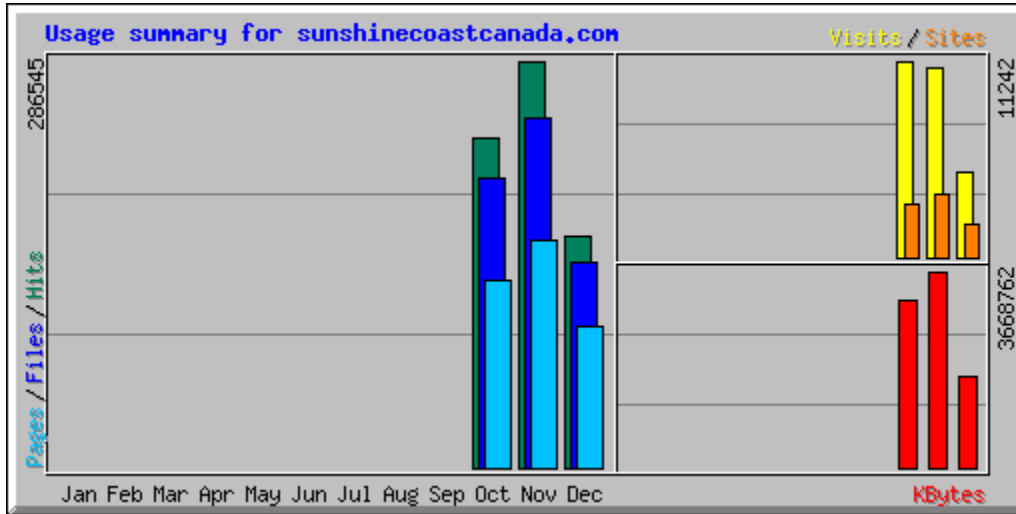


# Sunshine Coast Tourism Webmaster Report to Nov. 30/09 Marketing Assistant Report to Dec. 15/09



Summary by Month										
Month	Daily Avg					Monthly Totals				
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
<a href="#">Dec 2009</a>	10175	9009	6250	307	1859	1704788	4916	100004	144145	162805
<a href="#">Nov 2009</a>	9551	8190	5352	360	3636	3668762	10819	160584	245712	286545
<a href="#">Oct 2009</a>	10124	8898	5715	488	3048	3138798	11242	131453	204665	232864
<b>Totals</b>						<b>8512348</b>	<b>26977</b>	<b>392041</b>	<b>594522</b>	<b>682214</b>

Stats	Nov-08	Nov-09	% Difference
<b>Visits:</b>	3,530	10,819	206%
<b>Pages</b>	12,235	160,584	1212%
<b>Files</b>	73,510	245,712	234%
<b>Hits</b>	97,538	286,545	194%

**Visit:** When visitor comes to the site and requests one or more pages.

**Hit:** All the requests for text and images, etc. for each page loaded. So one page load can have 10 hits (that is the average).

**Page:** Each page stat is the request to load a single page of the site.

**File:** Information contained on a page, i.e. a pdf file that is located on one or more pages.

**Most requested pages:**

<b>Oct Rank</b>	<b>Nov Rank</b>	<b>Page</b>	<b>Oct Hits</b>	<b>Nov Hits</b>
#1	#1	Business Directory:	13,887	14,335
#2	#2	Photo Gallery	5,590	8,979
#3	#3	Calendar	3,467	4,250
#4	#4	Home Page	1815	2,353
#6	#5	Accommodations (/visit/accommodations):	405	493
#8	#6	Sunshine Coast (/visit)	279	418
#7	#7	Things to Do (/visit/activities)	305	364
	#8	Business search		353
#5	#9	Gibsons (visit/community/gibsons)	686	352
	#10	Sunshine Coast Experience Guide		340

1. Google Analytics allows us to see the exact Business Directory pages that are being viewed. The top 12 are:
  - a. Cottages
  - b. Main Page of Business Directory
  - c. B&B's
  - d. Boat, Yacht & Watercraft Rentals
  - e. Resorts
  - f. All Accommodations
  - g. Hotels
  - h. Realtors
  - i. Old Salt Charters (specific member's listing)
  - j. All Shopping
  - k. Catering
  - l. Hostels
  
2. We have signed up 11 new members since the beginning of November, with 3 others who have signed up but not yet paid.
  
3. A web page was created for all the information about the Membership Drive Contest, and there is a 'feature ad' on the public pages of the website advising about the contest, and linking to that page. Information about the contest and a link to the main page are also on the 'Membership Information' page.
  
4. The site navigation under 'About Us' was reorganized, and now has a direct link to 'Membership Fees' under 'Membership Information'.
  
5. Detailed shot lists were created for both the Upper and Lower Coasts, and Barry Haynes has started shooting.
  
6. A template has been set up for the Business Directory which would allow members to purchase an upgraded listing (Premium listing) which contains far more information and more images. The Premium listings would rotate above the standard listings, always at the top of the page, and will have different background colours to make them even more visible. The cost for this upgrade has been proposed at \$100/year over and above the membership fees.