

To: ALSC Executive Committee
Subject: Web Activities Report
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Transition from Great Websites to New Award-Winning Media Site

With the expansion of the scope of the Great Websites committee, renamed the Notable Children’s Digital Media committee, the Great Websites for Kids site (gws.ala.org) is being phased out, making way for an award-winning media database-driven site that will present all ALSC award-winning and notable media titles. ALSC is close to hiring a contractor to begin development and design of the new site.

Website Statistics

User: Users that have had at least one session within the selected date range. Includes both new and returning users.

Session: A session is a group of interactions that take place on your website within a given time frame. For example a single session can contain multiple screen or page views, events, social interactions, and ecommerce transactions. A session ends after 30 minutes of inactivity.

Page View: Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

ALSC website (www.ala.org/alsc)

	March 2018	February 2018	January 2018	December 2017	November 2017	2017
Users	95,571	113,958	96,720	67,707	85,269	944,837
Sessions	123,495	149,373	126,674	83,318	107,307	1,337,436
# of Page Views	279,786	355,089	299,178	185,903	243,616	3,004,574

Día (dia.ala.org)

	March 2018	February 2018	January 2018	December 2017	November 2017	2017
Users	2,726	1,581	1,274	817	999	21,973
Sessions	3,720	1,986	1,560	1,017	1,182	28,552
# of Page Views	9,429	4,550	3,421	2,208	2,474	61,890

Every Child Ready to Read (www.everychildreadytoread.org)

	March 2018	February 2018	January 2018	December 2017	November 2017	2017
Users	3,886	3,212	2,521	1,993	2,432	28,310

Sessions	4,679	3,881	3,063	2,452	2,972	35,545
# of Page Views	8,648	7,189	6,242	4,789	5,881	80,175

Everyday Advocacy (www.ala.org/everyday-advocacy)

	March 2018	February 2018	January 2018	December 2017	November 2017	2017
Users	1,567	1,564	1,196	1,075	1,408	17,516
Sessions	1,774	1,738	1,340	1,213	1,535	20,214
# of Page Views	2,960	2,997	2,546	1,922	2,438	32,959

Great Websites for Kids (greatsites.ala.org)

	March 2018	February 2018	January 2018	December 2017	November 2017	2017
Users	46,753	48,108	46,113	32,793	50,246	676,976
Sessions	54,223	54,987	54,344	37,572	57,591	813,185
# of Page Views	158,866	155,435	174,729	109,744	175,050	2,135,186