	2
5	OH	Boardman	435	68
6	MD	Silver Spring	422	4
7	VA	Tysons	400	6
8	MD	Germantown	308	8
9	MD	Wheaton-Glenmont	286	10
10	NY	New York	240	7

## Acquisition Analysis:

(How are people finding our site)

Route	Session Count	
	June	May
<b>Organic Search (i.e. Google)</b>	14,919	14,505
<b>Direct (i.e. type in aa-dc.org)</b>	5,253	4,606
<b>Referral (from another site)</b>	599	568
<b>Social (Facebook, etc.)</b>	40	39
<b>Other</b>	0	0
<b>Grand Total</b>	20,811	19,718

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
<b>Meeting or a list of meetings</b>	78%
<b>Homepage</b> (people who arrived at homepage and did not continue)	10%
<b>Location</b> (Views of meetings at a specific location – Del Ray/DCC/Etc.)	4%
<b>Event List/specific event</b>	4%
<b>Other</b>	4%
<b>(No change May to June)</b>	100%

## Contacts and Contributions:

19 contacts in June through the site.

\$670 contributed online (Individual and group) in June.

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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