

Operational Data Report for ISO20400.org Sept 2019

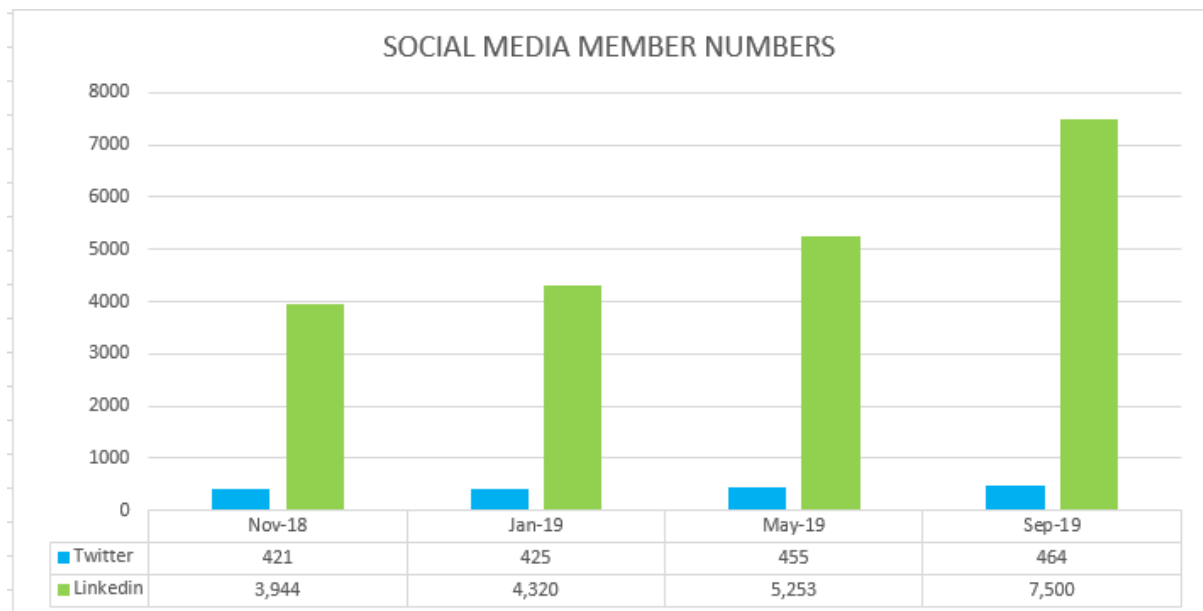
Hello and here is your data report prior to our Steering Group Meeting on Tuesday 10th Sept 2019 at 11 am BST.

We are using the Google Analytics report from the 20th Feb 2018 to Thursday 29th August 2019 to give you an over view of our continuous progression.
And it's so far so good as they say !

Our LinkedIn members continue to rise and now stand at 7,500 (was 5,253 in May 2019) so an increase of 2,247 members in 4 months.

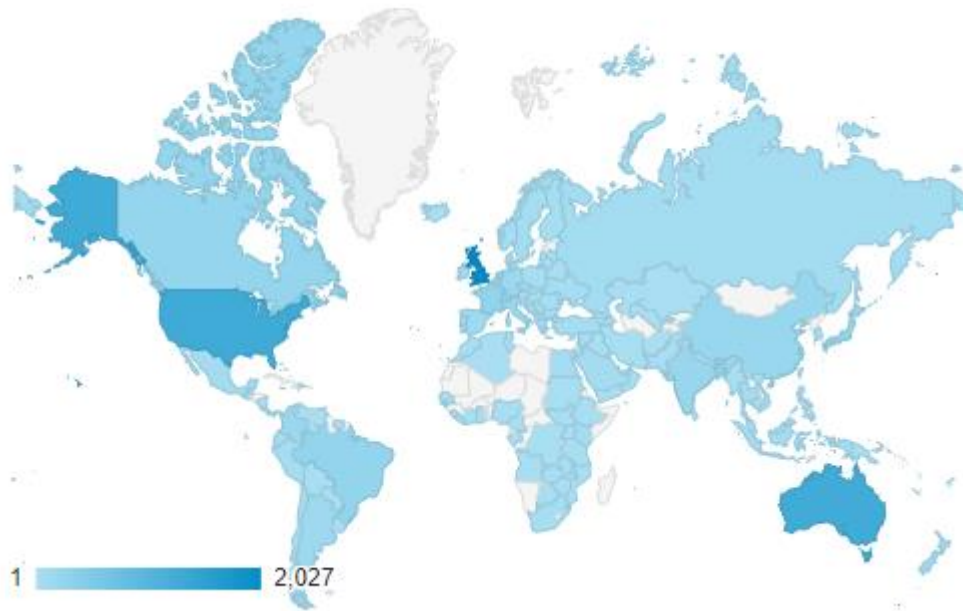
Twitter has also continued to rise slowly and now stands at 464 (up 9 since May 2019).

Twitter members don't tend to be LinkedIn members (which gives us a different audience) so our total social media followers are approaching 8,000



We now have **145** countries (from a total of **195** countries around the world) accessing the website. So we still have a long way to go with 50 countries still not aware of or accessing the website.

Can you possibly help by promoting ISO20400.org via your contacts around the world please ?



The figure 2,027 on the world map refers to the country that accesses the website the most.

Looking back to May 2019 we had grown to 6,988 Users and we now have 9,482 Users an increase of 2,494 in 4 months

There were 9,819 sessions accessed up to May 2019 and today that figure has risen to 13,525 sessions (an increase of 3,706 sessions in 4 months).

The “Average View” of a page has increased to 3 mins 37 sec which is well up from last years average of 2 mins 30 sec or less and the “Average Duration” of a visit to our website is 3 mins 38 sec. Both these figures are classed as “good” by the marketing team at Action Sustainability as they show continuous improvement. It also shows we are achieving our aim of attracting more individuals / organisations to our site and succeeding in getting them to engage for longer periods of time.

In addition **53** “Self Assessments” have been taken and in answer to some of your questions ... as the site admin I can only see the number of Self Assessments taken, the Self Assessment ID number, the Author and the date the Self Assessment was published. I can not see the persons email address, the country they come from, the size of their business, their type of organisation they work for or any of their results.

In conclusion we are growing steadily and continuing to work hard with Rouge to move onto “Phase Two” of the website development shortly. I have sent out the “Wish List” (that some of you have already contributed to) with the Agenda and this report so you can read through everything before our discussion during the Steering Group meeting.

Many thanks Carole Ann