

# Executive Board Meeting

16 Feb 2010

Agenda item no. 7

Prepared by: Roger Garland

Date: 1 Feb 2010

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## Topic: Web site – statistical report

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### 1. Recommendation

That the Executive Board note this statistical report on the ICOM Australia web site.

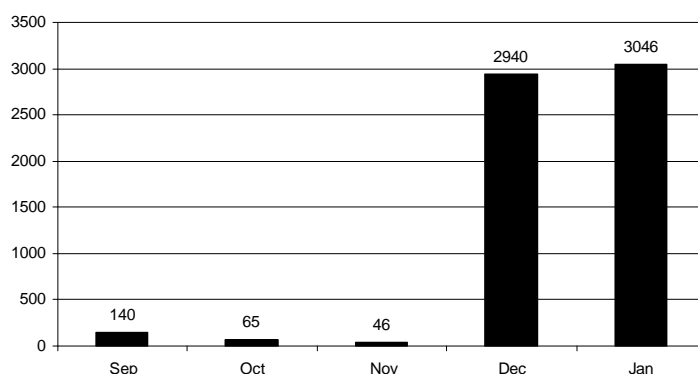
### 2. Background

2.1 The new ICOM Australia web site went live on Thu 3 Dec 2010.

2.2 The statistics have been compiled using LINK Digital's Webalizer (version 2.01) software. The use of this package by ICOM Australia is temporary (see issues below).

#### 2.3 Graph

ICOM Australia web site visits 2009-2010



2.4 The old ICOM Australia web site was transferred to LINK Digital management in August 2009 pending the development and launch of the new site. The usage graphed above reflects the new site only from develop (Sep-Nov) to operation (Dec+).

2.5 Statistics for the old web site are not readily available.

2.6 A 'visit' here means an individual visit from an IP address in a given time interval. Multiple visits from the one address (e.g. an institutional website) will only be recorded as a single visit.

### 3. Issues

3.1 Dedicated web statistical software is to be installed on the LINK Digital servers to monitor and report on the ICOM Australia website. I have reviewed a range of software packages and recommend the installation of the free, open source program called Piwik.

3.2 Piwik will cost approximately \$150 in LINK Digital staff time to install.

3.3 The graph is indicative of web site usage. Web statistics are notoriously ambiguous and it is the **trend** in usage over time which should be observed.