WSWS Officer and Committee Report

Office or Committee Name: Webmaster & Web Editor

Officer or Chairperson Name: Tony White

Date of Preparation (include year): March 2010

Committee Activities during the Year:

Online Stats Integrated. In April 2008, 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 13, 2008 until July 13, 2009 include:

- 10,028 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 21,172 page views, the meeting pages were at the top of the list with 17% of all views. Personal account pages and the online store were nearly tied for second (7%).

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.

Student Site Updates. In February 2009, the student site was launched. This site contains a variety of information relevant to the student membership. The site was updated recently with information provided by Ryan Edwards and Tonya Skurski. Additional updates and changes are ongoing.

Online Proceedings. Thanks to Phil Banks and his staff, many of the proceedings from 1938 to the present time have been scanned and posted to the WSWS website. Currently, not all available proceedings copies have been scanned. However, we will work over the next year to get them all posted to the site.

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: None.

Budget Needs: None.

Suggestions for the Future: None.

Name of Person Preparing This Report: Tony White