



Stats/Website Usage

Since launching the site in August of 2014 over **13 million** pages have been viewed. With **6 million** unique visitors.

Currently, we average 107,160 pageviews per week (15,266 per day)

of DV organizations in database

US - 2,459

Canada - 388

of DV organizations claimed

US - 1,642 (66% claimed)

Canada - 124 (32% claimed)

of DV organizations with wish lists set up

US - 381

Canada - wish lists not available

Site Functionality/Features

Home page

- Redesigned in 2017
- Provides visitors a wide array of choices to learn more about DV and get help
- Common actions they may take - search DV organizations, search articles, click to read article/list

Find Help - DV services database

- More people navigate to this section of the site from the homepage than any other page
- Anyone can use this tool to search for a DV organization by location
- User can filter search

Common Questions

- Contains 6 different downloadable toolkits answering the most common questions we receive about domestic violence
- Inside you'll find links to helpful articles, recommended books, danger assessment tools, checklists, relevant survivor survey results, support communities, videos and how to find help

Topics

- 588 articles covering 28 domestic violence related topics
- First article published May 1, 2014
- 2 new articles published each week
- Content is shareable on major social media platforms (i.e. Facebook, Twitter, Google+, Instagram, etc.)

Videos

- 4 videos covering key domestic violence topics
- Videos range from 9 to 17 minutes
- Shareable on major social media platforms

Resources

- **Assessment Tools** - Links and descriptions for the major abuse assessment tools
- **Lists** - Short form content designed to be easy to digest and help those experiencing domestic violence and those who have survived abuse
 - Currently we have 29 lists available
- **Memes** - Content focuses on sharing short but powerful quotes and sayings in a visually pleasing way
 - Each meme is branded to widen our reach once they are shared
 - Currently we have 58 memes available
- **Domestic Violence National/Global Resources** - Links and descriptions for the major national and global DV organizations
- **Domestic Violence Forums And Chats** - Links and descriptions for the major DV forums, chat rooms and message boards
- **Domestic Violence Books** - Listing of books that have been reviewed and recommended by the DomesticShelters.org team and advisory board
 - Links to purchase book from Amazon.com - we receive a small referral fee when the book is purchased from this link
 - 14 different categories
 - Books must meet our guidelines
- **Domestic Violence and Sexual Assault State Coalitions** - Explanation of what a coalitions is and links and contact info for the each state's domestic violence coalition
 - Also includes link to each state's data summary
- **Infographics** - Designed to make it easier to find and present key statistics on important topics related to domestic violence, abuse and intimate partner violence
- **Widgets** - Simple, easy way for DV organizations to add new resources to their website including: DV facts by state, search for help bar, DV articles library, DV surveys, DV books
 - All they need to do is copy the snippet of code provided, insert the snippet into their website's code and the widget will operate and appear on their site with no work for them.
 - Colors can be changed to match their branding

Data Center

- **Custom Reports** - Comprehensive source of statistics on how domestic violence programs are provided to victims of abuse and survivors of domestic violence.
 - Allows anyone to query our database that contains 1,000,000+ pieces of information on domestic violence programs filtering by a variety of data points
 - The goal of accumulating and providing this data is to increase capacity, services and support for victims and survivors
 - Pre-built reports are also available
 - To save a custom report for future use, domestic violence programs are asked to subscribe to our Pro plan (more details below)
- **Infographics** - see Resources section
- **Rankings** - Pre-built reports to help quantify and provide information about how services are being provided by the domestic violence organizations in our database - currently 7 to choose from
 - The goal of accumulating and providing this data is to increase capacity, services and support for victims and survivors
- **State Summaries** - allow site visitors to explore the statistics of any particular state or territory, and to look up programs by city
- **Surveys** - Survivors are encouraged to share their experience through surveys included in articles and shared on social media
 - Currently 62 active and inactive surveys
 - Data is shared with our email list 2 times each year

Events

- Events including large national conferences, webinars, local support groups, awareness activities
 - Any organization can submit an event for review
 - Events must meet these guidelines

Donate

- Option to either donate to a DV organization's wish list or make a cash donation
- Wish list - search by location to find a wish list
- Cash donations - 6 active campaigns

News

- Articles sharing information about website additions/updates and milestones

Claiming/Adding Locations

How we encourage DV organizations to claim their location

- Weekly phone calls - introduce them to DomesticShelters.org, ask for an email address to send more information
- Follow up emails - send 3 total emails, if no word try again in 6 months

What the process looks like for organization

1. Visit <https://www.domesticshelters.org/locations/new/claim/search>
2. Search for location
3. Click Claim button
4. Complete information (including operating budget)
5. Submit

If their location isn't listed yet they can chose to add a new location