

Webmaster Report 2020

Website visits were down 4% as compared to 2019. The number of queries to the webmaster were down as compared to 2019. The general state of the site is that it is not in good shape. See the end of the report for recommendations.

We continue to see a large number of referrals from the below locations.

- 1) Facebook
- 2) Bing
- 3) cnttraveler.com

Again in 2020, Facebook was the number 1 place we are getting referrals. 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) FFLA Store
- 3) Lookout Jobs
- 3) Lookouts for Sale
- 5) Lookout Library

The following are future recommendations for ffla.org

Action Plan for 2021

The state of the site is not good. The site is badly out of date, has had only limited updates and support in 2020, and runs on a legacy platform (Weebly).

If the leadership agrees, a “digital media committee” will be formed in 2021 to coordinate the group’s response to this web site issue and other digital efforts. With respect to the web site, a new platform and/or hosting provider will be searched for, and based on the available capabilities, a plan for a new FFLA website on that platform will be created. Some goals will be:

- 1) Updated / Face lift for site
- 2) Modern, updated platform for better support
- 3) Capabilities for easy updates by multiple support folks / designated members
- 4) Due to the urgent nature, the tentative plan is to shoot for completion by spring 2021

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