

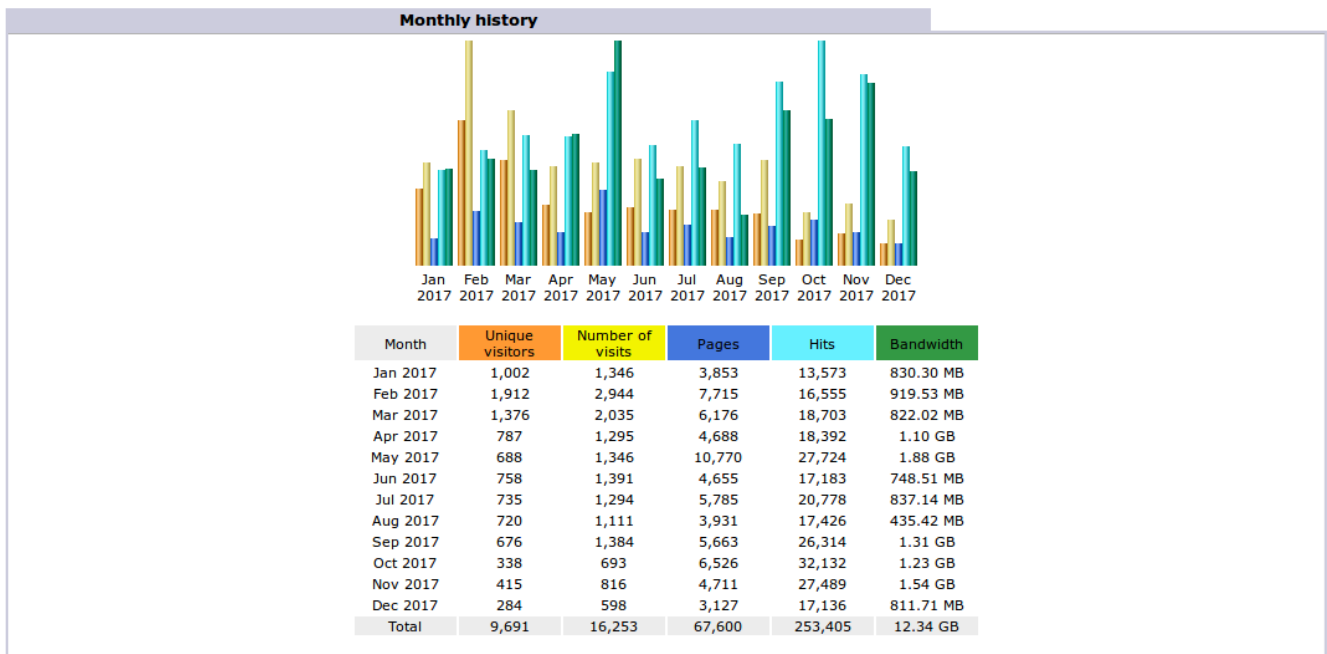
# 2017 Website Use

2017 was our first full year of operation in the current format, under the Joomla administrative system. During the year we had 16,253 visits from around 9691 unique visitors. Clearly, most of these were one-timers, although the average number of pages viewed on each visit was 4.18.

Summary					
Reported period	Year 2017				
First visit	01 Jan 2017 - 01:48				
Last visit	31 Dec 2017 - 22:56				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<= 9,691 Exact value not available in 'Year' view	16,253 (1.67 visits/visitor)	67,600 (4.15 Pages/Visit)	253,405 (15.59 Hits/Visit)	12.34 GB (796.12 KB/Visit)
Not viewed traffic *			126,085	172,559	8.03 GB

\* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

The volume of traffic has dropped substantially over the year, but the number of viewed pages less so than the number of visits or the number of unique visitors. The surge in May is possibly a result of interest in Treffen.



We get visitors from all over the world, although the overwhelming majority are from the US.

Locales (Top 25) - Full list				
Locales		Pages	Hits	Bandwidth
United States	us	41,638	219,470	9.73 GB
Russian Federation	ru	6,932	7,240	75.58 MB
Israel	il	5,022	5,883	320.07 MB
Ukraine	ua	4,135	4,149	79.71 MB
China	cn	2,494	4,248	1.08 GB
Poland	pl	1,058	1,254	179.55 MB
Great Britain	gb	717	955	18.02 MB
Canada	ca	690	2,308	77.41 MB
France	fr	651	676	5.91 MB
Germany	de	602	1,768	36.35 MB
Italy	it	486	496	7.96 MB
Turkey	tr	265	266	1.57 MB
India	in	244	451	5.38 MB
Denmark	dk	195	533	10.58 MB
Hungary	hu	174	177	1.28 MB
Netherlands	nl	162	215	2.81 MB
Brazil	br	147	422	359.66 MB
Romania	ro	140	144	1.88 MB
Latvia	lv	138	140	5.98 MB
Japan	jp	107	139	13.20 MB
Czech Republic	cz	103	126	944.28 KB
Austria	at	91	96	1.07 MB
Bulgaria	bg	86	88	493.28 KB
Spain	es	72	74	775.74 KB
Albania	al	71	71	423.73 KB
Others		1180	2016	359.55 MB

Most visitors spend less than 30 seconds on the site, although a few stay longer.

Visits duration			
Number of visits: 16,253 - Average: 157 s			
	Number of visits	Percent	
0s-30s	13,726	84.4 %	
30s-2mn	702	4.3 %	
2mn-5mn	484	2.9 %	
5mn-15mn	533	3.2 %	
15mn-30mn	336	2 %	
30mn-1h	295	1.8 %	
1h+	177	1 %	

The documents on our site are in the form of pdf files, and a number of these were viewed as shown below. Minutes and other administrative records are popular as are tours.

Downloads (Top 10) - Full list				
Downloads: 273				
	Hits	206 Hits	Bandwidth	Average size
 /images/Tours/AA-16_3.pdf	252	2	1.85 GB	7.44 MB
 /images/Tours/AA-16_1.pdf	227	30	441.84 MB	1.72 MB
 /images/news/2017/Treffen-Asheville-Poster-a.pdf	213	16	324.02 MB	1.41 MB
 /images/Tours/AA-16_6.pdf	183	6	769.97 MB	4.07 MB
 /images/minutes/bylaws.pdf	175	0	15.43 MB	90.29 KB
 /images/minutes/2016_RPM_V1.pdf	164	152	411.97 MB	1.30 MB
 /images/Tours/TA-Dragon-b.pdf	159	22	136.42 MB	771.80 KB
 /images/Tours/AA-16_2.pdf	153	6	487.70 MB	3.07 MB
 /images/minutes/2016/Treffen_161001.pdf	151	2	6.22 MB	41.65 KB
 /images/Tours/DnD_1506.pdf	139	0	115.45 MB	850.54 KB

Our administration load is large, as shown by the use of `/administrator/index.php`, the entry point for site maintenance, but the events calendar, news, officers, and tours pages were also popular. Note that some pages, such as `/media/jui/fonts/IcoMoon.woff`, are just for support and aren't really something the user consciously viewed.

Pages-URL (Top 25) - Full list - Entry - Exit					
1,088 different pages-url	Viewed	Average size	Entry	Exit	
/administrator/index.php	15,568	12.23 KB	1,004	4,146	
/	11,221	11.86 KB	6,492	5,238	
/index.php/events	6,260	4.01 KB	50	183	
/356B/administrator/index.php	5,206	18.54 KB	39	78	
/administrator/	3,896	5.01 KB	3,403	187	
/356B/	1,986	7.58 KB	1,308	885	
/media/jui/fonts/IcoMoon.woff	1,546	24.83 KB	4	469	
/356B/index.php/events	1,161	4.19 KB	22	88	
/index.php	1,068	6.98 KB	286	367	
/356B/media/jui/fonts/IcoMoon.woff	796	24.83 KB	13	278	
/index.php/component/mailto/	764	1.85 KB	3	10	
/index.php/tours	755	6.42 KB	123	144	
/index.php/officers-committees	590	6.84 KB	38	135	
/index.php/news	510	7.72 KB	107	124	
/index.php/market	397	5.11 KB	23	47	
/index.php/news/2017-news-archive	379	15.04 KB	41	52	
/356B/index.php	373	5.58 KB	20	56	
/index.php/news/2016-news-archive	311	53.94 KB	66	74	
/index.php/minutes	291	7.36 KB	15	39	
/index.php/news/2015-news-archive	237	31.30 KB	41	43	
/356B/index.php/news/2017-news-archive	229	20.58 KB	9	11	
/index.php/news/2014-news-archive	199	7.42 KB	31	22	
/media/jui/fonts/IcoMoon.eot	194	13.54 KB	1	88	
/356B/index.php/officers-committees	167	5.76 KB	18	37	
/356B/administrator/	155	2.57 KB	83		
Others	13,341	6.17 KB	3,013	3,452	

In short, our decision to base the Appalachian Region’s communication on use a Website instead of a newsletter appears to have been wise, as far more people have read about our activities at much less cost.

Dick Maybach