WSWS Officer and Committee Report

Office or Committee Name: Webmaster & Web Editor

Officer or Chairperson Name: Tony White

Date of Preparation (include year): August 2012

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 August 17, 2011 until August 17, 2012 include:

- 8,876 visitors came to the website. Visitor numbers are down considerably compared to last year.
- Website traffic sources come from direct traffic, referral sites, or search engines (nearly 1/3 equal from each).
- With 15,600 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.

- Continue to update a variety of pages for general content.
- No major upgrades on the site are scheduled at this time. However, I would like to rework the member account pages a bit to make them more user friendly. Hopefully, this can be done between now and the annual meeting in March 2013.

Recommendations for Board Action: None.

Budget Needs: None.

Suggestions for the Future: None.

Name of Person Preparing This Report: Tony White