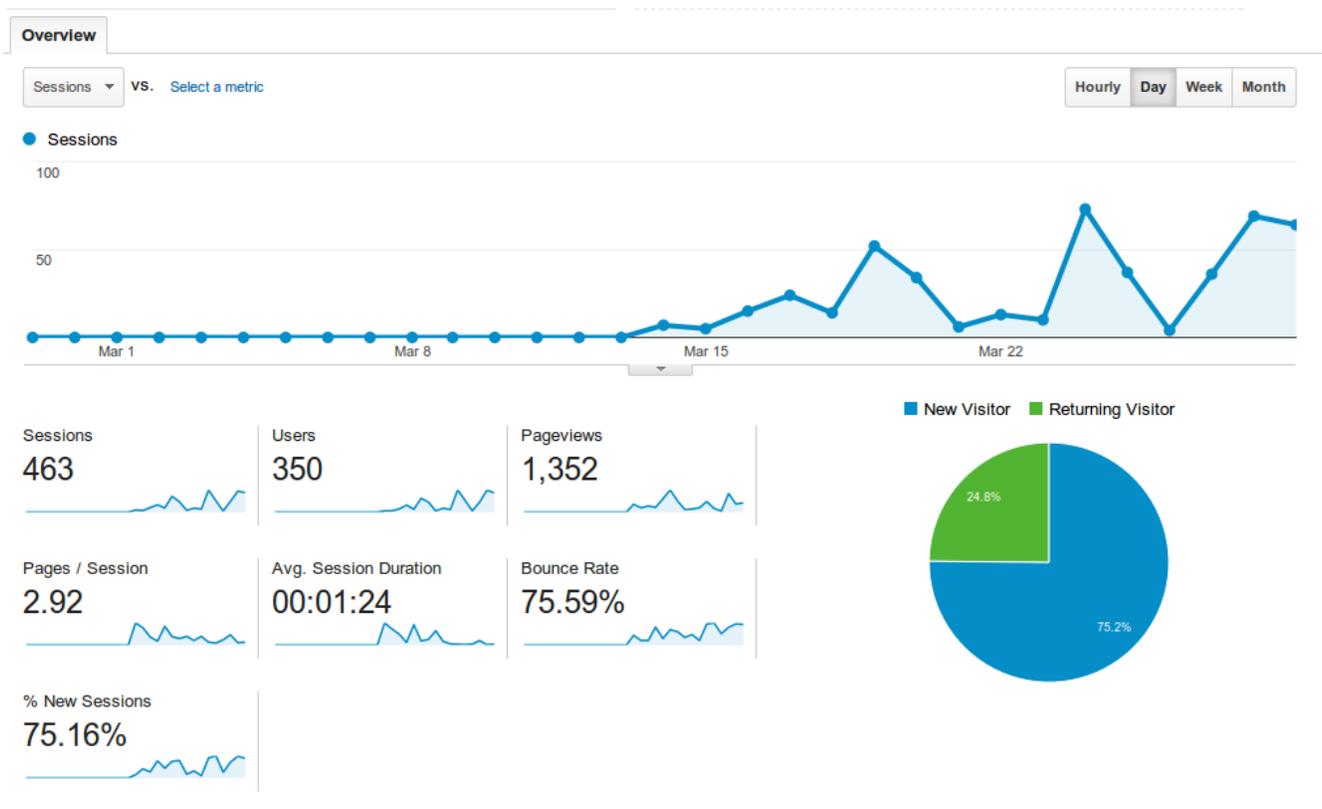


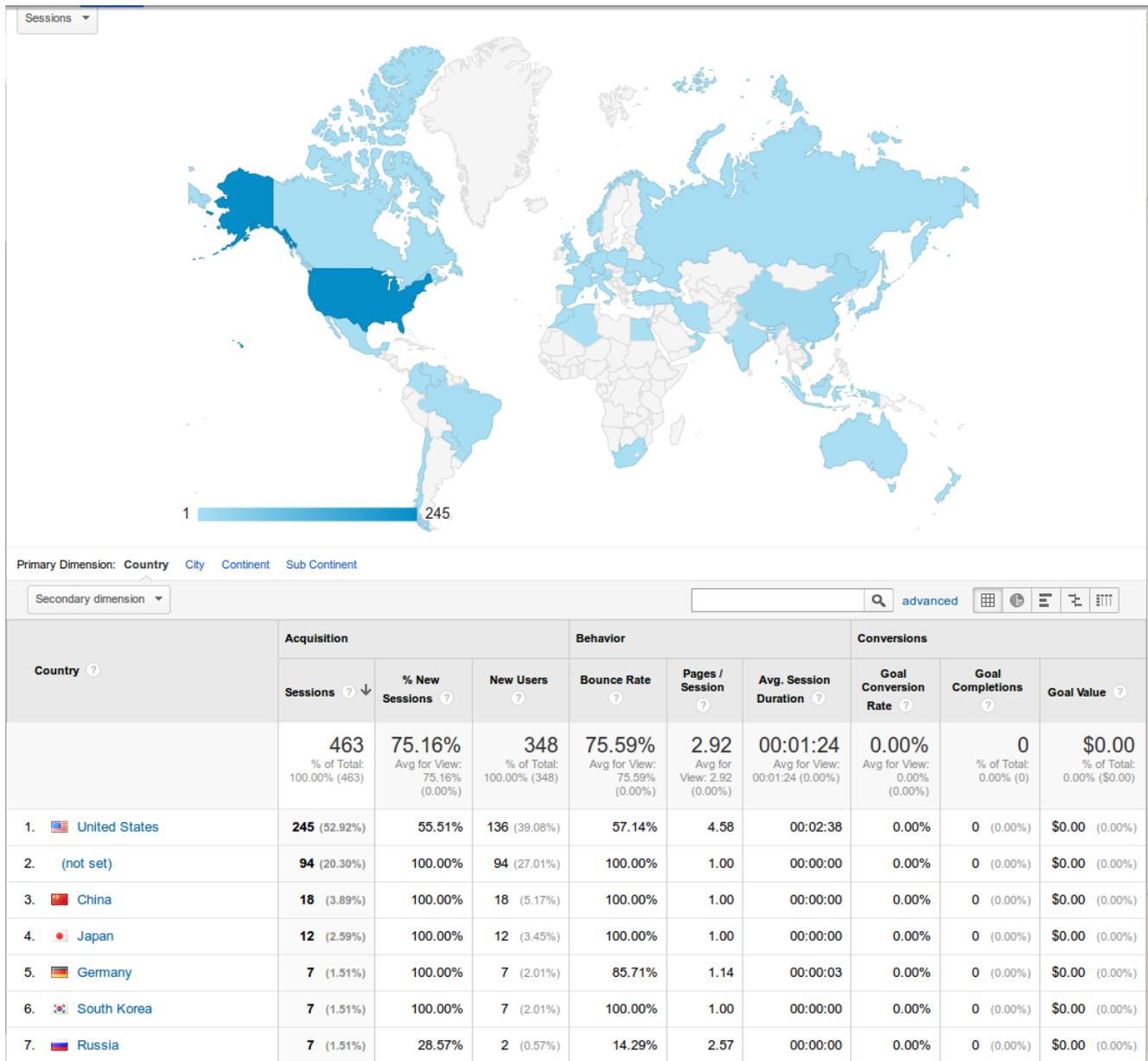
# March 2015 Website Use

Our Website went on-line on February 17, and on March 14 we began to use Google Analytics to measure its use. This report covers the last half of March, and should be considered preliminary, since many Appalachian members are just discovering the site, and there was considerable site maintenance during the period.

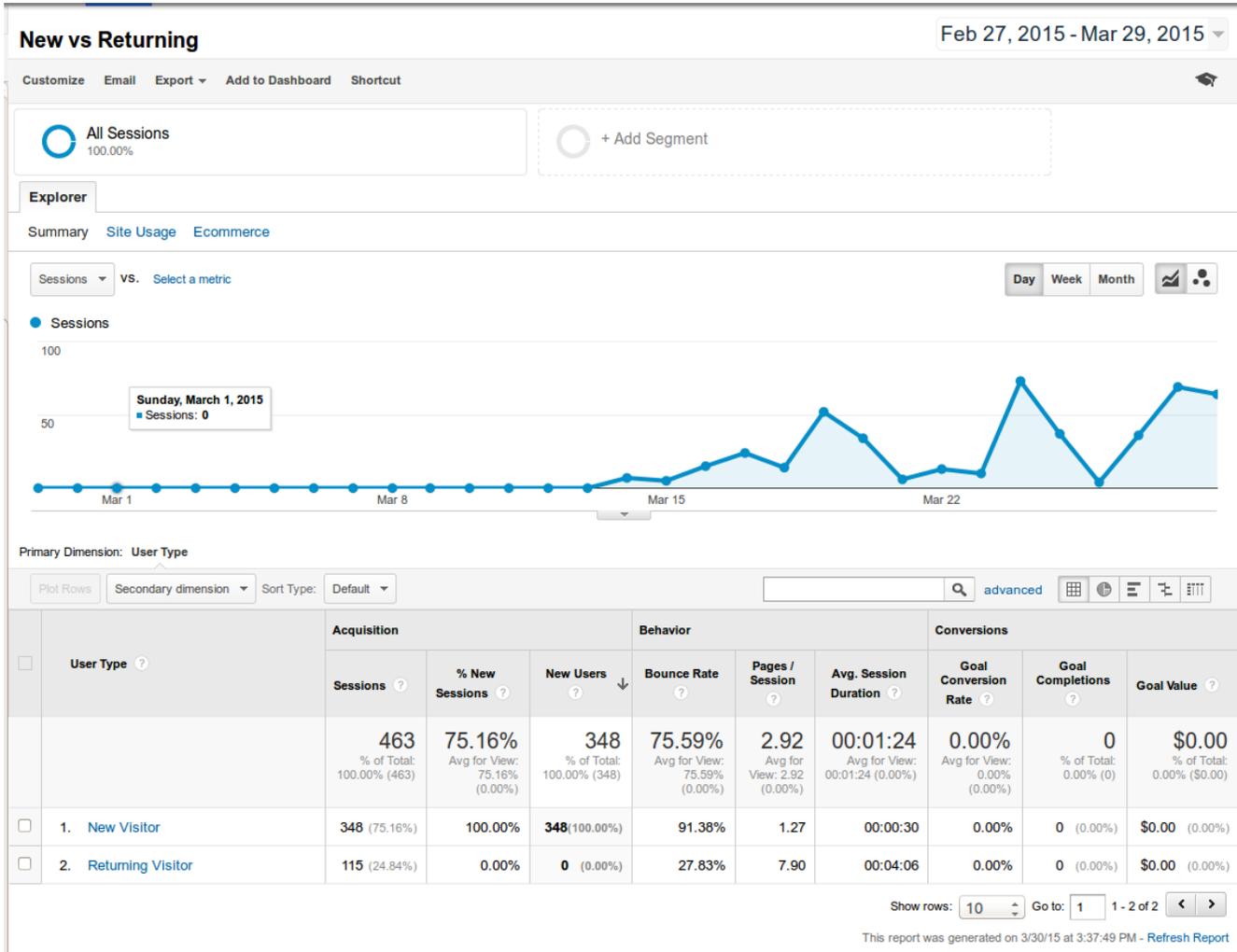
The chart below summarizes the use and shows that during the period, we had 350 users, three-quarters of whom were first-time visitors to the site. On the average, each viewer looked at about three pages, although three-quarters looked at only one (as shown by the bounce rate).



The figure below shows that 55 per cent of our users are from the U.S., although some of the 20 per cent whose countries are not known are probably also from here. The rest are from all over the world. The U.S. viewers tend to look at more pages (4.6) and stay longer (two and a half minutes) than do those from other countries, who tend to leave after viewing just one page.



The next figure compares returning and first-time visitors. First-time users looked at just over one page and stayed only 30 seconds before leaving, while returning ones stayed for over four minutes and looked at almost eight pages.



I'm not quite sure how to interpret the next figure, in that I don't know what the distinction is between *Appalachian Region* and *Home Page*. I would think these should be the same. However, the more interesting information is what other pages, users viewed. The site changed during this period; the news item on the region being approved moved to a different directory and so appears twice.

Plot Rows		Secondary dimension		Sort Type: Default		advanced			
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value		
	<b>1,352</b> % of Total: 100.00% (1,352)	<b>710</b> % of Total: 100.00% (710)	<b>00:00:44</b> Avg for View: 00:00:44 (0.00%)	<b>463</b> % of Total: 100.00% (463)	<b>75.59%</b> Avg for View: 75.59% (0.00%)	<b>34.25%</b> Avg for View: 34.25% (0.00%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)		
1. /	<b>629</b> (46.52%)	<b>448</b> (63.10%)	<b>00:01:03</b>	<b>446</b> (96.33%)	<b>76.23%</b>	<b>60.41%</b>	<b>\$0.00</b> (0.00%)		
2. /index.html	<b>227</b> (16.79%)	<b>49</b> (6.90%)	<b>00:00:29</b>	<b>11</b> (2.38%)	<b>63.64%</b>	<b>13.22%</b>	<b>\$0.00</b> (0.00%)		
3. /News/news_archive.html	<b>133</b> (9.84%)	<b>15</b> (2.11%)	<b>00:00:26</b>	<b>0</b> (0.00%)	<b>0.00%</b>	<b>1.50%</b>	<b>\$0.00</b> (0.00%)		
4. /calendar.html	<b>71</b> (5.25%)	<b>39</b> (5.49%)	<b>00:00:32</b>	<b>3</b> (0.65%)	<b>100.00%</b>	<b>28.17%</b>	<b>\$0.00</b> (0.00%)		
5. /News/PM_150312.html	<b>54</b> (3.99%)	<b>24</b> (3.38%)	<b>00:00:41</b>	<b>1</b> (0.22%)	<b>0.00%</b>	<b>9.26%</b>	<b>\$0.00</b> (0.00%)		
6. /officers.html	<b>54</b> (3.99%)	<b>32</b> (4.51%)	<b>00:01:37</b>	<b>1</b> (0.22%)	<b>0.00%</b>	<b>14.81%</b>	<b>\$0.00</b> (0.00%)		
7. /News/Name_Badges.html	<b>37</b> (2.74%)	<b>23</b> (3.24%)	<b>00:01:01</b>	<b>0</b> (0.00%)	<b>0.00%</b>	<b>10.81%</b>	<b>\$0.00</b> (0.00%)		
8. /News/150307_mm.html	<b>32</b> (2.37%)	<b>13</b> (1.83%)	<b>00:00:22</b>	<b>0</b> (0.00%)	<b>0.00%</b>	<b>9.38%</b>	<b>\$0.00</b> (0.00%)		
9. /tours.html	<b>30</b> (2.22%)	<b>21</b> (2.96%)	<b>00:00:53</b>	<b>0</b> (0.00%)	<b>0.00%</b>	<b>0.00%</b>	<b>\$0.00</b> (0.00%)		
10. /market.html	<b>26</b> (1.92%)	<b>17</b> (2.39%)	<b>00:00:37</b>	<b>0</b> (0.00%)	<b>0.00%</b>	<b>26.92%</b>	<b>\$0.00</b> (0.00%)		
11. /News/Region_Approved.html	<b>25</b> (1.85%)	<b>11</b> (1.55%)	<b>00:00:18</b>	<b>1</b> (0.22%)	<b>0.00%</b>	<b>8.00%</b>	<b>\$0.00</b> (0.00%)		
12. /minutes.html	<b>17</b> (1.26%)	<b>10</b> (1.41%)	<b>00:00:29</b>	<b>0</b> (0.00%)	<b>0.00%</b>	<b>0.00%</b>	<b>\$0.00</b> (0.00%)		
13. /News/2015/Region_Approved.html	<b>9</b> (0.67%)	<b>4</b> (0.56%)	<b>00:00:03</b>	<b>0</b> (0.00%)	<b>0.00%</b>	<b>0.00%</b>	<b>\$0.00</b> (0.00%)		
14. /News/IDB-1.html	<b>8</b> (0.59%)	<b>4</b> (0.56%)	<b>00:00:15</b>	<b>0</b> (0.00%)	<b>0.00%</b>	<b>25.00%</b>	<b>\$0.00</b> (0.00%)		

Again, these results are from only two weeks early in the Website's history, and we should regard them as preliminary. We can conclude however that the site is being used by both those truly interested in the Region and casual visitors. Clearly, we should concentrate on the returning users.

Dick Maybach