



WSWS Officer and Committee Report

Office or Committee Name: Webmaster & Web Editor

Officer or Chairperson Name: Tony White

Date of Preparation (include year): July 2010

Committee Activities during the Year:

Online Stats Integrated. Several years ago, an online analytics application through Google was established to help track website statistics. These stats can help us better understand where people are coming from, what they are looking for, and other information about WSWS website users. This is the essential feedback we can use to continuously improve the WSWS website. A few key stats from July 14, 2009 until July 14, 2010 include:

- 9,399 visitors came to the website from 103 countries; 47% were new visits
- Website traffic sources come from direct traffic, referral sites, or search engines (nearly 1/3 equal from each).
- With 19,500 page views, the meeting pages were at the top of the list with 17% of all views as usual. Personal account pages and the online store were nearly tied for second (7%).
- The abstract search function 2-3 weeks prior to the meeting was also a key attraction.

More website statistical data is available. Please contact me if interested.

Online Payment System. One major change to the online payment system is that the link between registration payment being required before title submission could take place was removed. This helped members who wanted to submit a title prior to the December deadline, but could not make payment until after the first of the year. This will remain the same for 2010-11 registration.

Online Proceedings & Research Reports. We are still working to obtain some missing proceedings and get the research reports posted online. We hope to have this done well before the annual meeting.

Website Activity In Progress.

- The Board of Directors report submission site was not developed due to the large amount of time necessary for development and the low amount of use the system would provide. Unless others feel this is a high priority, BOD reports will continue to be posted to the website as PDF, MS Word, or MS Excel documents.
- Continue to update a variety of pages for general content. The online store and member account pages will be updated soon.

Recommendations for Board Action: Discuss the possibility of using the software developed by RenaissanceAg Software LLC for managing title and abstract submission along with program development.

Discuss the current email listserv setup and the possibility of using Constant Contact or similar services to manage such a system.

Budget Needs: None.

Suggestions for the Future: None.

Name of Person Preparing This Report: Tony White