



The VSG Website

www.visitors.org.uk

VSG AGM & Conference
1 February 2008
British Museum, London

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Most Popular Pages

1. Home Page
2. Resources - Overview (public)
3. Articles & Reports - Overview (public)
4. Members Section - Overview
5. About
6. Calendar
7. Sample Articles & Reports
8. Toolbox – Overview (public)
9. “Out of the Comfort Zone”
10. Committee

Global Distribution

70 countries

81% UK (old site 70%)

5% USA

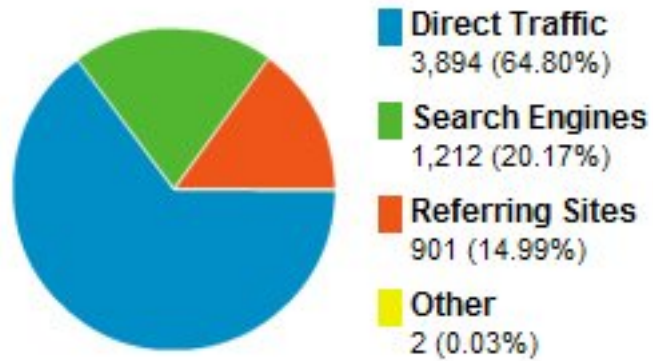
Top 10 further countries

1. Canada
2. Germany
3. Japan
4. Australia
5. Greece
6. Netherlands
7. Italy
8. Slovenia
9. Sweden
10. Austria



Traffic Sources

Traffic Sources Overview



Top 10 Referring Sites

Source	Visits ↓
1. visitorstudies.org	182
2. facebook.com	118
3. nhm.ac.uk	72
4. blah.thingsinjars.com	58
5. ecsite-uk.net	53
6. intranet.nhm.ac.uk	46
7. amarclk.blogspot.com	22
8. mla.gov.uk	19
9. big.uk.com	16
10. home2.btconnect.com	15



Top 10 Search Terms

	Keyword	Visits ↓
1.	visitor studies group	284
2.	visitor studies	88
3.	jenni fuchs	51
4.	visitors	48
5.	vsg	45
6.	the visitor	31
7.	visitors studies group	18
8.	www.visitors.org.uk	18
9.	andrew macintyre museum visitors	15
10.	visitor	12



*(The data for this presentation covers the
time period June 2007 – January 2008)*