THE USMA ON THE WEB.

Presented by the Web Team

VARUN VARADA
varun.varada@usma.org
TRAFFIC

~3.5k users per month
TRAFFIC PATTERN

Weekdays are busier

Mid-weeks are busiest
USER MAKEUP

92% 63% 55% 65%

NEW vs. RETURNING DESKTOP vs. MOBILE US vs. FOREIGN CHROME vs. OTHER
USER SOURCES

- Organic Search: 75.9%
- Direct: 13.5%
- Referral: 10.1%
- Social: 0.5%
NEW SITE MAP.

- Better Organization
- Mobile Accessible
- SEO Friendly
- Easier Navigation
- Prominently Display Shop
NEW SHOP.

NOW AVAILABLE

NO NEED FOR CHECKS
SUPPORTS MANY PAYMENT METHODS
GOOGLE PAY INTEGRATION
PROVIDES ANALYTICS
ALLOWS FOR DIGITAL MEMBERSHIPS
EASY TYPOGRAPHY.

ALT CODES
AUTOCORRECT UNITS EXTENSION
NEW KEYBOARD
THE FUTURE.

NEW, MODERN DESIGN
To improve the look and bring the design into the 21st century.

BLOG
Allows for other USMA members to contribute content periodically.

ONLINE NEWSLETTER
Potentially will allow publishing of Metric Today articles on the blog and send links to them in email newsletters.

SOCIAL MEDIA INTEGRATION
Could attract more to the USMA through the Instagram store and the like.