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MPLA Webmaster Report
25 January 2011

Since My Last Report

I have created some new forms for use in membership renewals: Institutional Membership and State Library Associations. Every year we tweak the general membership form as needed by Judy.

At Dana's request, I created a form for use by advertisers in the *MPLA Newsletter* (as well as institutional members) – it allows them to pay for advertising as well as schedule issues for ads to appear.

I have created an RSS feed page for the MPLA Jobline. Background: for the past couple of years I would occasionally be asked about RSS feeds for positions listed on the Jobline. I never had much time to explore how to make that happen. I consulted with Roy to explore how we might offer an RSS feed site-wide across the MPLA website (not available yet, but on my "to do" list). I was able to find a strategy for creating a Jobline RSS feed, which has been available for awhile now. If you don't know what an RSS feed is, it tells you what changes have been made to a page or website. In the case of the Jobline RSS feed, it lists new positions by date.

Handouts for MLA/MPLA 2011 Conference

Once again, I am willing to post handouts for the 2011 conference. If you are working with speakers and presenters, make them aware we are willing to post them before (and after) the April 2011 MLA/MPLA Conference, if they are willing to share them. It is certainly not mandatory, and I also understand some presenters are working with proprietary information in some cases. To view previous year's handouts, they are listed on our Conferences listing page at: <http://www.mpla.us/conference.html>. I will post just about anything – I do, however, convert everything to PDF format so that anyone can access the files.

Statistitrvia

Roy was able to get me into our website server statistics. And as webmaster, I find web stats fascinating because they tell me so much about our website, how it is being used, what people are using it for, etc.

Just for January 2011 (as of 19 January 2011):

- Website Hits: 100,087
- Total Pages: 26,298
- Total Visits: 9,536
- Hits Per Hour: 219
- Hits Per Day: 5,287
- Visits Per Day: 501

Top MPLA Sites/Services – January 2011

- Registration for an account on MPLA 2.0 – 8,799 (Roy tells me this is partially due to web robots looking for access to our server)
- MPLA Jobline – 2,959 (this is just for a little over half a month!)

- MPLA Homepage (mpla.us) – 1,998 (why is this less than hits to Jobline? People have the Jobline bookmarked or the search index takes people directly to it)
- *MPLA Newsletter* December 2010 – 1,734 (note: historically, our Newsletter access numbers are high, but even more so now that it is only available electronically)
- Jobline RSS Feed – 1,339 (clearly, people are accessing the Jobline RSS feed)

Finally, a curious “statistic” we can access is search strings. We can determine what people were looking for when they Googled and found us. That is, I can tell you what search terms people used to get to us from their chosen search index. Again, this is just for January 2011:

- “MPLA” – 98 times
- “mountain plains library association” – 93 times
- “mpla jobline” – 29 times
- “mpla jobs” – 18 times
- “mpla leadership institute” – 16 times
- “mountain plains library jobs” – 11 times
- “mpla conference” – 11 times

Respectfully submitted,

Dan Chaney
MPLA Webmaster