



## WSWS Officer and Committee Report

**Office or Committee Name:** Webmaster & Web Editor

**Officer or Chairperson Name:** Tony White

**Date of Preparation (include year):** March 2013

### 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:

- 8,214 visitors came to the website (down from 9,472 last year).
- Website traffic sources come from direct traffic, referral sites, or search engines (nearly 1/3 equal from each).
- With 14,355 page views, the meeting pages were at the top of the list with 15% of all views.

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

**WSSA Abstracts Website.** The use of the WSSA Abstracts site to manage title/abstract submission for the 2013 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 that 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