



To: AAPG EMD Members
AAPG EMD Executive Committee
AAPG EMD Committee Chairs
AAPG EMD Councilors

From: Michael D. Campbell, Chair

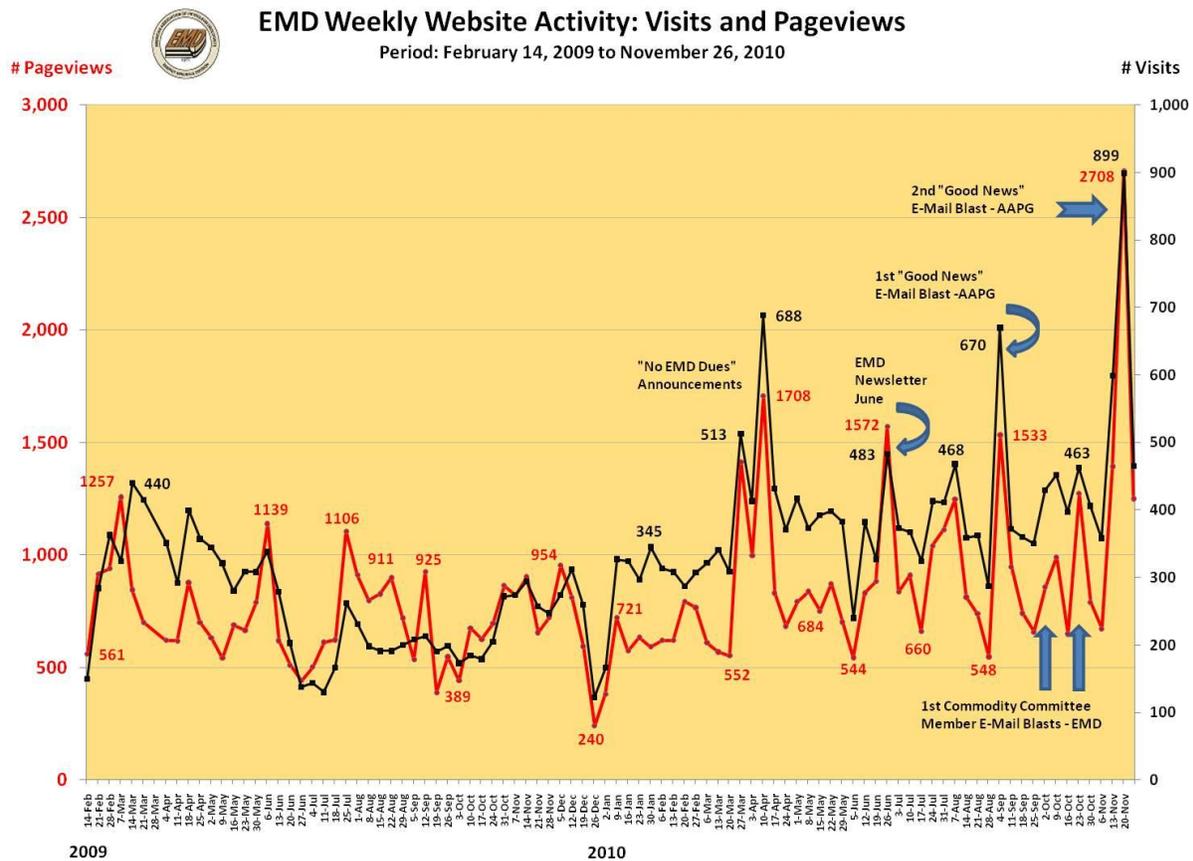
Re: EMD Website Committee Mid-Year Report

Date: November 18, 2010

EMD Website Activities

The EMD website is the best tool available today for transmitting technical information and professional news-worthy items to EMD and AAPG members on the exploration and development of various unconventional and alternate energy resources in the U.S. and around the World. We have been monitoring the EMD Website traffic since early 2009. Figure 1 shows the

Figure 1



results since February 14, 2009 through November 26 for total weekly visits and total weekly pageviews. The three-week spikes indicated in Figure 1 during late March and early April, 2010 were clearly related to the reponse coming from the AAPG membership concerning the “[No-Dues](#)” feature for EMD membership. The impact on total hits are evident, with weekly visits increasing from about 300 to almost 700, or by about 100%, while the associated pageviews increased from 552 to more than 1,700, or by some 200% from the previous weeks.

The impact on EMD traffic after the first two spikes shows a rise in the baseline traffic when compared to the traffic before late March, 2010. There are eight significant spikes reported since April. All are relatd to EMD promotional programs. Beyond the two initial spikes, the third of which (albeit small relative to the elevated baseline) was in response to an article in [The Explorer](#) on Gas Hydrates submitted by the Chair of the EMD Gas Hydrates Committee. The EMD Newsletter stimulated the fourth spike. The fifth spike was related to an Oil Shale article released the first of August in [The Explorer](#) by the Chair of the EMD Oil Shale Committee. The sixth was related to the EMD President’s “Good News” blast e-mail to the AAPG membetship (see [here](#)), The seventh and eighth spikes were related to e-mail blasts from Commodity Committee Chairs to their EMD committee members (see example [here](#)), and the ninth, and by far the largest spike in EMD website traffic to date, resulted from the recent “Good News” e-mail blast from the Chair of the Gas Shales Committee (see [here](#)).

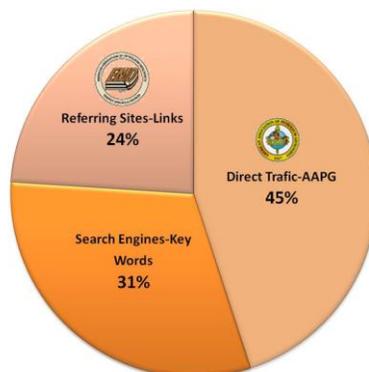
The impact of improving and expanding the EMD website over the past few years has brought new members to the EMD. The result of the last major spike has reportedly increased membership by approximately 200, although the November membership numbers will not be available until early December, 2010. Therefore, we have decided to conduct commodity e-mail blasts on regular basis, the frquecy of which is under consideration. This will be a regular informational activity to bring the “Good News” to the AAPG and EMD membership, which will hopefully encourage many additional AAPG members to become members the EMD, now that it has become so easy to join up (see membership webpage [here](#)).

We also have been discussing the EMD website traffic in terms of numbers but there are additional issues that need to be monitored to understand the impact of the traffic. One of these is to understand just where the traffic comes from. Figure 2 illustrates the three typical sources.

Figure 2

Source of EMD Website Traffic

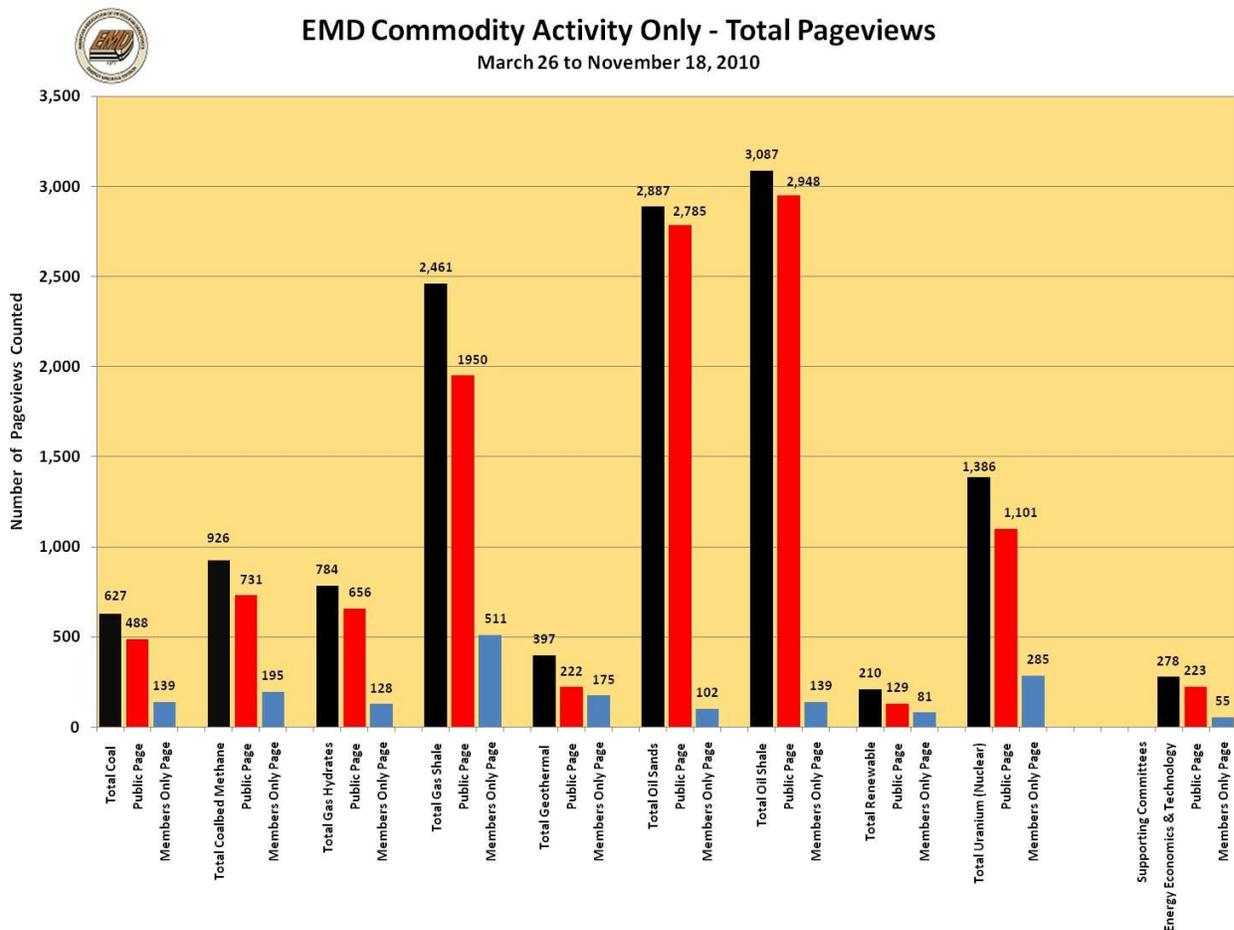
For Period: March 26 to November 26, 2010
Based on Total Hits of 8,768



Most the traffic comes from so-called “Direct Traffic,” which suggests that this segment consists of about 45% of the traffic coming mostly from people who have saved EMD links for the purpose of entering the EMD website directly. The second source is from “Referring Sites” such as the AAPG and associated links, which makes up about 24% of the total traffic to the EMD. The third source is from “Search Engines” via key words consisting of some 31% of the traffic, many coming from overseas.

The next question we asked is what is the relative popularity of each of the Commodity Committees’ Public and Members’ Only webpages? The answer is illustrated in Figure 3 below for the period indicated i.e., March to late November, 2010. Just in our last report ([here](#)), both Oil (tar) Sands and Oil Shale Committees webpages received the most traffic with both their Public and Members’ Only showing top pageview #s. However, the Gas Shales Committee pages have shown a marked increase over the past 6-months. The Uranium (Nuclear Minerals) Committee still holds 4th place.

Figure 3

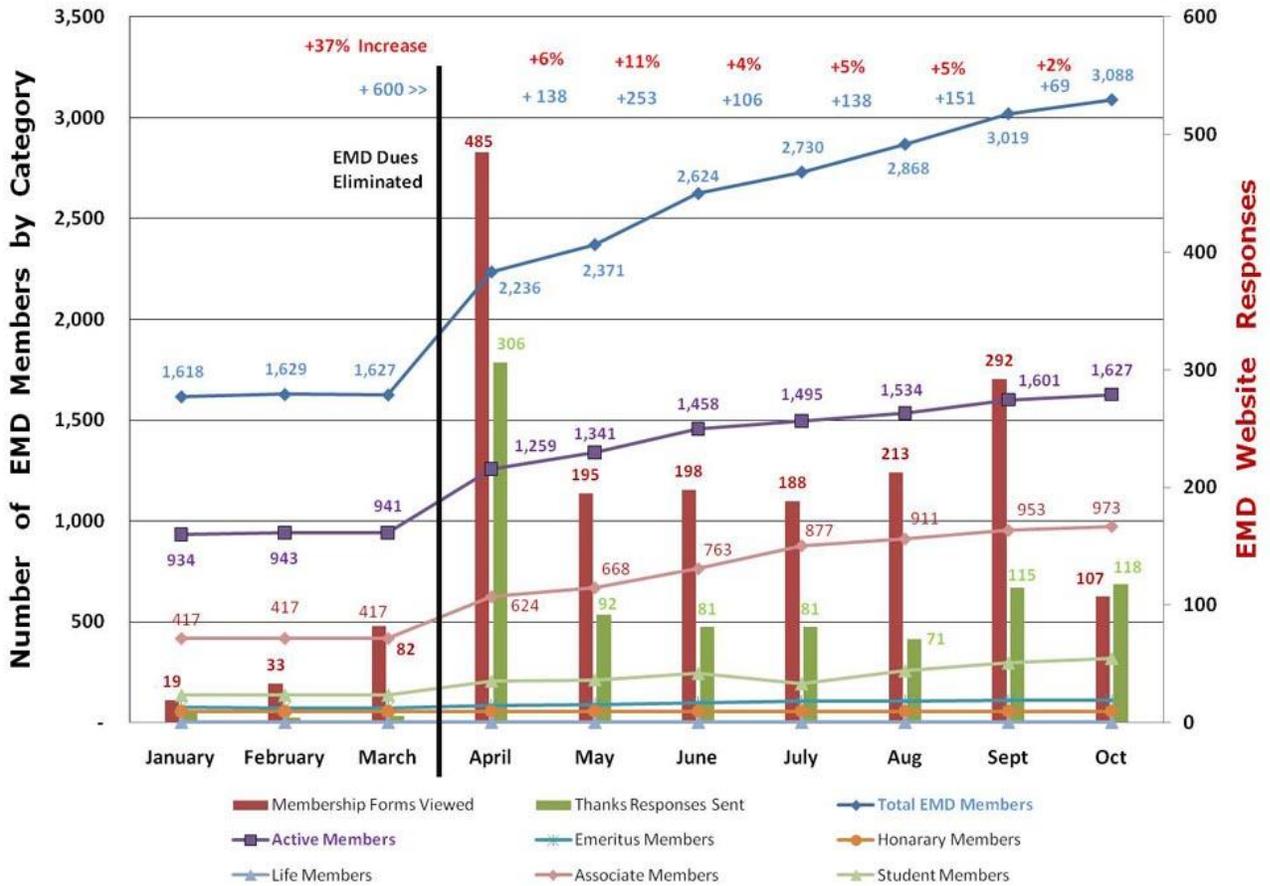


The final matter we monitor most closely is the monthly new members. Figure 4 is the monthly chart of the year to date. As of the end of October, the EMD continued to climb beyond 3,000 members. The report covering November should add a number of new members because of the major spike in November traffic illustrated in Figure 1. This increase should continue as the AAPG membership learns what EMD has to offer in terms of commodity-specific technical information.

Figure 4

EMD Membership 2010 - To Date

Total 90% Increase since April 1, 2010



EMD Website Improvements

We have continued to improve the utility of the EMD website by adding new links at handy locations on the left and right margins of the Public Home page and Members’ Only webpage, many reminding the member or visitor about coming AAPG and EMD technical meetings. We also have added a PPT link that was prepared for the Tulsa Leadership Conference in August to the right margin of the EMD Home page that presents the mission and objectives of the EMD for 2010-2011.

We have revised the EMD Brochure for paper handout and for on-line use. The latter has a number of built-in links to many sections of the EMD website ([here](#)).

EMD and AAPG Profile

Norma Newby, Janet Brister, and others in the AAPG IT Department are doing a good job in getting the new Profiles up and running. Both systems seem to be working as planned. The Commodity Observing Committee member numbers are now being recorded and presented on each of the Commodity Members’ Only web pages. As of this date, the Gas Shales Observing

Committee lists 388 members, with the Oil Shale and Coalbed Methane Committees following with 240 and 237, respectively. These committees serve as potential sources of candidates for appointment to the Advisory Committees and as Vice-Chairs.

EMD Web Portal

The Web Portal continues to grow; now holding 2,045 URLs in 209 categories. A new program has been developed to encourage use, and contributions, from within each of the EMD Commodity Advisory and Observing Committees. This was announced in October via an EMD e-mail blast to EMD commodity members ([here](#)).

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