2011 Web Report

What **[Pittsburgh Association of the Deaf, inc.]** website have…..

- Calendar – Upcoming Events
- News
- Bylaws / Policy & Disclaimer / Rules
- Membership Drive
- Location & Hours
- Links
- E-mail subscribers
- Contact Us
- GPCCD
- Photo Album & Gallery
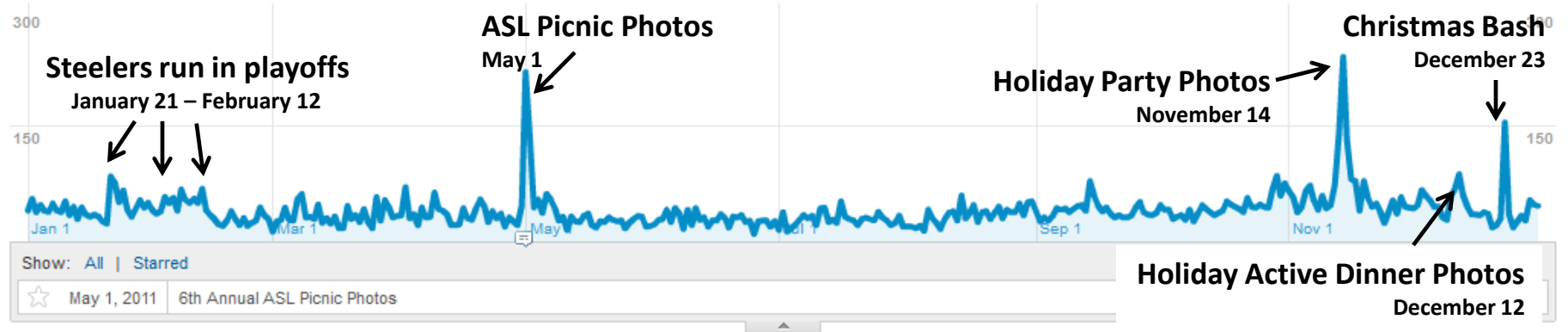- Poker Standings/Archives

Visitors Overview

100.00% of total visits

Overview

Metric: **Visits** Compare Metric Graph By:

Steelers run in playoffs
January 21 – February 12

ASL Picnic Photos
May 1

Holiday Party Photos
November 14

Christmas Bash
December 23

Holiday Active Dinner Photos
December 12

Show: All | Starred

☆ May 1, 2011 | 6th Annual ASL Picnic Photos

7,465 people visited this site

14,499 Visits

7,465 Unique Visitors

84,935 Pageviews

5.86 Pages/Visit

00:03:08 Avg. Time on Site

39.13% Bounce Rate

48.93% % New Visits

■ **49.03%** New Visitor
7,109 Visits

■ **50.97%** Returning Visitor
7,390 Visits

Pghdeafclub.org Annual Visits 2008 - 2011
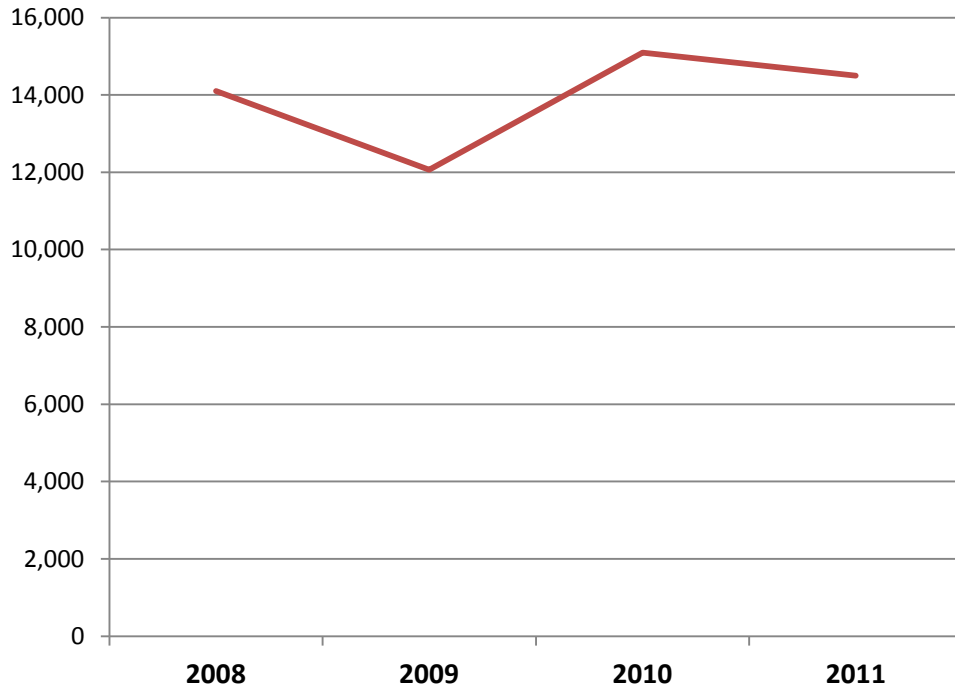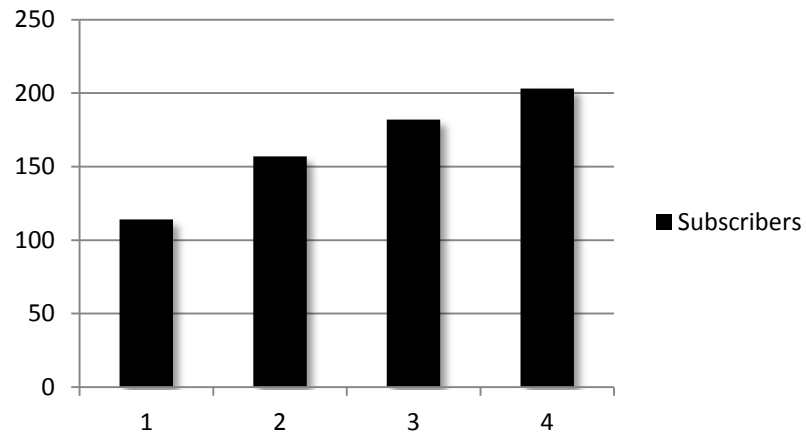

Year	Visits
2008	14,102
2009	12,068
2010	15,090
2011	14,499

Email Subscribers

- Once post is published on website, it generates to send out the email subscribers
  - If published before 6:59pm, it sends out at 7pm in **same day**
  - If published after 7pm, it sends out at 7pm in **next day**

Year	Subscribers	Gain
2008	114	-
2009	157	43
2010	182	25
2011	203	21

Contact Us

- Received **43** message in year 2011
- 2010: **53** messages
- Overall totals since October 2008: **142** messages

2011 Popular Page Visits

Rank	Page Name	Hits
1	PAD Home	12,093
2	Poker League	7,010
3	Location & Hours	1,413
4	Links	1,180
5	Upcoming Events	1,151
6	Membership	917
7	News	841
8	GPCCD	680
9	Officers	568
10	Holiday Party Photo	487

Geographic

Visits
2 ▮▮▮▮▮▮▮ 8,606
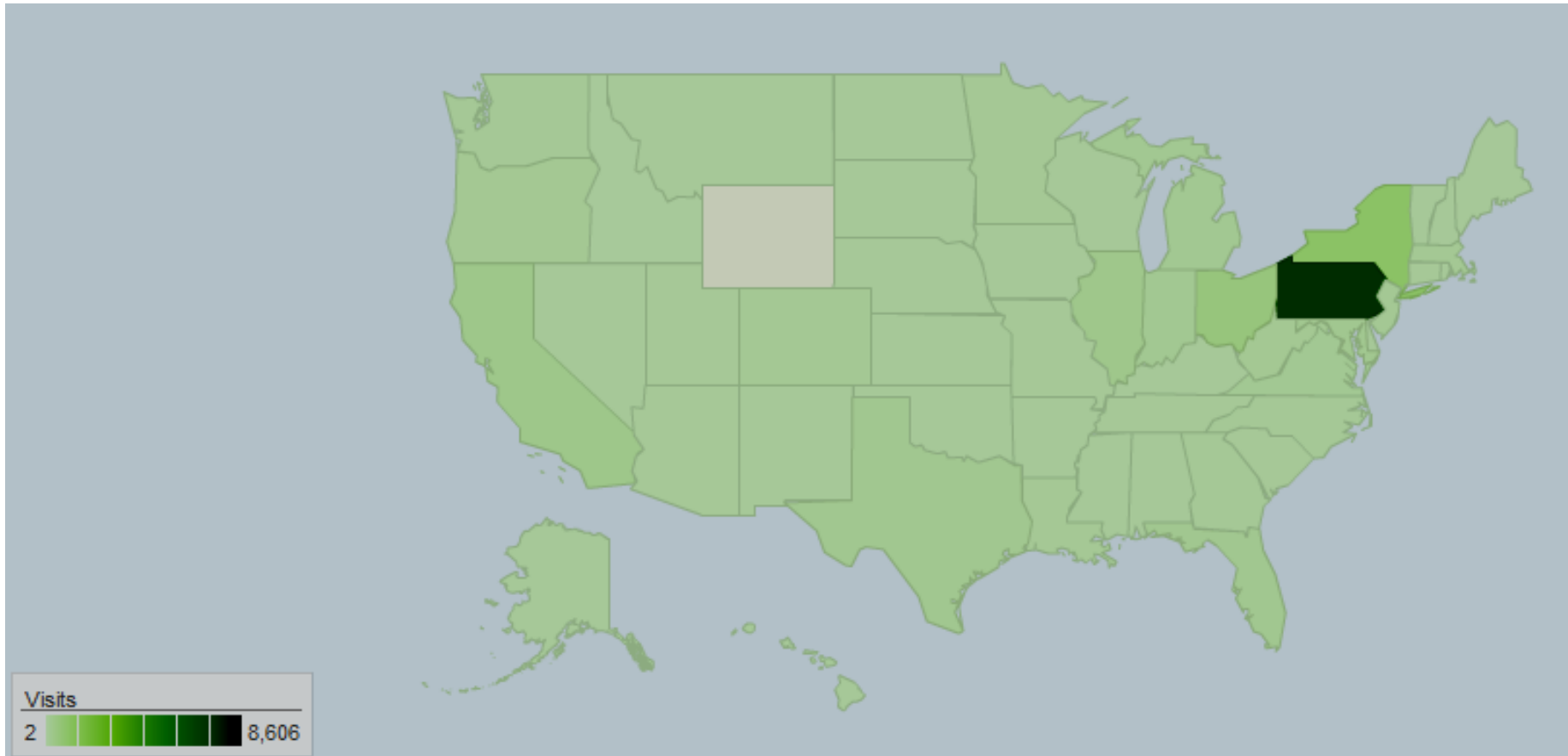
Most Referrals

Rank	2011 Website Name & Address
1	Facebook.com
2	Email (AOL, Excite, Yahoo)
3	Search Engines (Google, Yahoo, etc)
4	DeafMall.com/events/
5	Yadclub.org/links_38.html
6	deafwired.com/pittsburgh/
7	alldeaf.com (Forums)

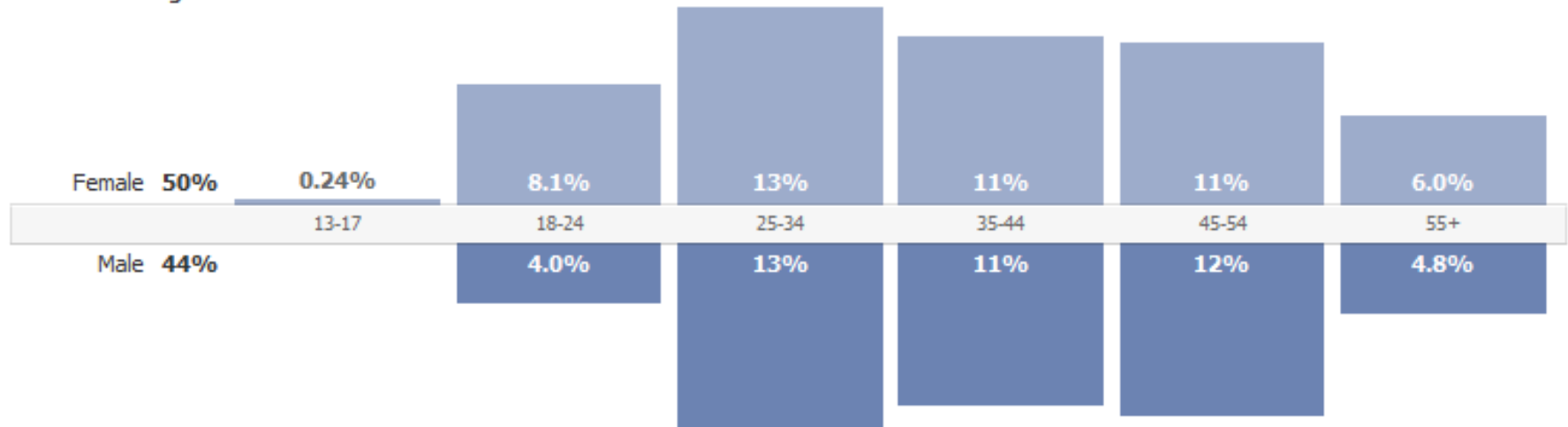**Pittsburgh Association of the Deaf, inc.** and **facebook**

- **422** people liked the page since 2009
- Gender & Age Insights:

People Who Like Your Page (Demographics and Location)   See Likes

Gender and Age?

		13-17	18-24	25-34	35-44	45-54	55+
Female	50%	0.24%	8.1%	13%	11%	11%	6.0%
Male	44%		4.0%	13%	11%	12%	4.8%

and flickr

- **4** albums added in 2011
  - 6th Annual ASL Picnic 2011
  - 5th Bi-Annual Holiday Party 2011
  - UPTOWN Meet & Greet
  - Active Holiday Dinner

- Overall Total: **56** albums (yearly average: **9**)
- **4,741** photos

and Search Engine Rank

- Word term: **deaf club**
  - Ranks top 5 in every search engine sites