# APO Web site overview

The Internet has already established itself as a solid platform not only for information dissemination but also for networking. The growth of e-commerce in recent years clearly shows the power of this technology to reach millions of customers in the most efficient and effective way.

Recognizing the importance of the Internet in reaching our stakeholders and partners, the APO has been trying to use it as much as possible. The APO site has four main purposes: informing the general public about the APO and its activities; interacting with NPOs, experts, and participants for better project implementation and making specific project-related information available; disseminating outcomes of APO research, surveys, and study meetings in the form of e-books and e-reports; and conducting e-learning courses. The APO has made its Web site into a gateway for knowledge dissemination, interactions with and among participants, and e-learning activities. With the expansion of these activities, the number of visitors attracted to the APO Web site is showing a steady upward trend.

The figure shows the total number of visitors to our site by month, which has been hovering between 40,000 and 50,000. In July this year, total hits were 750,110.
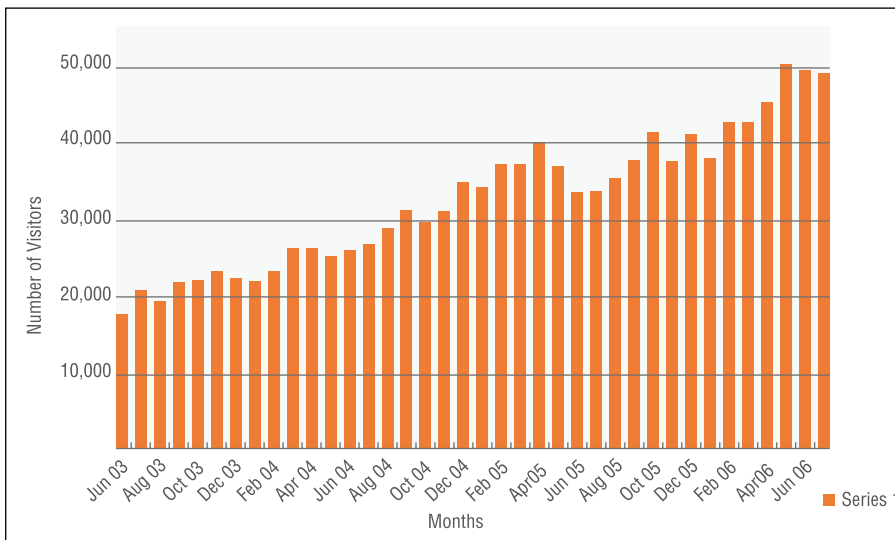
Analysis of the visitors shows that interactive services and e-books are the major reasons for visiting the APO Web site. In July 2006, 22.8% of total hits accessed interactive services including the APOnet, a virtual document depository extranet component of the site; e-learning; e-forum; etc. In the same month, 22.7% of visitors downloaded various e-books and e-reports. *Six Sigma for Quality and Productivity Promotion, Processing and Utilization of Legumes*, and *Greening on the Go* were the most popular e-books during July. Project notifications, the participants' guide, and APO bio-data forms were also frequent downloads.

Analysis also shows that in July about 16% of visitors accessed the site through a referral by various search engines, with Google at the top of the referral list.

Although Internet Explorer dominates the browser world (more than 90% according to one estimate), our analysis shows that, surprisingly, Netscape Browser is more popular among APO site visitors. In terms of operating systems, Windows is the most commonly used. It was noticeable that Windows 2000 is still dominant among users and even Windows 98 is used by about 8% of visitors. This information is kept in mind when designing or revamping the site.

The Internet is becoming ubiquitous in every part of the world. As it has already become part of the daily life of many productivity practitioners, the APO will continue to harness this wonderful technology for better and more cost-effective delivery of its services to its stakeholders and clients.