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GIST | Website Launch Recap

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Good afternoon,

While there were a few bumps in the road, we all had a huge win with the launch of the redesigned GIST website this past week. In light of that, we wanted to quickly recap the launch and share some of the milestones.

- **Thursday, 10 PM EST:** Launched the redesigned GIST website.
- **Friday, 9 AM EST:** Launched the Tech-I voting page. Experienced refresh errors and problems with the voting page that resulted in delayed load times and HTTP 500/504 errors.
- **Friday, 6 PM EST:** Launched a streamline version of the voting page.
- **Friday, 11 PM EST:** Added CloudFlare (CDN) to the server set up to improve load times.
- **Saturday, 1 PM EST:** Pushed out changes to help optimize the website and voting page, as well as address some reported errors (e.g. repetitive load, filter functionality, etc.).

Moving forward, we continue to refine the voting page. Now that we have optimized the load time of the page and website, we will look into if there are other ways to bring back some of the removed functionality (e.g. randomize, etc.) without adversely adding to the page load or user experience.

Highlights

- Load times for the GIST homepage and voting page are now 1.53s and 2.94s, respectively (reported by Pingdom).
- Huge increase in website traffic over the weekend. Friday, Saturday, and Sunday had 6.7K, 7.5K, and 9.4K sessions per day, respectively — compared with an average of 200 sessions per day in the month of March.
- Sunday, April 3 had 9,405 sessions, almost 8K users, and nearly 60K page views.
- As of today, 2 PM there are over 26K votes on the Tech-I voting page.

In summary, while there were challenges associated with the launch, we were able to quickly recover — even in the midst of the highest trafficked days in over a year.

Google Analytics Recap

The first attached graphic from Google Analytics shows a snapshot of traffic to GIST in the last week. And the second shows a snapshot of traffic from the last 12 months.

