**YOUR NAMES: Liam Sweeney, Natasha Madov, Jonathan Carey**

**“Web Traffic App”**

Summary of Theme/Purpose

Whether attempting to launch a new web service/publication or trying to understand the current landscape of digital publications for the purposes of pitching intelligently, understanding web traffic is an important metric to keep in mind. Though, to my knowledge, typically consumers of digital content arrive at assumptions on web traffic anecdotally, by the quality of front end design, or perhaps the organization's twitter presence.

However, some APIs allow access to data on web traffic collected by web crawlers. Using JavaScript, we can access this data and render it in the browser, allowing a user to query by entering a URL.

In this project we'll hope to use node.js to access the Amazon AWS API, which provides data from Amazon's web crawler. We then hope to use JQuery to create an interactive site, where users can enter a URL and then view web traffic results for that site.

Audience Specs

*Who is your audience? Who will be most interested in your app? Think through specifics like age, gender, geographical location, education, professions, race/ethnicity, etc. Also, what do they value? What are their hobbies? What other publications might be interested in your content?*

Age: 20-50

Gender: NA

Location: NA

Education/Profession: metric for impact of digital content, could be useful generally to creators of digital content

Hobbies: blogging

Other publications: small multimedia publications like [canopycanopycanopy.com](http://canopycanopycanopy.com/" \t "_blank)

User Profiles:

Freelance writers - trying to pitch articles, it is helpful to understand beyond reputation what the web traffic is for a site, in order to gauge the reach of their content.

Sustainability consultants - those trying to understand the digital landscape emerging publications are entering, and determine comparative metrics between publications

Managing editors - this could be a useful tool especially for managing editors for small publications who are looking at trends in related content.

Proposed Content

*What data will you provide? In what ways will users be able to interact with your app?*

We will provide a simple app with a text entry box where a url can be entered. After a button is clicked, the site will return the available metrics for that site from the AWS API.

Examples

*Do some Google searches and include at least****three examples****of apps or sites that have similar functionality or content.*

[alexa.com](http://alexa.com/" \t "_blank)

[compete.com](http://compete.com/" \t "_blank)

[quantcast.com](http://quantcast.com/" \t "_blank)

All have limited functionality unless user pays for premium versions.