

March 20, 2009
AWSC – NYN Website

Connie

Sorry that I will not be able to make the AWSC Meeting in Syracuse because of a business conflict.

Since I have taken over the website I have made the following changes:

- Updated the site to contain text (important for being found by search engines)
- Updated the site to look exactly as it was when I took it over.
- Fixed all the missing pages and broken links
- Added a new calendaring system that is part of the website and not a third party system.

Recommendations:

- The current hosting company is excellent for our needs.
- Presently we are paying the hosting company for 3 domain names:
 - nynafig.com
 - nynafig.net
 - nynafig.info
- All domain names are registered through GoDaddy.
 - The domain names as they are currently registered DO NOT belong to NYN!
 - Presently we pay Libihost \$20/year/domain name. So this means for nynafig.net and nynafig.info we are paying them \$40/year.
- Recommendation:
 - We get owner ship of all three domain names.
 - We setup our own account with Godaddy and transfer the domains to a NYN account. Godaddy only charges \$9.99/year for the registration of the domain names. This will same NYN \$20/year and gives us control of our domain names.
- I have received a number of complaints that the current website is not friendly or easy to navigate.
 - I recommend we develop a new website layout to better server visitors who are in need.
 - We include a NYN District map showing the area served by NYN. If you look at the attached map you see out of 2975 visits 478 come from south of our area.
 - Doing this will get people to where they need to be faster

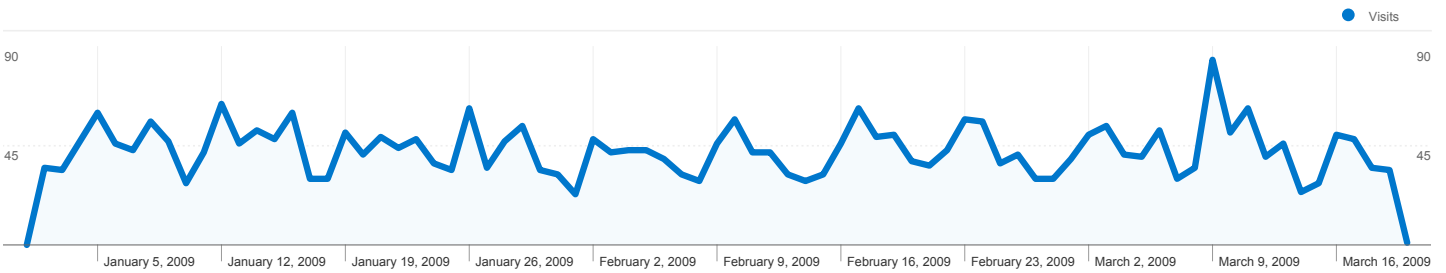
- Designate a small group of people to work with me on the website, say 3 maximum. These people can do research and advise on what should be on the website and how it should be presented.

See the attached information showing the website performance since January 1, 2009

Mel

Attachments:

- Desk top summary of website
- Top Content of pages viewed
- NY State traffic




Site Usage


 **3,334** Visits

 **23.34%** Bounce Rate

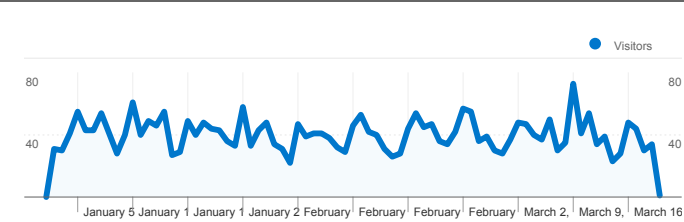
 **12,512** Pageviews

 **00:02:04** Avg. Time on Site

 **3.75** Pages/Visit

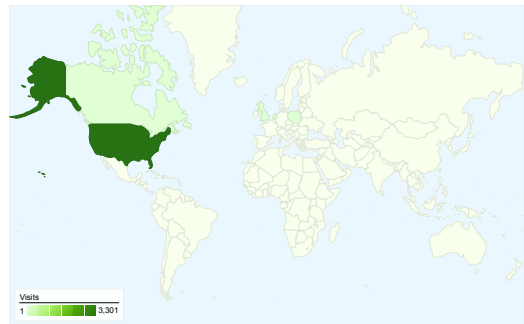
 **80.71%** % New Visits

Visitors Overview

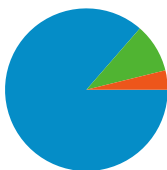


Visitors
2,691

Map Overlay world



Traffic Sources Overview

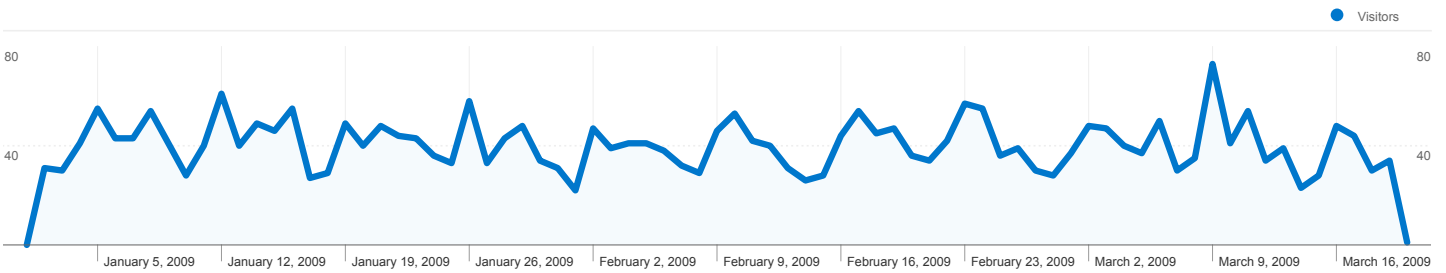


- **Referring Sites**
2,881.00 (86.41%)
- **Direct Traffic**
325.00 (9.75%)
- **Search Engines**
128.00 (3.84%)

Content Overview

Pages	Pageviews	% Pageviews
/	4,808	38.43%
/meeting_information.html	2,185	17.46%
/district_10.html	1,280	10.23%
/links.html	476	3.80%
/index.html	447	3.57%

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2,691 people visited this site

3,334 Visits

2,691 Absolute Unique Visitors

12,512 Pageviews

3.75 Average Pageviews

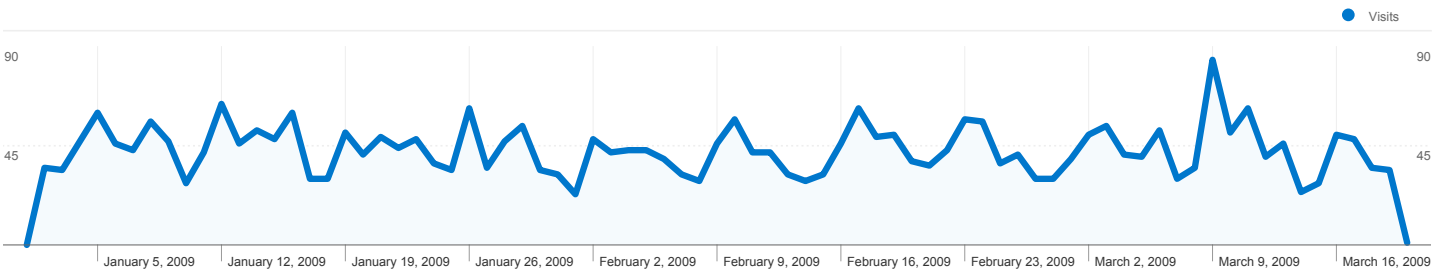
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Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	2,426	72.77%	Cable	1,768	53.03%
Firefox	612	18.36%	DSL	535	16.05%
Safari	276	8.28%	Unknown	491	14.73%
Opera	7	0.21%	T1	348	10.44%
Chrome	4	0.12%	Dialup	115	3.45%

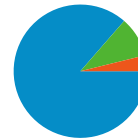


All traffic sources sent a total of 3,334 visits

 **9.75% Direct Traffic**

 **86.41% Referring Sites**

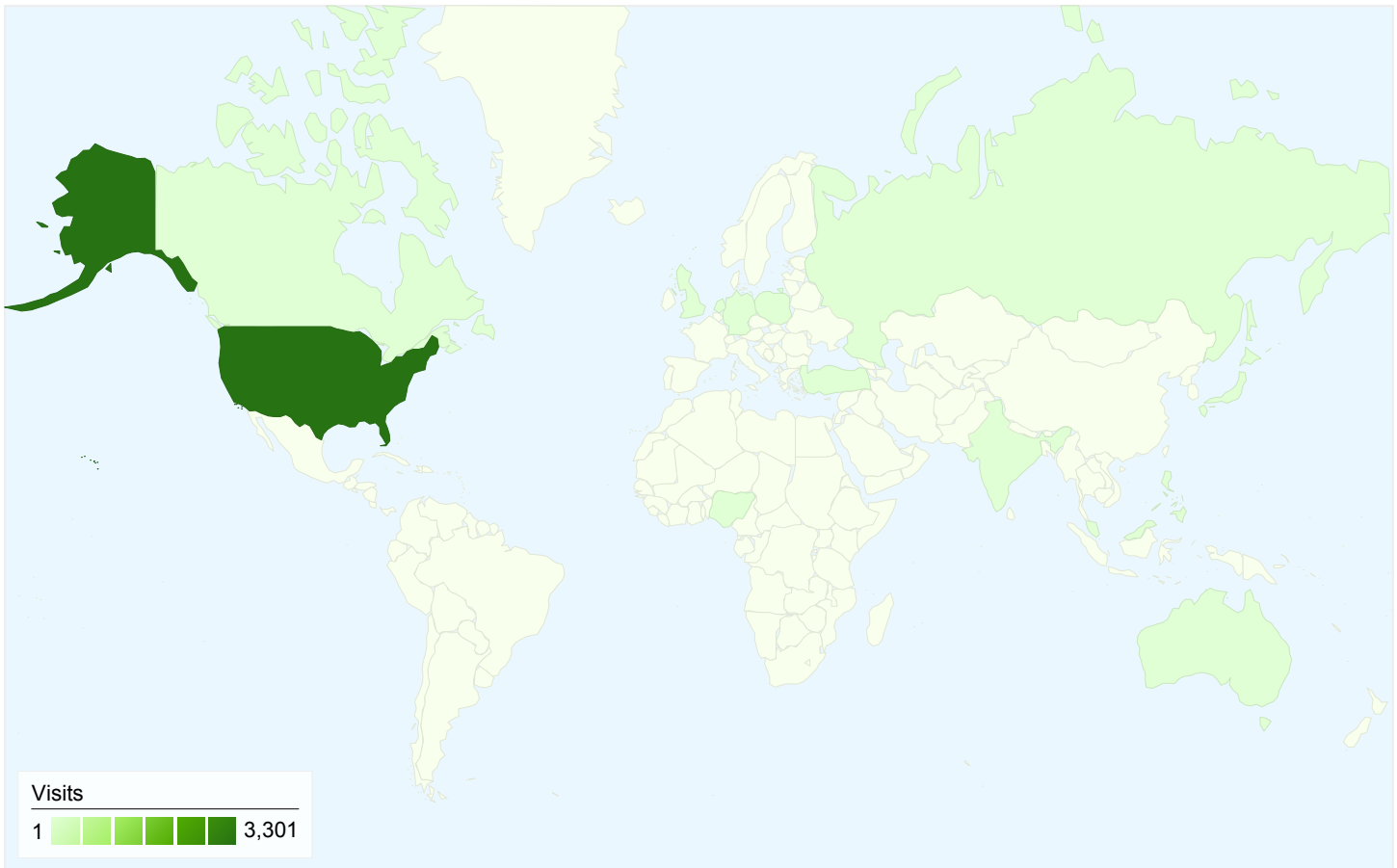
 **3.84% Search Engines**



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Top Traffic Sources

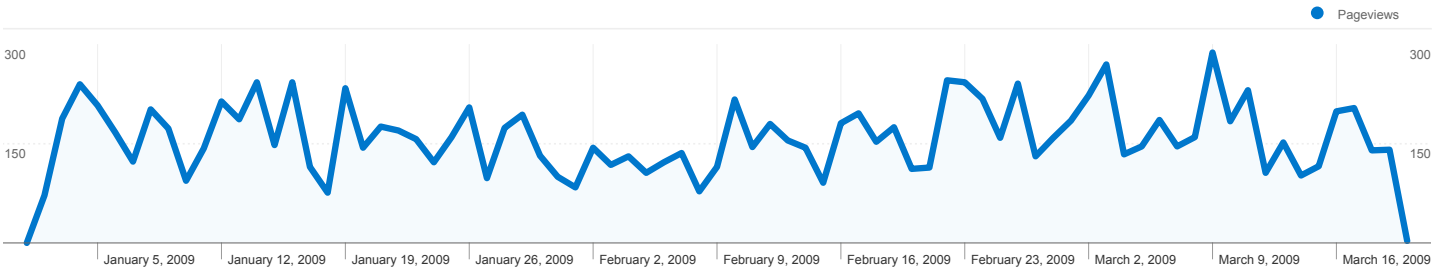
Sources	Visits	% visits	Keywords	Visits	% visits
al-anon.alateen.org (referral)	1,557	46.70%	nynafg.com	19	14.84%
al-anonfamilygroups.org	712	21.36%	nynafg	6	4.69%
(direct) ((none))	325	9.75%	new york north	5	3.91%
al-anon.org (referral)	310	9.30%	new york north afg	4	3.12%
google (organic)	74	2.22%	nyn afg	3	2.34%



3,334 visits came from 15 countries/territories

Site Usage


Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
3,334 % of Site Total: 100.00%	3.75 Site Avg: 3.75 (0.00%)	00:02:04 Site Avg: 00:02:04 (0.00%)	80.71% Site Avg: 80.71% (0.00%)	23.34% Site Avg: 23.34% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	3,301	3.76	00:02:05	80.55%	23.08%
Canada	10	3.20	00:01:15	100.00%	40.00%
United Kingdom	7	2.14	00:00:25	100.00%	28.57%
Poland	2	8.00	00:02:04	100.00%	50.00%
Netherlands	2	1.50	00:00:15	50.00%	50.00%
India	2	2.00	00:00:44	100.00%	0.00%
Germany	2	1.00	00:00:00	100.00%	100.00%
Philippines	1	1.00	00:00:00	100.00%	100.00%
Australia	1	2.00	00:00:18	100.00%	0.00%
Japan	1	5.00	00:04:39	100.00%	0.00%



Pages on this site were viewed a total of 12,512 times

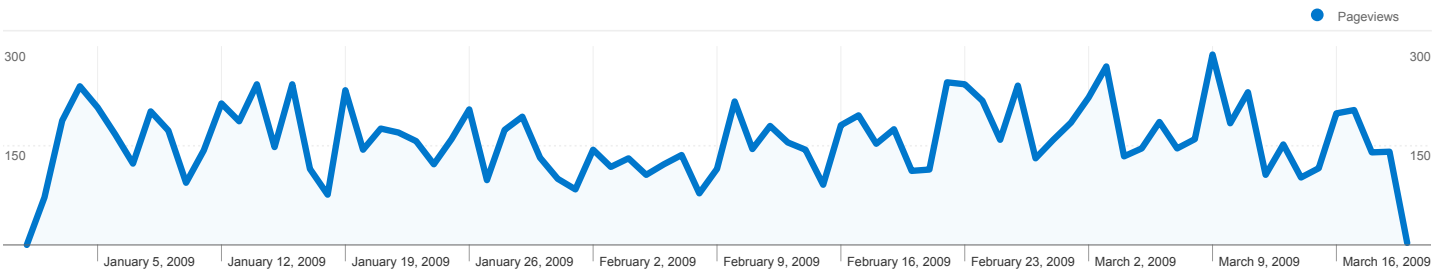
 **12,512** Pageviews

 **8,679** Unique Views

 **23.34%** Bounce Rate

Top Content

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/	4,808	38.43%
/meeting_information.html	2,185	17.46%
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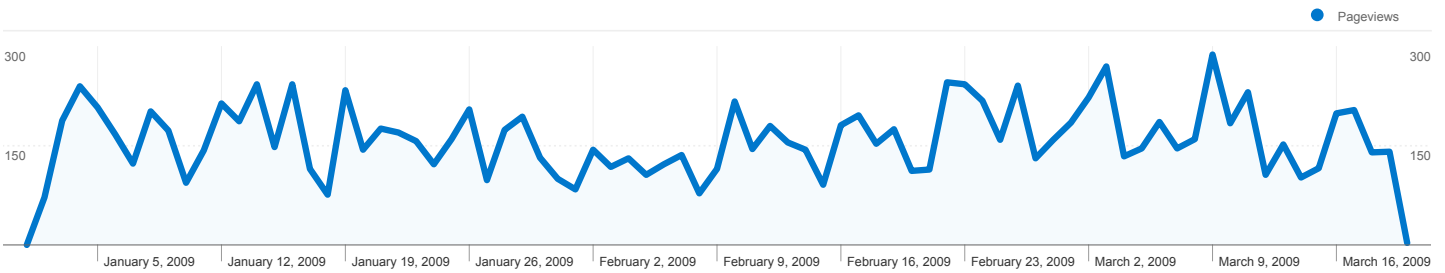
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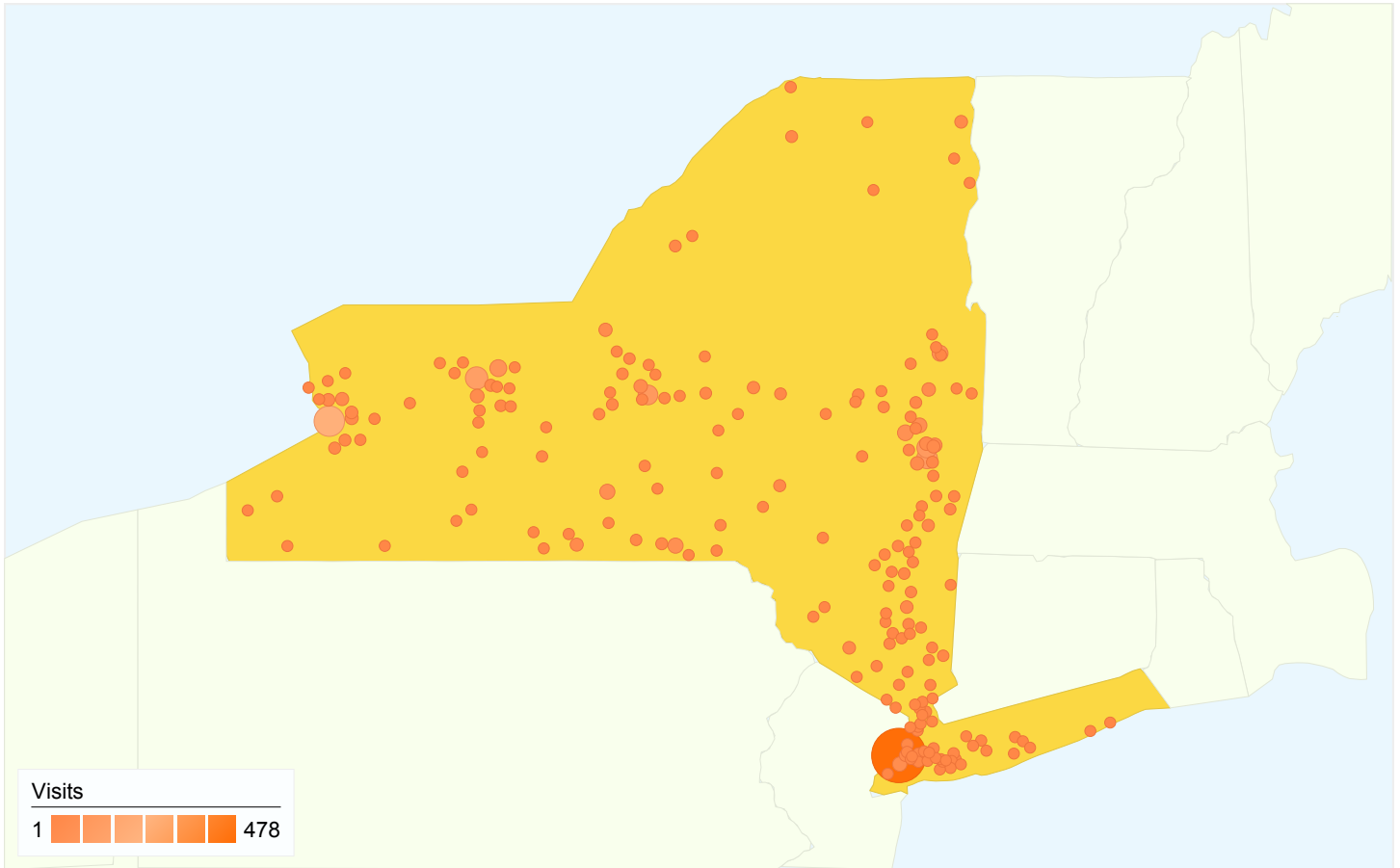
34 pages were viewed a total of 12,512 times

Content Performance

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/	4,808	3,128	00:00:29	20.92%	26.12%	\$0.00
/meeting_information.html	2,185	1,798	00:01:21	66.67%	49.47%	\$0.00
/district_10.html	1,280	476	00:00:13	12.50%	7.58%	\$0.00
/links.html	476	397	00:02:18	80.33%	59.24%	\$0.00
/index.html	447	187	00:01:36	43.48%	14.09%	\$0.00
/calendar.html	273	206	00:00:34	50.00%	16.48%	\$0.00
/contact_us.html	265	214	00:01:28	0.00%	18.49%	\$0.00
/northern_hi_lights.html	226	210	00:02:22	60.00%	38.50%	\$0.00
/what_happens_at_a_meeting.html	222	187	00:01:16	60.00%	18.47%	\$0.00
/about_al-anon.html	218	175	00:00:30	33.33%	13.76%	\$0.00
/sitemap.html	216	148	00:00:29	0.00%	11.57%	\$0.00
/area_events.html	195	174	00:00:36	0.00%	14.87%	\$0.00
/district_10_sunday.html	170	136	00:00:40	50.00%	12.94%	\$0.00
/frequently_asked_questions.html	152	130	00:01:24	100.00%	24.34%	\$0.00
/area_officers.html	146	126	00:00:58	0.00%	18.49%	\$0.00
/district_10_monday.html	141	115	00:00:30	0.00%	7.80%	\$0.00
/news.html	138	106	00:00:44	50.00%	17.39%	\$0.00
/awsc_minutes.html	133	93	00:01:23	0.00%	16.54%	\$0.00
/district_10_tuesday.html	121	97	00:00:33	0.00%	10.74%	\$0.00
/district_10_friday.html	116	98	00:00:23	0.00%	8.62%	\$0.00
/district_10_wednesday.html	116	97	00:00:37	0.00%	9.48%	\$0.00

/district_10_thursday.html	111	93	00:00:51	0.00%	10.81%	\$0.00
/district_10_saturday.html	110	93	00:00:21	0.00%	16.36%	\$0.00
/district_10_events.html	82	60	00:00:07	0.00%	4.88%	\$0.00
/wso_information.html	43	32	00:00:41	0.00%	13.95%	\$0.00
/facts_for_the_professional.html	36	30	00:01:19	100.00%	36.11%	\$0.00
/awsc_meeting_announcement.html	30	26	00:00:48	0.00%	20.00%	\$0.00
/nyn_map.html	22	17	00:00:42	60.00%	22.73%	\$0.00
/delegate_report.html	9	7	00:05:16	100.00%	33.33%	\$0.00
/professional_request.html	9	8	00:00:50	100.00%	22.22%	\$0.00
/awsc-meeting-08-23-08.html	7	6	00:01:27	0.00%	14.29%	\$0.00
/2008_fall_election_assembly.html	5	5	00:00:15	0.00%	20.00%	\$0.00
/2009_spring_convention.html	3	3	00:00:50	0.00%	0.00%	\$0.00
/search?q=cache:v-A3dBzff3YJ:www.nynafg.com/links.html+kingston+new+york+alanon&hl=en&ct=clnk&cd=8&gl=us	1	1	00:00:00	100.00%	100.00%	\$0.00

1 - 34 of 34



This state sent 2,975 visits via 373 cities

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
2,975 % of Site Total: 89.26%	3.81 Site Avg: 3.75 (1.63%)	00:02:07 Site Avg: 00:02:04 (2.61%)	79.70% Site Avg: 80.71% (-1.25%)	22.99% Site Avg: 23.34% (-1.50%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
New York	478	2.99	00:01:15	87.66%	38.49%
Buffalo	215	3.28	00:01:43	77.67%	23.72%
Rochester	127	4.37	00:02:45	68.50%	10.24%
Albany	109	2.94	00:01:23	87.16%	17.43%
Newtonville	104	2.72	00:00:59	84.62%	19.23%
Syracuse	98	4.37	00:01:43	70.41%	14.29%
Webster	67	4.13	00:04:12	16.42%	17.91%
Glens Falls	56	4.75	00:03:02	51.79%	1.79%
Schenectady	54	3.96	00:02:03	77.78%	16.67%

Binghamton	48	10.85	00:04:27	79.17%	8.33%
					1 - 10 of 373