

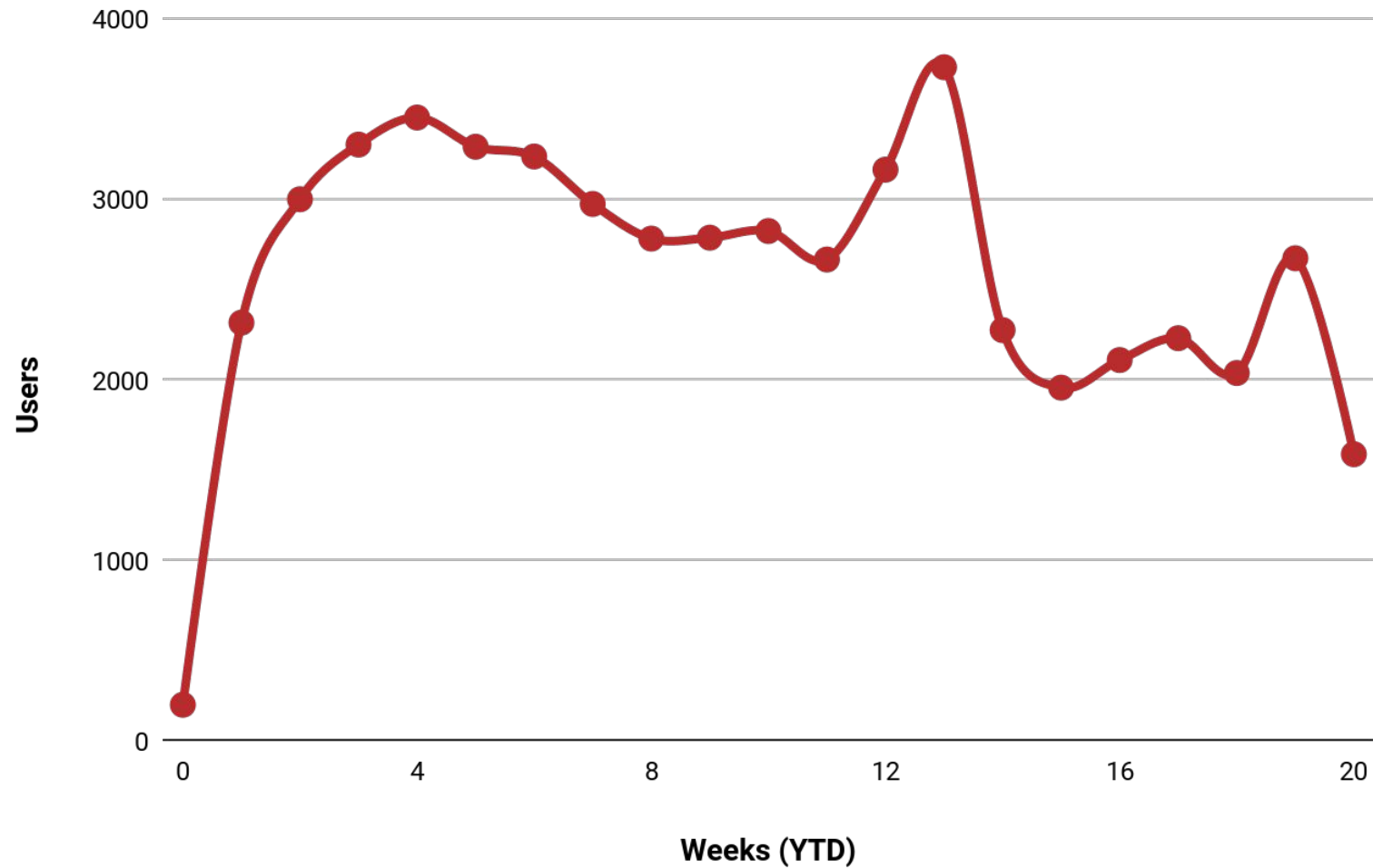
# THE USMA ON THE WEB.

Presented by the Web Team

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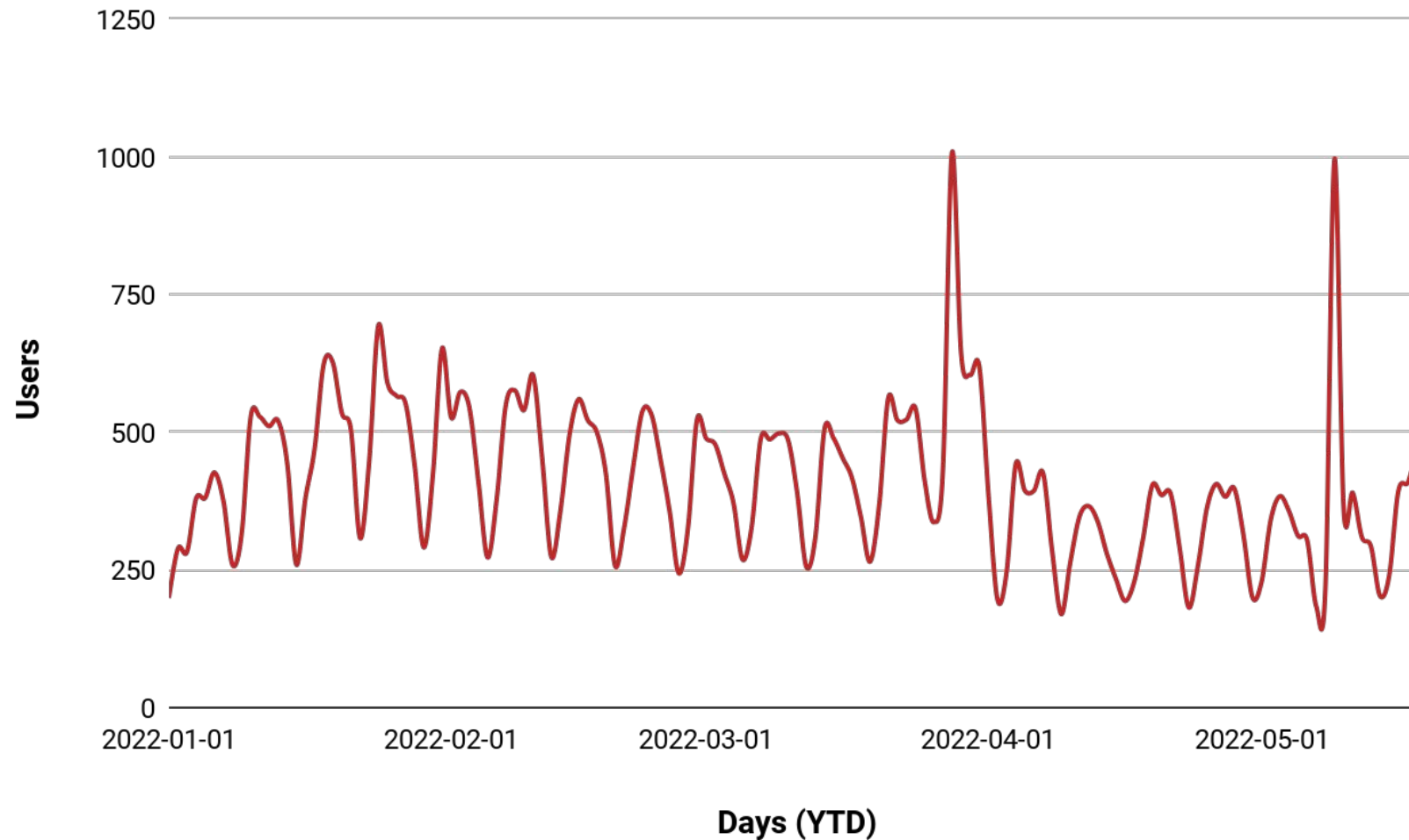
# TRAFFIC



**~3.5k users  
per month**



# TRAFFIC PATTERN

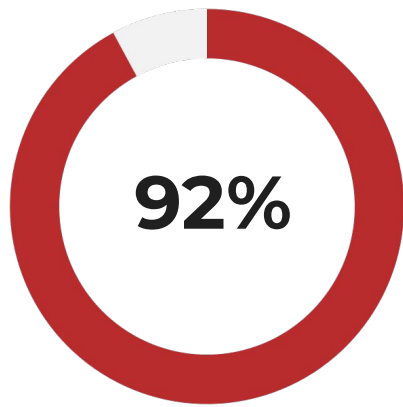


**Weekdays  
are busier**

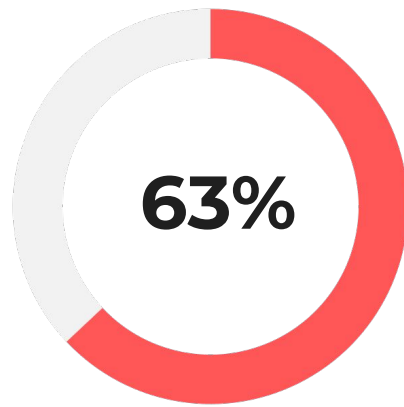
**Mid-weeks  
are busiest**



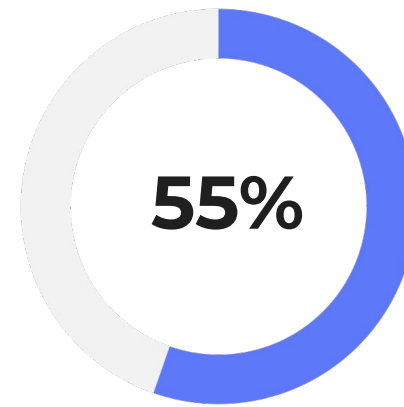
# USER MAKEUP



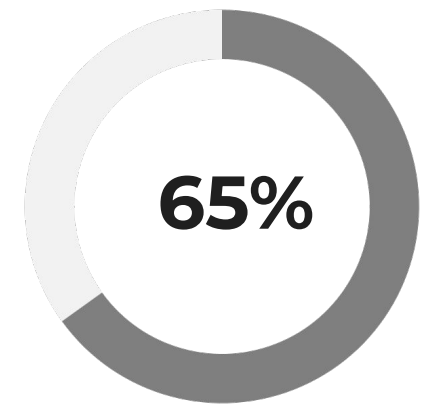
NEW vs. RETURNING



DESKTOP vs. MOBILE

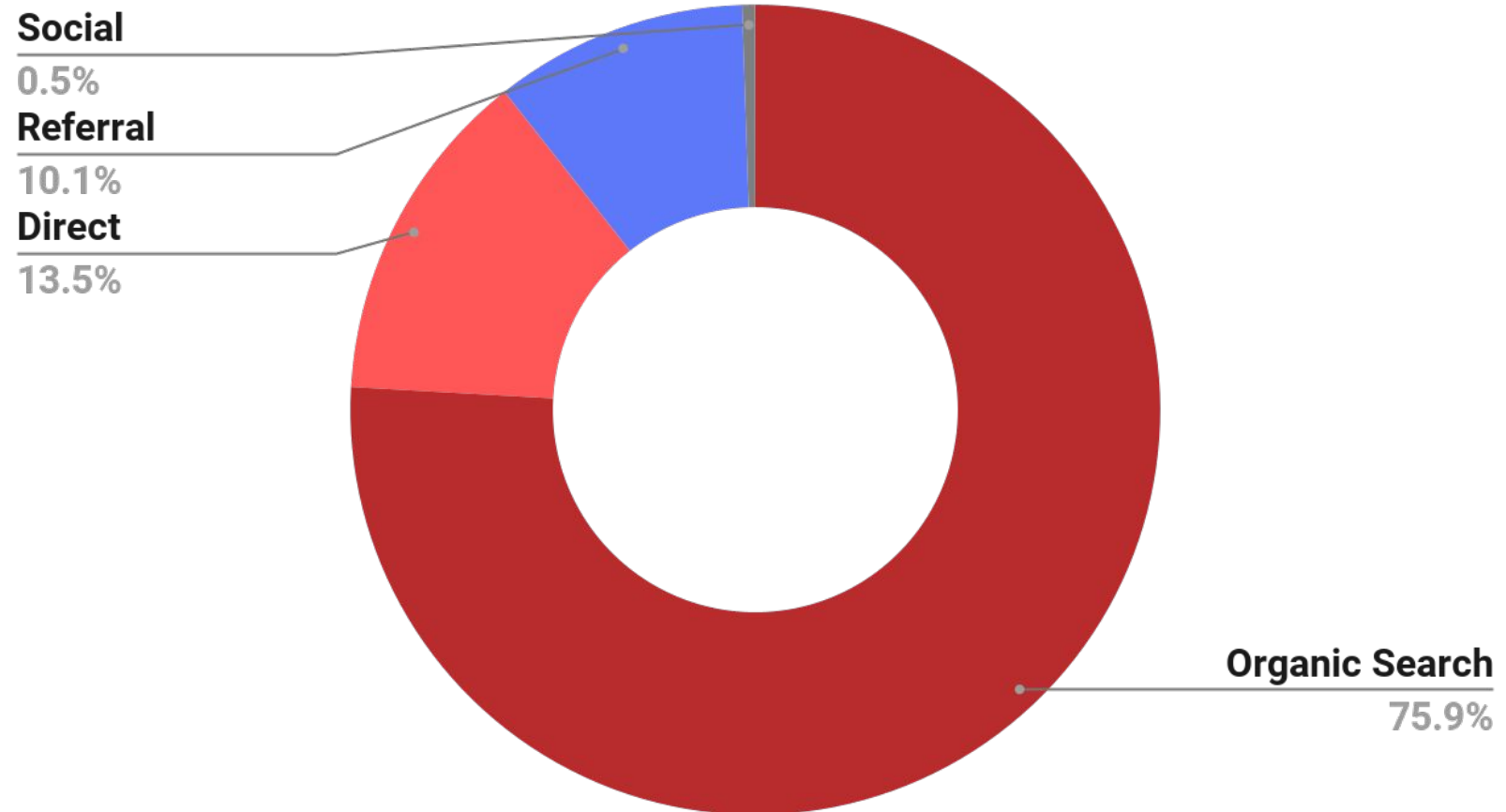


US vs. FOREIGN

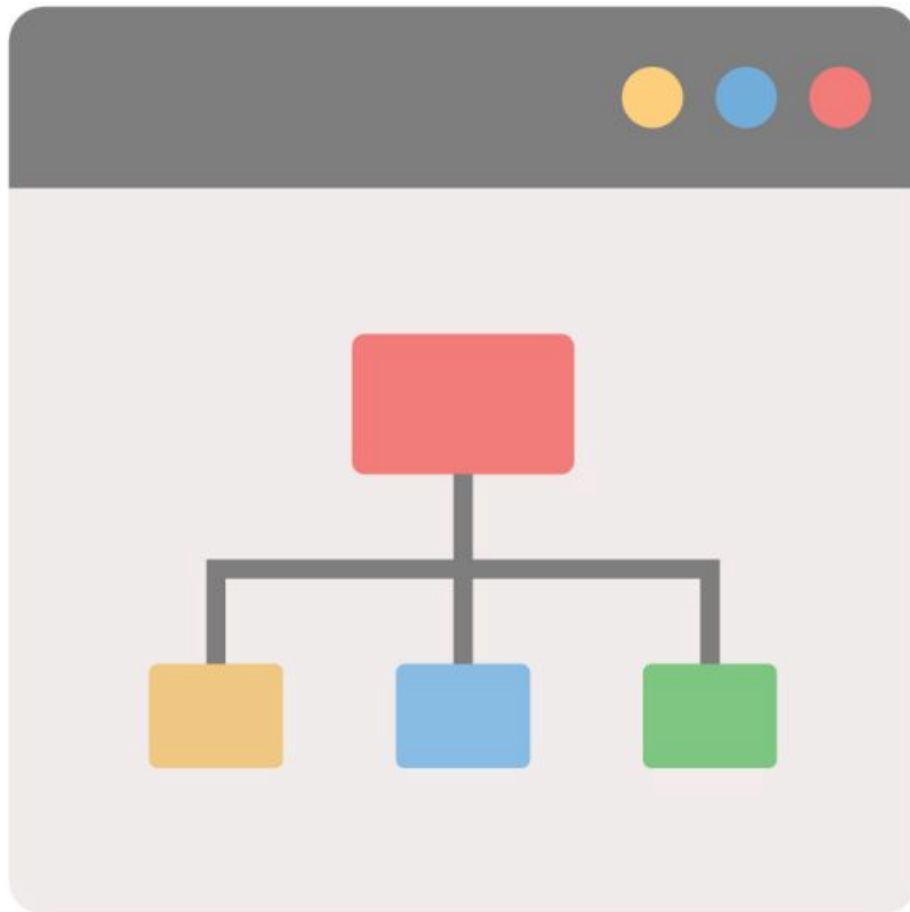


CHROME vs. OTHER

# USER SOURCES



# NEW SITE MAP.



**BETTER ORGANIZATION**

**MOBILE ACCESSIBLE**

**SEO FRIENDLY**

**EASIER NAVIGATION**

**PROMINENTLY DISPLAY SHOP**

NOW AVAILABLE

# NEW SHOP.

**NO NEED FOR CHECKS**

**SUPPORTS MANY PAYMENT METHODS**

**GOOGLE PAY INTEGRATION**

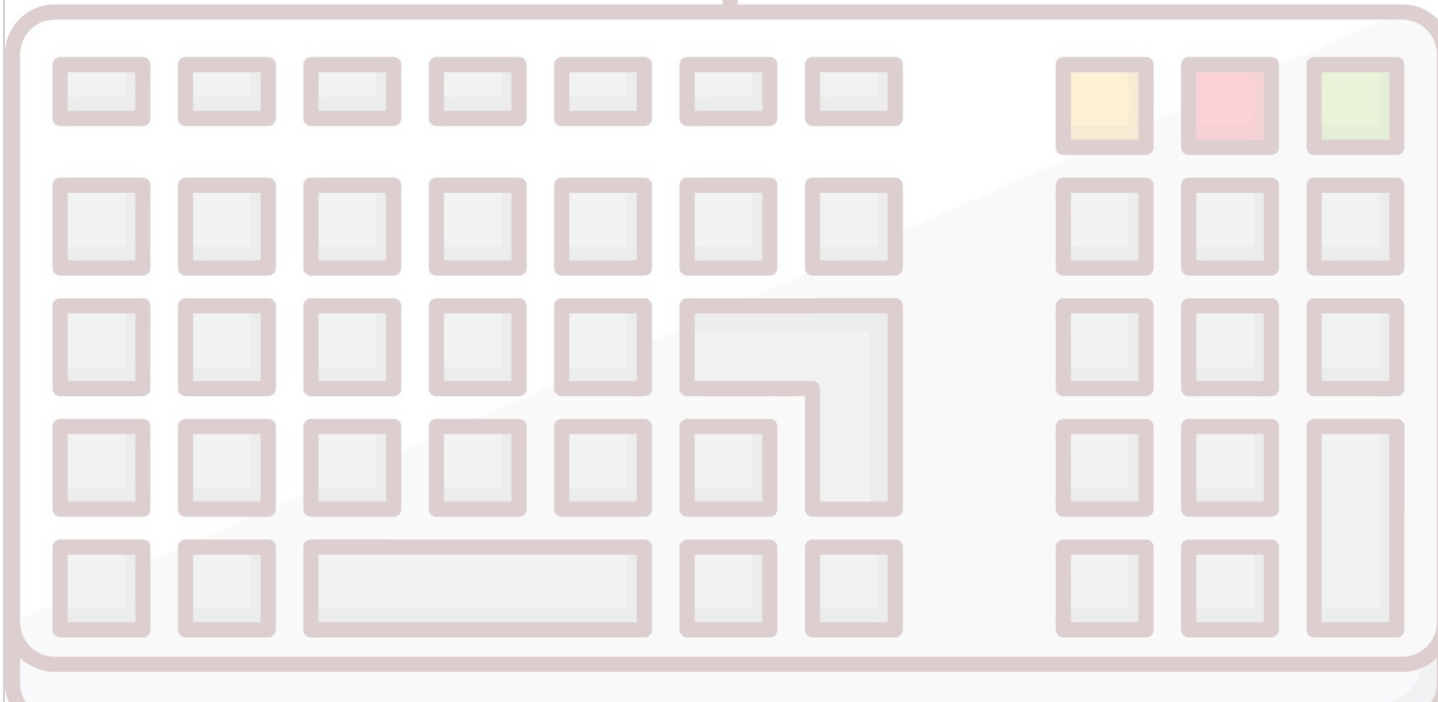
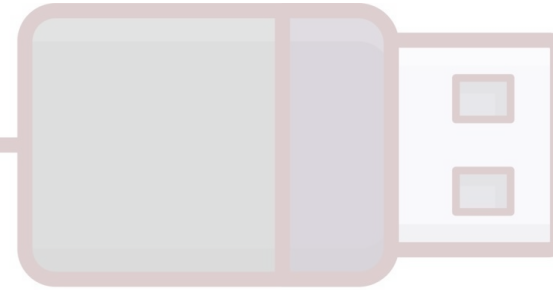
**PROVIDES ANALYTICS**

**ALLOWS FOR DIGITAL MEMBERSHIPS**



USING THE SI

# EASY TYPOGRAPHY.



ALT CODES

AUTOCORRECT UNITS EXTENSION

NEW KEYBOARD



WILL BE AVAILABLE

# 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.