

**SMA Webmaster Report: November 15, 2018 to November 15, 2019**  
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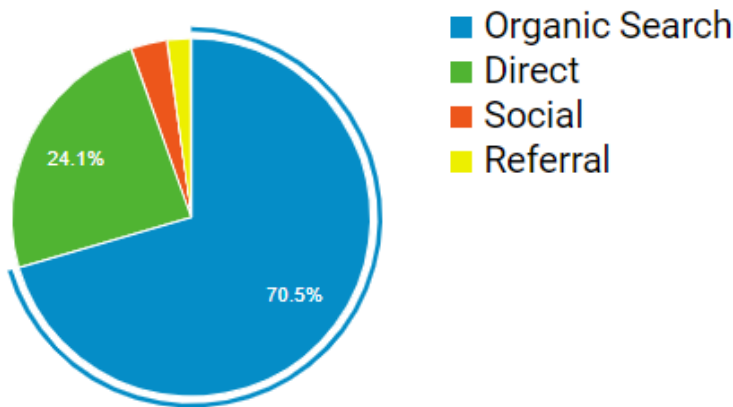
**Website Analytics**

Visitors

Visitors to the SMA website increased in comparison to the previous year. This represents a reversal of the decrease following the separation of the MAQ website from SMA's main website (medanthro.net).

- 44,533 Users (3.8% increase from previous year)
- 54,421 Sessions (2.7% increase from previous year)
- 77,830 Page Views (2.2% increase from previous year)

**Top Channels**



The Top Channel that users access our website is through organic searches. 70.5% of visitors find SMA through an organic search utilizing a search engine, which indicates that our pages are easily accessible through search metrics. 24.1% of our visitors access the site directly, these are most likely SMA members and return users who directly type in our site address or have it bookmarked.

Both of these numbers have increased, while the percentage of our traffic referred from other websites has decreased from 9.5% to 2.2%. The percentage of traffic from social media sites has remained at a constant 2% to 3% for the past few years. These are both areas for potential improvement in the next year.

**Top Referrals**











Only 2.2% of our visitors come to us through links for other sites.

Our top seven referral sites are:

1. [Facebook.com](https://www.facebook.com)
2. [Twitter.com](https://twitter.com) (t.co)
3. [somatosphere.net](https://www.somatosphere.net)
4. [medanthroquarterly.org](https://www.medanthroquarterly.org)
5. [Projects.americananthro.org](https://www.projects.americananthro.org)
6. [wikipedia.org](https://www.wikipedia.org)
7. [bumc.bu.edu](https://www.bumc.bu.edu)

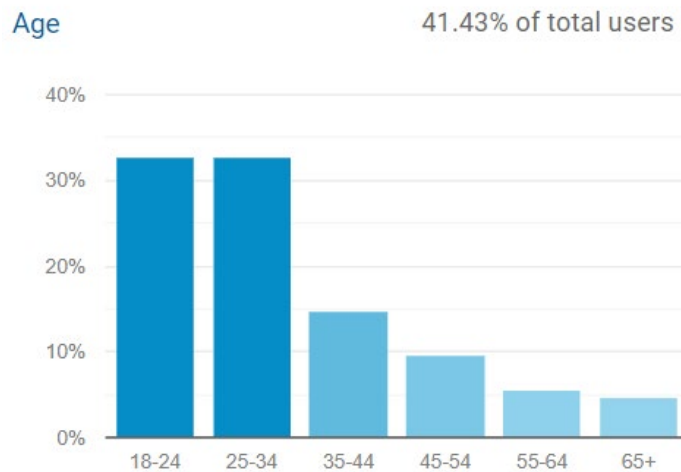
### Global Visitors

Nearly every country visited the SMA website. The majority of visitors come from the U.S., Canada, India, United Kingdom, and South Africa. English remains the primary language used to access our site with 13% of users translating the site into Japanese, 0.88% of users translating it into simplified Chinese, and 0.66% into Spanish.

Country	Users	% Users
1.  United States	23,857	53.11%
2.  Japan	6,190	13.78%
3.  Canada	1,969	4.38%
4.  India	1,462	3.25%
5.  United Kingdom	1,287	2.87%
6.  South Africa	775	1.73%
7.  Kenya	597	1.33%
8.  Philippines	593	1.32%
9.  Australia	473	1.05%
10.  Belgium	418	0.93%

### Demographics of Visitors

Most visitors to the website are younger than 35, with 33% of visitors in the 18-24 age range and 33% in the 25 to 34 age range. 61% visitors to the website are female.



### **Most Visited Pages**

The most visited pages are “About Medical Anthropology”, the home page, interest groups page and the jobs announcement category:

<u>Rank</u>	<u>Page</u>	<u>Number of Visitors</u>
1	<a href="/about/about-medical-anthropology/">/about/about-medical-anthropology/</a>	31,407 (39%)
2	<a href="#">Home Page</a>	9,443 (12%)
3	<a href="http://www.medanthro.net/sma2020/">http://www.medanthro.net/sma2020/</a>	2,982 (4%)
4	<a href="/category/jobs/">/category/jobs/</a>	1,403 (2%)
5	<a href="/interest-groups/">/interest-groups/</a>	1,343 (2%)
6	<a href="/policy/prior-statements/global-health/">/policy/prior-statements/global-health/</a>	897 (1%)
7	<a href="/about/sma-awards/">/about/sma-awards/</a>	815 (1%)
8	<a href="/about/executive-board/">/about/executive-board/</a>	720 (1%)

### **Key Activities**

#### Website Hosting and Design

SMA’s website is hosted on the American Anthropological Association servers. AAA now oversees all “back-end” technical aspects including security and site backup. Shawn Ifill oversees this process; a few issues have arisen primarily in relationship with the frequency of site updates and the management of the SIG sites. We are still working to resolve these issues.

A more contemporary, user-friendly and low-cost design was implemented in 2017. The new design includes links to our social media platforms (Facebook, Twitter) and an enhanced search function. Yet this increased integration has not increased the site’s traffic flow from social media sites. Further collaboration between the webmaster and social media manager will be necessary to improve this issue for the upcoming year.

Job posts are consistently a big draw of traffic to the SMA site. These posts include a logo and key term tags in addition to text to improve their SEO (search machine optimization).

Funding opportunities, workshops, and medical anthropology graduate programs are now being included in the site's announcements posts as well. This year have begun including book announcements on the website as well. We have had two so far and they were well received.

We have been working to streamline the website management and the process for communicating page updates and announcements. This has led to a reduction in the time necessary to administer the site. The communication committee plans to continue discussing options to improve these processes.

The communications committee is currently discussing bring back the syllabus archive.

Finally, I am currently in the process of working on removing dead links from the website.

#### Amazon Affiliate

In 2017, SMA opened an Amazon Affiliate account. It never yielded sufficient income to surpass the payout threshold. After discussion with the board, whatever marginal income might be yielded by this program was not worth ethical questions raised. The board recommended instead that we link to publisher company webpages for book announcements, syllabi, and bibliographies.

### **Recommendations for 2017-2018**

1. Add content for younger visitors: As indicated by the demographic and technology analytics, it appears as though a younger demographic is visiting SMA. Student content and information that provides information about what medical anthropology is are in line with the top sites visited.
2. Design New Logo: This issue needs to be revisited.
3. Highlight Jobs, SIG, Policy, and Conference Pages: visitors are increasingly viewing job postings, information on SIGs, policy briefs, and conference-related posts and pages. It may be worthwhile to further enhance these pages in our various media platforms.
4. Academic Resources: Revive the SMA syllabus, teaching resources, and bibliography resources page
5. New Book Announcements: We have begun doing this but we need to make sure that members are aware that they can announce their books.
6. Membership Page: Design an informational page describing how to join SMA through the AAA and the perks of membership. Currently, our join button links directly to the AAA membership page without an explanation of why.
7. SMA Platform Integration: Work with AAA to develop a technological solution to increase site integration between SMA site and SIG sites, either using a RSS feed widget or an alternative solution. I have already reached out to Shawn Ifill, the AAA web admin, to discuss this issue.
8. Medical Anthropology Video: Erin Finley recommended creating a “What is medical anthropology?” video to add to our about page. I think this would be a great.