



Why are we here?

You are all here for a reason.

- Introductions

What are we going to talk about?

- How did OJar start?
- What is happening on OJar now?
- Why change OJar?
- Choices about the future of OJar?

Where did we come from?

- A letter to my Ex.
- Then a few letters to my Ex.
- A series of essays on my laptop in 1997
- Created the first OJar in Aug 2001
- Added a forum for discussion.
- No clear place on the net for “Starter Marriages”

How did OJar start?

OnlineJar.com

Divorce support for under 35's

OJar.com: also known as the "Online Jar" - Please bookmark this site.

Divorce and how it affects people under 35

[Ojar?](#) What is the Online Jar? Who is Michael?
[You are not a freak!](#) See why.

Worth a peek - other web sites.

[Divorce Statistics](#) You are not alone!
[whYpage](#) Questioning the failed marriages of
generationX
[Divorce HQ](#) - Great legal resource
[Divorcesource.com](#) comprehensive state-by-state
divorce informational network.
[Hotlist](#) more Web sites

Share your views

*Express your opinion - Ask for advice - Tell your
story*

Message Boards * NEW *

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friend via Email**

*Never miss an interesting site update - and we
promise never to share your email address. Also,
every email sent has a "remove me" link!*

Name

E-mail

What is happening now on OJar?

- Why change? The Qtrly Stats tell a story!



| | Page Loads | Unique Visitors | First Time Visitors | Returning Visitors |
|---------|------------|-----------------|---------------------|--------------------|
| Total | 26,620,226 | 6,634,335 | 5,864,582 | 769,753 |
| Average | 1,901,445 | 473,881 | 418,899 | 54,982 |

A Typical Month Now

| | | Page Loads | Unique Visitors | First Time Visitors | Returning Visitors |
|--------------|--|------------------|-----------------|---------------------|--------------------|
| Total | | 1,016,391 | 322,026 | 296,205 | 25,821 |
| Average | | 32,787 | 10,388 | 9,555 | 833 |

| Day | Date | Page Loads | Unique Visitors | First Time Visitors | Returning Visitors |
|-----------|--------------------|------------|-----------------|---------------------|--------------------|
| Sunday | 18th March 2007 | 24,502 | 7,019 | 6,387 | 632 |
| Saturday | 17th March 2007 | 19,230 | 6,735 | 6,015 | 720 |
| Friday | 16th March 2007 | 33,932 | 10,138 | 9,384 | 754 |
| Thursday | 15th March 2007 | 37,498 | 12,058 | 11,224 | 834 |
| Wednesday | 14th March 2007 | 32,432 | 11,650 | 10,650 | 1,000 |
| Tuesday | 13th March 2007 | 37,911 | 12,953 | 12,035 | 918 |
| Monday | 12th March 2007 | 33,663 | 11,359 | 10,336 | 1,023 |
| Sunday | 11th March 2007 | 21,057 | 8,254 | 7,522 | 732 |
| Saturday | 10th March 2007 | 20,728 | 9,002 | 8,432 | 570 |
| Friday | 9th March 2007 | 29,598 | 9,096 | 8,345 | 751 |
| Thursday | 8th March 2007 | 29,759 | 9,422 | 8,562 | 860 |
| Wednesday | 7th March 2007 | 31,659 | 10,068 | 9,228 | 840 |
| Tuesday | 6th March 2007 | 33,273 | 11,423 | 10,570 | 853 |
| Monday | 5th March 2007 | 32,027 | 10,772 | 9,923 | 849 |
| Sunday | 4th March 2007 | 23,339 | 8,303 | 7,600 | 703 |
| Saturday | 3rd March 2007 | 20,545 | 7,331 | 6,703 | 628 |
| Friday | 2nd March 2007 | 28,563 | 9,071 | 8,321 | 750 |
| Thursday | 1st March 2007 | 37,906 | 10,961 | 10,137 | 824 |
| Wednesday | 28th February 2007 | 44,905 | 14,901 | 14,018 | 883 |
| Tuesday | 27th February 2007 | 40,096 | 9,713 | 8,834 | 879 |
| Monday | 26th February 2007 | 45,942 | 12,405 | 11,441 | 964 |
| Sunday | 25th February 2007 | 32,152 | 9,245 | 8,522 | 723 |
| Saturday | 24th February 2007 | 28,382 | 8,326 | 7,728 | 598 |
| Friday | 23rd February 2007 | 42,467 | 12,527 | 11,701 | 826 |
| Thursday | 22nd February 2007 | 43,871 | 14,083 | 13,223 | 860 |
| Wednesday | 21st February 2007 | 44,958 | 13,029 | 12,110 | 919 |
| Tuesday | 20th February 2007 | 39,551 | 10,525 | 9,551 | 974 |
| Monday | 19th February 2007 | 40,572 | 13,574 | 12,697 | 877 |
| Sunday | 18th February 2007 | 26,482 | 8,605 | 7,935 | 670 |
| Saturday | 17th February 2007 | 20,807 | 6,696 | 6,018 | 678 |
| Friday | 16th February 2007 | 38,584 | 12,782 | 11,053 | 1,729 |

Choices about the future?

- A few choices:
- Find a buyer.
- Slowly end (mid-year 2007).
- Growth.

Where are we now?

- The issues...
- Moderation
- Lack of growth
- Revenue
- Broader audience reach
- Potential

OJar Paradox

“those that need help the most cannot effectively contribute to OJar and those that have benefited from OJar usually leave the site.”

Various models for revenue, growth.

- Advertising PPC, CPA, Affiliate
- Inventory sold externally or internally.
- Courses.
- Partnering and Joint Ventures.
- Online versus Offline.

Where are we going to?

- We must change!
- We have choices.
- The web evolves all the time.
- Give up or leverage passionate individuals.

Models that work with user created content.

- Youtube.com (video sharing)
- Myspace.com (online human networking)
- Craigslist.org (classifieds)
- Digg.com (user generated voted content)
- del.icio.us (social bookmarks)
- Blogger.com (user blogs)
- Wikipedia.org (user created encyclopedia)

Choices

Quote:

“As the roots rot and the tree falls, a vast array of new saplings appear.”

Discussion.