

JOB DESCRIPTION – WEB STATISTICIAN

JOB/TASK: Web Statistician

NUMBER OF PERSONS NEEDED: 1

TIME COMMITMENT/FREQUENCY: 1-3 hours/month

SUPERVISOR /CONTACT: Webmaster

REFERENCES: (people who have done this job and would be willing to answer questions about it) Bettie McElroy

Duties: The Web Statistician is responsible for downloading and analyzing web statistics that are collected by the church's webhosting company. Statistics such as number of visits to the site, pages most viewed, length of visits, browser of visitor, referring website of each visitor, and a multitude of additional stats are available.

Self-education on web statistics, what the numbers mean and how to analyze the data is essential, using search engines such as Google.

The Statistician can export web data on a regular basis into an Excel spreadsheet for analysis. Results are emailed to the Webmaster and any other interested members and staff. The Statistician may point out such things as spikes in visitation, pages most visited, forms that are used most often, as well as pages that are rarely or never visited and suggest that they be re-worked or eliminated. The Statistician is free to evolve the analysis in directions the data provide.

Required Expertise: Basic experience with statistical analysis is helpful. Complete knowledge of Excel or other spreadsheet software is required.