

HSLI Website report

Submitted by Stacey Knight-Davis
October 30, 2012

This report requires no board action

Current Projects

The 2013 conference website is up. Elizabeth Huggins has joined the Publicity Committee for the 2013 meeting and is adding content to the website. A Twitter account and Facebook event were created for the meeting. Since Facebook events must be tied to a Page, Page was created for HSLI. Stacey Knight-Davis is the administrator, others can be added.

Usage

From July 10, 2012 to October 30, 2012 pages with tracking installed on the HSLI website were viewed 3,910 times. Of those, the Newsletter pages were viewed 794 times. Conference pages were viewed 1,480 times, including past and future conferences.

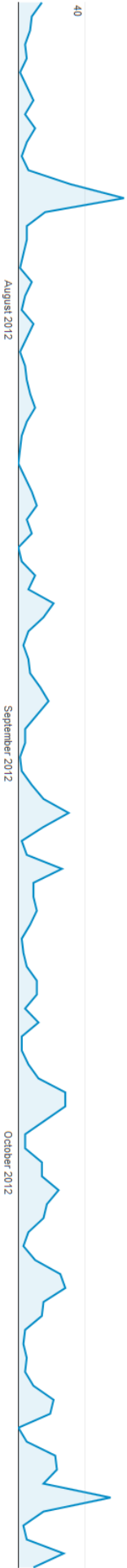
There has been a gradual decline in pageviews since 2010.

July 10, 2012 through October 30, 2012

Visits Select a metric

Visits

80



698 people visited this site

Visits: 1,148

Unique Visitors: 698

Pageviews: 3,910

Pages / Visit: 3.41

Avg. Visit Duration: 00:03:02

Bounce Rate: 40.85%

% New Visits: 53.48%



53.48% New Visitor
614 Visits

46.52% Returning Visitor
534 Visits

Hourly Day Week Month

Visitors Overview

Jul 1, 2010 - Oct 30, 2012

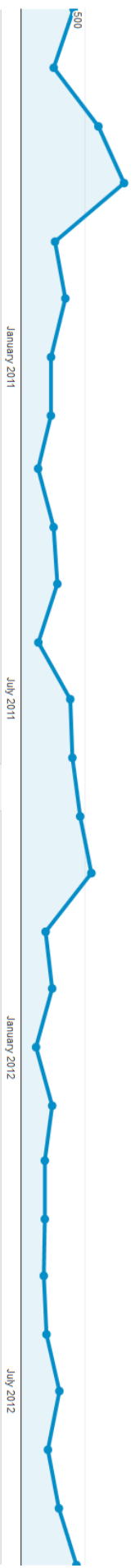
Advanced Segments | Email | Export | Add to Dashboard | Shortcut **BEA**

% of Visits: 100.00%

Overview

Visits vs. Select a metric

Visits



Hourly | Day | Week | Month

4,161 people visited this site

- Visits: 8,491
- Unique Visitors: 4,161
- Pageviews: 24,347
- Pages / Visit: 2.87
- Avg. Visit Duration: 00:02:27
- Bounce Rate: 50.22%
- % New Visits: 48.07%



51.90% Returning Visitor
4,407 Visits

48.10% New Visitor
4,084 Visits