



Canadian Society of Military Medals & Insignia

CSMMI WEBSITE ANNUAL REPORT - 2022 - 2023
June 16, 2022 to June 15 2023

Report Date
June 15, 2023

Report by: Lawrence Stasiuk, Webmaster

The website continues to provide a link to the members and the contact page draws many email inquiries. This year, we added a new section called Resources and have started to populate the section with information to help our members. The first installments are under the Managing Your Collection featuring articles published in the Journal and templates to create an inventory of a collection and a section for Reference Materials.

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 41 visitors per day down 13.8% in 2022-23 compared to 2021-22. This may be attributed to a movement towards using social media, such as the CSMMI Facebook site that has been growing steadily over the past few years. A bright spot is the increase by Canadian visitors.

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.

VISITOR ACTIVITY	June 16, 2022 to June 15, 2023	Historic Activity - June to June					
		2022-2023	2021-2022	2020 - 2021	2019 - 2020	2018 - 2019	2017 - 2018
Visitors							
Year 365 Days	14991	17398	18,599	18,672	22,957	27,066	16,954
Average per Day	41	48	51	51	63	74	46
Total since inception (April 25, 2015)	144,825	129,549	104,248	85,649	66,977	44,020	16,954
% change over prev. yr.	86.2%	93.5%	99.6%	81.3%	84.8%	159.6%	217.4%

Total Countries where visitors came from 118

Top Countries Where Visitors are From		Current Year	Movement	Previous years		
Rank	Country	2022-23		2021-22	2020-21	2019-20
1	United States	4638	▼	5062	4753	4,743
2	Canada	3779	▲	2661	1764	3,588
3	Unknown	1448	▼	2149	2363	1,153
4	Russian Federation	751	▼	1301	2186	1,691
5	China	678	▼	782	685	2,783
6	United Kingdom	409	▼	622	1095	654
7	France	245	▼	345	526	430
8	Austria	243	▲	240	166	
9	Ukraine	226	▼	500	1008	734
10	Germany	224	▼	676	784	507
11	Netherlands	222	▼	500	510	188
12	Sweden	177	▼	203	450	
13	India	153	▲	134		
14	Poland	123	▲			
15	Australia	117	▲	84		
16	Romania	108	▼	198	204	129
17	Italy	106	▼	134	166	
18	Brazil	76	▼	113		
19	Taiwan	67	▲			
20	Iran	62	▲			