

Mid-America Region Web Coordinator Report

November 18, 2023

Last Quarter Activities

- Updated meeting information, events and the MAN page as needed by incoming requests.
- Wordpress and plugins updated as new versions became available.
- Worked with a representative of the Convention committee to set up and deploy the 2024 Convention page. The page includes a new plugin called "Hurry Timer," that provides a countdown to the end of the pre-registration period. The timer provides a button that links to the Google E Commerce transaction page created by the Convention committee. It will automatically stop working on the pre-registration termination date, and show a message that Convention Pre-registration is closed.
- As a result of the choice of Google, several Woo Commerce plugins and their associated data were purged from the site. Several other unused plugins were also purged.
- Researched and worked with MARSC Archivist to select and test plugins for integration of Google Drive. This will allow us to provide archival information on our website by integrating web pages with the Region's storage of documents on Google Drive. A motion will be provided for \$29.00 to cover a year's subscription to the plugin, "Integrate Google Drive."
- Google Analytics: developed single page overview report, and added quarter-by-quarter comparative analysis of data. See attachment.

Roadmap

- ASC confirmation of meetings. We ask each Area to continually review their meeting information on the regional website and report any adds, deletions, or changes for the meeting information. Our mutual goal is to have one single database that will be used by all. Please have whoever is responsible in your Area for meeting information contact either PR Facilitator or Web Coordinator so that we can establish a best practice in keeping this information updated.
- Area meeting guides from BMLT: We can extend the ability to each Area to utilize the BMLT server with Bread plugin to create area meeting lists. Again, the idea is to have a single source of meeting information so that the Regional and Area guides are always in sync. Utilizing BMLT can prevent this from occurring!
Areas using BMLT to generate their meeting list: JFT, Miracle, Oz, and Wichita Metro. We

will also be creating a BMLT version of the Unity Area's meeting list for the Regional website..

- Website Guidelines: We have a preliminary set of guidelines and will present them at the February RSC.
- Archivist: Work with Archivist to install Integrate Google Drive plugin into Wordpress and develop archival pages.
- Analytics: Continue to develop reports on the new Google Analytics platform.
- deploy a sandbox version of the site for testing and possible theme update.
- Develop a runbook for the website.

Blessings,

Curt S., Web Coordinator

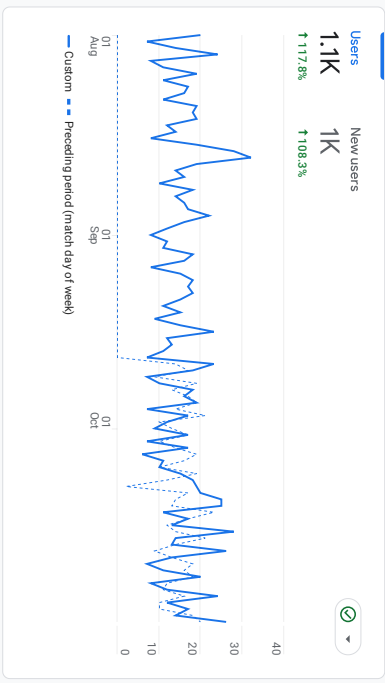
408-892-6564

info@marscna.net or curtisl@me.com

All Users Add comparison

Custom Aug 1 - Oct 31, 2023 Compare: May 2 - Aug 1, 2023

Quarterly Acquisition overview



New users by First user default channel group

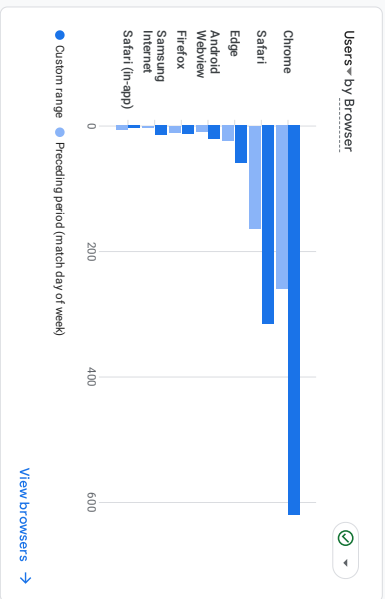
Channel Group	NEW USERS
Direct	419 ↑ 109.5%
Organic Search	485 ↑ 103.8%
Referral	78 ↑ 143.8%
Organic Social	22 ↑ 83.3%

Views by Page title and screen class

Page Title and Screen Class	VIEWS
Mid-America Region of NA H...	1.3K ↑ 155.2%
Events - Mid-America Region...	806 ↑ 101.0%
Convention - Mid-America Re...	283 ↑ 573.8%
Printable Meeting Lists - Mid...	239 ↑ 227.4%
Meeting Finder - Mid-Americ...	221 ↑ 145.6%
Online Meetings - Mid-Ameri...	166 ↑ 172.1%
Soul to Soul - Mid-America R...	159 ↑ 169.5%

Users by Device model

Device Model	USERS
iPhone	313 ↑ 89.7%
Chrome	206 ↑ 157.5%
Safari	84 ↑ 223.1%
Edge	57 ↑ 128.0%
G21	33 ↑ 200.0%
Pixel	10 0.0%
Motorola Power (2022)	6 ↓ 33.3%



Users by Operating system

Operating System	USERS
Android	368 ↑ 30.0%
iOS	319 ↑ 82.3%
Windows	265 ↑ 143.1%
Macintosh	86 ↑ 207.1%
Linux	8 ↓ 20.0%
Chrome OS	5 ↑ 150.0%
OS/2	1 -

Users by Platform / device category

Platform / Device Category	USERS
web / mobile	683 ↑ 103.9%
web / desktop	363 ↑ 146.9%
web / tablet	7 ↑ 250.0%

