

SBNC Website Analytics

Understanding Our Members' Digital Behavior

What We Measured: November 6-13, 2025

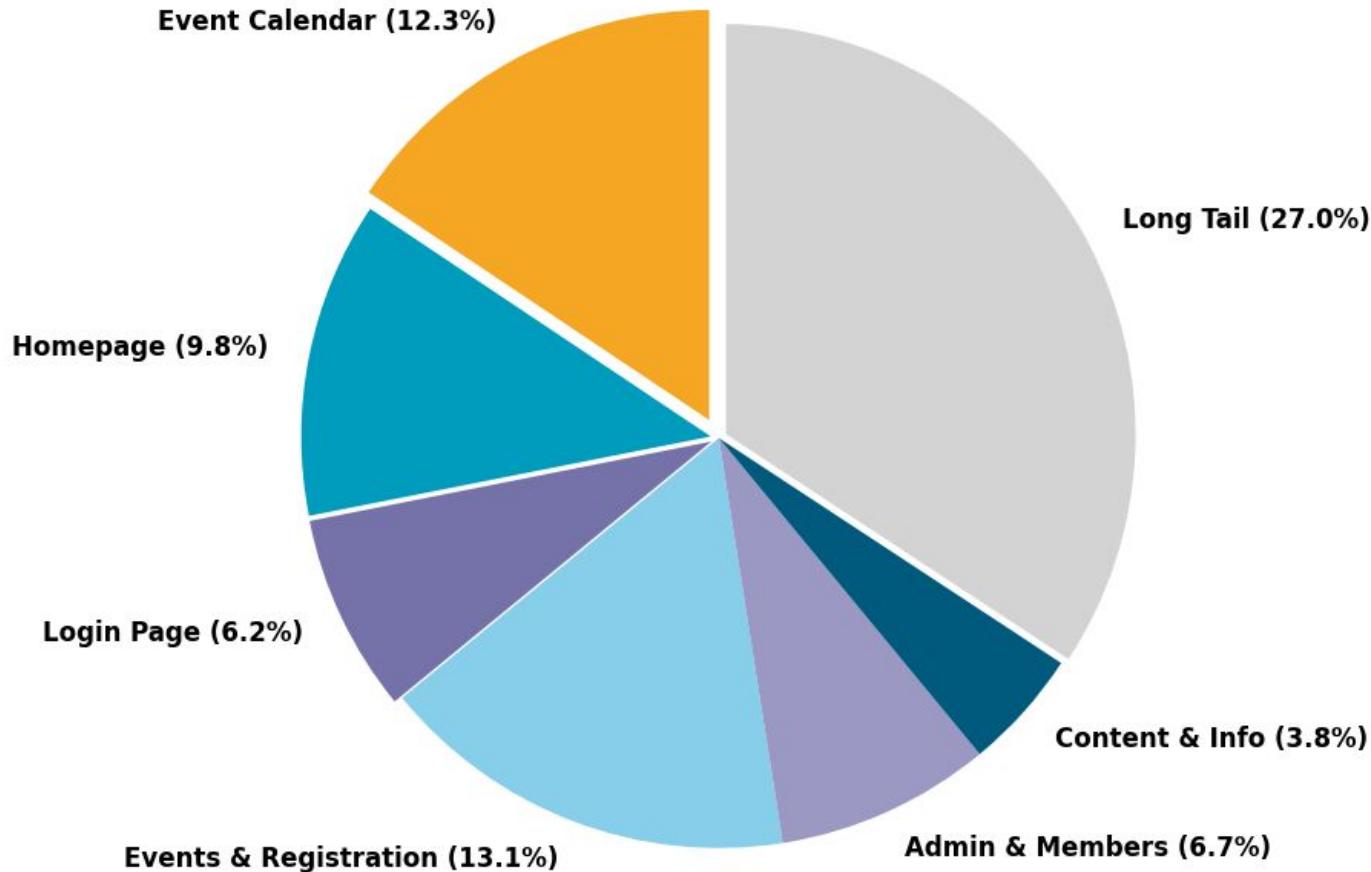
- **Key Metrics**

- 554 Active Users
- 18,463 Total Interactions (avg 33 per user)
- 6,627 Total Pageviews across 645 pages
- 817 Event Calendar views (12% of traffic)
- 408 Member Logins (returning members)
- 74% Form completion rate

- **Key Findings**

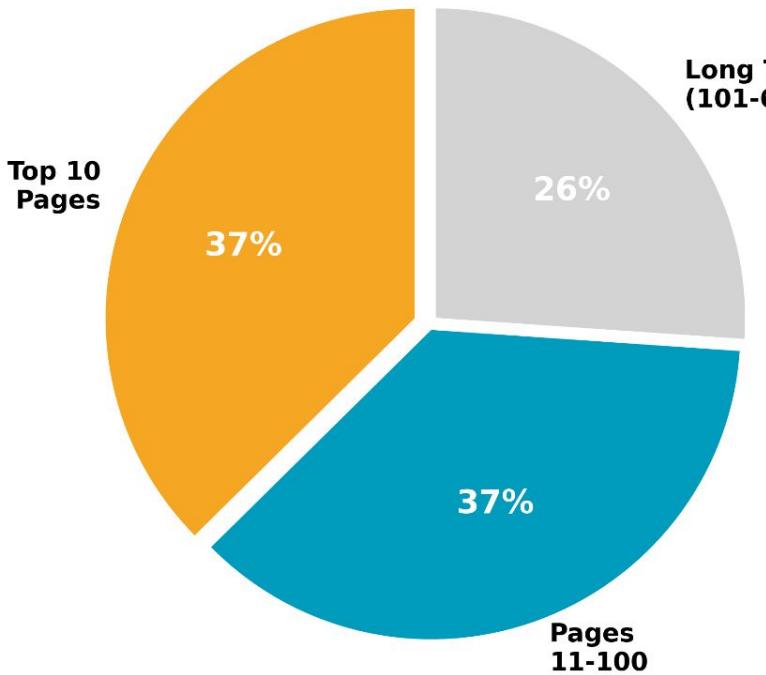
- Top 10 pages = 43% of traffic
- Event-related pages dominate usage
- Members return frequently (logins prove it)
- Traffic: 58% direct, 25% search

SBNC Website Traffic: Simplified View
6,627 Total Pageviews

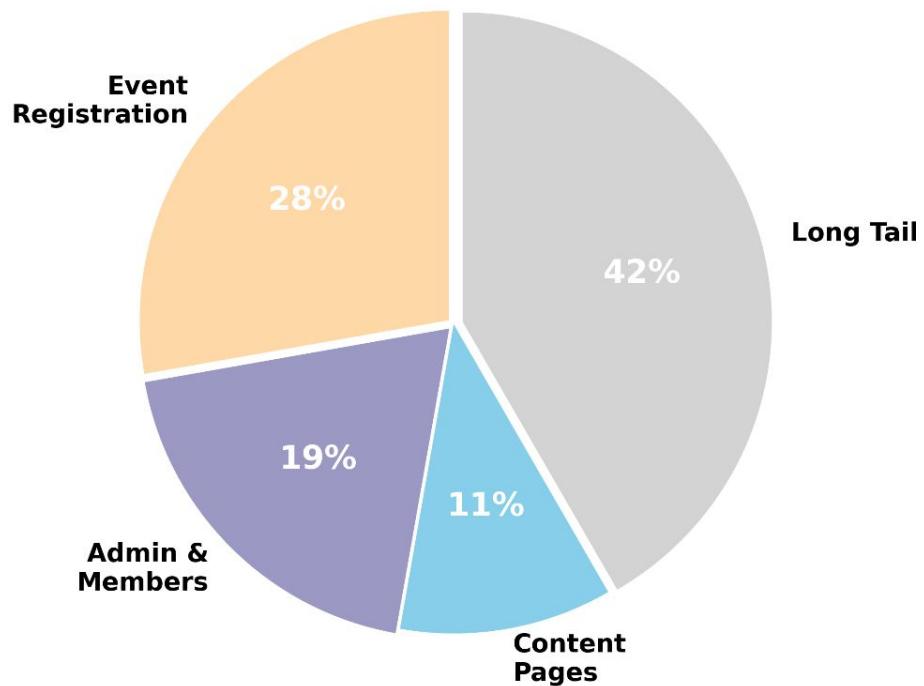


SBNC Website Traffic: Two-View Analysis

Overall Distribution

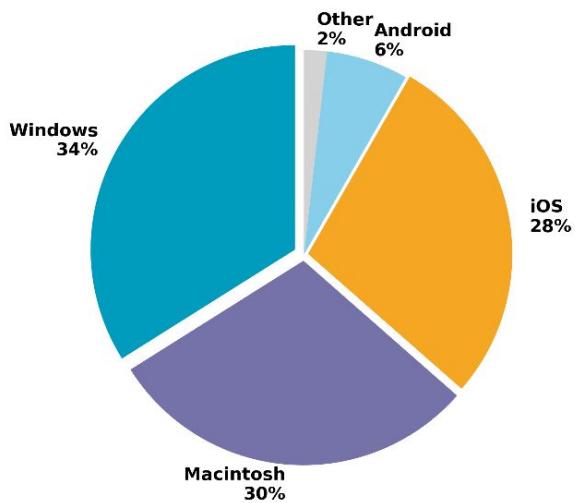


Beyond Top 10 (57%)

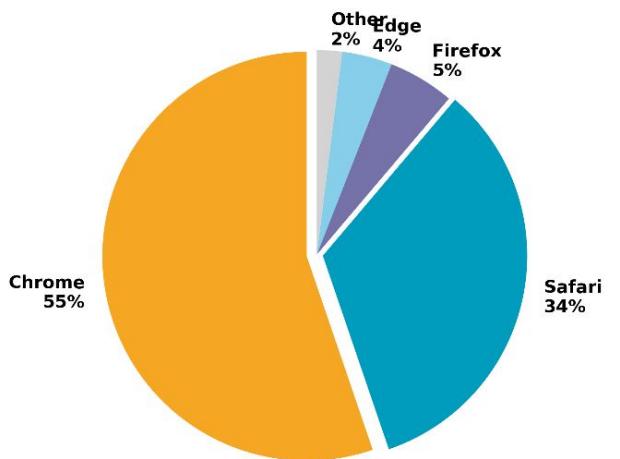


SBNC Website Technology Breakdown Last 28 Days (Oct 20 - Nov 16, 2025)

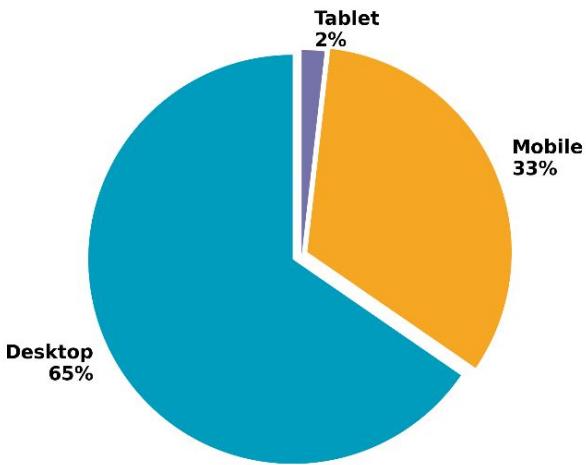
Operating System
554 Users



Browser
554 Users



Device Category
554 Users



Critical Gaps & Future Tracking

- **Current Blind Spots**

- Member vs. Non-member behavior
- Navigation pain points
- Event to Registration conversion
- Usage differences between membership levels

- **Future Measurement**

- Device type reporting
- User flow analysis
- Member status tagging
- Exit page tracking
- Search query logging