

## This is the Webmaster Report for the 2022 AGM.

There are two parts to the report

1. The first is some statistics on the Usage of the Website, and an interpretation of those figure
2. The second is an indication of some of the things that have been done to make the website more useful and accessible

### Usage of the Website - Statistics

Period	Visits per Month	Visitors	Pageviews
(28 days in the month)	(Year on Year change)	(Year on Year change)	(Year on Year change)
Feb 2022	1,221	1,057	3,030
Jan 2022	1,006 (+30%)	807 (+69%)	2,697 (-23%)
Dec 2021	903 (+130%)	732 (+116%)	2,685 (+154%)
Nov 2021	944 (+90%)	754 (+75%)	3,062 (+102%)
Oct 2021	963 (+17%)	807 (+25%)	2,388 (-48%)
Sept 2021	895 (+48%)	760 (+64%)	2,130 (-35%)
Aug 2021	1062 (+83%)	956 (+104%)	2,257 (-31%)
July 2021	1041 (+108%)	894 (+103%)	2,256 (-10%)
June 2021	1132	954	3,592
May 2021	1280	1075	4,649
April 2021	855	760	2,300
Mar 2021	-	-	-
Feb 2021	-	-	-
Jan 2021	771	477	3,507

## Usage of the Website - Interpretation

It is difficult to infer anything from the absolute numbers from this report as there are so many caveats, however I do think it is possible to pick up on trends and relative changes.

It does appear that we are showing a sustained year on year increase in the number of Visitors and Visits, which is really encouraging.

Somewhat puzzlingly the Pageviews numbers in the second half of 2021 do show a reduction from the high level of activity in there had been in late 2020 / early 2021 over the build up to the early Centenary activities, Bike Week, Womens Festival, and so on.

**Potentially** it shows we have more people using the website, but they are becoming more specific/comfortable in their use of it rather than wandering around looking at lots of different pages.

*You are free to interpret these numbers in your own way - I am no expert!*

## Making the Website more Useful and Accessible

The structure and style of the menu system has been tweaked to match some thoughts that people wanted for a different look and feel.

Anecdotally people are finding the website easier to navigate and to find the information they require

There has been an attempt tried to include more images for greater visual appeal

Tried to get more impact from the urgent / action required items on the right hand sidebar, such as Post-it Notes, and the use of Tickers.

Have attempted to make the Website more usable on Mobile Devices

Have adopted a Club icon as a visual signature.