

2016 Webmaster Report
Society for Medical Anthropology (SMA)
Submitted by Sean Bruna, PhD., SMA Webmaster on October 23, 2016

I. SMA Hosted Websites, Site Design and Server

Hosted Websites

The SMA hosts or provides support for 11 websites:

1. SMA: Society for Medical Anthropology
2. AARG: AIDS and Anthropology Research Group
3. ADTSG: Alcohol, Drug, and Tobacco Study Group
4. AMHIG: Anthropology and Mental Health Interest Group
5. CAGH: Critical Anthropology for Global Health Study Group
6. CAM/IM: Complementary and Alternative Medicine (CAM) and Integrative Medicine (IM) Group
7. CAR: Council on Anthropology and Reproduction
8. DRIG: Disability Research Interest Group
9. DABIG: Dying and Bereavement Interest Group
10. MASA: Medical Anthropology Students Association
11. STM: Science, Technology, and Medicine Group (merged with the Pharmaceutical Studies Group)

In addition to Medanthro.net, the primary site for the Society, SMA also owns Medanthro.org and Medanthro.net, both of which redirect visitors to our primary site.

Visitors to SMA are encouraged to contact the SMA Webmaster via email at webmaster@medanthro.net if they encounter issues with the website or wish to make changes.

SMA Design

Working with the Communications Committee, the SMA website menu items were simplified to the current menu structure.

SMA Server & Security

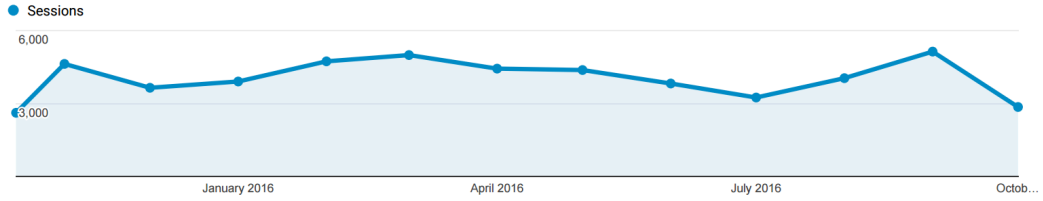
The website was moved to the AAA hosted and managed server and SIG URLs were changed to a new domain structure (sig.medanthro.net). Enhanced back-up and security tools were added to all sites to further protect the them from daily attempts insert malicious code.

II. Website Analytics

Number of Visitors

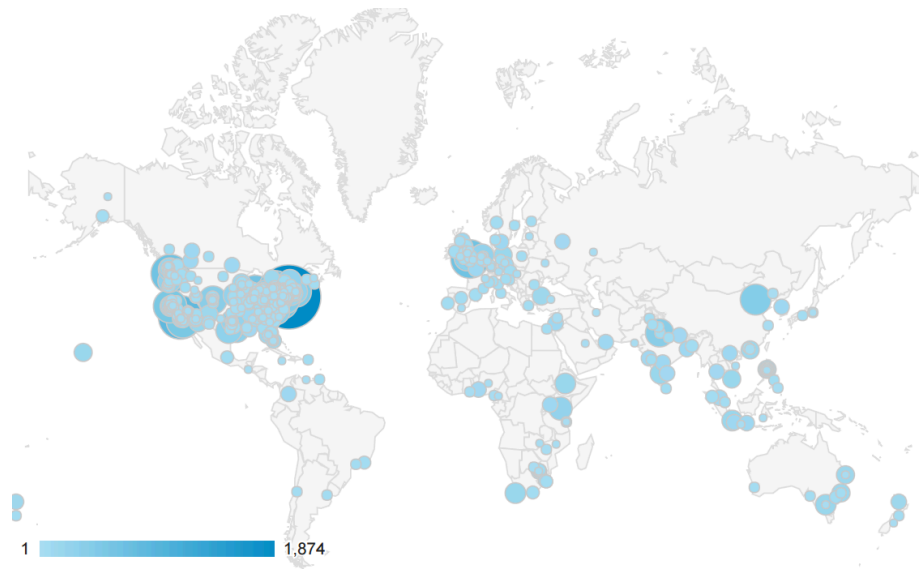
We are tracking site utilization via Google Analytics and this report addresses site usage from October 15, 2016 to October 15, 2016.

Large numbers of visitors continue to view the site. 41,319 users visited the site during 52,408 sessions.



Location of Visitors

Visitors to SMA come from over 180 countries, though most visitors are from the United States, Canada and the United Kingdom.

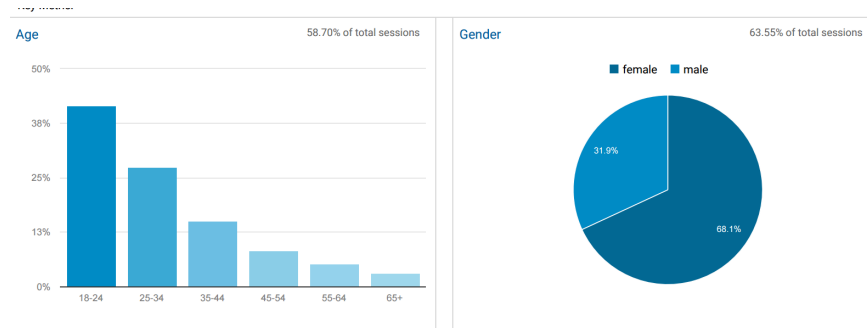


The top three countries visiting SMA are:

Country	Sessions (percent of total)
United States	32,449(61.92%)
Canada	2,623(5.00%)
United Kingdom	1,353(2.58%)

Age and Gender of Visitors

41.4% of all visitors are in the 18-24 age range and 61.1% are female .



Top 10 Visited Pages

The top four pages visited were the homepage, about medical anthropology, jobs, and the MAQ “For Authors”.

	86,282 % of Total: 100.00% (86,282)	86,282 % of Total: 100.00% (86,282)
1. /	16,873	19.56%
2. /9/	10,008	11.60%
3. /9/comment-page-1/	6,267	7.26%
4. /about/about-medical-anthropology/	3,058	3.54%
5. /category/jobs/	2,907	3.37%
6. /maq/for-authors/	2,065	2.39%
7. /globaldirectory/	1,632	1.89%
8. /about/	1,456	1.69%
9. /academic-resources/graduate-programs/graduate-programs-europe/	1,155	1.34%
10. /newsletter/	1,150	1.33%

III. Special SMA Pages

Announcements

We continue to post material on the SMA blog, now called Announcements. Most visitors visit the page looking for jobs. In the previous year we posted approximately 40 job listings.

Global Directory

The global directory currently has 118 listings. In the previous year there were 1,632 page views of Global Directory (1.89% of site total).

Program Directory

The program directory was removed as content was outdated. It is currently under revision and programs will be invited to add/update content in January.

SMA Policy

We added a newly organized policy section, including procedures, to the main menu.

IV. Updates and Activities for 2017

The website is currently under redesign and the webmaster anticipates the Board will be able to view the demo version of the site by the 2017 AAA Meeting. The update includes changes to the design, highlights SIG content, and includes an updated Program Directory option.