



2021-22 WSSA Standing Committee Report February 2022

Committee Name and Code: Website Committee (E14)

Committee Chair: Lauren Lazaro

Committee Members (includes sub-committee members): Daljit Singh, Camp Hand, Jared Bell, Vijay Singh, David Krueger, Carroll Moseley, Lee Van Wychen, Sarah Ward, Te-Ming Paul Tseng, Amit Jhala, Eric Gustafson, Chris Willenborg, Caren Schmidt

Board of Directors Liaison: Dawn Refsell

Committee members rotating off and recommended replacements: Lauren Lazaro (rotating off as chair); Sarah Lancaster (rotating on as chair)

Summary of past year's activities including:

- Committee goals. 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.
- Committee accomplishments
 - Impact of committee activities/accomplishments on membership, publications, policy, education, other, etc.
- WSSA funds requested if any? None.

- Current state of the committee’s projects or activities? Funding secured previously to redesign the current website.
- Any new information posted on the WSSA website? N/A

Summary of plans for next year (changes in goals, key initiatives, plan of action, etc.): Continue to work on redesigning the website.



Website Summary: January 1-December 31, 2021

Site Use Statistics

- Total number of page views: 300,965 (1.3% down from the previous period)
- Total number of users: 109,967 (11.8% up from the previous period)
- Average time spent on each page: 00:01:46 (down 8 seconds from the previous period)
- % Exit (indicates how often users exit from the landing page without going to other pages): 41.9% (down 8.7% 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): 64.76% (up 7.3% from the previous period)

Top 20 pages visited in 2021:

Primary Dimension: [Page](#) [Page Title](#) [Other](#)

Plot Rows: Secondary dimension Sort Type: Default advanced  

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	300,965 <small>% of Total: 100.00% (300,965)</small>	256,079 <small>% of Total: 100.00% (256,079)</small>	00:01:46 <small>Avg for View: 00:01:46 (0.00%)</small>	159,991 <small>% of Total: 100.00% (159,991)</small>	64.76% <small>Avg for View: 64.76% (0.00%)</small>	53.16% <small>Avg for View: 53.16% (0.00%)</small>
<input type="checkbox"/> 1. /	42,698 (14.19%)	35,614 (13.91%)	00:01:12	33,744 (21.09%)	34.01%	41.89%
<input type="checkbox"/> 2. /category/jobs/	22,487 (7.47%)	16,760 (6.54%)	00:01:01	8,493 (5.31%)	57.61%	43.23%
<input type="checkbox"/> 3. /wssa/weed/weed-identification/	8,931 (2.97%)	7,846 (3.06%)	00:05:16	5,815 (3.63%)	53.86%	70.73%
<input type="checkbox"/> 4. /meeting/2021-annual-meeting/	7,049 (2.34%)	5,674 (2.22%)	00:03:52	3,093 (1.93%)	43.79%	63.51%
<input type="checkbox"/> 5. /wssa/weed/composite-list-of-weeds/	6,929 (2.30%)	5,959 (2.33%)	00:00:42	4,263 (2.66%)	34.95%	28.94%
<input type="checkbox"/> 6. /wssa/weed/herbicides/	5,767 (1.92%)	4,764 (1.86%)	00:04:19	3,049 (1.91%)	53.92%	67.94%
<input type="checkbox"/> 7. /wssa/weed/weed-identification/weed-id-pages/	4,522 (1.50%)	3,123 (1.22%)	00:03:00	2,502 (1.56%)	51.01%	62.16%
<input type="checkbox"/> 8. /category/jobs/page/2/	4,266 (1.42%)	3,238 (1.26%)	00:00:42	255 (0.16%)	45.28%	21.05%
<input type="checkbox"/> 9. /wssa/weed/resistance/	3,943 (1.31%)	3,232 (1.26%)	00:02:03	1,923 (1.20%)	68.02%	51.33%
<input type="checkbox"/> 10. /wssa/weed/articles/wssa-what-makes-a-weed/	3,396 (1.13%)	3,194 (1.25%)	00:06:08	3,146 (1.97%)	91.65%	91.43%
<input type="checkbox"/> 11. /links/noxious-weed-list/	3,260 (1.08%)	3,039 (1.19%)	00:08:33	3,019 (1.89%)	26.52%	89.08%
<input type="checkbox"/> 12. /wssa/weed/	3,137 (1.04%)	2,214 (0.86%)	00:00:40	814 (0.51%)	42.66%	19.48%
<input type="checkbox"/> 13. /2022-annual-meeting/	3,077 (1.02%)	2,075 (0.81%)	00:04:06	1,164 (0.73%)	61.92%	59.05%
<input type="checkbox"/> 14. /wssa/weed/biological-control/	2,783 (0.92%)	2,465 (0.96%)	00:04:23	2,263 (1.41%)	85.36%	82.36%
<input type="checkbox"/> 15. /2009/04/want-to-keep-your-compost-weed-free/	2,356 (0.78%)	2,228 (0.87%)	00:04:30	2,166 (1.35%)	93.67%	91.55%
<input type="checkbox"/> 16. /category/jobs/page/3/	2,205 (0.73%)	1,712 (0.67%)	00:00:42	98 (0.06%)	47.96%	18.28%
<input type="checkbox"/> 17. /society/funding-and-grants/	2,092 (0.70%)	1,866 (0.73%)	00:05:53	1,616 (1.01%)	66.04%	79.83%
<input type="checkbox"/> 18. /society/weed-science-jobs/	2,092 (0.70%)	1,579 (0.62%)	00:01:30	1,478 (0.92%)	59.88%	55.54%
<input type="checkbox"/> 19. /publications/	1,998 (0.66%)	1,755 (0.69%)	00:03:13	756 (0.47%)	42.07%	56.16%
<input type="checkbox"/> 20. /meeting/	1,912 (0.64%)	1,638 (0.64%)	00:00:48	648 (0.41%)	50.46%	31.17%




















Top 20 landing pages:

Primary Dimension: **Landing Page** Other ▾







Plot Rows Secondary dimension ▾ Sort Type: Default ▾

Landing Page ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	160,903 <small>% of Total: 100.00% (160,903)</small>	67.68% <small>Avg for View: 67.64% (0.06%)</small>	108,902 <small>% of Total: 100.06% (108,841)</small>	64.76% <small>Avg for View: 64.76% (0.00%)</small>	1.87 <small>Avg for View: 1.87 (0.00%)</small>	00:01:34 <small>Avg for View: 00:01:34 (0.00%)</small>
<input type="checkbox"/> 1. /	33,744 (20.97%)	45.15%	15,237 (13.99%)	34.16%	2.85	00:02:41
<input type="checkbox"/> 2. /category/jobs/	8,493 (5.28%)	15.64%	1,328 (1.22%)	57.57%	2.39	00:01:59
<input type="checkbox"/> 3. /wssa/weed/weed-identification/	5,815 (3.61%)	84.61%	4,920 (4.52%)	55.01%	1.42	00:01:53
<input type="checkbox"/> 4. /wssa/weed/composite-list-of-weeds/	4,263 (2.65%)	56.06%	2,390 (2.19%)	34.90%	4.47	00:04:06
<input type="checkbox"/> 5. /wssa/weed/articles/wssa-what-makes-a-weed/	3,146 (1.96%)	89.54%	2,817 (2.59%)	91.70%	1.14	00:00:38
<input type="checkbox"/> 6. /meeting/2021-annual-meeting/	3,093 (1.92%)	48.43%	1,498 (1.38%)	46.04%	1.70	00:02:03
<input type="checkbox"/> 7. /wssa/weed/herbicides/	3,049 (1.89%)	66.05%	2,014 (1.85%)	55.07%	1.42	00:01:36
<input type="checkbox"/> 8. /links/noxious-weed-list/	3,019 (1.88%)	95.46%	2,882 (2.65%)	26.73%	1.21	00:01:11
<input type="checkbox"/> 9. /wssa/weed/weed-identification/weed-id-pages/	2,502 (1.55%)	84.73%	2,120 (1.95%)	51.32%	1.67	00:01:41
<input type="checkbox"/> 10. /wssa/weed/biological-control/	2,263 (1.41%)	84.75%	1,918 (1.76%)	85.82%	1.18	00:00:52
<input type="checkbox"/> 11. /2009/04/want-to-keep-your-compost-weed-free/	2,166 (1.35%)	92.43%	2,002 (1.84%)	93.67%	1.11	00:00:24
<input type="checkbox"/> 12. /wssa/weed/resistance/	1,923 (1.20%)	73.32%	1,410 (1.29%)	68.59%	1.80	00:01:47
<input type="checkbox"/> 13. /society/funding-and-grants/	1,616 (1.00%)	87.07%	1,407 (1.29%)	66.89%	1.20	00:01:21
<input type="checkbox"/> 14. /2010/07/the-deadly-problem-of-poisonous-weeds/	1,553 (0.97%)	91.95%	1,428 (1.31%)	91.50%	1.14	00:00:31
<input type="checkbox"/> 15. /wssa/weed/articles/wssa-weeds-in-wildflower-mixes/	1,530 (0.95%)	94.58%	1,447 (1.33%)	88.82%	1.17	00:00:24
<input type="checkbox"/> 16. /society/weed-science-jobs/	1,478 (0.92%)	35.86%	530 (0.49%)	59.88%	2.43	00:01:52
<input type="checkbox"/> 17. /wssa/weed/resistance/herbicide-resistance-and-herbicide-tolerance-definitions/	1,416 (0.88%)	83.33%	1,180 (1.08%)	87.71%	1.23	00:00:42
<input type="checkbox"/> 18. /2021/02/wssa-recognizes-2021-award-winners/	1,342 (0.83%)	70.04%	940 (0.86%)	85.99%	1.24	00:00:43
<input type="checkbox"/> 19. /2022-annual-meeting/	1,164 (0.72%)	57.99%	675 (0.62%)	62.71%	1.60	00:02:11
<input type="checkbox"/> 20. /wssa/weed/articles/tips-for-a-thick-weed-free-lawn/	1,134 (0.70%)	96.38%	1,093 (1.00%)	95.15%	1.07	00:00:11

Top 10 countries accessed from:

Country	Users	% Users
1.  United States	52,583	 47.74%
2.  United Kingdom	17,393	 15.79%
3.  China	7,257	 6.59%
4.  India	3,905	 3.55%
5.  Canada	3,809	 3.46%
6.  Germany	3,409	 3.10%
7.  Spain	3,135	 2.85%
8.  Philippines	1,393	 1.26%
9.  Australia	1,265	 1.15%
10.  Brazil	1,264	 1.15%

Top 10 browsers used to access the website:

Browser	Users	% Users
1. Chrome	70,577	 64.09%
2. Safari	19,664	 17.86%
3. Firefox	5,451	 4.95%
4. Mozilla Compatible Agent	5,050	 4.59%
5. Edge	4,373	 3.97%
6. Internet Explorer	1,198	 1.09%
7. Samsung Internet	850	 0.77%
8. Safari (in-app)	540	 0.49%
9. Android Webview	534	 0.48%
10. Android Browser	505	 0.46%

Device category:

Primary Dimension: Device Category

Plot Rows		Secondary dimension		Sort Type: Default			
Device Category ?	Acquisition			Behavior			
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	
	109,967 % of Total: 100.00% (109,967)	108,902 % of Total: 100.06% (108,841)	160,903 % of Total: 100.00% (160,903)	64.76% Avg for View: 64.76% (0.00%)	1.87 Avg for View: 1.87 (0.00%)	00:01:34 Avg for View: 00:01:34 (0.00%)	
<input type="checkbox"/> 1. desktop	80,025 (72.57%)	78,712 (72.28%)	118,968 (73.94%)	63.01%	1.93	00:01:45	
<input type="checkbox"/> 2. mobile	28,536 (25.88%)	28,505 (26.17%)	39,600 (24.61%)	70.45%	1.67	00:01:02	
<input type="checkbox"/> 3. tablet	1,705 (1.55%)	1,685 (1.55%)	2,335 (1.45%)	56.96%	2.13	00:02:14	

Top 10 mobile devices used to access the site:

Mobile Device Info ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	
	30,054 % of Total: 27.33% (109,967)	30,190 % of Total: 27.74% (108,841)	41,935 % of Total: 26.06% (160,903)	69.70% Avg for View: 64.76% (7.63%)	1.69 Avg for View: 1.87 (-9.55%)	00:01:06 Avg for View: 00:01:34 (-30.51%)	
<input type="checkbox"/> 1. Apple iPhone	15,538 (51.29%)	15,512 (51.38%)	20,562 (49.03%)	70.86%	1.61	00:00:54	
<input type="checkbox"/> 2. Apple iPad	967 (3.19%)	962 (3.19%)	1,174 (2.80%)	63.71%	1.88	00:01:53	
<input type="checkbox"/> 3. (not set)	857 (2.83%)	853 (2.83%)	934 (2.23%)	87.04%	1.29	00:00:34	
<input type="checkbox"/> 4. Samsung SM-G960U Galaxy S9	244 (0.81%)	241 (0.80%)	297 (0.71%)	71.04%	1.57	00:01:05	
<input type="checkbox"/> 5. Huawei EML-AL00 P20	209 (0.69%)	209 (0.69%)	209 (0.50%)	100.00%	1.00	00:00:00	
<input type="checkbox"/> 6. Samsung SHV-E250S Galaxy Note II	202 (0.67%)	202 (0.67%)	202 (0.48%)	100.00%	1.00	00:00:00	
<input type="checkbox"/> 7. Samsung SM-G950U Galaxy S8	177 (0.58%)	176 (0.58%)	197 (0.47%)	63.96%	1.55	00:00:54	
<input type="checkbox"/> 8. Samsung SM-G973U Galaxy S10	162 (0.53%)	162 (0.54%)	179 (0.43%)	70.39%	1.60	00:00:43	
<input type="checkbox"/> 9. Samsung SM-G970U Galaxy S10e	160 (0.53%)	159 (0.53%)	180 (0.43%)	69.44%	1.35	00:00:41	
<input type="checkbox"/> 10. Samsung SM-G965U Galaxy S9+	135 (0.45%)	135 (0.45%)	170 (0.41%)	72.35%	1.65	00:01:15	

