

Chamber Launches Internship Portal

The Queens Chamber of Commerce recently unveiled a new effort that will help members of its business community as well as those in higher education. At the Chamber's Business & Health Expo, the Chamber's it announced the launch of an internship portal that will provide businesses with quick and easy access to contacts at the many colleges and universities in the borough.

The Chamber's Information and Technology Committee, which is chaired by Mary Vavruska and Jon Postyn,

"The committee has been very actively working on this, and it took a lot of effort on their part," Vavruska said.

Vavruska said the team tried to keep the portal simple and easy to use, and she hopes that both businesses and colleges will benefit from its use.

In addition to Vavruska and Postyn, the Chamber thanked members of the committee Harvey Beringer, Alexis Greenridge, Jaclyn Miccio, Clare Browne, Naveed Husain, Bob Escobar and Scott Wolpov for their help developing the portal.

The Intern Portal will be accessible through the Chamber's web site or by logging onto www.intersource.queenschamber.org



Co-Chair of the Chamber's Information and Technology Committee Mary Vavruska; Assemblymember Mark Weprin; Chamber Executive Vice President Jack Friedman; Chamber President Al Pennisi; and Co-Chair of the Chamber's Information and Technology Committee Jon Postyn.

TECH TALK *A feature from the Queens Chamber Info Tech Committee*

Measuring Traffic On Your Website

The success of a website depends on whom [and how often] they visit the site and the reason for doing so. The customer's success depends on their needs.

In the early days of the Internet success was based just on 'hits' that was followed by 'eyeballs.' Today a new sophistication in determining success is emerging. The amount of traffic is only relevant to your users having a positive experience.

A business website only has a few basic goals: direct sale of a product or service, lead generation, informing clients about their business or informing a market.

To measure these goals you must know your traffic or Web Analytics. Your traffic can tell you who visited your site, for how long, what they viewed and did they do what you needed from them.

You learn this from a number of different data sources available.

Log Files- A file on your Web server that has a list of all requests for pages from your site. While they are quite detailed, they do not record all your traffic. They fail to record traffic from proxy servers

Beacons- An element [usually a 1 pixel gif] that is placed on your page and

requested from another website. Mostly used for measuring click thru campaigns. Beacons do not measure behavior.

Embedded tags- Javascript code that sends data to a third party like statcounter.com or Google Analytics. These are the most accurate, but do not record search engines. Like log files, tags can let you know time spent on the page, where they came from and where they went.

Heat maps- A new tool from crazyegg.com. It shows where people clicked on your page. This is a new generation tool as it shows behavior.

Packet sniffers- More advanced system

and geared towards larger budgets.

With a combination of these tools we can tell where geographically the people came from, time spent on the site etc. The data will include how they found your site and what key words they used on the search engines.

What the tools have difficulty in discerning is the behavior of the people. It does not tell us why they came to your site other than the key words used. You do not know if they got value. A website is only as successful as the traffic it gets, so it is imperative that one understands the data.



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 Cowan Financial Group
 TOPIC
"Will Your Retirement Years be Golden?"
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Joe Postighone
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 ✓ How changes in the IRS code affect your retirement
 ✓ Ways to maximize your deductions
 ✓ Your vision of your retirement

June 20, 2008

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 ✓ Maximize your marketing online
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June 27, 2008

 FOUNDATION CENTER
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 ✓ Is corporate giving right for your business?
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 ✓ Use print directories and Internet to find your match