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## SAHS Website Report

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## SAHS Website Report

by Richard Hacken

The Website of the Swiss American Historical Society is one of the Society's show windows to the world. The site consists of seven main pages.

*About Us*, the landing site and first web page, gives our mission statement and goals along with other general information and long-term announcements, such as the dates and locations of annual meetings for the next three years. There is also a listing of the officers of the Society with contact emails and a stand-alone "Contact" button for easy and rapid access to the Society from curious visitors.

*History*, the second page, includes an account of the Society covering the years 1927 into the early part of the 21<sup>st</sup> century, written by Leo Schelbert.

*Swiss-American Gallery*, the third page, features an automatic turntable of images designed to raise pride and interest in famous personalities living and deceased who share personal ties to Switzerland, from Einstein to Chevrolet, from Steve Jobs to Meryl Streep.

*Publications*, the fourth main webpage, is a gateway to individual pages on SAHS Books, the *SAHS Newsletter*, which was published from 1965 to 1989, plus its successor title, the *SAHS Review*, which has been published from 1990 to the present.

*The SAHS Review*, the fifth page, provides direct access to issues of the Society's journal. Nearly every issue and volume of the *Review* (1992 to the present) has been digitized and made available to anyone with access to the Internet. There are two separate and coordinated access servers for downloads of *SAHS Review* items: one is BYU's digital repository ([https://scholarsarchive.byu.edu/sahs\\_review/](https://scholarsarchive.byu.edu/sahs_review/)), where the uploaded volumes and issues reside. The other access is at the Society's website itself (<https://www.swiss-american-historical-society.org/sahs-review>), which links back to the digital offerings at BYU and makes possible the personal downloading of issues or volumes.

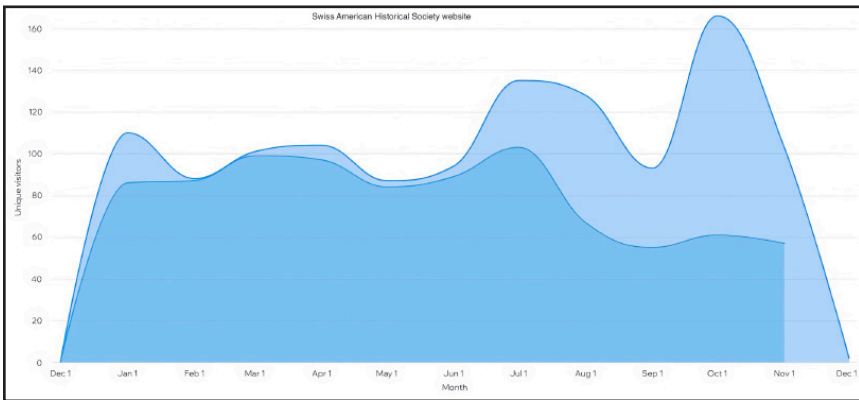
The sixth page, *Genealogy (Family History)*, addresses one of the repetitive questions we hear with some frequency: “Can you help me with my Swiss ancestor So-and-So? Where can I find my family history?” This page saves time for both us and for the family researcher, as it provides a list of sources that really can help with their questions.

The seventh page, *Join Today!*, offers easy answers for those who wish to join the Swiss American Historical Society, along with an address for our Membership Secretary and information about annual dues. Recruitment has become increasingly important for bringing new blood, enthusiasm, and contributions—both intellectual and fiscal—into our joint efforts.

At the top of every page is a conspicuous header with the branding logo, name and motto for the Society. It is also a highly visible location for current news such as meeting schedules and/or the call for articles.

Those are the seven pages. In an ideal cyberworld we would have three further main pages for both category of journals and for the books published under the auspices of the Society, but the webmasters—Brian Wages and I—are hemmed in by automatic delimiters to a total of seven tabs at the top of the website. Thus, we have chosen this alignment. Any additional pages would not fit within the parameters of the website provider. The number of subpages is unlimited, however.

Usage statistics of the website for 2022 are highly encouraging. From December 1, 2021 through December 1, 2022, the website experienced a total increase in unique visitors of nearly 28.5%. This is independent of bots (spiders, automated visitors). From the month-by-month graphic on the next page (where the darker blue color represents last year’s visitors versus this year’s visitors in lighter blue) you can see the statistics were roughly the same over the first half of the year. From June of 2022 onward, however, there was a rapid rise in numbers of web readers. We hope for a continuation of this trend.



*Numbers of 2021 SAHS website visitors (12/1/20 - 11/30/21) compared with 2022 visitors (12/1/21 - 11/30/22).* Image courtesy of the Wix website provider.

Similarly, the statistics for 2021 had grown significantly over those in 2020. In short, the audience of our website is growing year by year. Four language groups account for 95% of usage: 81% English, 9% German, 4% Chinese and 1% French.

For whatever reason, the French-language users on average view more pages per session than any others. The share of our audience in Switzerland remains around 10-12% of the total, while the North American web surfers total about 75%. Seen from another angle, 90% of our users are new to the website, while the remaining 10% are return visitors.

A current recap of the 10 most downloaded journal articles to date:

1. “The Psychological Odyssey of 1909: Carl Gustav Jung’s Pivotal Encounter with Sigmund Freud during their Journey to America” (4,200 downloads)
2. “Carl Jung’s Historic Place in Psychology and Continuing Influence in Narrative Studies and American Popular Culture” (1,440 downloads)
3. “Panic, Erratic Behavior, and the Psychological Impact of the Battle of the Little Bighorn on the Soldiers, Including the Swiss Troopers” (1,400 downloads)

4. “The Swiss in the American Civil War 1861-1865” (1,350 downloads)
5. “The Ideas of Jean Piaget: Using Theory to Better Understand Theory and Improve Learning” (1,220 downloads)
6. “A History of the Swiss in California” (1,100 downloads)
7. “Canton Ticino and the Italian Swiss Immigration to California” (1,020 downloads)
8. “‘Why Does it Always Have to Be Switzerland?’ Daniel Silva’s Treatment of Swiss Society and Culture in Selected Mossad Spy Novels” (909 downloads)
9. “The Italian Swiss DNA” (700 downloads)
10. “The Swiss in the Swabian War of 1499” (580 downloads)

Next up on the digitization access will be the older journal articles, issues, and volumes of the *Swiss American Historical Society Newsletter* (1965-1989).

Thanks to Barbara Müller, the bound volumes of the Newsletter from Switzerland have now found their way to the digitization queue at BYU.

We would like to thank the Harold B. Lee Library at BYU for their continued support of the Society and its publications.

Thanks go also to Lois Ann Mast of Masthof Press who generously feeds the newest issues to us digitally for online processing and international distribution.

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