

2018-19 WFRA Annual General Meeting

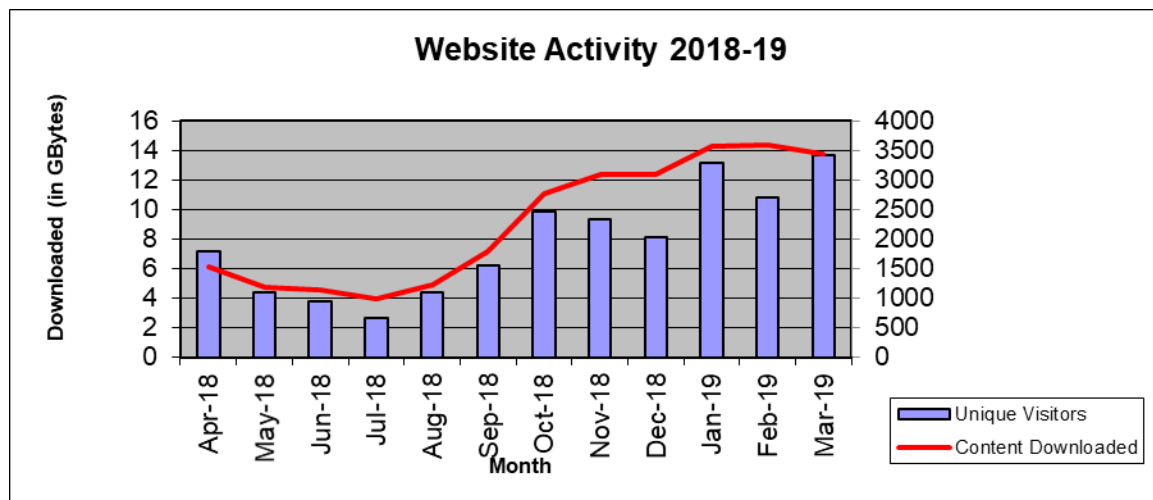
Web Director's Report

1. Summary

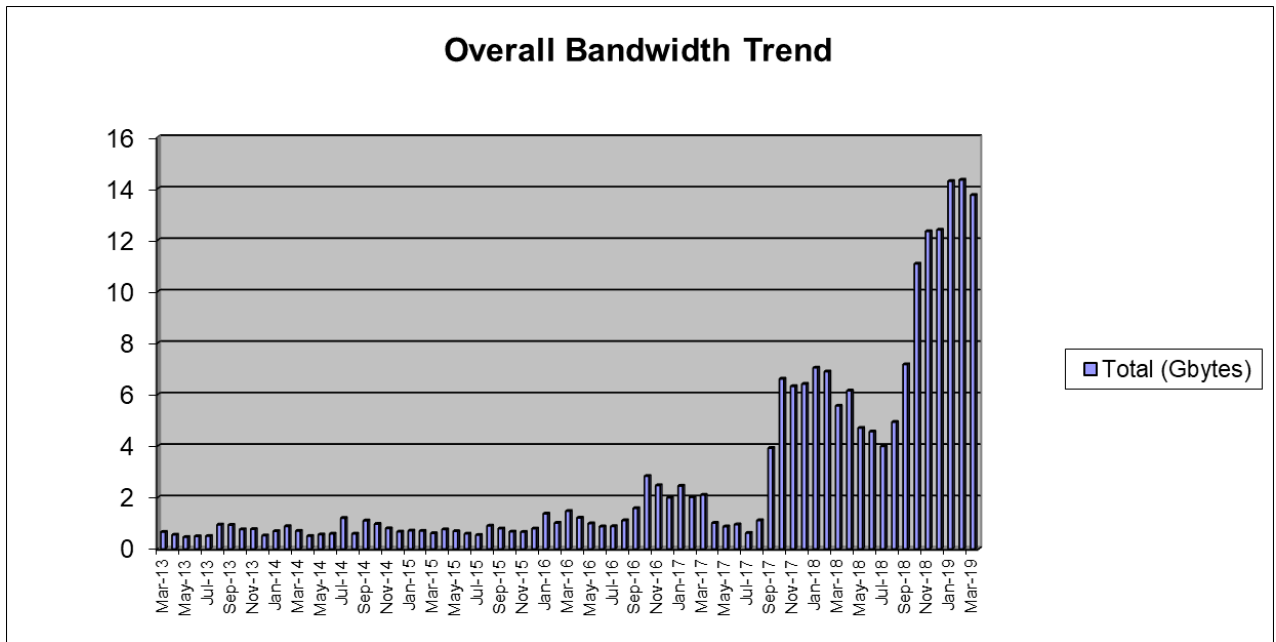
- ✓ The www.westferrisingette.ca website experienced no service interruptions in the 2018/19 season.
- ✓ Traffic to the WFRA website has decreased, but more content has been downloaded by visitors than in past years.
- ✓ Coaching information, our informational posts, and the house league schedules were the most-visited pages this year.
- ✓ The majority of our web traffic comes from users pointing their web browsers directly to our domain name, suggesting that our domain name is familiar to the bulk of our visitors.
- ✓ WFRA Executive Meeting Minutes are now being posted on the website.
- ✓ The site continues to be easy to navigate, and visitors are quick to find the information they are looking for.
- ✓ A stand-alone website (www.homecoming2019.ca) was designed and promoted for the Provincial Championships held in North Bay in March 2019.

2. General Information

While the average monthly number of unique visitors to the website has decreased as compared to last year's counts (from 2,397 to 1,947), the volume of information drawn from our website has increased dramatically. In the 2017/18 year, a monthly average of 3.9GBytes of data was downloaded from our site. In the 2018/19 year, the average monthly content downloaded nearly tripled to 9.1GBytes. The chart below describes the actual unique monthly visitors, and the volume of data downloaded from the site by these users each month.



Comparing the amount of data downloaded from the WFRA website year over year, we can see another dramatic increase in information being accessed from the site in the 2018/19 season. This indicates that the website continues to provide valuable information to its visitors, and should be promoted as a fundamental source of WFRA information. The chart below describes the data downloaded from our website per month, for the past 6 Ringette seasons.



In any given month, 93% of our website’s visitors point their web browsers directly to the WFRA link. Google is still the most popular search tool used to find the WFRA site, accounting for roughly 5% of our monthly traffic. The bulk of the remaining % of visitors generally reach our site by clicking through links on other websites (i.e. Facebook, Ringette Ontario, etc...).

In terms of changes to the website, fifteen (15) new informational posts (i.e. upcoming events, special announcements, etc...), and eleven (11) content pages (i.e. division schedules, registration, etc...) were created and uploaded in the 2018/19 season.

The bulk of this season’s web content and development were focused around the 2019 Provincials website (www.homecoming2019.ca). The domain name for this website was purchased only for a 1-year period, and space under our existing hosting account (associated with the www.westferrisringette.ca website) was used for the Provincials site as a means to keep costs low.

From January 2019 through to March 2019, visitors to the www.homecoming2019.ca website most frequently accessed the following pages:

Page	Visits
Main URL	2808
Tournament Information	1093
General Information	607
Arena Venues	406
Home Page	381
Welcome Page	239

3. Visitor Traffic

Visitors to the WFRA website continue to spend short periods of time searching for information at the site, which supports the fact that the focus of their visits are predominantly for specific information, and that this information is easy to locate on the website.

Duration of Visit	Average # of Visits per month	Avg. % of traffic
0s-30s	3359	84%
30s-2min	154	4%
2min-5min	86	2%
5min-15min	95	2%
15min-30min	82	2%
30min-1hr	125	3%
1hr+	88	2%

The following list identifies the top 6 pages on the WFRA website for visitor traffic this past season.

Page	Visits
Coaching Information and Drills	21847
Main Website Page	16564
Informational Posts	2374
Scheduling Information	1913
Registration	349
Rep Team Policies	336

4. Security

The WFRA website experienced no outages or security breaches in the 2018/19 season. On-going monthly backups are scheduled as a precautionary measure regardless.