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MPLA Webmaster Report

14 March 2007

### MPLA Website Statistical Overview

As I have nothing special to report since my previous Board report in January, I thought an overview of MPLA website statistics might be interesting.

For the Period 01 January – 31 December 2006

Total Website Hits: 2,532,474

Average Hits Per Day: 6,919

Average Hits Per Hour: 289

Average Hits Per Visitor: 15.4

Total Visitors: 164,765

Average Visitors Per Day: 450

Average Time Spent: 164 seconds

Average Page Views Per Visitor: 2.04

Total Unique IPs: 40,676

Visitors Who Visit Once: 29,896

Visitors Who Visit More Than Once: 10,780

Total Page Views: 336,455

Average Page Views Per Day: 919

Number of Visitors Who Have Bookmarked our Site: 46,564

### “Administrivia”

- Have you ever wondered what the busiest day of the week is on the MPLA website – by busy, I mean the highest number of page hits? As you might expect, Monday-Friday are all about the same, in terms of hits.
  - Sunday: 183,370
  - Monday: 425,139
  - Tuesday: 447,252
  - Wednesday: 434,660
  - Thursday: 421,199
  - Friday: 398,563
  - Saturday: 222,291
- Have you ever wondered what the busiest time of the day is on the website, in terms of number of hits per hour? From 6-11am, this is the “dead time” at around 25,000 hits per hour – not average hits, but hits total. Starting about 1pm, traffic increases, to peak from 3pm-10pm, at over 175,000 hits per hour.

- What were our peak busy days, in terms of highest number of page views?
  - August 29, 2006: 2,541 page views
  - December 4, 2006: 3,711 page views
- Domains with the most visits to our site?
  - Ks.cox.net: 20,165
  - Dan Chaney: 17,298 (that's a big surprise )
  - B-one.net: 11,056
- Most Visited Resource?
  - MPLA Jobline: 62,184 Hits (38,185 Visitors)
  - MPLA Home Page: 31,188 Hits (15,880 Visitors)
  - MPLA Publications and Documents: 15,258 Hits (2,412 Visitors)
  - Leadership Institute Site: 3,900 Hits (1,764 Visitors)
  - Executive Board Listing: 3,624 Hits (1,654 Visitors)
  - MPLA Conference Listings: 3,187 Hits (1,266 Visitors)
  - MPLA Contact Information: 2,903 Hits (989 Visitors)
  - Member Area: 2,710 Hits (999 Visitors)
  - Membership Information: 2,090 Hits (626 Visitors)
  - Libraries and Associations: 2,059 Hits (573 Visitors)
  - MPLA Calendar: 2,047 Hits (570 Visitors)
- Most Downloaded Files? I would have guessed it would be the MPLA Newsletters. I would be wrong.
  - 2003 Conference Handout "Suggestions for Theme Book Groups" 5,174 times (Go figure)
  - August 2005 MPLA Newsletter: 4,250 times
  - August 2006 MPLA Newsletter: 4,102 times
  - June 2006 MPLA Newsletter: 3,712 times
  - February 2006 MPLA Newsletter: 2,740 times
  - April 2006 MPLA Newsletter: 2,377 times
  - June 2005 MPLA Newsletter: 2,105 times
  - In general, you would be surprised at the number of times the 2003 and 2005 Conference Handouts Archive files are being accessed even years after the fact.
  - Images by and large, particularly conference images from previous years are accessed quite frequently (over 200 times per image) Some of Sharon's photos from the 2003 conference in Tahoe were looked at over 500 times last year. Again, go figure.
- Top Referral Sites (that is, places that point to MPLA)
  - Mpla.us: 1,999,585 (no surprise here)
  - Google.com: 15,926
  - Libraryjobpostings.com: 9,925
  - Lisjobs.com: 6,450
  - Usd.edu: 4,153 (this is probably due to the pointers we left at the former MPLA website hosted at usd.edu)

We have lots more interesting statistics, but I shan't bore you with them.

Respectfully submitted,

Dan Chaney  
MPLA Webmaster