



Canadian Society of Military Medals & Insignia

CSMMI WEBSITE ANNUAL REPORT - 2021 - 2022
June 19, 2021 to June 16, 2022

Report Date
June 17, 2022

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The CSMMI.com website is one part of the communications toolbox of the CSMMI that includes the quarterly Journal magazine, the CSMMI Facebook site, direct emails (eblasts), and traditional mail service. The website provides a range of features including: frequent updates of notices and Society news, up-coming events, information of the annual 2-day show and Annual General Meeting, schedule of monthly shows, and archived materials related to the Society.

The table below provides a summary of activity on the website for the past year and also lists the activity over the previous 6 years. The number of visitors to the website averaged 48 visitors per day down 6.5% in 2021-22 compared to 2020-21. This is attributed to the lockdowns associated with the COVID-19 pandemic. In-person events were not allowed in 2021 and the events page was not visited often due to that.

The website continues to provide a link to the world and the contact page draws many email inquiries.

VISITOR ACTIVITY	June 19, 2021 to June 16, 2022	Historic Activity - June to June					
		2020 - 2021	2019 - 2020	2018 - 2019	2017 - 2018	2016 - 2017	2015 - 2016
Visitors	2021-2022						
Year 365 Days	17398	18,599	18,672	22,957	27,066	16,954	7,800
Average per Day	48	51	51	63	74	46	21
Total since inception (April 25, 2015)	129,549	112,436	93,837	75,165	52,208	25,142	8,188
% change over prev. yr.	93.5%	99.6%	81.3%	84.8%	159.6%	217.4%	0

Total Countries where visitors came from

115

Top Countries Where Visitors are From		Current Year	Previous years	
Rank	Country	2021-22	2020-21	2019-20
1	United States	5062	4753	4,743
2	Canada	2661	1764	3,588
3	Unknown	2149	2363	1,153
4	Russian Federatior	1301	2186	1,691
5	China	782	685	2,783
6	Germany	676	784	507
7	United Kingdom	622	1095	654
8	Ukraine	500	1008	734
9	Netherlands	500	510	188
10	France	345	526	430
11	Austria	240	166	
12	Sweden	203	450	
13	Romania	198	204	129
14	Italy	134	166	
15	India	134		
16	Switzerland	127	302	