

## NACM WEBSITE CALENDAR YEAR 2007 / 2008 ACTIVITY REPORT

Pages or Categories	2007		2008		Total Hits
	Total # of Hits	Avg. # of Hits / Mo.	Total # of Hits	Avg. # of Hits / mo	% of Change
Core Competencies	50,144	4,179	52,004	4,333	3.71
Past and Future Conferences	20,681	1,723	19,613	1,634	5.16
Membership	9,818	818	10,809	900	10.09
Glossary	4,886	407	3,873	322	20
Officers/Bd. Of Directors	4,270	356	9,268	772	117
Committees	4,125	344	5,507	458	33
News	4,051	338	4,207	350	3
Links	2,951	246	1,186	98	-59
Members Only – Other than Publications	2,601	217	1,811	150	-30
Publications	2,263	189	2,156	179	-4
IT Corner	1,695	141	1,419	118	-16
Bylaws	1,673	139	1,320	110	-21
Store	959	80	779	64	-18
Members Only – Publications	464	39	356	29	-23
International	393	33	506	42	28
Procedures Manual	328	27	309	25	-5
TOTAL	110,430	9,203	115,123	9,584	4%

2007: Navigational Pages = 50,543 , monthly average=4,211

2008: Navigational Pages= 59,812, monthly average=4, 984