

## **BartlettHistory.Org**

### **Report of Website Activity for Mid June to Mid September 2010**

From June until now I have been quite busy in my other job in the tourist business and have not had much time to devote to history except the history of how this year's sales compare to last year. As a result, there is **very little new content**, but this will change as the fall foliage season comes to an end.

I am **building a list of projects** for when there is time and these include my desire to have a **published inventory** of all the items that are available at the Historical Society Chalet in Glen. This listing would be posted on the web-site in some logical format yet to be determined. I think we are getting closer to this objective; the last little obstacle involved printer problems, which I think have been resolved.

We are also working with **White Mountain History dot Org** in their effort to bring all the area Historical Societies Websites under one umbrella. If you have not yet visited the White Mountain History website you should plan on doing so. You will find much local information and many pictures and stories.

Over the past six months I have wondered about the **validity of the statistics** gathered by our web host's tools and more than one source suggests that they may be inflated for a variety of reasons. For this reason I have been studying various website logging programs that report the details of people visiting our website. I have recently started tracking with Google Analytics, which most of "those in the know" report as being much more reliable. Results of the various programs will be compared over the next couple of months, but in the meantime I am using the data from the programs I have used before.

**During June, July and August**, according to our web host's statistical analyzer, we had an average of about **670 unique visitors** every month. That works out to about 22 people per day looking at Bartlett History. Many visited the site more than once and the combined site visitors looked at a total of **2200 pages per month**. 80% of our visitors stayed on the site for less than one minute, indicating that perhaps whatever they were searching for was not on our site. About 100 visitors remained at the site for fifteen minutes to an hour and eight visitors stayed longer than one hour.

**Our most visited page** during the past couple of months was “[Beginnings Paleo-Indians to the Abenaki](#)”. About 80 people a month visit our **guestbook page**, but less than 1% bother to fill out the short form and send it in. About 80% of our visitors reach the website through search engines of one type or another...the remainder type in the address manually. As for **originating countries**, the vast majority are United States. Other countries were United Kingdom, Australia, Philippines, Canada, Brazil, South Africa and Colombia. The visits from each country numbered one or two each.

If you are a **Facebook user** you will find Bartlett Historical Society there. We have gathered about 40 “friends” and about 80 “Likes”. But, like the rest of my attempts to get folks involved, there are very few postings.

**In summary**, we seem to have a good user base for the website and as I have said before, if just one or two people find the website useful and interesting, the effort is all worthwhile. Much of the interesting content comes from all the people with memories to share. If you have a story I would like to include it. Most of you know where I am. Thanks for reading.

Dave Eliason, Website Editor

September 7, 2010