

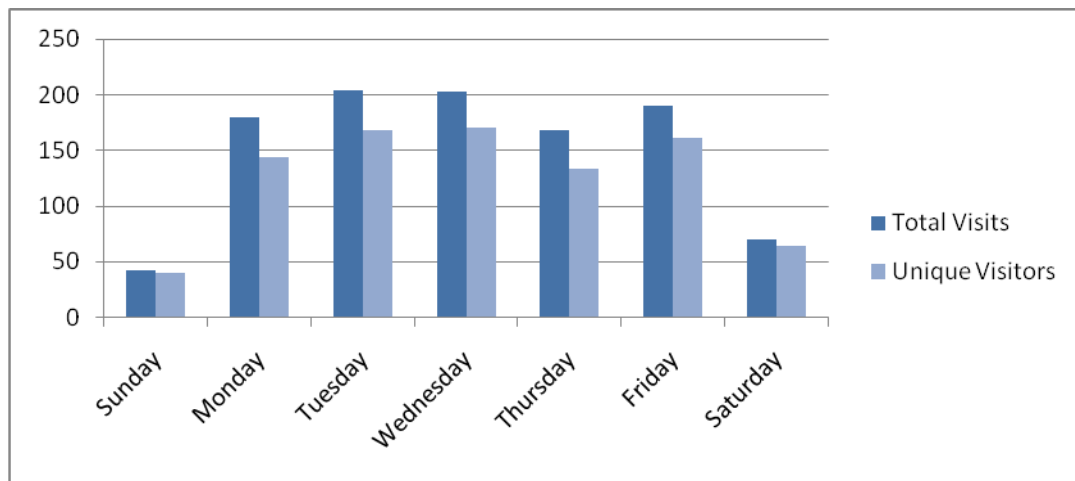
# *SunshineWeek.org Weekly Metrics Report*

Prepared by  
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Feb. 27, 2011 – Mar. 5, 2011

## *Weekly Web Performance*

### *Visitors*

The following chart displays visitor metrics for SunshineWeek.org. Definitions are included below.



	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Total Visits	42	180	204	203	168	190	70
Unique Visitors	40	144	168	171	133	161	64

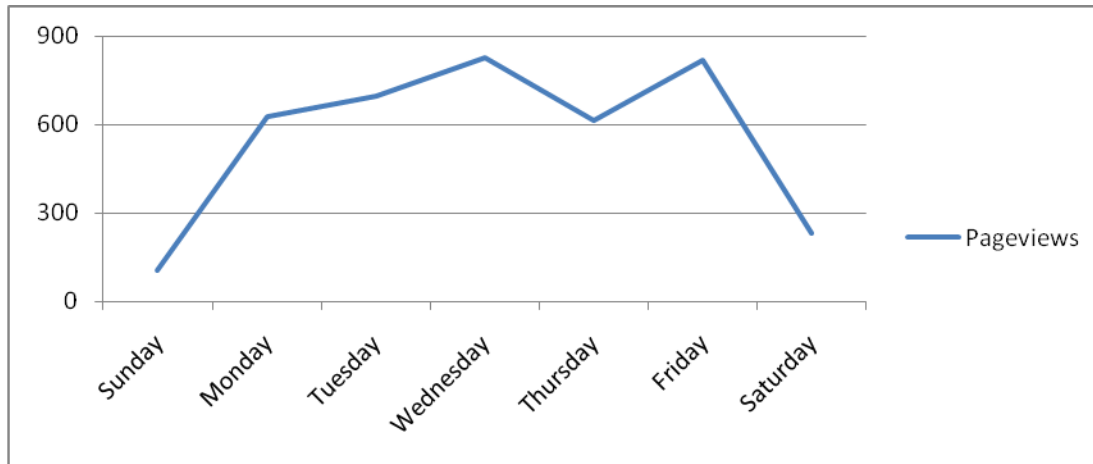
**Total Visits** is the number of times SunshineWeek.org was visited. This may include multiple visits by the same person. If, for example, a visitor visited the site 3 times on Monday, all 3 of those visits would count towards the total visits.

**Unique Visitors** is the number of different people who visited SW.org. Using the example above, if the visitor visited the site 3 times on Monday, they would only count as 1 unique visitor.

**Note:** If a visitor is inactive on the site for more than 30 minutes, any future activity will be attributed to a new session.

## Pageviews

The following chart displays pageview metrics for SunshineWeek.org. Definitions are included.



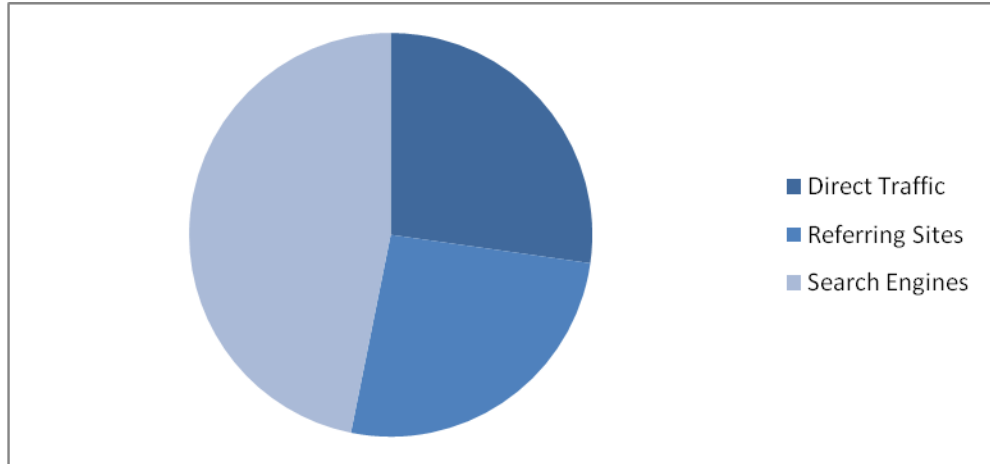
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Pageviews	105	628	698	825	614	816	233

A **Pageview** is a request to load a single webpage. One user can have several pageviews in one visit to SW.org.

## Top 5 Pages

Page Name	Pageviews
Homepage	1,355
About SW	290
Toolkits	276
Op-Eds	108
Sunshine Week Blog	104

## Traffic Sources



	Direct Traffic	Referring Sites	Search Engines
Visits	288	274	495
Percentage of Total Traffic	27%	26%	47%

**Direct Traffic** is traffic in which the visitor's session was started without a referrer being passed by the user's browser. This includes clicking a link in a non-web-based email or a document, or by accessing the site from a secure (https) site, as SW.org is not https.

**Referring Sites** is the traffic sent to SunshineWeek.org by sites that contain SW.org links. (Facebook, Twitter, ASNE.org are included here.)

**Search Engines** is the traffic sent by web search engines.

## Top 5 Traffic Sources

Page Name	Pageviews
Google	455
Direct Traffic	288
Facebook	33
ASNE.org	31
Bing	23

## ***States and Locales***

### ***Sunshine Week Proclamation***

The following metrics show the states, locales, and government entities that have considered or passed the Sunshine Week Proclamation.

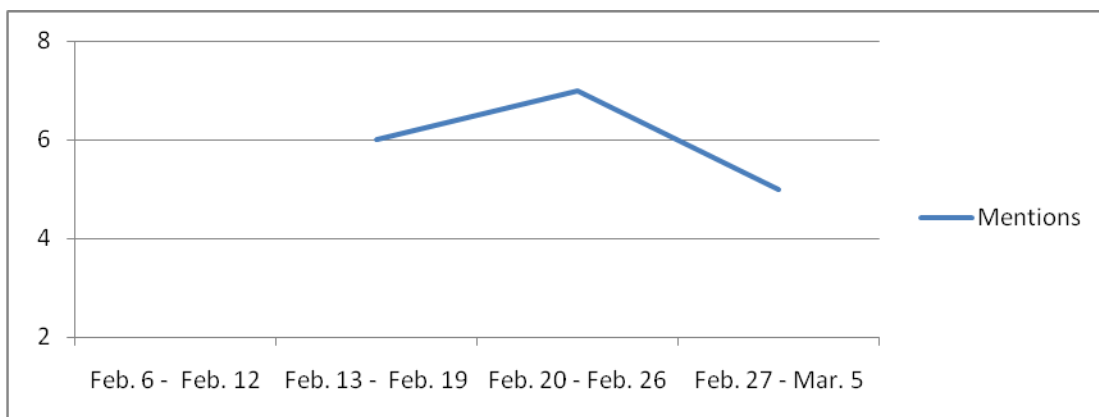
Entity	Outcome	Date
Harrietstown, NY Town Board	Rejected	Feb. 25, 2011
Town of Jay Town Council	Approved	Unknown
Village of Saranac Lake Board of Trustees	Approved	Unknown
Franklin County Board of Legislators	Approved	Unknown

### ***Sunshine Week Declared***

The following metrics show the states and locales that have declared Sunshine Week.

Government Entity	Outcome	Date
Harrietstown, NY Town Board	Rejected	Feb. 25, 2011
Town of Jay Town Council	Approved	Unknown
Village of Saranac Lake Board of Trustees	Approved	Unknown
Franklin County Board of Legislators	Approved	Unknown

### ***Sunshine Week Mentions***



Week	Mentions
Feb. 6 – Feb. 12	No Data
Feb. 13 – Feb. 19	6
Feb. 20 – Feb. 27	7
Feb. 28 – Mar. 5	5