

# The American Iris Society

## AIS Website - October 2021

Two tables of statistics about the website use. The first is an update of the visitor numbers for this year as of October 20.

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2021	6,205	11,843	58,546	241,425	16.94 GB
Feb 2021	4,712	9,348	147,196	340,229	17.18 GB
Mar 2021	6,245	11,282	195,099	441,561	18.98 GB
Apr 2021	8,601	14,826	336,769	747,272	30.82 GB
May 2021	12,732	20,534	295,650	901,171	40.65 GB
Jun 2021	10,024	16,326	226,471	633,212	30.03 GB
Jul 2021	8,023	13,488	240,194	529,187	31.38 GB
Aug 2021	8,583	14,744	223,177	537,749	38.51 GB
Sep 2021	8,718	14,392	236,541	547,931	34.65 GB
Oct 2021	5,253	8,196	84,597	254,947	18.92 GB
Nov 2021	0	0	0	0	0
Dec 2021	0	0	0	0	0
<b>Total</b>	<b>79,096</b>	<b>134,979</b>	<b>2,044,240</b>	<b>5,174,684</b>	<b>278.06 GB</b>

The second shows which pages are the most visited for the first 15 days of October.

342 different pages-url	Viewed	Average size	Entry	Exit
/	7,381	14.17 KB	3,206	1,689
<a href="#">/gardeners/care-classification/care/</a>	1,444	18.05 KB	1,105	245
<a href="#">/aismembers/</a>	273	14.70 KB	95	74
<a href="#">/hybridizers-growers/iris-registration/</a>	258	16.91 KB	114	29
<a href="#">/resources/commercial-directory/</a>	200	24.99 KB	45	63
<a href="#">/aismembers/ais-membership/</a>	186	8.08 KB	32	9
<a href="#">/about-ais/regions-local-clubs/</a>	157	13.57 KB	32	11
<a href="#">/news-events/</a>	145	13.88 KB	14	5
<a href="#">/gardeners/care-classification/bearded-iris/</a>	141	11.85 KB	66	24
<a href="#">/members/</a>	140	750 Bytes	5	9
<a href="#">/aismembers/emembers-2/</a>	137	9.51 KB	17	11
<a href="#">/ais-memberships-emember/</a>	132	9.30 KB	25	11
<a href="#">/gardeners/</a>	128	13.39 KB	18	10
<a href="#">/about-ais/registration-checklists/</a>	124	16.77 KB	17	26
Others	4,083	12.94 KB	609	456

The “/” page is the home page. As you would expect, it is the most viewed regular page as well as being the one most started with (Entry) and the one most finished on (Exit). The second one is under the Gardeners menu, Care (of bearded irises) and suggests many gardeners come to the website to learn about growing irises.

Note that these pages are live links to the website.

Websites are a work in progress, reflecting changes in the world and refinement of our understanding of the website’s purpose. Like a reference book, creating a useful and relevant website requires a variety of skill sets for an entire team: author, editor, proofreader, technical. And that team includes the users who rely on the website.

Our team sees a constant need for changes, upgrades, and improvements. To deal with these we are taking a Scrub Team approach with each team member checking on individual pages. First taking a quick look at the visual impact, contents, and ease of use. Then checking if the content is current, correct, and understandable. And as a final step, checking all links for any technical issues.

All of this is followed by a comprehensive overview of the website to see if it is user friendly and has a logical flow.

And finally, we are looking for holes: What should be there that isn't and where should it be? We have added several pages since switching to the new website: Judges, Volunteers, Guest Iris Requests, and Centennial. Suggested future pages include the AIS Library and a Member Quick Reference.

We welcome your feedback and all of your suggestions.

Wayne Messer  
Webmaster  
October 24, 2021