



WSSA Committee Progress Report
Date prepared: January 15, 2021

Committee Code and Name: Website Committee (E14)

Committee Chair: Lauren Lazaro

Board of Directors - Liaison: Dawn Refsell

Committee Members: Daljit Singh, Camp Hand, Jared Bell, Vijay Singh, David Krueger, Carroll Moseley, Lee Van Wychen, Sarah Ward, Muthu Bagavathiannan

Rotating off: Te-Ming Paul Tseng and Amit Jhala

Replacement Suggestions:

Summary of Activities (Date from January 1, 2020 to December 31, 2020)

Site Use Statistics

- Total number of page views: 304,822 (17% down from the previous period)
- Total number of users: 98,291 (13.7% down from the previous period), with 12.4% new users.
- Average time spent on each page: 00:01:54 (same from the previous period)
- % Exit (indicates how often users exit from the landing page without going to other pages): 50.6% (up 1.5% from the previous period)
- Bounce rate (percentage of single-page visits - visits in which the person left the site from the entrance page without interacting with the page, lower the better): 57.43% (same from the previous period)

Top 20 pages visited in 2020:

Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	304,822 (100.00%) (304,822)	247,984 (100.00%) (247,984)	00:01:56 Avg for View: 00:01:56 (0.00%)	154,103 (100.00%) (154,103)	57.43% Avg for View: 57.43% (0.00%)	50.56% Avg for View: 50.56% (0.00%)	\$0.00 (0.00%) (\$0.00)
1. /	46,984 (15.41%)	39,307 (15.85%)	00:01:33	37,107 (24.08%)	34.00%	45.22%	\$0.00 (0.00%)
2. /wssa/weed/composite-list-of-weeds/	27,655 (9.07%)	11,859 (4.78%)	00:01:04	5,524 (3.58%)	35.03%	19.03%	\$0.00 (0.00%)
3. /category/jobs/	19,413 (6.37%)	15,107 (6.09%)	00:01:22	8,421 (5.46%)	65.53%	48.26%	\$0.00 (0.00%)
4. /wssa/weed/weed-identification/	14,296 (4.69%)	12,581 (5.07%)	00:04:42	9,229 (5.99%)	52.99%	70.59%	\$0.00 (0.00%)
5. /wssa/weed/weed-identification/weed-id-pages/	10,871 (3.57%)	8,452 (3.41%)	00:03:33	7,262 (4.71%)	53.34%	69.50%	\$0.00 (0.00%)
6. /meeting/2020-annual-meeting/	9,422 (3.09%)	7,892 (3.18%)	00:05:47	5,442 (3.53%)	34.41%	69.63%	\$0.00 (0.00%)
7. /wssa/weed/articles/wssa-what-makes-a-weed/	7,510 (2.46%)	7,081 (2.86%)	00:05:32	7,014 (4.55%)	92.09%	91.85%	\$0.00 (0.00%)
8. /wssa/weed/herbicides/	6,096 (2.00%)	5,101 (2.06%)	00:04:54	3,144 (2.04%)	50.67%	66.37%	\$0.00 (0.00%)
9. /links/noxious-weed-list/	5,098 (1.67%)	4,824 (1.95%)	00:10:56	4,806 (3.12%)	27.00%	91.86%	\$0.00 (0.00%)
10. /wssa/weed/resistance/	4,771 (1.57%)	3,902 (1.57%)	00:02:20	2,379 (1.54%)	62.10%	49.78%	\$0.00 (0.00%)
11. /2009/04/want-to-keep-your-compost-weed-free/	4,187 (1.37%)	4,022 (1.62%)	00:05:24	3,890 (2.52%)	95.04%	93.05%	\$0.00 (0.00%)
12. /wssa/weed/	4,178 (1.37%)	2,823 (1.14%)	00:00:34	901 (0.58%)	30.09%	14.58%	\$0.00 (0.00%)
13. /wssa/weed/articles/wssa-weeds-in-wildflower-mixes/	3,489 (1.14%)	3,175 (1.28%)	00:02:35	3,146 (2.04%)	90.88%	89.31%	\$0.00 (0.00%)
14. /wssa/weed/biological-control/	3,361 (1.10%)	3,001 (1.21%)	00:04:21	2,663 (1.73%)	86.00%	81.46%	\$0.00 (0.00%)
15. /category/jobs/page/2/	3,157 (1.04%)	2,402 (0.97%)	00:00:43	153 (0.10%)	43.14%	18.97%	\$0.00 (0.00%)
16. /publications/	2,874 (0.94%)	2,482 (1.00%)	00:03:13	1,003 (0.65%)	34.00%	53.51%	\$0.00 (0.00%)
17. /meeting/2021-annual-meeting/	2,865 (0.94%)	2,262 (0.91%)	00:02:49	772 (0.50%)	54.52%	54.90%	\$0.00 (0.00%)
18. /2010/07/the-deadly-problem-of-poisonous-weeds/	2,638 (0.87%)	2,447 (0.99%)	00:04:10	2,351 (1.53%)	91.96%	89.27%	\$0.00 (0.00%)
19. /society/weed-science-jobs/	2,437 (0.80%)	1,896 (0.76%)	00:01:12	1,787 (1.16%)	57.45%	53.10%	\$0.00 (0.00%)
20. /wssa/weed/articles/tips-for-a-thick-weed-free-lawn/	2,311 (0.76%)	2,231 (0.90%)	00:03:40	2,172 (1.41%)	94.52%	93.42%	\$0.00 (0.00%)

Top 20 landing pages:

Primary Dimension: Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

Landing Page	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	155,356 (100.00%) (155,356)	62.75% Avg for View: 62.75% (0.07%)	97,484 (100.00%) (97,414)	57.43% Avg for View: 57.43% (0.00%)	1.96 Avg for View: 1.96 (0.00%)	00:01:54 Avg for View: 00:01:54 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 (0.00%) (\$0.00)
1. /	37,107 (23.89%)	43.82%	16,260 (16.68%)	34.22%	2.68	00:02:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /wssa/weed/weed-identification/	9,229 (5.94%)	83.83%	7,737 (7.94%)	54.05%	1.41	00:01:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. /category/jobs/	8,421 (5.42%)	10.38%	874 (0.90%)	65.46%	2.10	00:01:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. /wssa/weed/weed-identification/weed-id-pages/	7,262 (4.67%)	91.27%	6,628 (6.80%)	53.64%	1.51	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /wssa/weed/articles/wssa-what-makes-a-weed/	7,014 (4.51%)	90.43%	6,343 (6.51%)	92.07%	1.12	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /wssa/weed/composite-list-of-weeds/	5,524 (3.56%)	52.55%	2,903 (2.98%)	35.03%	4.91	00:04:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. /meeting/2020-annual-meeting/	5,442 (3.50%)	44.47%	2,420 (2.48%)	36.18%	1.72	00:02:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. /links/noxious-weed-list/	4,806 (3.09%)	95.21%	4,576 (4.69%)	27.15%	1.14	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. /2009/04/want-to-keep-your-compost-weed-free/	3,890 (2.50%)	91.80%	3,571 (3.66%)	95.06%	1.08	00:00:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. /wssa/weed/articles/wssa-weeds-in-wildflower-mixes/	3,146 (2.03%)	94.12%	2,961 (3.04%)	90.88%	1.15	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. /wssa/weed/herbicides/	3,144 (2.02%)	60.02%	1,887 (1.94%)	51.75%	1.53	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. /wssa/weed/biological-control/	2,663 (1.71%)	86.07%	2,292 (2.35%)	86.26%	1.23	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. /wssa/weed/resistance/	2,379 (1.53%)	71.75%	1,707 (1.75%)	62.88%	1.82	00:01:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. /2010/07/the-deadly-problem-of-poisonous-weeds/	2,351 (1.51%)	91.75%	2,157 (2.21%)	91.96%	1.14	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. /wssa/weed/articles/tips-for-a-thick-weed-free-lawn/	2,172 (1.40%)	96.27%	2,091 (2.14%)	94.57%	1.07	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. /society/weed-science-jobs/	1,787 (1.15%)	36.77%	657 (0.67%)	57.41%	2.52	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. /wssa/weed/articles/wssa-neverletemsetseed/	1,619 (1.04%)	93.45%	1,513 (1.55%)	94.01%	1.13	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. /wssa/weed/articles/wssa-choosing-herbicides/	1,382 (0.89%)	90.96%	1,257 (1.29%)	80.68%	1.20	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. (not set)	1,253 (0.81%)	1.36%	17 (0.02%)	0.00%	0.00	00:01:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
20. /society/funding-and-grants/	1,247 (0.80%)	83.16%	1,037 (1.06%)	66.72%	1.24	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)

Top 10 countries accessed from:

Country	Users	% Users
1. United States	68,601	69.52%
2. Canada	3,913	3.97%
3. India	3,326	3.37%
4. United Kingdom	2,458	2.49%
5. Australia	1,869	1.89%
6. China	1,651	1.67%
7. Brazil	1,516	1.54%
8. Philippines	938	0.95%
9. Mexico	750	0.76%
10. Nigeria	637	0.65%

Top 10 browsers used to access the website:

Primary Dimension: **Browser** Operating System Screen Resolution Screen Colors Flash Version Other

Plot Rows Secondary dimension Sort Type: Default

Browser	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	98,291 % of Total: 100.00% (98,291)	97,484 % of Total: 100.07% (97,414)	155,356 % of Total: 100.00% (155,356)	57.43% Avg for View: 57.43% (0.00%)	1.96 Avg for View: 1.96 (0.00%)	00:01:54 Avg for View: 00:01:54 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Chrome	53,431 (54.09%)	52,646 (54.00%)	88,289 (56.83%)	53.90%	2.14	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Safari	26,417 (26.74%)	26,394 (27.06%)	34,155 (21.98%)	67.92%	1.50	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Firefox	5,315 (5.38%)	5,174 (5.31%)	12,426 (8.00%)	51.61%	2.01	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Edge	4,463 (4.52%)	4,329 (4.44%)	7,494 (4.82%)	46.62%	2.33	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Internet Explorer	3,040 (3.08%)	2,864 (2.94%)	5,705 (3.67%)	50.82%	2.12	00:02:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Samsung Internet	1,414 (1.43%)	1,404 (1.44%)	1,962 (1.26%)	74.26%	1.56	00:01:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Safari (in-app)	1,365 (1.38%)	1,357 (1.39%)	1,497 (0.96%)	77.49%	1.20	00:00:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Mozilla Compatible Agent	1,193 (1.21%)	1,193 (1.22%)	1,198 (0.77%)	87.65%	1.14	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Android Webview	720 (0.73%)	713 (0.73%)	863 (0.56%)	74.62%	1.49	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Opera	388 (0.39%)	381 (0.39%)	643 (0.41%)	71.85%	1.59	00:01:25	0.00%	0 (0.00%)	\$0.00 (0.00%)

Device category:

Primary Dimension: **Device Category**

Plot Rows Secondary dimension Sort Type: Default

Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	98,291 % of Total: 100.00% (98,291)	97,484 % of Total: 100.07% (97,414)	155,356 % of Total: 100.00% (155,356)	57.43% Avg for View: 57.43% (0.00%)	1.96 Avg for View: 1.96 (0.00%)	00:01:54 Avg for View: 00:01:54 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	58,387 (59.33%)	57,533 (59.02%)	102,234 (65.81%)	50.26%	2.19	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	36,206 (36.79%)	36,196 (37.13%)	48,031 (30.92%)	72.66%	1.49	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	3,822 (3.88%)	3,755 (3.85%)	5,091 (3.28%)	57.85%	1.85	00:01:43	0.00%	0 (0.00%)	\$0.00 (0.00%)

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This report was generated on 1/15/21 at 4:46:59 AM - Refresh Report

Top 10 mobile devices used to access the site:

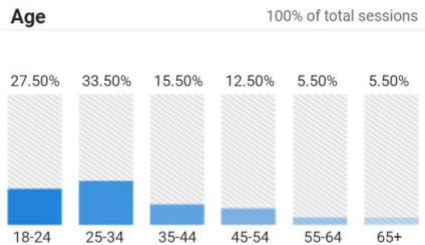
Primary Dimension: [Mobile Device Info](#) [Mobile Device Branding](#) [Service Provider](#) [Mobile Input Selector](#) [Operating System](#) [Other](#)

Plot Rows: Secondary dimension Sort Type: Default advanced

Mobile Device Info	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	39,631 % of Total: 40.32% (98,291)	39,951 % of Total: 41.01% (97,414)	53,122 % of Total: 34.19% (155,356)	71.24% Avg for View: 57.43% (24.03%)	1.53 Avg for View: 1.96 (-22.10%)	00:01:00 Avg for View: 00:01:54 (-47.19%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Apple iPhone	19,817 (49.50%)	19,933 (49.89%)	26,884 (50.61%)	73.11%	1.39	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Apple iPad	2,247 (5.61%)	2,237 (5.60%)	2,754 (5.18%)	63.54%	1.60	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. (not set)	639 (1.60%)	634 (1.59%)	782 (1.47%)	68.41%	1.51	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Samsung SM-G960U Galaxy S9	494 (1.23%)	489 (1.22%)	612 (1.15%)	69.44%	1.57	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Samsung SM-G950U Galaxy S8	476 (1.19%)	472 (1.18%)	578 (1.09%)	68.34%	1.60	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Microsoft Windows RT Tablet	387 (0.97%)	341 (0.85%)	917 (1.73%)	42.53%	2.39	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Samsung SM-G965U Galaxy S9+	331 (0.83%)	326 (0.82%)	567 (1.07%)	68.43%	1.49	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Samsung SM-G973U Galaxy S10	313 (0.78%)	312 (0.78%)	347 (0.65%)	72.62%	1.35	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Samsung SM-N960U Galaxy Note9	294 (0.73%)	292 (0.73%)	400 (0.75%)	64.25%	1.78	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Samsung SM-G970U Galaxy S10e	256 (0.64%)	256 (0.64%)	288 (0.54%)	68.40%	1.53	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)

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Demographics of use:



Plan for Committee Activities

- Other Goals for current year: 1. Identify and work on other areas of WSSA website needing redesign and update. 2. Encourage more interested WSSA members to volunteer to serve as Website Committee members.
- Plan of Action: Continue to work on redesigning the website with Apex WebStudio. We are waiting on revisions to the website until the WSSA strategic plan is decided as this will inform decision making.