

February 16, 2022

Web Site Ad Hoc Committee Report

At this time there are no major issues to report regarding the ISHS web page.

Attached to this report you will find usage statistics for the period January 1–February 14, 2022. The reports show the number of views of our most popular pages, the number of new versus returning visitors and which languages were used, and the location by country and city of our users,. These reports were generated by Google Analytics

The ISHS Store section is open for business. If you haven't already done so, check it out. In addition to books, there are past issues of the *Journal* and *Illinois Heritage* along with art work, stationary, and the ISHS Holiday Ornament available for purchase. **ISHS members will receive a 20% discount on all items by using the coupon code ISHS2022.** All proceeds from these sales will be used to support the ISHS. This year's Store sales so far have generated \$60 for the ISHS.

A gentle reminder to all, if you are an online shopper, please consider using Amazon Smile. Amazon will donate 0.5% of your purchase to the ISHS. Just go to Amazon Smile (<https://smile.amazon.com/>) and select the Illinois State Historical Society as the charity you wish to support. Ask your family and friends to help support the ISHS by shopping on Amazon Smile. Every little bit helps.

If you have an Event or a News item from your locality, please submit it for posting on our Calendar of Events. Posting is usually done within 24 hours.

As always, should any member find errors that need to be corrected or have any concerns or suggestions pertaining to the web site, please inform the ISHS staff.

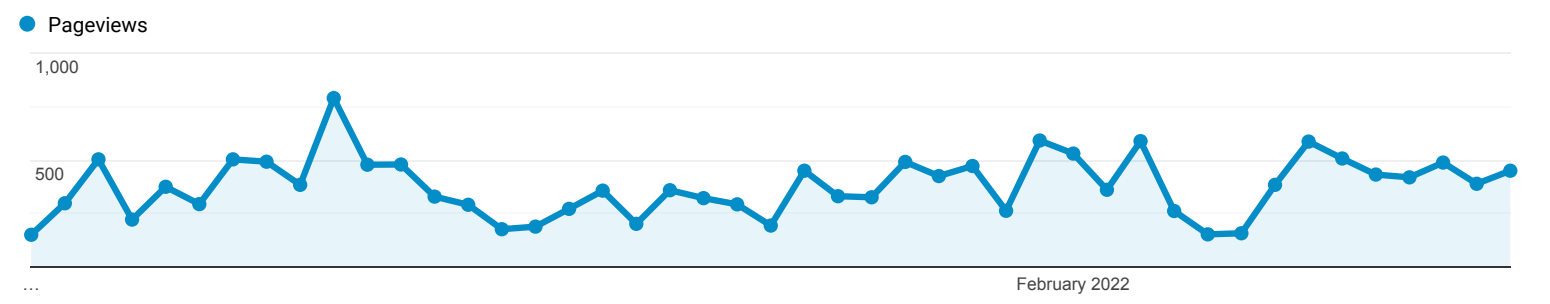
Respectfully submitted,
Elaine Shemoney Evans

Pages

All Users
100.00% Pageviews

Jan 1, 2022 - Feb 14, 2022

Explorer




| Page Title | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|--|--|--|--|--|--|--|--|
| | 17,054 % of Total: 100.00% (17,054) | 11,549 % of Total: 100.00% (11,549) | 00:01:04 Avg for View: 00:01:04 (0.00%) | 4,665 % of Total: 100.00% (4,665) | 58.52% Avg for View: 58.52% (0.00%) | 27.35% Avg for View: 27.35% (0.00%) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. User Profile | 3,326 (19.50%) | 1,978 (17.13%) | 00:01:26 | 937 (20.09%) | 49.84% | 26.88% | \$0.00 (0.00%) |
| 2. CountyMarkers | 2,313 (13.56%) | 871 (7.54%) | 00:00:21 | 27 (0.58%) | 29.63% | 2.33% | \$0.00 (0.00%) |
| 3. MarkerDetails | 2,011 (11.79%) | 1,762 (15.26%) | 00:01:49 | 243 (5.21%) | 82.30% | 18.75% | \$0.00 (0.00%) |
| 4. Welcome | 1,976 (11.59%) | 1,525 (13.20%) | 00:01:03 | 1,168 (25.04%) | 46.66% | 39.07% | \$0.00 (0.00%) |
| 5. County Map | 966 (5.66%) | 291 (2.52%) | 00:00:14 | 57 (1.22%) | 50.88% | 5.49% | \$0.00 (0.00%) |
| 6. Historical Markers | 765 (4.49%) | 405 (3.51%) | 00:00:20 | 214 (4.59%) | 13.55% | 13.33% | \$0.00 (0.00%) |
| 7. Search Results | 459 (2.69%) | 370 (3.20%) | 00:00:36 | 10 (0.21%) | 40.00% | 25.71% | \$0.00 (0.00%) |
| 8. Journal | 409 (2.40%) | 297 (2.57%) | 00:00:46 | 145 (3.11%) | 40.00% | 24.69% | \$0.00 (0.00%) |
| 9. Illinois State Historical Society > Welcome | 390 (2.29%) | 377 (3.26%) | 00:01:36 | 21 (0.45%) | 33.33% | 13.08% | \$0.00 (0.00%) |
| 10. Illinois Heritage | 256 (1.50%) | 187 (1.62%) | 00:00:52 | 67 (1.44%) | 47.76% | 25.00% | \$0.00 (0.00%) |
| 11. Photo Gallery | 239 (1.40%) | 200 (1.73%) | 00:00:43 | 67 (1.44%) | 76.12% | 32.22% | \$0.00 (0.00%) |
| 12. Find a Marker | 237 (1.39%) | 205 (1.78%) | 00:02:29 | 161 (3.45%) | 69.57% | 64.98% | \$0.00 (0.00%) |
| 13. Illinois State Historical Society > Scholarships > Verna Ross Orndorff Scholarship | 217 (1.27%) | 201 (1.74%) | 00:03:23 | 173 (3.71%) | 90.17% | 84.79% | \$0.00 (0.00%) |
| 14. Resources | 196 (1.15%) | 167 (1.45%) | 00:02:11 | 103 (2.21%) | 71.84% | 63.27% | \$0.00 (0.00%) |
| 15. History Timeline | 176 (1.03%) | 157 (1.36%) | 00:03:58 | 145 (3.11%) | 80.69% | 79.55% | \$0.00 (0.00%) |
| 16. User Log In | 166 (0.97%) | 119 (1.03%) | 00:00:26 | 12 (0.26%) | 33.33% | 9.64% | \$0.00 (0.00%) |
| 17. Become a Member | 154 (0.90%) | 126 (1.09%) | 00:01:29 | 13 (0.28%) | 84.62% | 42.86% | \$0.00 (0.00%) |
| 18. Illinois State Historical Society > Publications | 135 (0.79%) | 110 (0.95%) | 00:01:12 | 34 (0.73%) | 26.47% | 25.93% | \$0.00 (0.00%) |
| 19. Mission and Principles | 126 (0.74%) | 79 (0.68%) | 00:02:14 | 11 (0.24%) | 72.73% | 40.48% | \$0.00 (0.00%) |
| 20. Illinois State Historical Society | 112 (0.66%) | 92 (0.80%) | 00:00:37 | 13 (0.28%) | 46.15% | 17.86% | \$0.00 (0.00%) |

| | | | | | | | | |
|-----|---|-----------------------|----------------------|----------|----------------------|---------|--------|-------------------|
| 21. | Board Members | 104 (0.61%) | 74 (0.64%) | 00:02:08 | 10 (0.21%) | 80.00% | 30.77% | \$0.00 (0.00%) |
| 22. | Calendar | 103 (0.60%) | 70 (0.61%) | 00:01:14 | 13 (0.28%) | 46.15% | 26.21% | \$0.00 (0.00%) |
| 23. | Our Staff | 102 (0.60%) | 89 (0.77%) | 00:01:20 | 13 (0.28%) | 69.23% | 48.04% | \$0.00 (0.00%) |
| 24. | Illinois State Historical Society > Awards > Annual Awards | 95 (0.56%) | 77 (0.67%) | 00:02:07 | 39 (0.84%) | 56.41% | 46.32% | \$0.00 (0.00%) |
| 25. | Newsroom | 64 (0.38%) | 32 (0.28%) | 00:00:59 | 7 (0.15%) | 71.43% | 18.75% | \$0.00 (0.00%) |
| 26. | Journal of the Illinois State Historical Society, Summer 2021 | 58 (0.34%) | 44 (0.38%) | 00:02:12 | 4 (0.09%) | 50.00% | 24.14% | \$0.00 (0.00%) |
| 27. | Centennial Business Awards | 52 (0.30%) | 47 (0.41%) | 00:01:29 | 28 (0.60%) | 78.57% | 78.85% | \$0.00 (0.00%) |
| 28. | Scholarships | 50 (0.29%) | 42 (0.36%) | 00:00:58 | 33 (0.71%) | 30.30% | 30.00% | \$0.00 (0.00%) |
| 29. | Videos | 48 (0.28%) | 44 (0.38%) | 00:00:48 | 19 (0.41%) | 78.95% | 52.08% | \$0.00 (0.00%) |
| 30. | 2021 ISHS History Symposium | 33 (0.19%) | 32 (0.28%) | 00:00:33 | 20 (0.43%) | 90.00% | 69.70% | \$0.00 (0.00%) |
| 31. | Illinois State Historical Society > Scholarships > King V. Hostick Scholarship | 30 (0.18%) | 29 (0.25%) | 00:00:50 | 9 (0.19%) | 66.67% | 46.67% | \$0.00 (0.00%) |
| 32. | Store Admin | 30 (0.18%) | 17 (0.15%) | 00:00:17 | 1 (0.02%) | 0.00% | 0.00% | \$0.00 (0.00%) |
| 33. | Lincoln-Douglas Debate Interpreters to Focus on "Quincy's Greatest Day" | 29 (0.17%) | 27 (0.23%) | 00:06:50 | 27 (0.58%) | 92.59% | 93.10% | \$0.00 (0.00%) |
| 34. | Russell P. Strange Memorial Book Award | 29 (0.17%) | 27 (0.23%) | 00:00:36 | 5 (0.11%) | 60.00% | 51.72% | \$0.00 (0.00%) |
| 35. | **POSTPONED** Historical Marker Dedication: Robert Prager Lynching Site | 27 (0.16%) | 26 (0.23%) | 00:07:57 | 26 (0.56%) | 96.15% | 96.30% | \$0.00 (0.00%) |
| 36. | Illinois State Historical Society > Awards > Olive Foster Outstanding Teacher Award | 27 (0.16%) | 27 (0.23%) | 00:00:25 | 14 (0.30%) | 78.57% | 51.85% | \$0.00 (0.00%) |
| 37. | The Mysterious Bard of Sangamo: Early Illinois poet brought to life in new video production | 26 (0.15%) | 24 (0.21%) | 00:06:27 | 23 (0.49%) | 91.30% | 92.31% | \$0.00 (0.00%) |
| 38. | Artworks - Page -1 | 25 (0.15%) | 22 (0.19%) | 00:00:23 | 2 (0.04%) | 100.00% | 36.00% | \$0.00 (0.00%) |
| 39. | Stone Repair and Restoration | 25 (0.15%) | 14 (0.12%) | 00:00:46 | 6 (0.13%) | 83.33% | 40.00% | \$0.00 (0.00%) |
| 40. | Illinois Heritage, January–February 2022 | 24 (0.14%) | 16 (0.14%) | 00:01:25 | 2 (0.04%) | 100.00% | 25.00% | \$0.00 (0.00%) |
| 41. | Illinois State Historical Society > Awards > Sesquicentennial Houses of Worship | 24 (0.14%) | 21 (0.18%) | 00:02:15 | 13 (0.28%) | 46.15% | 41.67% | \$0.00 (0.00%) |
| 42. | Illinois Heritage, November–December 2021 | 22 (0.13%) | 19 (0.16%) | 00:01:15 | 0 (0.00%) | 0.00% | 13.64% | \$0.00 (0.00%) |
| 43. | Journal of the Illinois State Historical Society, Spring 2020 | 21 (0.12%) | 18 (0.16%) | 00:00:54 | 9 (0.19%) | 88.89% | 47.62% | \$0.00 (0.00%) |
| 44. | Best of Illinois History Awards 2021 | 20 (0.12%) | 18 (0.16%) | 00:01:07 | 2 (0.04%) | 100.00% | 15.00% | \$0.00 (0.00%) |
| 45. | Store Account | 20 (0.12%) | 17 (0.15%) | 00:00:29 | 4 (0.09%) | 100.00% | 50.00% | \$0.00 (0.00%) |
| 46. | Books - Page -1 | 19 (0.11%) | 15 (0.13%) | 00:02:39 | 0 (0.00%) | 0.00% | 15.79% | \$0.00 (0.00%) |
| 47. | Submission Guidelines | 19 (0.11%) | 19 (0.16%) | 00:02:52 | 3 (0.06%) | 100.00% | 68.42% | \$0.00 (0.00%) |
| 48. | Path to Freedom: How the Abolitionist Movement Helped Establish the Underground Railroad | 18 (0.11%) | 17 (0.15%) | 00:00:32 | 16 (0.34%) | 81.25% | 83.33% | \$0.00 (0.00%) |
| 49. | Illinois State Historical Society - Grants | 17 (0.10%) | 9 (0.08%) | 00:01:19 | 8 (0.17%) | 25.00% | 41.18% | \$0.00 (0.00%) |
| 50. | "This I Believe" Essay Winners to be Honored | 16 (0.09%) | 14 (0.12%) | 00:06:01 | 14 (0.30%) | 92.86% | 87.50% | \$0.00 (0.00%) |

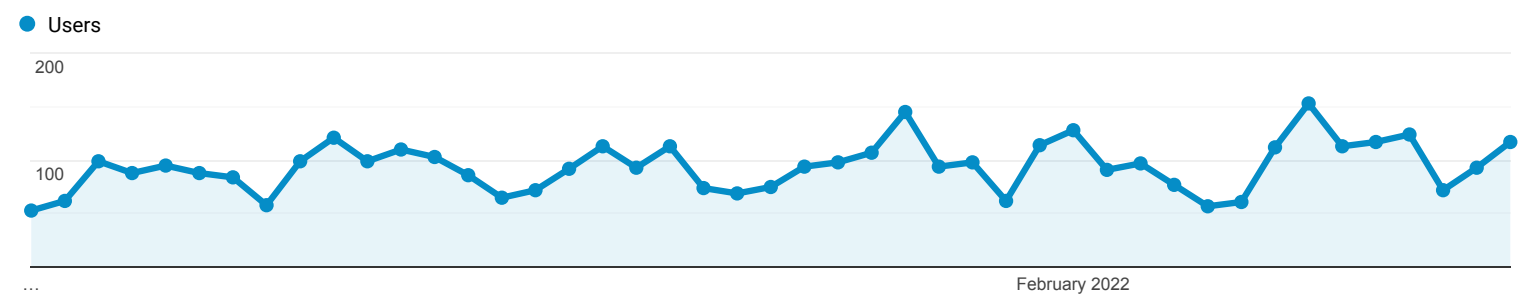
Rows 1 - 50 of 416

Audience Overview

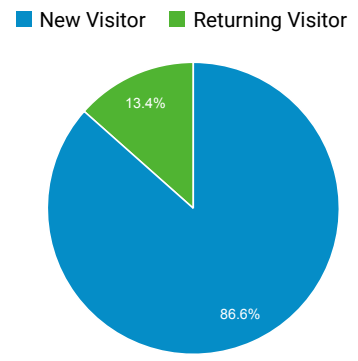

All Users
 100.00% Users

Jan 1, 2022 - Feb 14, 2022

Overview



| | | |
|--|------------------------------|--------------------------------|
| Users 3,603 | New Users 3,479 | Sessions 4,665 |
| Number of Sessions per User 1.29 | Pageviews 17,054 | Pages / Session 3.66 |
| Avg. Session Duration 00:02:49 | Bounce Rate 58.52% | |



| Language | Users | % Users |
|-----------|-------|---------|
| 1. en-us | 3,181 | 88.26% |
| 2. vi-vn | 90 | 2.50% |
| 3. en-gb | 86 | 2.39% |
| 4. en | 68 | 1.89% |
| 5. vi | 38 | 1.05% |
| 6. zh-cn | 31 | 0.86% |
| 7. c | 12 | 0.33% |
| 8. en-ca | 9 | 0.25% |
| 9. en-in | 9 | 0.25% |
| 10. de-de | 7 | 0.19% |

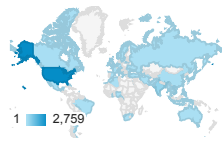
Location

All Users
100.00% Users

Jan 1, 2022 - Feb 14, 2022

Map Overlay

Summary



| Country | Acquisition | | | Behavior | | | Conversions | | |
|--------------------------|---|---|---|---|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 3,603 % of Total: 100.00% (3,603) | 3,486 % of Total: 100.20% (3,479) | 4,665 % of Total: 100.00% (4,665) | 58.52% Avg for View: 58.52% (0.00%) | 3.66 Avg for View: 3.66 (0.00%) | 00:02:49 Avg for View: 00:02:49 (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. United States | 2,759 (76.28%) | 2,666 (76.48%) | 3,452 (74.00%) | 60.31% | 3.67 | 00:02:32 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. India | 354 (9.79%) | 354 (10.15%) | 532 (11.40%) | 49.25% | 3.93 | 00:04:27 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. Vietnam | 160 (4.42%) | 139 (3.99%) | 242 (5.19%) | 41.32% | 4.66 | 00:04:46 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 4. China | 40 (1.11%) | 40 (1.15%) | 43 (0.92%) | 83.72% | 1.58 | 00:01:07 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 5. Canada | 30 (0.83%) | 28 (0.80%) | 34 (0.73%) | 58.82% | 2.59 | 00:03:50 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 6. United Kingdom | 30 (0.83%) | 29 (0.83%) | 32 (0.69%) | 68.75% | 1.47 | 00:01:04 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 7. Philippines | 26 (0.72%) | 24 (0.69%) | 52 (1.11%) | 51.92% | 2.58 | 00:01:37 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 8. Bangladesh | 23 (0.64%) | 22 (0.63%) | 35 (0.75%) | 37.14% | 4.43 | 00:07:18 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 9. Pakistan | 22 (0.61%) | 18 (0.52%) | 33 (0.71%) | 66.67% | 3.33 | 00:01:51 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 10. Indonesia | 15 (0.41%) | 15 (0.43%) | 26 (0.56%) | 38.46% | 5.19 | 00:01:35 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 11. Sweden | 14 (0.39%) | 14 (0.40%) | 14 (0.30%) | 92.86% | 1.14 | 00:00:03 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 12. (not set) | 10 (0.28%) | 10 (0.29%) | 10 (0.21%) | 80.00% | 1.20 | 00:00:04 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 13. Germany | 9 (0.25%) | 9 (0.26%) | 9 (0.19%) | 77.78% | 2.78 | 00:02:39 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 14. South Korea | 9 (0.25%) | 8 (0.23%) | 9 (0.19%) | 77.78% | 2.33 | 00:02:03 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 15. Japan | 8 (0.22%) | 6 (0.17%) | 11 (0.24%) | 72.73% | 1.82 | 00:00:26 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 16. France | 7 (0.19%) | 7 (0.20%) | 7 (0.15%) | 100.00% | 1.00 | 00:00:00 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 17. Ireland | 6 (0.17%) | 6 (0.17%) | 6 (0.13%) | 66.67% | 1.50 | 00:04:58 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 18. Iran | 6 (0.17%) | 6 (0.17%) | 6 (0.13%) | 83.33% | 2.17 | 00:00:32 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 19. Nigeria | 6 (0.17%) | 6 (0.17%) | 8 (0.17%) | 62.50% | 2.12 | 00:01:46 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 20. Ukraine | 6 (0.17%) | 6 (0.17%) | 9 (0.19%) | 55.56% | 3.67 | 00:01:15 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

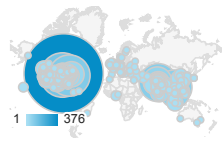
Location

All Users
100.00% Users

Jan 1, 2022 - Feb 14, 2022

Map Overlay

Summary



| City | Acquisition | | | Behavior | | | Conversions | | |
|---------------------|--|--|--|--|--|--|--|--------------------------------------|--|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 3,603 % of Total: 100.00% (3,603) | 3,486 % of Total: 100.20% (3,479) | 4,665 % of Total: 100.00% (4,665) | 58.52% Avg for View: 58.52% (0.00%) | 3.66 Avg for View: 3.66 (0.00%) | 00:02:49 Avg for View: 00:02:49 (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. Chicago | 376 (10.11%) | 358 (10.27%) | 425 (9.11%) | 70.12% | 2.11 | 00:01:29 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. (not set) | 199 (5.35%) | 189 (5.42%) | 251 (5.38%) | 60.56% | 2.85 | 00:02:20 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. Springfield | 118 (3.17%) | 99 (2.84%) | 166 (3.56%) | 55.42% | 3.00 | 00:02:45 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 4. Ashburn | 93 (2.50%) | 92 (2.64%) | 93 (1.99%) | 90.32% | 1.23 | 00:00:03 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 5. Delhi | 79 (2.12%) | 81 (2.32%) | 116 (2.49%) | 44.83% | 4.17 | 00:05:17 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 6. Hanoi | 70 (1.88%) | 58 (1.66%) | 108 (2.32%) | 52.78% | 3.78 | 00:05:03 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 7. Ludhiana | 50 (1.34%) | 50 (1.43%) | 67 (1.44%) | 44.78% | 4.01 | 00:05:05 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 8. Ho Chi Minh City | 50 (1.34%) | 46 (1.32%) | 70 (1.50%) | 22.86% | 6.03 | 00:03:36 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 9. New York | 34 (0.91%) | 34 (0.98%) | 38 (0.81%) | 73.68% | 1.50 | 00:01:20 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 10. Peoria | 32 (0.86%) | 31 (0.89%) | 42 (0.90%) | 57.14% | 2.21 | 00:02:05 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 11. St. Louis | 31 (0.83%) | 28 (0.80%) | 37 (0.79%) | 62.16% | 3.43 | 00:01:33 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 12. Bloomington | 30 (0.81%) | 29 (0.83%) | 41 (0.88%) | 53.66% | 2.22 | 00:01:20 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 13. Noida | 25 (0.67%) | 23 (0.66%) | 41 (0.88%) | 60.98% | 2.63 | 00:03:07 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 14. Champaign | 24 (0.65%) | 23 (0.66%) | 32 (0.69%) | 31.25% | 3.38 | 00:01:05 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 15. Washington | 23 (0.62%) | 21 (0.60%) | 25 (0.54%) | 64.00% | 2.80 | 00:00:54 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 16. Chennai | 22 (0.59%) | 21 (0.60%) | 36 (0.77%) | 41.67% | 4.78 | 00:03:26 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 17. Kolkata | 20 (0.54%) | 20 (0.57%) | 35 (0.75%) | 57.14% | 3.71 | 00:04:09 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 18. Rockford | 20 (0.54%) | 19 (0.55%) | 20 (0.43%) | 70.00% | 2.10 | 00:02:13 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 19. San Antonio | 20 (0.54%) | 20 (0.57%) | 20 (0.43%) | 90.00% | 1.40 | 00:00:06 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 20. Decatur | 19 (0.51%) | 16 (0.46%) | 43 (0.92%) | 30.23% | 9.26 | 00:10:15 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |