

Webmaster Report 2017

Website operations were down as compared to 2016. The number of queries to the webmaster were also down. We continue to see most of our traffic to the Lookout Jobs, Lookout Rental, Lookouts for Sale, and Lookout Library areas. Overall traffic slowed significantly in 2017 down 20% as compared to last year.

We continue to see a large amount of referrals from these locations:

- 1) Facebook
- 2) Search Engines (Google / Bing)
- 3) Traveler Sites
- 4) Outdoor Sites
- 5) Fire related sites

Again in 2017, Facebook was the number 1 place we are getting referrals from by a large margin. Our Facebook presence for chapters continues to grow and expand, which is a large contributing factor to this.

Top Pages Visited

- 1) Lookout Rentals
- 2) Lookout Jobs
- 3) Lookouts for Sale
- 4) Lookout Library
- 5) Lookout Store

Site Needs

The following are recommendations for 2018:

- 1) Overhaul and update of lookout library
- 2) Site re-design to modern standards / design
- 3) More site integration with social media sites
- 4) Locate new webmaster with more dedicated time

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