

Webmaster Report 2018

Website visits were up 20% as compared to 2017. We have returned to 2016 levels for visitors. The number of queries to the webmaster were about the same as in 2017. The web staff continues to be resource constrained, see end of report for recommendations.

We continue to see a large number of referrals from the below locations. We are significantly down on referrals from traveler and outdoor web sites, which have been top referrers in past years.

- 1) Facebook
- 2) Search Engines (Google / Bing)

Again in 2018, 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.

The below have been the top 5 pages visited on the site.

Top Pages Visited

- 1) Lookout Rentals
- 2) Lookout Jobs
- 3) Lookouts for Sale
- 4) Maine Tower page
- 5) Lookout Library

The following are future recommendations for ffla.org

Site recommendations

- 1) Due to resource constraints, it is recommended to locate a new primary web support person. The existing one can assist and advise, but cannot dedicate the needed time to provide timely updates and move the web site forward.
- 2) Site re-design to modern standards / design
- 3) Re-vamp and perform a complete update on the Lookout Lists section

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