

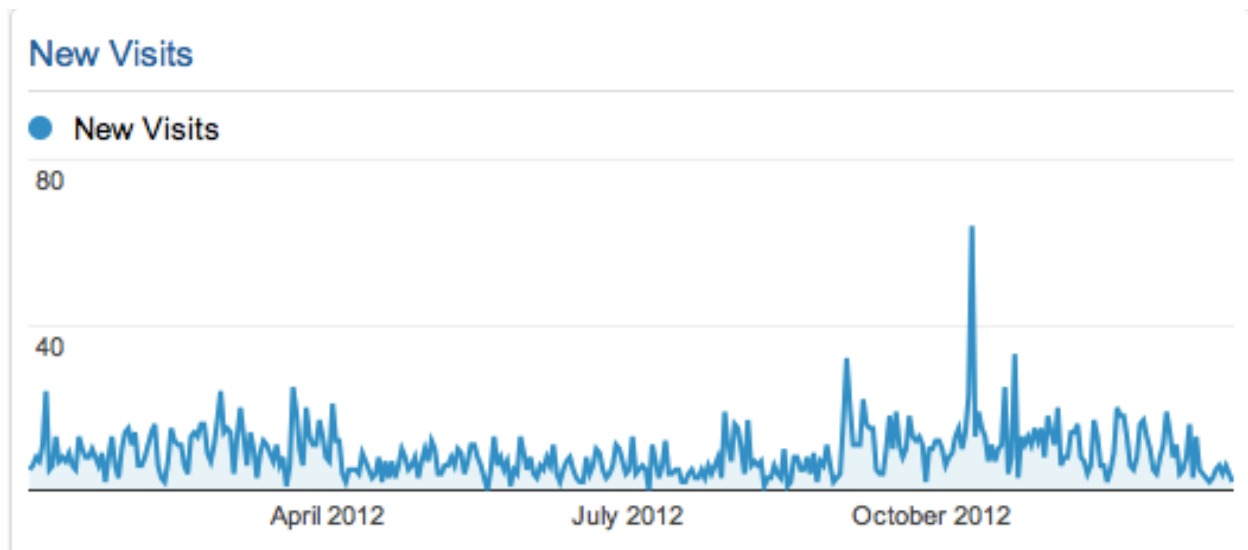


2012 Annual Report

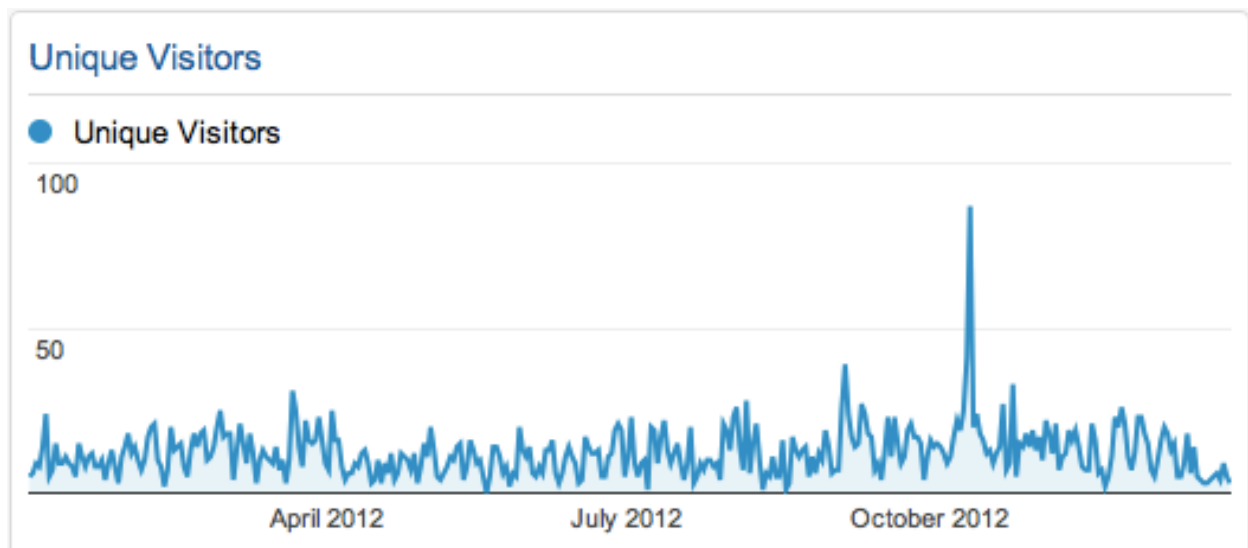
PAESTA Website
<http://www.paesta.org/>

PAESTA's website (<http://www.paesta.psu.edu>, <http://www.paesta.org>) is the online presence of the organization that shares resources, showcases contributions by/for members, and is the center of its online community. The website is managed by Eric Aitala at Penn State University.

The following charts and data were generated by Google Analytics for the period of January 1, 2012, through December 31, 2012.



The PAESTA website had 3,274 new visitors and 2,050 returning visitors.



5,324 people visited this site



■ **47.48% Search Traffic**

2,528 Visits

■ **15.42% Referral Traffic**

821 Visits

■ **36.40% Direct Traffic**

1,938 Visits

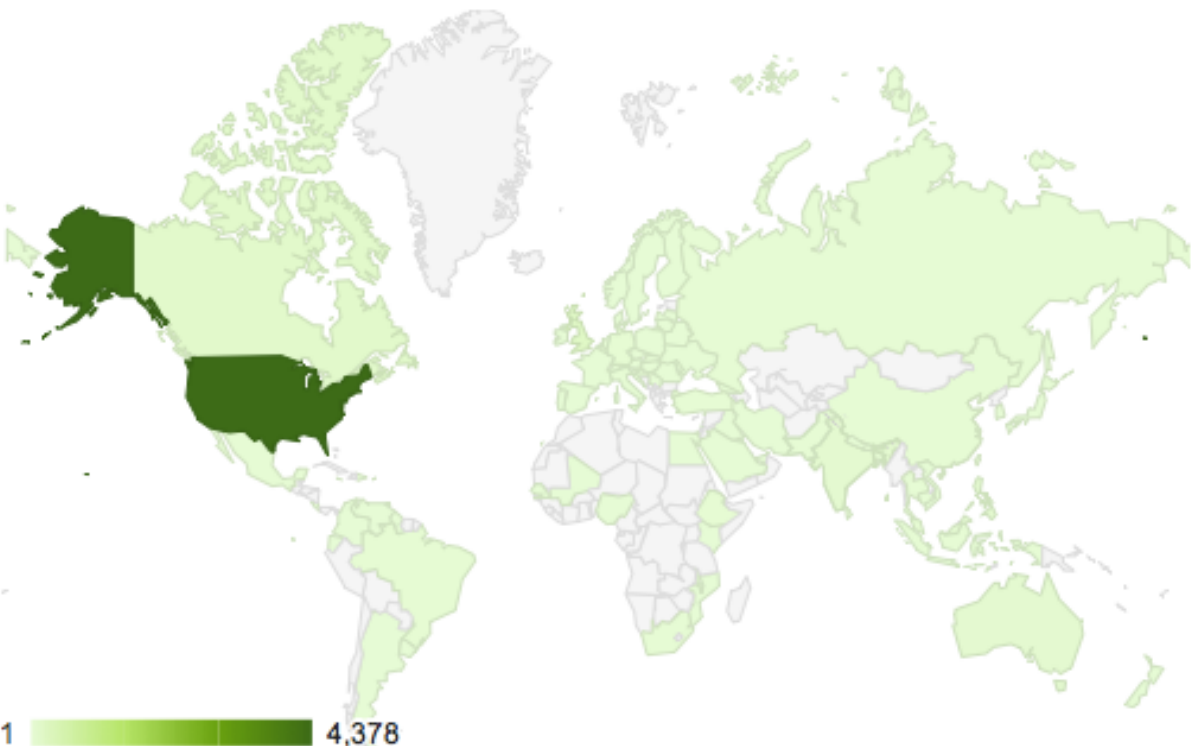
■ **0.69% Campaigns**

37 Visits

The Top 5 sources of traffic for the PAESTA website for 2012 include:

(1) google/organic	2,319 visits	(4) google.com/referral	103 visits
(2) (direct)/(none)	1,938 visits	(5) paesta.disqus.com/referral	96 visits
(3) essp.psu.edu/referral	199 visits		

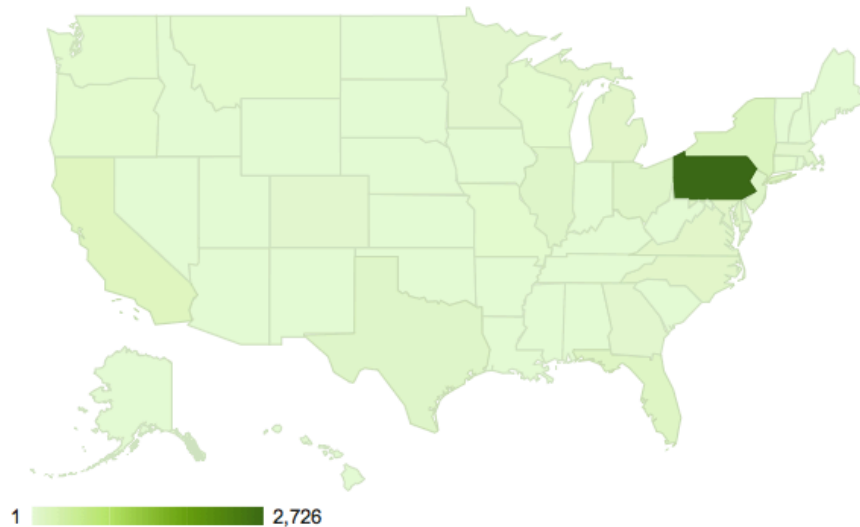
Visits



Visitors to the PAESTA website came from 87 countries.

The Top 5 Country/Territory visits for 2012 include:

(1) United States	4,378 visits	(4) Australia	66 visits
(2) United Kingdom	192 visits	(5) Philippines	64 visit
(3) Canada	126 visits		



Visits	Pages / Visit	Avg. Visit Duration	% New Visits
4,378	3.39	00:04:04	54.73%
<small>% of Total: 82.23% (5,324)</small>	<small>Site Avg: 3.04 (11.81%)</small>	<small>Site Avg: 00:03:38 (11.71%)</small>	<small>Site Avg: 61.50% (-11.00%)</small>

Visitors to the PAESTA website came from all 50 states and the District of Columbia.

The Top 5 State visits for 2012 include:

(1) Pennsylvania	2,726 visits	(4) Florida	113 visits
(2) New York	162 visits	(5) Texas	100 visits
(3) California	142 visits		



Pages on the PAESTA site were viewed a total of 16,164 times, with 10,601 unique page views. The average time spent on a page is 1 minute and 47 seconds. Below are the Top 10 Page Visits to the website for 2012.

Page		Pageviews	% Pageviews
1. /		3,320	20.54%
2. /pennsylvania-earth-science-teachers-association-conference		317	1.96%
3. /controversial-topics-earth-science-courses		314	1.94%
4. /user		288	1.78%
5. /teaching-about-volcanoes-plate-tectonic-context		263	1.63%
6. /curriculum/teaching-about-volcanoes-plate-tectonic-context		240	1.48%
7. /paesta-conference-2012-schedule		225	1.39%
8. /curriculum/curriculum-teaching-about-volcanoes-in-a-plate-tectonic-context /teaching-about-volcanoes-in-a-plate-tectonic-context/		204	1.26%
9. /survey		174	1.08%
10. /calendar		171	1.06%

Report submitted March 2013, completed by Laura Guertin, reviewed by Eric Aitala