

ABRF Web Site Committee 2002 Study: Improvements and Demographics of the ABRF Web Site

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ABSTRACT

The ABRF has embraced the concept of electronic communication since its inception. The initial form of communication was the still popular and very valuable "Roundtable" discussion group which was announced in the ABRF news in September 1994. An FTP site for exchange of information was introduced shortly thereafter. The first ABRF web site was unveiled in August 1995 and the roundtable archives were initiated in 1996. The Web Site Committee was formed in June of 2000 as an ad-hoc group charged with reviewing the ABRF's current web presence and exploring avenues for improvement. Currently the ABRF membership is enjoying an attractive and functional new site that provides information about all functions of the ABRF and its Research Groups activities, archives of the roundtable discussions, presentations from past meetings, the white pages of membership listing, and the yellow pages of facilities and the services they offer. Improvements include: a new list server system which has solved chronic problems with spam, virus/worm propagation and subscription issues; automatic archiving; an improved search engine; member tools for managing individual and facility information and Research Group pages. The ABRF Web committee recently compiled results showing web site activity over the past year that should aid in further refinements.

DESCRIPTION

This report describes the level of activity for the ABRF website and the roundtable email discussion group for the year 2002. The following data has been extracted from the statistics server provided by our web designer/hosting service, World Design Group. The data presented in this report is a small selection of typical data in which the authors believe the ABRF general public might be interested. Much is presented in the form of charts describing a typical day, week or month in the life of www.abrf.org. These charts are necessarily representations of averages and every effort has been made to select typical periods rather than highs or lows although some charts are accompanied by text describing highs and lows where they are considered relevant.

Units: Many of the figures that appear below refer to "page views" which is the best measure we have of the number of visitor events at the web site. A single visitor may generate several page views. For example, in the typical month described, there were 32836 visitors with 193,786 page views. This is an average of 6 page views per visitor.

THE ROUNDTABLE

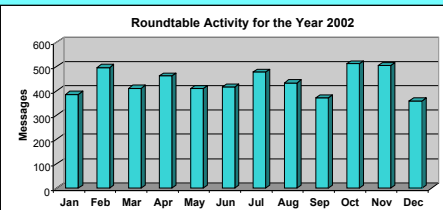


Figure 1. Monthly Activity for the year 2002. There were 1322 active participants as of Jan 1, 2003, 156 in digest mode. A total of 5382 messages were sent in 2002.

ACTIVITY AT ABRF.ORG

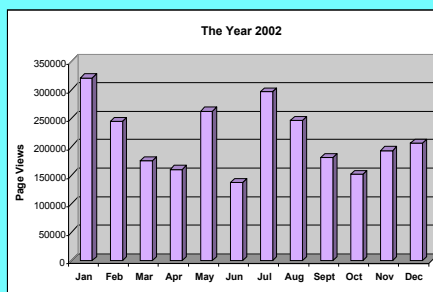


Figure 2. Activity for the year 2002. There were approx. 2.5 million total page views and 290,000 visits.

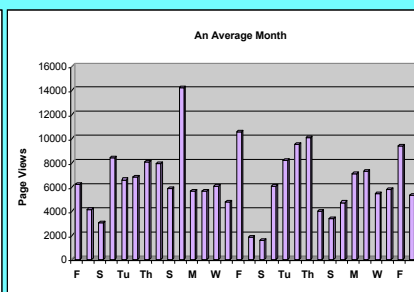


Figure 3. Activity for the month of November 2002. There were a total of 193,784 page views and 32,836 visits.

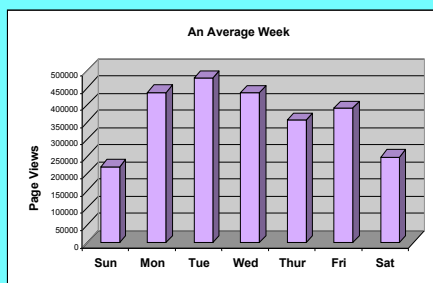


Figure 4. Activity for the average week. Activity was highest during the week and lowest on the weekends.

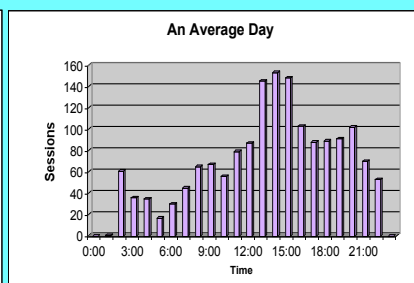


Figure 5. Activity for an average day. Mid afternoon EST is the busiest time of the day.

HOW DOES THE TRAFFIC GET THERE?

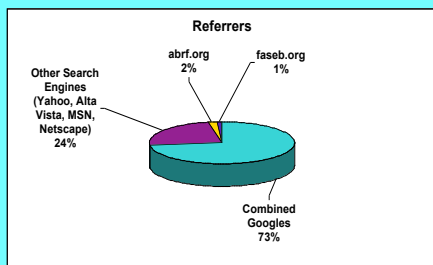


Figure 6. 97% of the activity was referred through a search engine.

HOW LONG IS THE AVERAGE STAY?

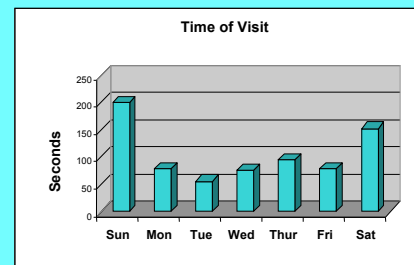


Figure 7. The average stay per visit is about a minute, but longer on the weekends.

WHERE DO THEY COME FROM?

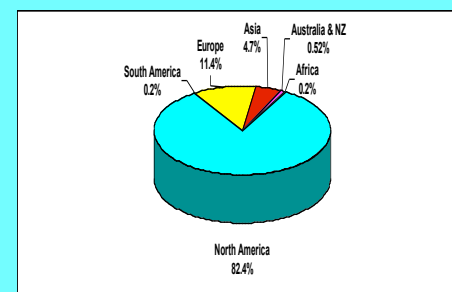


Figure 8. Visitors by continent for Jun-Aug 2002.

WHAT PAGES DO THEY VISIT?

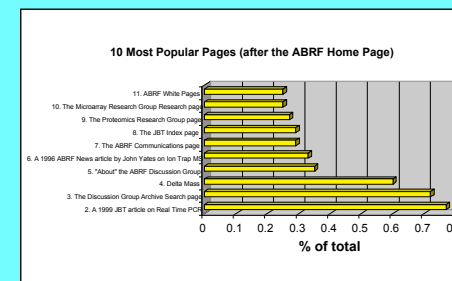


Figure 9. Top 10 page views (after home page) June -August 2002 (total: 475,00 page views)

RESEARCH GROUP PAGE VIEWS

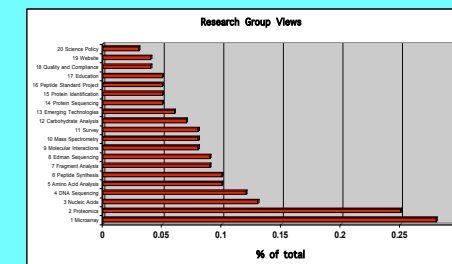


Figure 10. Research Group page views June - August 2002 (total:475,00 page views)