

Web Site Summary

March 8 - June 1, 2018

Introduction

This document discusses the performance of both the Shintaido of America website (www.shintaido.org) as well as our Facebook Page (www.facebook.com/ShintaidoOfAmerica/). The new, WordPress-based website was introduced on March 8, 2018. Statistics about the Shintaido of America website are collected using Google Analytics, while information about the Facebook Page is provided through Facebook Insights.

Our Website

Pages Visited

The table below compares the number of Unique Pageviews for the ten most popular pages during the time period of March 8 - June 1 for the years 2017 and 2018. Some observations:

- We have increased our number of Unique Pageviews by 19%
- The new Body Dialogue articles are 2-3x more popular than anything on the old website.

2017		2018	
Page	Unique Pageviews	Page	Unique Pageviews
Total	1762	Total	2095
/	259	/	472
/docs/locations.htm	31	/article/teaching-shintaido-to-children/	112
/docs/program_intro.htm	25	/news/	90
/docs/pubs_books_start.htm	29	/2018/04/07/john-seaman/	87
/gallery/index.php	27	/body-dialogue/	68
/docs/instructors.php	30	/article/tenshingosho-at-the-end-of-life-conference-in-lisbon-portugal/	68
/docs/people_aokisensei.htm	31	/events/	75
/docs/program_bojutsu.htm	23	/membership/	59
/docs/membership.htm	11	/store/	58
/news/000187.html	16	/article/on-floor-cleaning/	48

Devices Used

One of the goals of moving to WordPress was to make the website more accessible on mobile devices.

Devices	Mar 7, 2017 - Mar 7, 2018 (Old Site)	Mar 8, 2018 - June 1, 2018 (New Site)
Desktop	73%	59%
Mobile	20%	32%
Tablet	7%	9%

The 12% increase on Mobile device users and 2% increase in Tablet users seems to indicate the change has been successful

Facebook

Likes

There are currently 144 Facebook users who have “Liked” our page. That has increased by 4 people since the new website was created on March 8, 2018. For the 144 Facebook users who have “Liked” our page new posts that are created in Facebook will automatically appear on their timeline. Other people on Facebook will not see the new posts unless:

- they visit the Shintaido of America page
- a friend likes a post
- a friend shares a post

Interestingly, doing a quick count, only about 33 of the 144 people are people I recognize from keiko here in the US or Quebec, Canada. Others are names I recognize from Europe or Japan, and some are names I don't recognize at all.

Posts

Facebook tracks a number of metrics for our posts. Frankly, there's too much information for me to understand. For example, below is the summary for the three Body Dialogue articles that have been published since the new website was created. The first four columns are fairly straight forward:

- Post Clicks - someone clicked on our post
- Reactions - someone chose to "Like" our post (or click one of the other possible reactions)
- Comments - someone left a comment
- Shares - someone shared our post to their timeline making it visible to their friends.

The last column, "Reach" is the one Facebook talks about the most, but the one I understand the least. If I understand it correctly, "Reach" equates to people seeing your post. Therefore, I would assert that 402 people saw the post about Connie's, "End of Life Conference" but as we know from the previous website statistics, that page was visited 68 times. Still, I am no marketer, but I imagine there is value in having 402 people be aware that Shintaido of America made a post.

Article	Post Clicks	Reactions	Comments	Shares	Reach
Tenshingoso at the End of Life Conference in Lisbon, Portugal	61	18	5	3	402
Teaching Shintaido to Children	15	11	0	4	145
On Floor Cleaning	27	15	1	2	116