

Webmaster Report 2019

Website visits were up slightly at 10% as compared to 2018. The number of queries to the webmaster were down as compared to 2018. 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.

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

Again in 2019, 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) Home Page
- 3) Lookout Jobs
- 3) Lookouts for Sale
- 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. We will be discussing this topic with a willing volunteer in early 2020.
- 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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