WSWS Officer and Committee Report

Office or Committee Name: Webmaster & Web Editor

Officer or Chairperson Name: Tony White

Date of Preparation (include year): March 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 March 1, 2011 through March 1, 2012 include:

- 9,472 visitors came to the website (very similar to last year).
- Website traffic sources come from direct traffic, referral sites, or search engines (nearly 1/3 equal from each).
- With 16,500 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%).

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

Online Proceedings & Research Reports. We are still working to obtain some missing proceedings and get the research reports posted online. While this was intended to be done in Fall 2010, some technical difficulties in getting files posted to the website server have made posting challenging.

WSSA Abstracts Website. The use of the WSSA Abstracts site to manage title/abstract submission for the 2012 Annual Meeting seemed to track well from a website prospective. I am open to feedback that I can pass along to David Kruger and his team to help further improve the system.

Website Activity In Progress.

- 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