



2013 Annual Awards Entry Form
(Complete one for each entry.)

Entry Name AHFC Website Redesign

Fill out the entry name <i>exactly</i> as you want it listed in the awards program.

HFA Alaska Housing Finance Corporation

Submission Contact Sarah Andrews

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Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Monday, July 1, 2013**.

Use this header on the upper right corner of each page.

HFA Alaska Housing Finance Corporation _____

Entry Name AHFC Website Redesign _____

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input checked="" type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Federal Advocacy <input type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

Background

In 2012, Alaska Housing Finance Corporation (AHFC) undertook a significant update to its website (www.ahfc.us) with the over-arching goal of providing a useful, valuable and compelling online experience that would become more central to clients, housing professionals, employees, investors and partners during critical phases of the housing lifecycle.

Over the last four decades, AHFC has grown to be a more integral part of the homeownership experience in Alaska, and as such, our offerings and expertise expanded. The prior website expanded as well, housing a vast amount of content that outgrew its architecture. Our goal was to find a way to better convey our organization's offerings and key messages and to streamline, focus, update and improve the overall user experience, content and presentation of the site.

Goals & Objectives

With regard to the www.ahfc.us website, we outlined the following high-level, strategic, marketing and communications goals:

1. *Help position AHFC as the go-to, first-stop housing and finance resource that can deliver ongoing value across the housing lifecycle.*
2. *Deliver fast, easy access to tools and information to a wide variety of audiences.*
3. *Provide meaningful and accurate content that continually solidifies the reputation, value, energy, and voice of the organization's brand.*
4. *Share the breadth and depth of AHFC's programs and—wherever possible—create meaningful connections between AHFC and the client through relatable (or aspirational) imagery, plain-spoken advice, gentle encouragement and shared success.*
5. *Clearly communicate (visually and otherwise) the unique Alaska perspective, understanding, and market expertise that AHFC provides to clients: We know Alaska because we are Alaska.*

Strategies

1. *Help position AHFC as the go-to, first-stop housing and finance resource that can deliver ongoing value across the housing lifecycle.*

The key to this goal was to design a site that made our offerings more readily accessible and apparent. We often heard: "Oh, I didn't know AHFC did that." By putting the "customer" first as we thought through architecture, we were able to organize the site in a way that would help the browser find what they were looking for quickly, as well as leading them to useful things they may not even have known about. The site was designed around the housing lifecycle—thinking about buying, buying, updating, refinancing, selling—and around professional subsections. While that seems like an intuitive way to organize the site, it's not necessarily how our departments are organized so it took a big internal shift in thinking to get us to the new structure.

2. *Deliver fast, easy access to tools and information to a wide variety of audiences.*

The previous site was a vast warehouse of information that could be overwhelming for homebuyers. Professional materials were mixed with documents for first-time homebuyers, which made the overall process of navigating homeownership daunting. We found the best way to organize the site was to first divide it into two main sections for its two primary targets:

the consumers of AHFC's services (the main target market) and housing professionals. To do this, we designed the site to have two points of entry—one for consumers (with intuitive navigation designed around the homeownership lifecycle) and one for professionals (with familiar language that led them directly to the documents or pages that they access often to do their jobs). This allows us to adjust the information, voice, and presentation of information so that it's most valuable for each audience. Consumers are led through the process with straightforward language. Professionals are able to get in and out of the site with quick links to information they use the most, and with access to more in-depth technical documents.

3. *Provide meaningful, consistent and accurate content that continually solidifies the reputation, value, energy and 'voice' of the organization's brand.*

The existing website had been populated with content from a variety of users from departments all across AHFC. We took on an aggressive approach to editing all existing content for style and consistency, as well as readability. We also distributed sections of the existing website to their respective internal departments to get the expertise of each department and asked if the content was appropriate for the website, up to date, and which pieces should be part of an archive. Content was populated into branded templates that created visual consistency across the site as well as consistency in the way that information is presented. The over-arching message during this process was to keep it simple. Simple, clear and relevant information was much more important than ensuring that every possible piece of information was on the site.

4. *Share the breadth and depth of AHFC's programs and—wherever possible—create meaningful connections between AHFC and the client through relatable (or aspirational) imagery, plain-spoken advice, gentle encouragement and shared success.*

Our goal at AHFC is to make homeownership attainable for Alaskans. By using plain, understandable language and avoiding industry jargon, we were able to create a connection with browsers and reinforce the message that AHFC is here to help, not confuse. We also used images of real Alaskans in their homes doing relatable and aspirational activities like cooking, having dinner parties, playing with their kids, relaxing on the front porch or even purchasing their new home. These photos reinforce that we are here for Alaskans, and paint the message of "home," which is not about the building but the lives that people build within it.

5. *Clearly communicate (visually and otherwise) the unique Alaska perspective, understanding, and market expertise that AHFC provides to clients: We know Alaska because we are Alaska.* By structuring the site around the housing lifecycle, we were able to show all Alaskans that we are here for more than just the part of the process they are undergoing now. First-time homebuyers have easy access to classes through quick links. Those who are interested in energy efficiency improvements can browse the variety of programs that are available to them. Seniors have a link from the front page that gives an overview of our programs. The front page of the site gives a clear snapshot of the breadth and depth of our capabilities and invites users to find out more by delving into the sections.

Results

1. *Help position AHFC as the go-to, first-stop housing and finance resource that can deliver ongoing value across the housing lifecycle.*

While AHFC has long been considered the housing expert across the state, the new website design was lauded during a speech given by Alaska's Governor Sean Parnell as an amazing shift in a state agency putting the customer first.

2. *Deliver fast, easy access to tools and information for a wide variety of audiences.*
Content can now be accessed with one click through. The most used content is housed on the front page of the website and easily accessible, such as the AHFC homeownership classes, which continue to grow in popularity.
3. *Provide meaningful, consistent and accurate content that continually solidifies the reputation, value, energy and 'voice' of the organization's brand.*
The collaborative effort to edit and assess all website copy was extremely beneficial in delivering quick results to a problem that could have persisted for months instead of weeks. The added benefit of those with the expertise going through their own content was that it resulted in the best content being presented with a clear, easy path to finding out more information by contacting the right person. The AHFC site is now consistently branded and mirrors our goal to make homeownership attainable in Alaska. The site is now much more accessible to new homeowners and presents information in a clear, easy-to-understand format.
4. *Share the breadth and depth of AHFC's programs and—wherever possible—create meaningful connections between AHFC and the client through relatable (or aspirational) imagery, plain-spoken advice, gentle encouragement and shared success.*
Because the site is designed by Alaskans and populated with imagery of Alaskans, we've received feedback that the site is much more relatable. The public is beginning to understand that AHFC is here for the purpose of helping Alaskans, which has increased the overall trust in the brand.
5. *Clearly communicate (visually and otherwise) the unique Alaska perspective, understanding, and market expertise that AHFC provides to clients: We know Alaska because we are Alaska.*
Now AHFC's site is relevant to almost all people in Alaska, and no matter who the user is, a program that is perfect for them is highlighted and easy to find. No matter where Alaskans are in the housing lifecycle—renting, owning, making improvements or selling—AHFC is their trusted guide in the process.

In addition to our stated goals, we also have benefitted from these great results:

- Users of the former website had to visit an average of 9.44 pages in order to accomplish what they came to do, according to cumulative analytics from 2012. With the new site, this average is 3.87 pages so far (2013 analytics compare April and May). We believe this means visitors are finding the information they need more easily without have to click on a large amount of pages. This was one of the most frequent complaints about the former site and one of our main goals in developing the new site. Through these statistics and positive feedback from all our internal testers, we feel we carried out this important goal.
- The website was accomplished both on time and on budget—we're very proud that by using the resources of our own people, following a comprehensive timeline, and paying close attention to budget requirements we were able to achieve this.

Appendix

- Screen shots of former website
- Screen shots of current website
- Applied Microsystems analytics (2012 Statistics)
- Google Analytics for new site (2013 Statistics)



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Who are you?
Select User

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Click here for the latest interest rates.

Updates by Email!
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Help starts here.




2-1-1
Get Connected Get Answers

Hot Topics of Interest




Housing Choice Voucher Program

In spite of historically low interest rates, it would be impossible for many Alaskans to buy their first home without programs offered by AHFC. We provide a variety of programs such as our loans for first-time home buyers, low- and moderate-income borrowers, veterans, teachers, nurses, and those living in rural areas of the state. See our Homebuyer Information page for details.



Senior Housing Office

To ensure that Alaskans have access to safe, quality, and affordable housing we offer a variety of services. Our services help bridge the gap by offering self-sufficiency services, senior/disabled housing, public housing, and Housing Choice Vouchers. For more information see our Senior Information page.



Partnerships

Through the power of partnerships, we are able to expand our resources and programs. From tapping into the financial resources of federal and private grants or low-income housing tax credits to providing low-interest rate loans to developers and nonprofits for multi-family and senior housing, we rely on and work closely with our many state, federal and private partners. For more information see our Partner Information page.



Senior Housing Office

The Senior Housing Office exists to help Alaskan senior citizens obtain adequate, accessible, secure and affordable housing. The Senior Housing Office works with other public and private agencies in an attempt to respond to the housing needs of senior citizens and to pursue various sources of financing for the development of housing alternatives. For more information see our Senior Guide page.



Housing Choice Voucher Program



ALASKA HOUSING CENTER



ALASKA GASLINE DEVELOPMENT CORP
FOR RENTERS



NISC
Northern Tobacco Securitization Corporation



AFCC
Alaska Housing Capital Corporation



Northern Housing Solutions



Real Estate Showcase

Hot Topics of Interest

- Alaska Energy Efficiency Revolving Loan Fund
- Home Energy Rebate Program and The Weatherization Program

AHFC News

Archives

7 Days Notice Last Call for Exchange Families Seeking Rental Assistance
ANCHORAGE, AK, October 24, 2012 - Alaska Housing Finance Corporation's (AHFC) Housing Choice Voucher program is accepting applications for seven remaining days. The program is open to individuals and families in need of rental assistance in Anchorage.
More...

Notice of Alaska Council on the Homeless Meeting Today
ANCHORAGE, AK - The Fall meeting of the Alaska Council on the Homeless (ACHH) is scheduled for today, October 5. The meeting will be held in the first floor boardroom at Alaska Housing Finance Corporation (AHFC) from 1 p.m. - 4 p.m. The meeting will include a status report on homelessness in Alaska and a discussion of federal program updates, among other agenda items.
More...

Former Employee Returns to AHFC as Director of Housing Operations
ANCHORAGE, AK, OCTOBER 8, 2012 - Alaska Housing Finance Corporation welcomed back Mike Courtney, a former property manager, as the new director of housing operations for its public housing division on September 10, 2012.
More...

Notice of Lottery List Opening for Anchorage Housing Assistance
ANCHORAGE, AK - 10/01/12 - Alaska Housing Finance Corporation's (AHFC) Public Housing Division opened its Housing Choice Voucher program today to individuals and families in need of housing in Anchorage. Participants in the Housing Choice Voucher program find their own housing and pay 30 percent of their adjusted income in rent. AHFC pays the remainder of the rental amount directly to the landlord.
More...


Lottery to Offer Anchorage Housing Assistance opens opening at Alaska Housing Finance Corporation Public Housing Division
ANCHORAGE, ALASKA, Sept. 18, 2012 - Alaska Housing Finance Corporation's (AHFC) Public Housing Division is improving and opening its Housing Choice Voucher program. From Oct. 1-31, 2012, AHFC will open its Anchorage voucher program waitlist to individuals and families in need of housing and accept applications to be entered into a lottery.
More...



Recently Promoted AHFC Director of Public Housing Welcomes Residents During Tour
ANCHORAGE, AK, SEPTEMBER 6, 2012 - Catherine Stone, Alaska Housing Finance Corporation's (AHFC) former director of housing operations, was only just recently promoted to director of public housing but her knowledge of expertise were put to the test this week during Anchorage's once-in-a-generation windstorm.
More...

Office Locations and Contact Information
907-338-6100
1-800-475-AHFC (Anchorage, but within Alaska)
www.alaskahousing.org
Privacy | Accessibility









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Select User

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Click here for the latest interest rates.

Updates by Email!
If you are interested in receiving the latest updates via email, sign up for our mailing list. Sign up here.

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Grant Programs

Alaska Housing Finance Corporation offers a variety of grant programs to ensure that Alaskans have access to safe, quality, affordable housing.

Program Summaries

Specialized and Special Needs Housing Grant (SNHG)
This SNHG provides AHFC recipient Alaskans through competitive grants to non-profit service providers and housing developers for construction of housing for the Alaska special needs population, primarily the beneficiaries of the Alaska Health Trust. This Trust was established to provide long-term care for individuals with developmental disabilities and may provide for supportive, supportive and transitional housing types.

Emergency Relocation Grant Program (ERGP) (aka Homeless Assistance Program)
This ERGP program provides grants to units of local government and non-profit organizations to operate emergency housing facilities and provide assistance and services to prevent homelessness and/or re-entry to those persons eligible to receive grants and/or rent for a limited period. The ERGP program provides grants to units of local government and non-profit organizations to operate emergency housing facilities and provide assistance and services to prevent homelessness and/or re-entry to those persons eligible to receive grants and/or rent for a limited period.

Senior Opportunities for Affordable Living (SOAL)
This SOAL program provides grants to units of local government and non-profit organizations to develop and project support who help affordable rental housing for low to moderate income families and seniors. The program is open to for-profit corporations, non-profit agencies and regional housing authorities. The following three programs are part of the SOAL umbrella:

- HOSE Investment Partnership Act**
Under HOSE, funding is available to develop new affordable rental housing through new construction, rehabilitation, or acquisition and rehabilitation. HOSE funds are typically grant funds but may also be loaned to project sponsors.
- Low Income Housing Tax Credit Program**
This program provides federal tax incentives to the profit or non-profit organizations to develop affordable rental housing for low and very low income households. Awards are made under a competitive process. Eligible units include new construction, rehabilitation, acquisition and rehabilitation projects.
- Senior Citizens Housing Development Fund (SCHDF)**
Funding can be used to provide housing for Alaska senior citizens so that they may remain in their home communities as they age. SCHDF distributed under the SOAL program can be used for acquisition, rehabilitation, and new construction of senior housing. Grants are made to non-profit organizations to bridge the gap between the cost of the project and funding from other sources.
 - Grant recipients must choose a definition of "senior citizen" as either age 70 and older or age 62 and older according to the federal definition of housing for older persons under Section 807 of 42 U.S.C. (repealed in 2011).
 - HOSE funds may vary with these requirements described in the application process.

Residential Assistance Program (RAP)
This highly competitive grant program supports non-profit organizations, units of local government, regional housing authorities and tribal organizations that exist in the community at large to prevent homelessness and assist those who have been displaced. HOSE funds are also authorized by the legislature to be used to evaluate and/or fund and coordinate housing services.

Homeownership Development Program (HDP)
The purpose of the Homeownership Development Program (HDP) is to provide decent housing with improved affordability. HDP funding may be used for real property acquisition and site improvements for new construction of construction, single family housing. Eligible applicants include only participants in the Alaska 521 local home ownership program. Community lead funds and training for housing organizations. HDP funds can only be used for eligible projects outside of the Municipality of Anchorage.

HOSE Opportunity Program (OOP)
The OOP program provides down payment and closing cost assistance to low income individuals and families who are trying to purchase a home. The funds are made available through non-profit intermediaries who administer programs in the major urban areas of Alaska. These centers that serve profit that serve profit community for use if you qualify for the program.

Housing Opportunities for Persons with AIDS (HOPWA)
Grants to non-profit AIDS assistance organizations make possible supportive services and housing assistance to that people with AIDS can find and maintain safe, affordable and decent housing. This program is primarily funded by HUD and awards are issued through a competitive process.

Neighborhood Stabilization Program 1 & 2 (NSP 1 & 2)
The NSP program provides non-revolving advance of SOAL funded neighborhood stabilization activities in Alaska. The NSP program provides funding to non-profit organizations to address high and the presence of vacant, abandoned or foreclosed houses and properties. Vacant and/or foreclosed properties were purchased for rehabilitation or relocation or other to provide rental or homeownership opportunities for low, middle and moderate income families in Alaska. State monies were required for grant program funding to ensure of program need, targeting areas with the greatest percentage of vacancies. The NSP program provides funding for improvements to the Northern View-Hunter Jack first target area in Anchorage and will be a second financing approach by the Public Housing Division with the potential to develop up to 80 units of affordable housing for families.

Operating Expense Assistance Program (OEAP)
The OEAP program provides direct operating expense funding to non-profit organizations that have qualified as a "Community Housing Development Organization (CHDO)" as defined under the HOME Investment Partnership Program.

Owner-Occupied Rehabilitation Program (ORP)
The ORP program provides rehabilitation and modernization to homes owned by low-income families. The funds are made available through non-profit intermediaries who administer programs in the major urban areas of Alaska. These centers that serve profit that serve profit community for use if you qualify for the program.

Resident Opportunities and Self-Sufficiency Program (ROSS)
This ROSS and AHFC program is designed to provide an on-site management services for individuals who are unable or unable to manage their own housing. The goal of this program is to enable elderly and/or disabled residents to remain independent (age in place) in their homes as long as possible. Within this program, three services can be provided:

- Self-Sufficiency**
AHFC encourages families to advance their career goals through its self-sufficiency program. AHFC will award a wide variety of job training grants. Eligible activities include short-term training on a specific topic, or part of a longer-term educational program. Applicants must be able to attend school and will normally AHFC will receive assistance through the Housing Choice Voucher program. High school seniors may apply if they plan to attend post-secondary training which may apply if they wish to attend a vocational, trade or academic school.
- Senior Assets Program**
A particularly vulnerable group of people, AHFC provides grants to allow senior citizens, (those over 55 years of age) to make accessibility modifications to their homes, thereby reducing their ability to live independently in the community.

Supplemental Housing Development Grant Program
This program provides funding to eligible housing providers for Supplemental Housing Authorities to supplement housing projects approved for development under the U.S. Department of Housing and Urban Development (HUD) Housing Choice Voucher Program. The funds to AHFC program are limited to 20% of HUD's Total Development Cost program and can only be used for the cost of on-site owner and helper facilities, and construction to program of affordable housing, and energy efficient design features in the homes.

Tax Credit Assistance Program
This program provides federal grants and/or loans to non-profit organizations to develop affordable rental housing projects that have received an award of Low Income Housing Tax Credits between October 1, 2006, and September 30, 2009. Awards are made under a competitive process.

- This program falls under the Greater Opportunities for Affordable Living Program. For more information see the SOAL page.

Teacher, Health Professional, and Public Safety Housing Grant Program (AHFC/DevEd Committee)
The Teacher, Health Professional, and Public Safety Housing Grant Program funds the development of teacher, health professional, and public safety housing. Funds are awarded competitively to award funds for the establishment, construction, or acquisition of rental housing projects. Eligible and eligible include school districts, local governments, regional health corporations, housing authorities, and non-profits.

Weatherization Assistance
Funds under this program are used to sponsor training workshops, direct technical assistance and training relationships for grantees and potential grantees under the Supplemental Housing, HOME Investment Partnership Program and for Community Housing Development Organizations.


Weatherization and Energy Rebate Programs
AHFC administers weatherization programs that have been created to award grants to non-profit organizations for the purpose of improving the energy efficiency of low-income homes statewide. These programs also provide for training and technical assistance to area Weathering Energy Efficiency. Funding for these programs comes from the Alaska Gasline Grant Fund, AHFC, and the U.S. Department of Energy.

- AHFC has two programs to help Alaskans reduce energy bills on their homes. The objective of both programs is to make a home more energy efficient.
- Qualifications for the weatherization program have been designed to provide assistance to low-income Alaskans.
- Under the Home Energy Rebate Program, homeowners who want to make energy efficiency improvements on their home can receive a rebate for some or all of their expenditures. The Home Energy Rebate Program has no income requirements.

Current Interest Rates
Click here for the latest interest rates.


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Help starts here.



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Office Locations and Contact Information
907-338-6100
1-800-475-AHFC (Anchorage, but within Alaska)
www.alaskahousing.org
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For more visuals, visit the site at www.ahfc.us.



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We've got a new program just for you »

Our Mission

Buy A Home

Find A Rental

Energy

At home in Alaska.

AHFC's mission is to provide Alaskans access to safe, quality, affordable housing



Workshops & Classes

07/01/13 · [Lighting and Appliances](#)
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Senior Housing Office



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Site Search

Find a Rental

- Rental Programs
- Applying
- Paths to Self-Sufficiency
- Search for Rentals
- Public Housing Program Locations



Meeting Alaska's Need for Affordable Rentals

Renting in Alaska is no longer about picking up the newspaper and circling apartments with the features you want in your price range. The availability of quality, affordable housing has not kept pace with Alaska's population growth, and that means that finding a rental can be a real challenge.

At AHFC, our goal is to ensure all Alaskans have access to *quality, affordable* rentals.

Diverse Support for a Diverse Population

Because Alaskans' housing needs differ, we approach our goal in a variety of ways. We work with partners to fund housing developments like Loussac Place, Alaska's first mixed-income community. We provide housing vouchers to help make rentals more affordable. We also build and manage housing for Alaska's seniors, families, and individuals or families who need rentals with accessible features.

Investing in Your Success

Last Update: 02 Jan 2013 - 00:10

Reported period: - Year - 2012 -

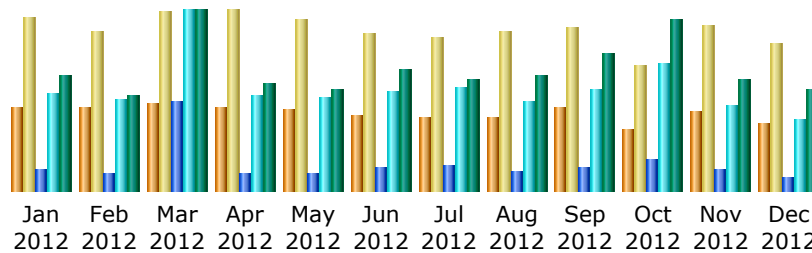


Summary

Reported period	Year 2012				
First visit	01 Jan 2012 - 00:00				
Last visit	31 Dec 2012 - 23:59				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<= 136322 Exact value not available in 'Year' view	284377 (2.08 visits/visitor)	2684850 (9.44 pages/visit)	10425384 (36.66 hits/visit)	238.86 GB (880.75 KB/visit)
Not viewed traffic *			2453168	3874072	40.23 GB

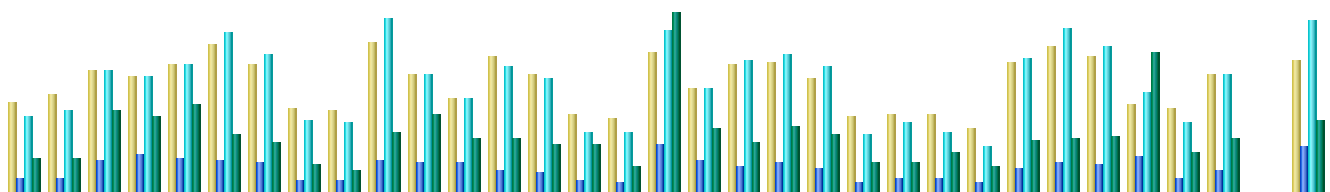
* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2012	12104	25432	179292	829995	18.63 GB
Feb 2012	12112	23499	144422	774646	15.45 GB
Mar 2012	12730	26239	749867	1526213	29.41 GB
Apr 2012	12323	26473	145020	809984	17.57 GB
May 2012	12022	25243	137726	783366	16.60 GB
Jun 2012	11009	23158	200983	844783	19.66 GB
Jul 2012	10734	22592	218096	865366	17.99 GB
Aug 2012	10643	23506	165503	746867	18.85 GB
Sep 2012	12087	23919	197654	857288	22.28 GB
Oct 2012	9036	18498	255895	1072981	27.92 GB
Nov 2012	11529	24260	174730	719306	18.09 GB
Dec 2012	9993	21558	115662	594589	16.40 GB
Total	136322	284377	2684850	10425384	238.86 GB

Days of month



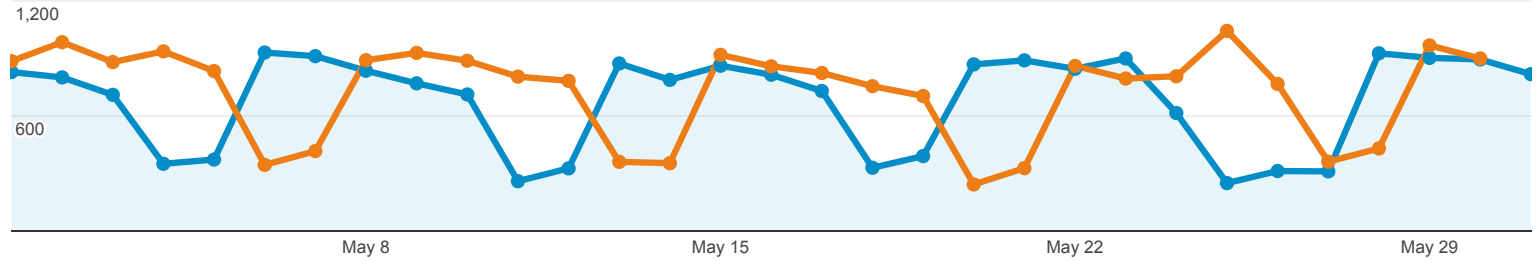
May 1, 2013 - May 31, 2013
Compare to: Apr 1, 2013 - Apr 30, 2013

Audience Overview

change in % of visits: +0.00%

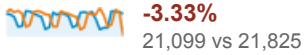
Overview

May 1, 2013 - May 31, 2013: Visits
Apr 1, 2013 - Apr 30, 2013: Visits

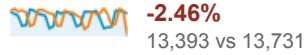


13,393 people visited this site

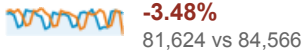
Visits



Unique Visitors



Pageviews



Pages / Visit



Avg. Visit Duration



Bounce Rate

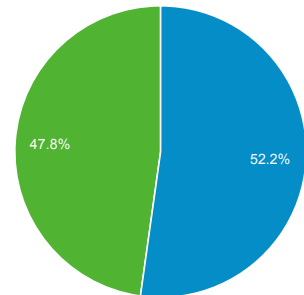


% New Visits

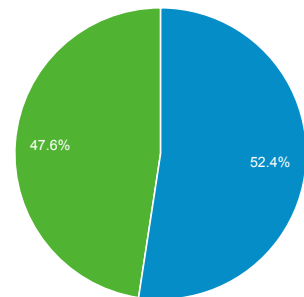


■ New Visitor ■ Returning Visitor

May 1, 2013 - May 31, 2013



Apr 1, 2013 - Apr 30, 2013



Language

Visits % Visits

Language	Visits	% Visits
1. en-us		
May 1, 2013 - May 31, 2013	20,382	96.60%
Apr 1, 2013 - Apr 30, 2013	21,033	96.37%
% Change	-3.10%	0.24%
2. en		
May 1, 2013 - May 31, 2013	459	2.18%
Apr 1, 2013 - Apr 30, 2013	553	2.53%
% Change	-17.00%	-14.14%
3. zh-cn		
May 1, 2013 - May 31, 2013	48	0.23%
Apr 1, 2013 - Apr 30, 2013	6	0.03%