



Web-site Report for the Directors Meeting - November 17, 2010

As I mentioned in a previous report, the analytics program I was previously using seemed to be inflating the numbers of people visiting the Bartlett History website. The program I was previously using was designed primarily for network traffic analysis, thus it counted many things on a page as a separate page visit. It also counted visits by robots and spiders. In mid-August I started tracking our results with Google Analytics, which is described as more of a business tool and its statistics are more related to people rather than networks. I find the results to be much more believable and the detailed reporting capabilities of the tool are remarkable. As one example, it tracks visitors not only by their region or State, but also by town/city. The detail level of other information is also quite complete. In addition to providing detailed user data, it also provides valuable information for the person designing the website, such as which browser type the user is utilizing, their computer's operating system, screen resolution, internet connection speed, flash and java utilization. It even knows if the user is on a telephone system, like I pad or blackberry. I have found as time goes by the Google folks keep adding new reporting features. The pages attached show a few items I thought the Directors would be interested in perusing.

On another note, at the request of the Henry Ford Museum in Michigan I created a page about the East Branch House and the Pitman Brothers. They (Pitman Brothers) ordered a new Concord Coach from the factory in Concord in 1891. The Ford Museum is now the owner of this coach and they were curious if we knew anything about it. I sent the link to the new web site page. They were going to send me information on how and when they acquired it...but, I have had no reply yet. Of course, since e-mail is somewhat unreliable there is no way to know if they even received my reply.

Now that the "slow-time" has arrived I hope to continue work on the web site indexing and find some new content material. I would also like to see some progress on our listing/inventory of exactly what we have for historical items at the chalet available for public viewing. To continue our collaboration with **White Mountain History dot Org** in their effort to bring all the area Historical Societies Websites under one umbrella, part of that job involves naming our most important historical items. Once we have that we can get linked up with their web-site.

Dave Eliason

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