

Webwaves



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One year on, how is the new ASEG website being used?

In mid-August, some users may have been affected by an issue accessing *Exploration Geophysics* (EG). Unfortunately, the access issues were coincident with a new edition of EG. Although the causes of these issues remain unclear, it did give the site’s developers (SpringDigital) an opportunity to rethink authentication methods. Their revised method is much simpler and less prone to errors than the initial method.

The remainder of this issue of *Webwaves* focuses on the website, which was launched in August 2016 during the 2016 ASEG conference, and is now officially one year old.

Over the year from August 2016 to August 2017 the site has had a total of 11 994 visitors, with over 80% from return visitors. This averages to 56 visitors per day. Figure 1 plots site visits over the first year. Red and green arrows indicate adjusted publication dates of EG and *Preview* (PV) respectively. Because it is difficult to determine publication dates exactly EG was adjusted to the end of the appropriate month, while PV was adjusted to the middle. There is some correlation between spikes in site visits and publication of either EG or PV.

It is interesting to see where visitors come from. Figure 2 shows the number of worldwide visitors. Visits from Australia, USA and Canada dominate as might be expected. The site is also

visited by large numbers from Brazil, South-East Asia, China and Russia. The site has been visited by most countries in South America and South Africa. Figure 3 shows site visits by city. Again dominated by Australian cities, it is interesting to note that the site had more visits from Kuala Lumpur than Darwin. It is also perhaps noteworthy to see the presence of Indian, Brazilian and Japanese cities.

So what do visitors do when they visit the site? Figure 4 shows the 25 most visited pages over the year (omitting the home page). There is strong interest in publications (EG and PV), conferences,

the contractor database, the two pages dedicated to jobs, the online equipment museum and workshop proceedings. The presence of the page ‘/cms’ on the list is indicative of the level of site maintenance, including updates. The 2016 Wine offer shows strong interest as well. The eighth entry in the list suggests that site users are proactive in bringing issues to the attention of the ASEG.

It is also useful to examine pages lying outside the top 25. Perhaps because it was the first workshop placed on the site, the 2016 Near Surface Passive Seismics workshop proceedings ranked 35th.



Figure 1. Visits to the new ASEG website during the first year of operation.

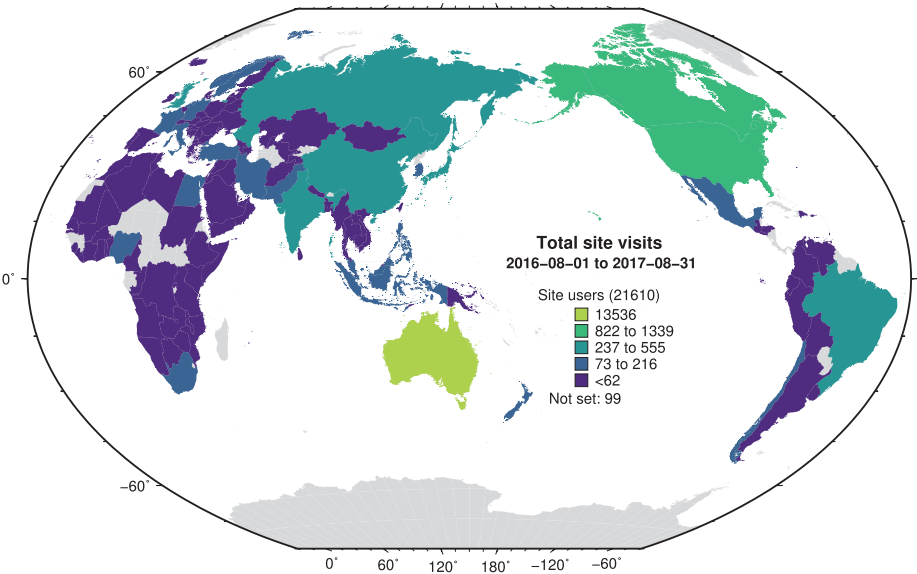


Figure 2. Visits to the new ASEG website by country during the first year of operation.

Other workshops of note were the 2012 Practical AEM workshop (112th) and the 2016 IP Processing and QC workshop (250th). Website pages associated with each branch are also accessed regularly. Most accessed was WA (27th), then NSW (43rd) and Queensland (59th). There was also a reasonable level of

interest in equipment manuals with the most interest in manuals associated with electromagnetic instruments.

With the one-year anniversary completed, it is natural to look to the future. The next 12 months are likely to see (in no particular order) the contractor's database

updated for easier searching, cosmetic changes to the Geophysical Test Ranges, and the 2017 Wine Offer. Interest in workshop proceedings suggests that making proceedings of workshops from the 2018 AEGC conference available would also be greatly appreciated by Members.

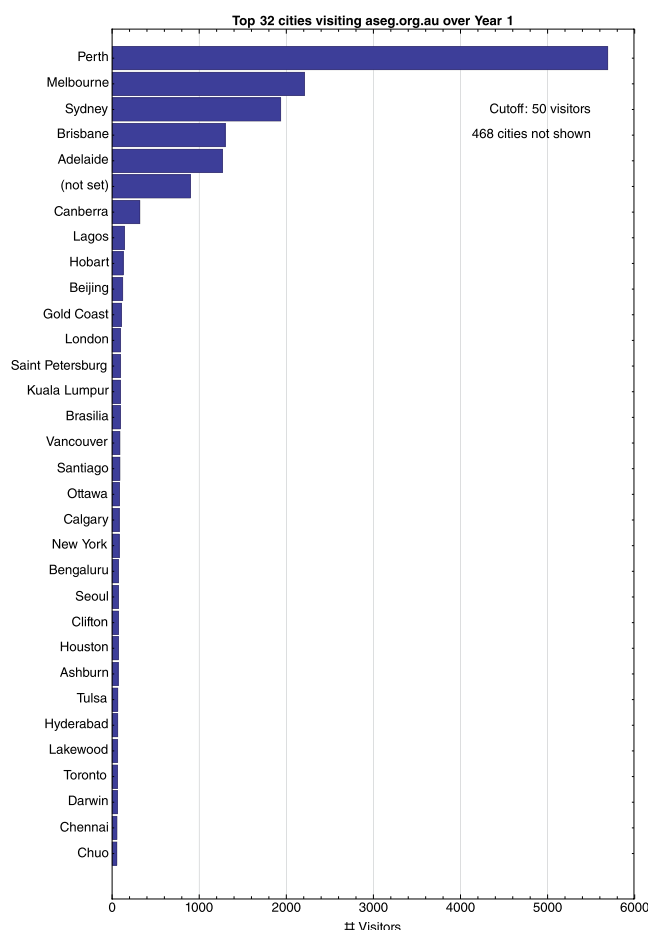


Figure 3. Visits to the new ASEG website by city during the first year of operation.

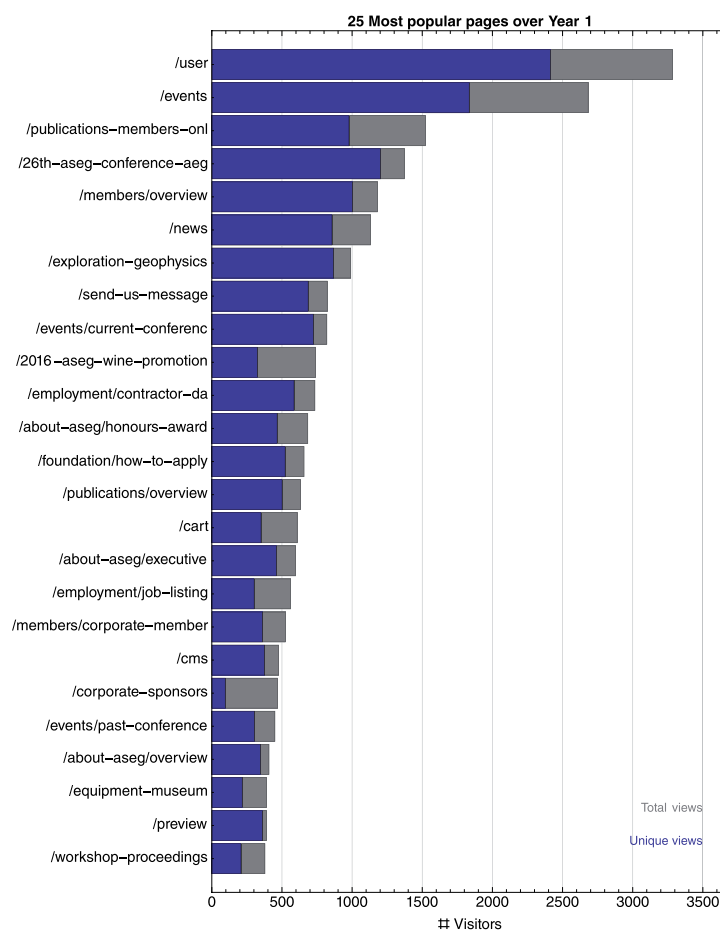


Figure 4. Most popular webpages during the new ASEG website's first year of operation.



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