



2018 EASTERN DIVISION SPRING OFFICERS' MEETING Website Report – nspeast.org



2018 Eastern Division Website Spring Officers Meeting report. The website received **56,227** page views between the months of March 2017 and March of 2018. Of those, **37,595** were unique. The average time spent on the site was **01:21:00**.

Below is a list of the top 10 pages visited on the nspeast.org website.

1. **Homepage** (*index*) – 15,783 page views, 1:24 average time spent on page
2. **Calendar** – 11,821 page views, 0:46 average time spent on page
3. **Trail Sweep** – 3,638 page views, 1:44 average time spent on page
4. **Hall of Fame** – 1,461 page views, 1:05 average time spent on page
5. **Join NSP** – 1,115 page views, 2:21 average time spent on page
6. **YAP Tube** – 1,097 page views, 2:52 average time spent on page
7. **Awards** – 1,075 page views, 0:54 average time spent on page
8. **OET** – 1,046 page views, 3:17 average time spent on page
9. **OEC** – 1,024 page views, 1:31 average time spent on page
10. **Certified** – 948 page views, 2:24 average time spent on page

The Eastern Division also has a successful Social Media presence on the web with its Facebook page, Instagram and Twitter accounts.

1. **Facebook** has 1,520 followers with 1,441 likes. Successful NSP BOD Voting campaign push
2. **Instagram** has 328 Followers, with 38 posts. Successful NSP BOD Voting campaign push.
3. **Twitter** has 114 followers, with 118 tweets.

All programs are asked to share any and all news items, stories and pictures from events to be posted not only on the Eastern Division website but all their social media platforms as well. Not many, if any programs share photos to be posted on our social media platforms.

Thank you,
John Laitala
Eastern Division Website Administer

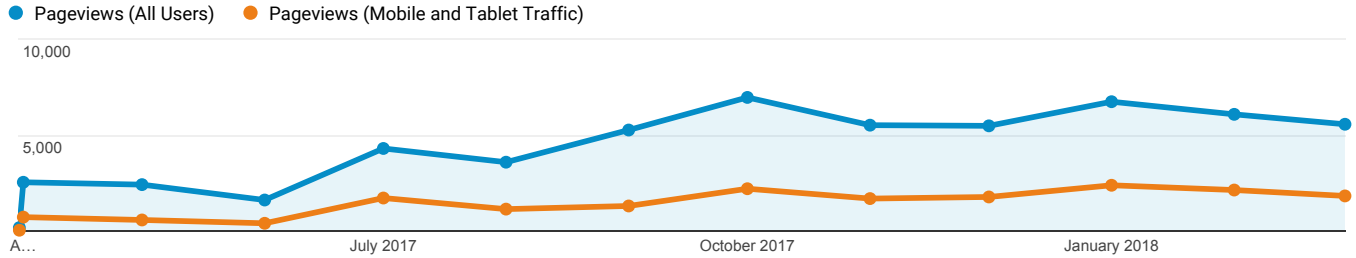
Pages

All Users
100.00% Pageviews

Mobile and Tablet Traffic
31.90% Pageviews

Mar 31, 2017 - Mar 31, 2018

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
All Users	56,227 % of Total: 100.00% (56,227)	37,594 % of Total: 100.00% (37,594)	00:01:21 Avg for View: 00:01:21 (0.00%)	21,783 % of Total: 100.00% (21,783)	47.54% Avg for View: 47.54% (0.00%)	38.74% Avg for View: 38.74% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
Mobile and Tablet Traffic	17,936 % of Total: 31.90% (56,227)	12,172 % of Total: 32.38% (37,594)	00:01:19 Avg for View: 00:01:21 (-2.28%)	8,309 % of Total: 38.14% (21,783)	56.70% Avg for View: 47.54% (19.26%)	46.33% Avg for View: 38.74% (19.58%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /							
All Users	15,783 (28.07%)	11,751 (31.26%)	00:01:24	11,086 (50.89%)	37.65%	37.31%	\$0.00 (0.00%)
Mobile and Tablet Traffic	4,702 (26.22%)	3,305 (27.15%)	00:01:22	3,061 (36.84%)	43.71%	41.98%	\$0.00 (0.00%)
2. /calendar.html							
All Users	11,812 (21.01%)	4,710 (12.53%)	00:00:46	1,441 (6.62%)	0.69%	28.88%	\$0.00 (0.00%)
Mobile and Tablet Traffic	3,816 (21.28%)	1,531 (12.58%)	00:00:39	657 (7.91%)	1.37%	30.79%	\$0.00 (0.00%)
3. /trail-sweep.html							
All Users	3,638 (6.47%)	2,532 (6.74%)	00:01:44	1,882 (8.64%)	79.70%	59.92%	\$0.00 (0.00%)
Mobile and Tablet Traffic	1,401 (7.81%)	1,090 (8.95%)	00:02:13	938 (11.29%)	84.86%	71.52%	\$0.00 (0.00%)
4. /hall-of-fame.html							
All Users	1,461 (2.60%)	810 (2.15%)	00:01:05	431 (1.98%)	57.77%	28.47%	\$0.00 (0.00%)
Mobile and Tablet Traffic	470 (2.62%)	308 (2.53%)	00:00:53	222 (2.67%)	67.57%	42.98%	\$0.00 (0.00%)
5. /join-nsp.html							
All Users	1,115 (1.98%)	899 (2.39%)	00:02:21	800 (3.67%)	57.50%	56.50%	\$0.00 (0.00%)
Mobile and Tablet Traffic	548 (3.06%)	452 (3.71%)	00:02:23	428 (5.15%)	67.76%	65.15%	\$0.00 (0.00%)
6. /yaptube.html							
All Users	1,097 (1.95%)	1,028 (2.73%)	00:02:52	912 (4.19%)	93.20%	88.06%	\$0.00 (0.00%)
Mobile and Tablet Traffic	662 (3.69%)	619 (5.09%)	00:02:39	589 (7.09%)	92.53%	91.54%	\$0.00 (0.00%)
7. /awards							

All Users	1,075 (1.91%)	4/4 (1.26%)	00:00:54	205 (0.94%)	0.98%	29.58%	\$0.00 (0.00%)
Mobile and Tablet Traffic	297 (1.66%)	133 (1.09%)	00:00:54	90 (1.08%)	1.11%	33.67%	\$0.00 (0.00%)
8. /oet							
All Users	1,046 (1.86%)	737 (1.96%)	00:03:17	252 (1.16%)	57.14%	46.46%	\$0.00 (0.00%)
Mobile and Tablet Traffic	271 (1.51%)	214 (1.76%)	00:04:22	94 (1.13%)	63.83%	57.20%	\$0.00 (0.00%)
9. /oec							
All Users	1,024 (1.82%)	818 (2.18%)	00:01:33	108 (0.50%)	62.04%	31.05%	\$0.00 (0.00%)
Mobile and Tablet Traffic	307 (1.71%)	227 (1.86%)	00:02:24	58 (0.70%)	65.52%	33.55%	\$0.00 (0.00%)
10. /certified							
All Users	984 (1.75%)	708 (1.88%)	00:02:24	108 (0.50%)	60.19%	35.67%	\$0.00 (0.00%)
Mobile and Tablet Traffic	219 (1.22%)	178 (1.46%)	00:02:24	38 (0.46%)	76.32%	41.10%	\$0.00 (0.00%)

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