



WSWS Officer and Committee Report

Office or Committee Name: Webmaster & Web Editor

Officer or Chairperson Name: Tony White

Date of Preparation (include year): August 2011

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 25, 2010 until July 25, 2011 include:

- 10, 072 visitors came to the website from 103 countries; 47% were new visits; Visitor numbers are slightly higher than last year.
- Website traffic sources come from direct traffic, referral sites, or search engines (nearly 1/3 equal from each).
- With 18, 700 page views, the meeting pages continue to be at the top of the list. The Short Course was also a popular site.

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

Website Activity In Progress.

- Navigation enhancements are currently being made as well as updated member only pages where contact and login information is displayed.
- Continue to update a variety of pages for general content.

Recommendations for Board Action: None.

Budget Needs: None.

Suggestions for the Future: None.

Name of Person Preparing This Report: Tony White