

NWBL Report
by Jamie Passaro

Thanks to all of you for your votes to continue NW Book Lovers. It's been almost a year since our re-launch, and it feels like we're starting to see some real momentum, with more visits/visitors than we've ever had. Here's a recent snapshot with a few numbers and some anecdotes.

We'll start with a few statistics from Google Analytics that I hope will be meaningful.

In the last month (from January 20-February 20), NWBL received 9,535 pageviews, with a peak on Tuesday, January 29 (701 views) and a low on Sunday, Feb 3 (139). These pageviews aren't separate people looking at the site but the number of pages our readers have looked at.

During that month, Eowyn Ivey's PNBA Award-celebrating post, *How a Bookstore Changed My World*, received the most views with 1,584. Jonathan Evison's Award post, *The Argument for Books: Heavy, Smelly, Cumbersome, Perfect-Bound Books*, came in second (487 pageviews . . . Evison's post also received 20 comments, got re-tweeted 120 times and inspired a retort at The Nervous Breakdown!) Number three for the month was Jeffrey Shaffer's column *I'm Okay, Everyone's Okay* with 217 pageviews.

If you look at our hits in terms of people, we got 6,082 visits during that month, with 4,254 of those as completely unique visitors. Interestingly, 3,811, or 63 percent, of those 6,082 visitors were new to the site and 2,271, or 37 percent, were returning visitors.

Readers spent an average of 2 minutes and 58 seconds on the site last month. Of those readers, 1,474 came directly to the site (probably through a bookmark); 1,293 came from an organic Google search; 1,661 came from Facebook; 373 came from Huffington Post (thank you Jeffrey Shaffer!); 117 came from the PNBA site; 115 came from rss feeds; 98 came from Eowyn Ivey's blog and 58 were referred from Google. I had to Google to find out how that last one is different from an organic Google search and it's, apparently, any other way that visitors can use Google to find our site without going through the search engine—things like Google images, Google+ or YouTube. This traffic sources list goes on and on and includes Shelf Awareness (30), Pinterest (11) and the Green Apple Books tumblr (1).

Of the US states, we have the most readers in Washington (1,485 visits for this period), with Oregon second (916), California next (364), then Idaho (311) and then New York (310).

On Facebook, we currently have 885 likes (or friends). We usually get between five and ten new friends each week and it's always interesting to see which posts get action there. Recently, Island Books' James Crossley's thought-provoking post inventorying the books and authors on his bookshelves was shared five times. It was a nice post,

and I think it got the share action because it offered a great question for people to pose in their re-shares: What's the ratio of male to female authors on your bookshelves?

We're considering a contest for the next 100 likes, taking us up to 1,000, which feels like a big milestone. We're thinking of offering random prizes to, say, #922, #960 and #999 and hoping that our current friends will help us out in the promotion. The prizes would be things like ARC's, signed books, maybe a guest badge to the fall show. Let us know if you have more ideas!

Anecdotally, almost every day we get an email from a publisher or a publicist or an author or a freelancer proposing an idea. The inquiries have increased with each month since the re-launch, and it's been a nice boost to our feature planning; we used to have to ask for everything. These days we're almost always working about 10 weeks out on the calendar--with one author feature and one bookseller feature each week.

It's hard to quantify the momentum, but we can feel it. It was really cool to see Susan Richmond's recent post quoted from at the top of Shelf Awareness Thursday. I saw NW Book Lovers quoted in a blurb on an ARC recently. We had recommended the book as a Face Out and linked it back to a bookstore. The only thing cooler would have been if the bookstore had told us they sold a stack of books online and in the store because of the post. We haven't heard anything like that yet, but that's the vision!

Let me know what other information you'd like to see and if there are other numbers or stats you're interested in. You can always contact me with questions, suggestions and ideas at jamiép@Pnba.org or 541-510-2926.