

Leveraging the Net

A bulletin for Association Professionals

Issue 2 - Evaluating Website Traffic

Do you know who is using your website?

How many users are entering your website? What are the most popular features? How long do users stay on the website? When is the website the busiest?

Developing a website and putting it on line is the first step in creating an Internet presence that complements your overall organization objectives. Part of the plan of creating and managing a website should include reviewing its usage. An analysis of website traffic provides critical feedback on whether your website is successfully reaching your audience and the objectives you had set for it.

Website usage is typically tracked by what are known as log files. Included in the log files is a record of all of the website activity for a given period of time. Various software packages, WebTrends being the market leader, can be used to access and organize the log files to reveal a fairly complete view of an association's website usage.

In addition to answering the above questions, examples of other information that can be obtained using the log files includes:

- Number of repeat visitors
- Average number of daily visitors
- Most downloaded pages
- Most used browsers
- Top searchwords (top words users are typing into search engines to find your site)

Many associations not currently gathering this information will benefit from being able to identify the strengths and weaknesses of their sites. Leverus would be happy to provide you with more information on website traffic analysis. Please feel free to contact Leverus any time at (613) 789-0728 or e-mail us at info@leverus.com

LEVERUS

For more information visit www.leverus.com or e-mail info@leverus.com or call 613.789.0728

© 2001 Leverus Inc. All rights reserved.