

SDI-12 Support Group
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SDI-12 Support Group Newsletter April 2025

The SDI-12 Support Group did not have annual meetings in 2024 because there were no pending technical issues before the Group. This newsletter, therefore, summarizes 2024 and the first quarter of 2025 as the SDI-12 Support Group continues to serve the SDI-12 community.

The SDI-12 Support Group continues to function as a non-profit corporation in the state of Utah, USA.

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Review of Website Traffic

The SDI-12's website, www.sdi-12.org, continues to have frequent visitors.

Here is a summary of visits to www.sdi-12.org using three different computer programs to quantify website use and visitors.

1. Google Analytics
2. AWSTAT
3. Stats2

Google Analytics 2024 (January – December)

Page	Views	Users	Views per User
Main Page	6,543	5,147	1.27
SDI-12 Specification	3,384	2,416	1.44
Announcements	573	435	1.32
Membership List	371	279	1.33
Archives	380	306	1.24
Membership Form	287	243	1.18
Personnel	209	171	1.22
History	253	210	1.20

Google Analytics, Comparison Quarter 1, 2024 with Quarter 1, 2025

Quarter 1, 2024 (January - March)

Page	Views	Active Users	Views per User
Main Page	2,147	1,849	1.16
SDI-12 Specification	879	650	1.35
Announcements	159	125	1.27
Membership List	122	86	1.42
Archives	102	82	1.24
Membership Form	78	64	1.22
Personnel	62	46	1.35
History	64	51	1.25

Google Analytics, Quarter 1, 2025 (January – March)

Page	Views	Active Users	Views per User	Views Percent Change From 2024
Main Page	2,117	1,404	1.51	-1.4
SDI-12 Specification	700	499	1.40	-20.4
Announcements	116	88	1.32	-27.0
Membership List	93	72	1.29	-23.8
Archives	97	75	1.29	-4.9
Membership Form	68	60	1.13	-12.8
Personnel	47	44	1.07	-24.2
History	66	50	1.32	3.1

Definitions, by Google Analytics

Views - “The number of app screens or web pages your users saw. Repeated views of a single screen or page are counted.”

Users – The total number of active users.”

Views per User - “The average number of mobile app screens or web pages viewed per user.”

AWSTAT

Metric	2024 March – December (data not available for January and February)	2025 Quarter 1, January- March
Unique Visitors	2,024	520
Number of Visits	2,218	575
Pages	4,502	1,110
Hits	5,486	1,541

Stats2 2023 and 2024

Metric	2023	2024	Percent Change
Visitors	6,965	6,121	-12.1
Actions	14,285	11,161	-21.9
Average Time per Visit	3:18	3:42	
Bounce Rate	38%	36%	

Stats2 Quarter 1, 2025 (January – March)

Metric	
Visitors	1,237
Actions	2,350
Average Time per Visit	3:31
Bounce Rate	38%

Bounce Rate – “The percentage of people that land on a site and leave.”

Here are two additional counts:

A server-side computer program on www.sdi-12.org counted 2,436 views/downloads of the SDI-12 Specification between 7/12/2024 and 3/31/2025 for an average of 9.3 views/downloads per day.

The same program also counted 6,294 views/downloads of the Power Point Presentation about SDI-12, between November 11, 2021, and March 31, 2025 for an average of 5 views/downloads per day.

Dues Payments

A request for dues payments was emailed to all members of the SDI-12 Support Group in December 2024. In response, four members paid their dues.

A second request for dues payments was emailed to members that did not respond to the dues request in January. In response, five members paid their dues.

2024 Financial Report

The SDI-12 Support Group, as of 12/31/2024, has **\$ 12,408.36** , with zero liabilities. Here is a summary of the 2023 finances for the SDI-12 Support Group:

Month	Cache Valley Bank Beginning Balance	PayPal Beginning Balance	Dues & Fees	Total Ending Balance	Notes
01/2024	\$ 7,718.36	\$ 4,107.18	\$ 5.23 (\$ 524.64)	\$ 11,306.13	
02/2024	\$ 7,718.36	\$ 3,587.77	\$ 0.02 (\$ 2.15)	\$ 11,304.00	
03/2024	\$ 7,718.36	\$ 3,585.64	\$ 0.04 (\$ 2.15)	\$ 11,301.89	
04/2024	\$ 7,718.36	\$ 3,583.53	\$ 0.02 (\$ 2.15)	\$ 11,299.76	
05/2024	\$ 7,718.36	\$ 3,581.40	(\$ 2.15)	\$ 11,297.61	
06/2024	\$ 7,718.36	\$ 3,579.25	0.04 (\$ 2.15)	\$ 11,295.50	
07/2024	\$ 7,718.36	\$ 3,577.14	\$ 0.17 (\$ 19.34)	\$ 11,276.33	
08/2024	\$ 7,718.36	\$ 3,557.97	\$ 0.02 (\$ 2.15)	\$ 11,274.20	
09/2024	\$ 7,718.36	\$ 3,555.84	\$ 0.04 (\$ 2.15)	\$ 11,272.09	
10/2024	\$ 7,718.36	\$ 3,553.73	\$ 300.00 (\$ 2.15) (\$ 10.96)	\$ 11,558.98	1 member paid dues
11/2024	\$ 7,718.36	\$ 3,840.62	\$ 0.02 (\$ 2.15)	\$ 11,556.85	
12/2024	\$ 7,718.36	\$ 3,838.49	\$ 900.00 \$ 0.04 (\$ 2.15) (\$ 46.38)	\$ 12,408.36	3 members paid dues

Dues Received in 2024: \$ 1,200.00

PayPal Cash Back: \$ 5.64

Total Revenue: \$ 1,205.64

PayPal Fees: \$ 57.34

Web Hosting Fees: \$ 524.64

Stats2 Web Statistics: \$ 25.80 (12 months at \$2.15 per month)

Total Expenses: \$ 607.78

Revenue – Expenses: \$ 597.86

Quarter 1, 2025 (January – March)

Month	Cache Valley Bank Beginning Balance	PayPal Beginning Balance	Dues & Fees	Total Ending Balance	Notes
01/2025	\$ 7,718.36 (\$ 5.00) bank fee	\$ 4,690.00	\$1,200.00 \$ 1.60 (\$ 159.98) (\$ 57.34) (\$ 2.15)	\$ 13,385.49	4 members paid dues Transferred \$ 5,672.13 from PayPal to Cache Valley Bank
02/2025	\$ 13,385.49	\$ 0.00	\$ 0.02	\$ 13,385.51	Transferred \$1,000 from Cache Valley Bank to PayPal
03/2025	\$ 12,385.49	\$1,000.02	\$300.00	\$ 13,685.51	1 member paid dues

Dues Received in 2025: \$ 1,500.00

PayPal Cash Back: \$ 1.62

Total Revenue: \$ 1,501.62

PayPal Fees: \$ 57.34

Web Hosting Fees: \$ 159.98 Security Certificates (2)

Stats2 Web Statistics: \$ 2.15

Total Expenses: \$ 219.47

Revenue – Expenses: \$ 1,282.15

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