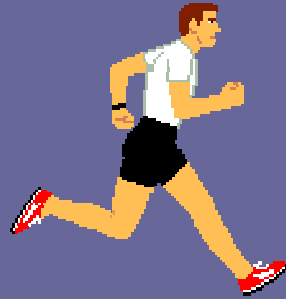


**Fast Tracks**

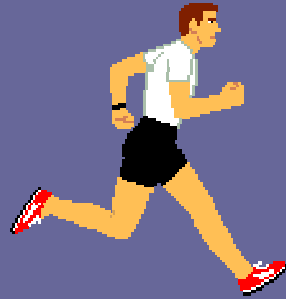


# Fast Tracks Online in 2007

[www.fasttracksrunning.org](http://www.fasttracksrunning.org)

[www.fasttracksrunning.org](http://www.fasttracksrunning.org)

**Fast Tracks**

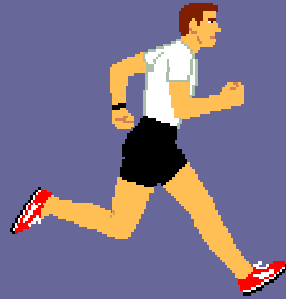


*Our wonderful world of email:*

*membership@fasttracksrunning.org*

[www.fasttracksrunning.org](http://www.fasttracksrunning.org)

Fast Tracks



568

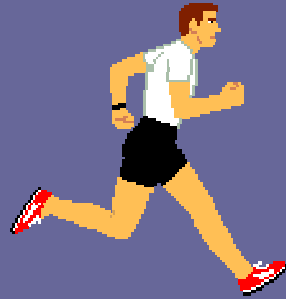
372

*How many emails were sent to the list in 2007?*

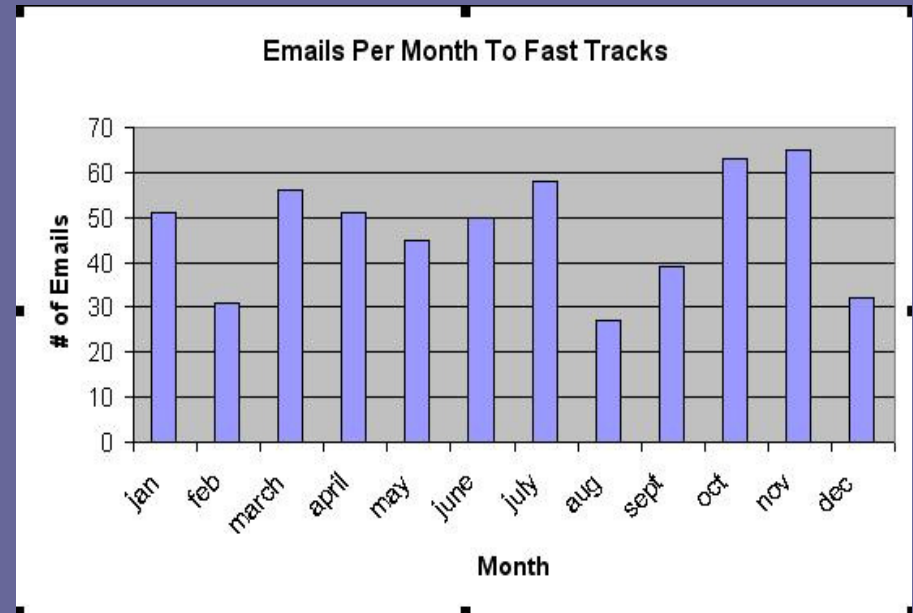
747

621

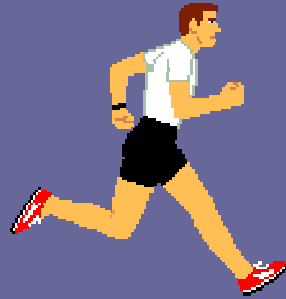
## Fast Tracks



*How many emails were sent to the list in 2007?*



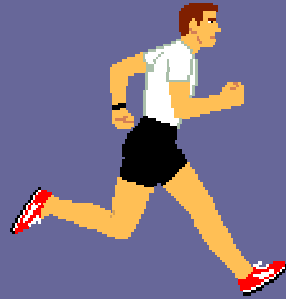
**Fast Tracks**



*Who sent the most 'Reply All' email responses?*



**Fast Tracks**

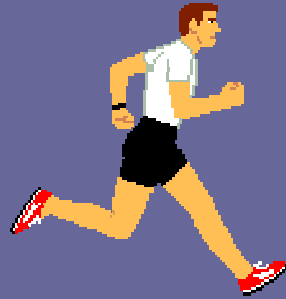


*Fast Tracks on the world wide  
web*

*[www.fasttracksrunning.org](http://www.fasttracksrunning.org)*

[www.fasttracksrunning.org](http://www.fasttracksrunning.org)

**Fast Tracks**



*Fast Tracks on the world wide web*  
*[www.fasttracksrunning.org](http://www.fasttracksrunning.org)*

*8,643*

*15,784*

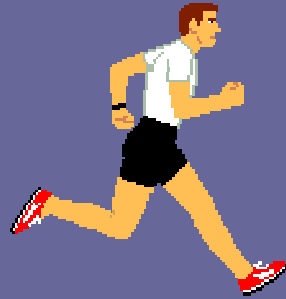
*How many visits to our website in 2007?*

*16,113*

*12,237*

[www.fasttracksrunning.org](http://www.fasttracksrunning.org)

## Fast Tracks



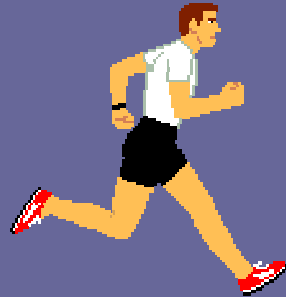
## *Fast Tracks on the world wide web* *www.fasttracksrunning.org*

*How many visits to our website in 2007?*





**Fast Tracks**



# *Fast Tracks on the world wide web*

## *www.fasttracksrunning.org*

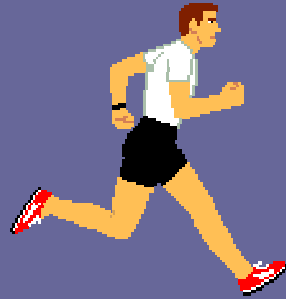
*How many visits to our website in 2007?*

*#1 ----->*

www.fasttracksrunning.org

Unique Visitors per Month			
	Unique Visitors	Repeating	Perc.
Dec 2007	544	68	13%
Nov 2007	737	91	12%
Oct 2007	749	88	12%
Sep 2007	734	84	11%
Aug 2007	645	96	15%
Jul 2007	692	108	16%
Jun 2007	663	119	18%
May 2007	781	127	16%
Apr 2007	676	99	15%
Mar 2007	623	83	13%
Feb 2007	538	74	14%
Jan 2007	551	60	11%

## Fast Tracks

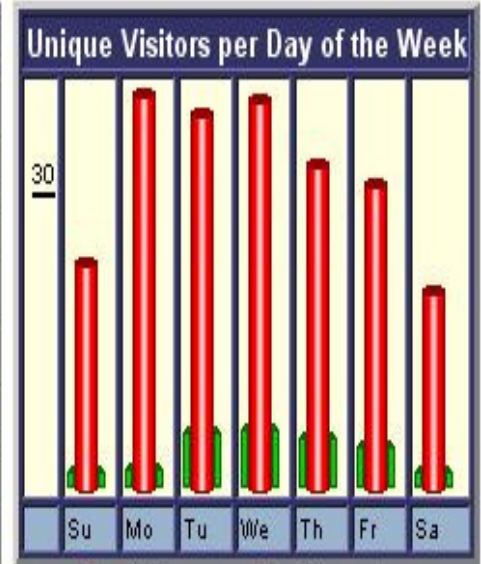


# Fast Tracks on the world wide web [www.fasttracksrunning.org](http://www.fasttracksrunning.org)

*How many visits to our website in 2007?*

[www.fasttracksrunning.org](http://www.fasttracksrunning.org)

Unique Visitors per Day of the Week			
	Unique	Repeating	Perc.
Sunday	23	2	7%
Monday	40	2	5%
Tuesday	38	5	15%
Wednesday	39	6	15%
Thursday	33	5	15%
Friday	31	4	13%
Saturday	20	2	8%



■ = Unique ■ = Repeating

Average number of unique visitors per day of the week for the site/folder/page.



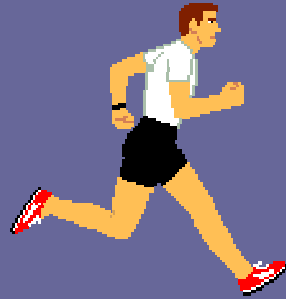
# *Fast Tracks on the world wide web*

## *www.fasttracksrunning.org*

*How are they getting to the website?*

- *Bookmarked/Directly*
  - *Search*
  - *Links*

**Fast Tracks**



# *Fast Tracks on the world wide web*

## *[www.fasttracksrunning.org](http://www.fasttracksrunning.org)*

*What are the top 5 search words/phrases used to find our website?*

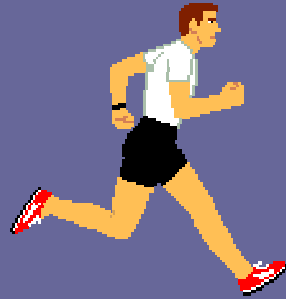
*#5: Marathon (13%)*

*#4: Specific person's name (14%)*

*#3: Student Run Philly Style (15%)*

*#2: Injury related (16%)*

*#1: Fast Tracks (37%)*



# *Fast Tracks on the world wide web*

*www.fasttracksrunning.org*

*Which search engine is used the most to find Fast Tracks?*



vs.

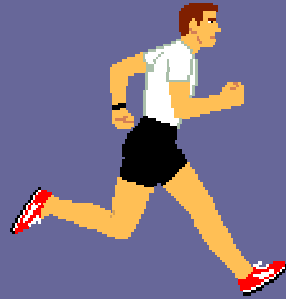


**78%**

**18%**

www.fasttracksrunning.org

**Fast Tracks**



# *Fast Tracks on the world wide web*

## *[www.fasttracksrunning.org](http://www.fasttracksrunning.org)*

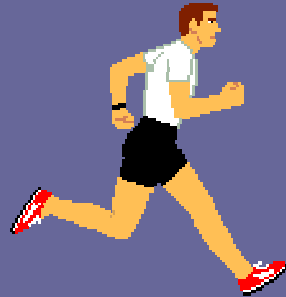
*What are the top 3 links that people access our website from?*

***#3:** Running Sites (Runners Advocate, Running Network, Running in the USA)*

***#2:** Running Clubs (VF Striders, Bryn Mawr, Wissihickon Wanderers, Ambler Area Running Club, Fairmont Running Club)*

***#1:** Running Stores (The Running Place, Runaway Success)*

[www.fasttracksrunning.org](http://www.fasttracksrunning.org)



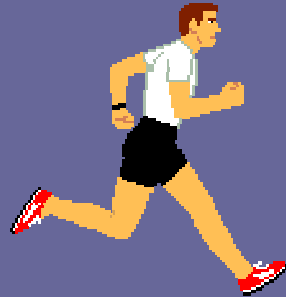
# *Fast Tracks on the world wide web*

## *www.fasttracksrunning.org*

*What do people do once they get to the website?*

Pages & Folders		
	Avg.	
<a href="#">fasttracks</a>	32	
<a href="#">Index</a>	21	
<a href="#">Calendar</a>	10	
<a href="#">articles_photos</a>	6	
<a href="#">programs</a>	5	
<a href="#">races</a>	5	
<a href="#">2007photos</a>	4	
<a href="#">photos</a>	4	
<a href="#">injuryarticles</a>	3	
<a href="#">Contact_Us</a>	3	
<a href="#">joinus</a>	3	
<a href="#">mam</a>	2	
<a href="#">contacts</a>	2	

## Fast Tracks



# *Fast Tracks on the world wide web* *www.fasttracksrunning.org*

*Do they come back  
to the website?*

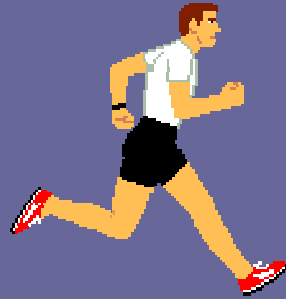
*Majority come back at most every  
couple of weeks*

www.fasttracksrunning.org

Elapsed Time Between Visits	
< 2 hours	0%
2 - 4 hours	6%
4 - 7 hours	1%
7 - 13 hours	3%
13 - 24 hours	6%
1 - 2 days	7%
2 - 4 days	10%
4 - 7 days	24%
1 - 2 weeks	18%
2 - 4 weeks	13%
4 - 7 weeks	9%
> 7 weeks	3%



**Fast Tracks**



*See you online in 2008*

*[www.fasttracksrunning.org](http://www.fasttracksrunning.org)*

*[membership@fasttracksrunning.org](mailto:membership@fasttracksrunning.org)*

www.fasttracksrunning.org