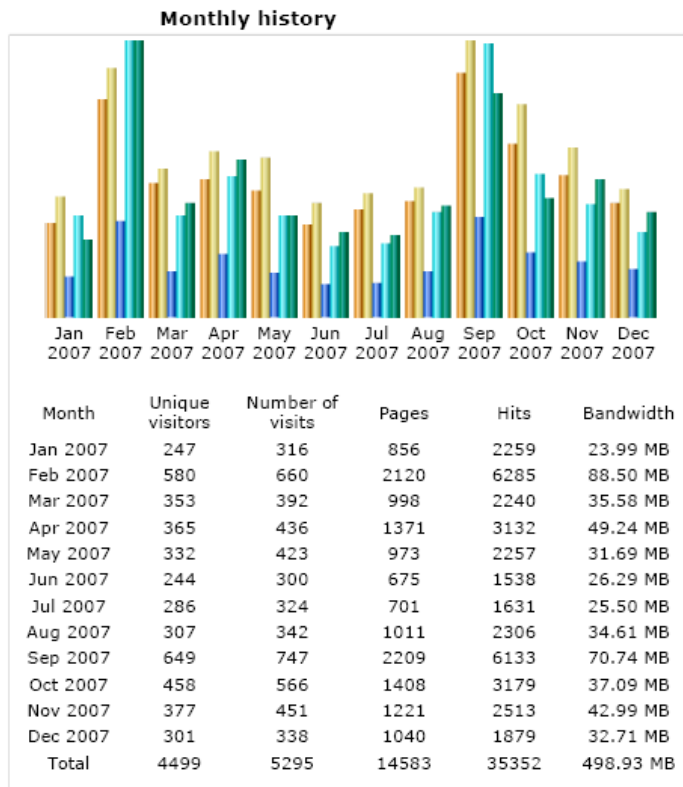


Report on the Geomorphology Specialty Group Website.
 Prepared for Scott Lecce, GSG Board Members, and GSG Members:
 Mike Urban –2009.

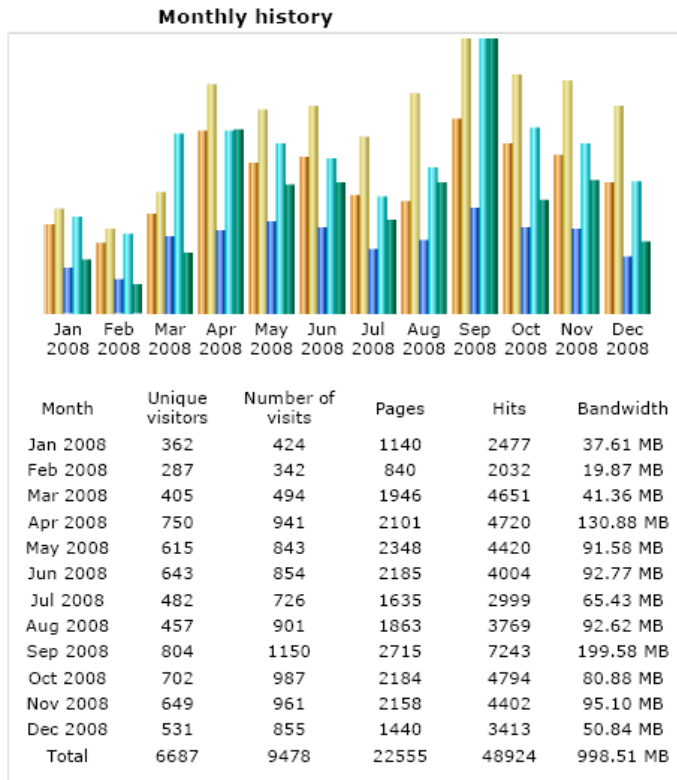
The website (www.aag-gsg.org) was transferred to Missouri from South Carolina and was activated on August 1st, 2006. Since that time I have been collecting usage and visitation statistics related to the site using three different software packages whose results vary in detail but agree in overall trend.

Site Visitation:

Overall, the site does not receive heavy traffic. Using *unique visitors*¹ as a reference parameter, the average number of daily visits is normally below 50. As a reference, average visitation on our departmental website at the University of Missouri is three times that number. On the other hand, total visitation has been steadily rising since 2006.



¹ *Unique visitors* are defined as an IP address making at least one hit on one of the pages of the GSG site during the reporting period. This can be more accurately seen as “unique IP addresses” since some Universities (such as the University of Missouri) assign floating IP addresses to users. What this means is that even if someone always accessed the GSG website from their office computer, if they are assigned a new IP address (or one of a floating pool of IP addresses) every time they log in they will be counted as a *unique visitor*. It should also be noted that the reporting period being used here is the calendar year.



The total number of unique visitors logged in '06 (incomplete year) was 1,578, '07 – 4,499, and '08 – 6,687. In a previous report I had indicated that the data seemed to be indicative of a bi-modal audience visiting the web site; members of the GSG that use it to access information and others from the general public that are finding the site, looking around and then leaving. This remains true.

The first cluster is the group of (primarily American) academics accessing the site. I am inferring either professional academics or students based on the IP address of origin being a university. They are classed as our “repeat customers” and make multiple visits once over the period of record. The conclusion that repeat customers are housed at American universities is borne out by further examination of some of the other data gathered such as the IP address of the host servers and the huge spike in visitation following notification on GEOMORPHLIST that the latest *Geomorphorum* newsletter is available. The number of visits coming directly to the site (verses being redirected via a search engine or link) has largely remained consistent. From '06-09 between 59.0-69.6% of all unique visitors are accessing the site from a link in an email (for example, the biannual release of *Geomorphorum* linked through GEOMORPHLIST) or from a bookmark within their web browser.

The other group of people accessing the site that do not seem to be formally affiliated with the GSG is growing at a faster rate than the core GSG community. The vast majority of people accessing the site remain from the U.S. but parts of the world are well represented.

Countries

	Countries		Pages	Hits	Bandwidth
	United States	us	16441	37124	741.55 MB
	Unknown	ip	1302	2077	53.99 MB
	European country	eu	573	975	18.83 MB
	Russian Federation	ru	458	470	22.81 MB
	Canada	ca	345	945	12.60 MB
	Australia	au	310	704	10.56 MB
	France	fr	308	408	12.70 MB
	Germany	de	266	488	8.46 MB
	Sweden	se	265	305	1.63 MB
	Great Britain	gb	263	597	14.21 MB
	China	cn	232	508	5.56 MB
	India	in	175	437	7.68 MB
	Italy	it	166	320	5.19 MB
	Iran	ir	134	492	6.02 MB
	Netherlands	nl	112	171	3.13 MB
	Brazil	br	77	195	2.06 MB
	Japan	jp	70	112	5.99 MB
	South Korea	kr	64	95	1.67 MB
	Poland	pl	62	99	6.96 MB
	Singapore	sg	59	155	1.60 MB
	Hong Kong	hk	53	77	1.19 MB
	Portugal	pt	47	101	1.25 MB
	Romania	ro	46	111	2.87 MB
	Argentina	ar	45	75	3.88 MB
	Turkey	tr	41	139	1.68 MB
	Belgium	be	38	66	1.88 MB
	Spain	es	35	105	2.74 MB
	Israel	il	32	86	1.36 MB
	Switzerland	ch	31	77	1.68 MB
	Chile	cl	30	107	864.51 KB
	Taiwan	tw	30	85	1.27 MB
	Latvia	lv	29	35	838.95 KB
	Thailand	th	29	48	587.54 KB
	Mexico	mx	28	82	16.29 MB
	Finland	fi	24	24	385.98 KB
	Austria	at	24	47	1.16 MB
	United Arab Emirates	ae	20	26	523.67 KB
	Egypt	eg	19	71	2.22 MB
	Philippines	ph	19	49	964.69 KB
	South Africa	za	16	88	496.65 KB
	Norway	no	16	53	1.12 MB
	Saudi Arabia	sa	16	60	944.06 KB
	Vietnam	vn	15	39	656.90 KB
	New Zealand	nz	14	32	689.68 KB
	Venezuela	ve	13	13	81.46 KB
	Ukraine	ua	13	38	251.14 KB
	Greece	gr	12	42	380.56 KB
	Czech Republic	cz	10	28	826.57 KB
	Ireland	ie	9	30	467.14 KB
	Malaysia	my	7	36	160.41 KB
	Hungary	hu	7	31	327.52 KB
	Dominican Republic	do	6	18	208.02 KB
	Indonesia	id	6	13	269.68 KB
	Ethiopia	et	6	12	319.81 KB
	Slovenia	si	6	36	451.94 KB
	Aruba	aw	5	5	353.40 KB
	Bangladesh	bd	4	16	263.38 KB
	Peru	pe	4	4	98.33 KB
	Fiji	fj	4	10	183.07 KB
	Zimbabwe	zw	4	10	98.01 KB
	Mongolia	mn	4	20	279.46 KB
	Colombia	co	3	3	197.20 KB
	Uruguay	uy	3	3	311.09 KB
	Trinidad and Tobago	tt	3	9	34.47 KB
	Croatia	hr	3	15	190.96 KB
	Moldova	md	3	3	201.56 KB
	Sri Lanka	lk	3	15	175.88 KB
	Lebanon	lb	2	8	122.34 KB
	Nigeria	ng	2	16	196.74 KB
	Slovak Republic	sk	2	8	205.28 KB
	Lithuania	lt	2	14	56.23 KB
	Senegal	sn	2	2	12.42 KB
	Jordan	jo	2	14	61.98 KB
	Pakistan	pk	2	2	13.61 KB
	Yemen	ye	2	2	109.86 KB
	Myanmar	mm	1	7	29.48 KB
	Denmark	dk	1	1	5.42 KB
	Albania	al	1	7	29.61 KB
	Puerto Rico	pr	1	7	28.47 KB
	Unknown	ap	1	1	77.42 KB
	Georgia	ge	1	7	29.61 KB
	Nepal	np	1	1	153.72 KB
	Bahamas	bs	1	1	15.96 KB
	Malta	mt	1	1	182.18 KB
	Yugoslavia	yu	1	7	37.72 KB
	Bhutan	bt	1	1	54.18 KB
	Iraq	iq	1	7	34.47 KB
	Bosnia-Herzegovina	ba	1	7	34.49 KB
	Kazakhstan	kz	1	7	29.28 KB
	Barbados	bb	1	1	103.66 KB
	Belarus	by	1	1	67.18 KB
	Qatar	qa	1	1	56.96 KB
	Tanzania	tz	1	7	28.47 KB
	Sudan	sd	1	1	4.18 KB
	Swaziland	sz	1	7	28.36 KB
	Estonia	ee	1	1	6.60 KB
	Algeria	dz	1	1	95.17 KB
	Lesotho	ls	6	6	21.76 KB
	Others		0	0	0

As I have noted before, this is not an exact science so that these stats do not account for proxy servers and other methods of accessing the GSG site from “third-party” locations. I do not know of a way to detect that type of information though I’m sure organizations like the NSA have methods with which to do so.

We are receiving an increasing amount of traffic from external links on other web sites such as Wikipedia, the IAG, the AAG Specialty Group page, and private blogs such as one that has always routed traffic our way in Iran (I cannot tell who runs the blog because of my lack of Persian). It should be noted however, that the site as currently configured really does not provide much meaningful content to a general audience outside the bounds of the professional organization. For example, we do not have anything specifically defining Geomorphology or pages that delineate what geomorphologists actually do.

Future of the site:

I have gotten to the point where maintenance of the site is relatively easy and not very time intensive. When possible, I have employed students to update, maintain the site, make corrections when they are needed, and add archival information about past AAG meetings. The vast majority of visitation occurs when the new *Geomorphorum* is published by the GSG Officers. If the site meets the needs of GSG members then perhaps no changes should be made.

The other segment of visitors from the general public however is not currently being served at all. For example, there is no content that describes the history of the group, what geomorphology is or how its practitioners work, etc. As caretaker of the site, I am not necessarily advocating that we completely revamp the site into something pitched at elementary-age or college students, but we should consider that this may be an easy way to begin to increase the presence and public visibility of a science that too often toils away invisibly.

Mike Urban
March 20, 2009