

SDI-12 Support Group  
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## **SDI-12 Support Group Newsletter January 2024**

The SDI-12 Support Group did not have annual meetings in 2023 because there were no pending technical issues before the Group. This newsletter, therefore, summarizes 2023 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.

### **Review of Website Traffic**

The SDI-12's website, [www.sdi-12.org](http://www.sdi-12.org), continues to have frequent visitors.

Here is a summary of visits to [www.sdi-12.org](http://www.sdi-12.org), comparing two years of visitor statistics, using three different computer programs to quantify website use and visitors.

1. Google Analytics
2. AWSTAT
3. Stats2

Google Analytics data for SDI-12 are not available for a comparison of 11/1/2021 through 10/31/2022 with 11/1/2022 through 10/31/2023.

Why?

Because Google Analytics 4 replaced Universal Analytics on July 1, 2023. Google Universal Analytics data collection stopped on July 1, 2023. The SDI-12 website was not set up to use Google Analytics 4 until October 9, 2023. Despite not having comparison data for the entire year, here is information from Google Analytics.

### **Google Universal Analytics January 1, 2023, through June 3, 2023**

<b>Page</b>	<b>Pageviews</b>
Main Page	3,314
SDI-12 Specification	1,696
Announcements	407
Membership List	250
Archives	244
Membership Form	150
Personnel	151
History	170

**Google Analytics 4 October 10, 2023, through December 31, 2023**

<b>Page</b>	<b>Views</b>	<b>Users</b>	<b>Views per User</b>
Main Page	1,250	1,018	1.23
SDI-12 Specification	747	559	1.34
Announcements	114	92	1.24
Membership List	99	70	1.41
Archives	90	67	1.34
Membership Form	61	48	1.27
Personnel	44	39	1.13
History	41	36	1.14

**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 Past Two Years**

<b>Metric</b>	<b>11/1/2021 through 10/31/2022</b>	<b>11/1/2022 through 10/31/2023</b>	<b>Percent Change</b>
Unique Visitors	18,124	23,676	+30.6
Number of Visits	24,885	33,765	+35.7
Pages	41,336	59,109	+43.0
Hits	124,379	153,399	+23.3

**Stats2 Past Two Years**

<b>Metric</b>	<b>11/1/2021 through 10/31/2022</b>	<b>11/1/2022 through 10/31/2023</b>	<b>Percent Change</b>
Visitors	7,283	7,162	-1.7
Actions	13,554	14,673	+8.3
Average Time per Visit	04:50	03:39	-24.5
Bounce Rate	32%	36%	+12.5

Here are two additional counts, which may be inflated by robots crawling the website.

- A server-side PHP program on [www.sdi-12.org](http://www.sdi-12.org) counted 6,070 views/downloads of the SDI-12 Specification between 1/16/2023 and 1/14/2024 for an average of 16.7 views/downloads per day.
- The PHP program also counted 842 views/downloads of the Power Point Presentation about SDI-12, for an average of 2.3 views/downloads per day.

## 2023 Financial Report

The SDI-12 Support Group, as of 12/31/2023, has **\$ 11,825.54**, with zero liabilities. Here is a summary of the 2023 finances for the SDI-12 Support Group:

Date	Cache Valley Bank	PayPal	PayPal & Other Fees	Total	Notes
12/31/2022	\$ 7,955.75	\$ 3,154.30		<b>\$ 11, 110.05</b>	
01/31/2023	\$ 7,418.36	\$ 2,993.81	+\$1.64 -\$537.39 -\$159.98 -\$ 2.15	\$ 10,412.17	
02/28/2023	\$ 7,418.36	\$ 2,991.68	+\$ 0.02 -\$ 2.15	\$ 10,410.04	
03/31/2023	\$ 7,418.36	\$ 3,858.61	-\$30.92 -\$2.15	\$ 11,276.97	3 members paid dues
04/30/2023	\$ 7,418.36	\$ 3,856.50	+\$0.04 -\$ 2.15	\$ 11,274.68	
05/31/2023	\$ 7,418.36	\$ 3,854.35	-\$ 2.15	\$ 11,272.71	
06/30/2023	\$ 7,718.36	\$ 3,852.22	+\$ 0.02 -\$ 2.15	\$ 11,570.58	1 member paid dues
07/31/2023	\$ 7,718.36	\$ 3,833.29	+\$ 0.21 -\$ 16.99 -\$ 2.15	\$ 11,551.65	
08/31/2023	\$ 7,718.36	\$ 3,831.14	-\$ 2.15	\$ 11,549.50	
09/30/2023	\$ 7,718.36	\$ 3,829.01	+\$ 0.02 -\$ 2.15	\$ 11,547.37	
10/31/2023	\$ 7,718.36	\$ 3,826.90	+\$ 0.04 -\$ 2.15	\$ 11,545.26	
11/30/2023	\$ 7,718.36	\$ 3,824.75	-\$ 2.15	\$ 11,543.11	
12/31/2023	\$ 7,718.36	\$ 4,107.18	+\$ 0.04 -\$ 15.46 -\$ 2.15	<b>\$ 11,825.54</b>	1 member paid dues
<b>dues received</b>		<b>\$ 1,500.00</b>			

Dues Received in 2023: \$ 1,500.00

PayPal Cash Back: \$ 2.03

-46.38 (PayPal fees on dues payments)

**\$ 1,455.65 Total Revenue**

Website Fees in 2023: \$ 537.39 hosting, domain name registration, SSL certificates (2022)

SSL Certificates (2023): \$ 159.98

Domain Name Reg: \$ 16.99

Stats2 Website Metrics: \$ 25.80 (\$2.15 per month)

**\$ 740.16 Total Expenses**

**\$ 715.49 Revenue - Expenses**

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