

CSTM Website & Listserv Report

2008-2009

Although I stepped down from the position of web manager last year, Janice Tulk, who replaced me, was unable to continue in the position. I was therefore asked to resume the position until another web manager could be found.

Graham Blair created and implemented the new CSTM website design, which has provided our organization with a highly attractive, cutting-edge website design. All of the content has been migrated from the old website, although the transfer process has caused a few minor errors and variations that are slowly being identified and corrected.

Regula Qureshi and FolkwaysAlive! have generously offered to arrange to have the website translated into French. I am working with Anna Hoefnagels to determine the best means of implementing a mirror site in French.

The web manager, whether that is me or someone else, will need appropriate software to maintain the website. The software that I had been using is not compatible with Microsoft Office 2007 and I am therefore no longer able to use it. Unless the incoming web manager has access to appropriate web editing software, I strongly recommend that CSTM purchase "Dreamweaver," the industry standard software. The cost is Cdn\$500. Although this is a relatively costly piece of software, it is worth recalling that we have been fortunate to incur absolutely no website or listserv costs over the five years that both have existed. The website has always been designed, maintained, and hosted for free.

I began using "Google Analytics" this year, which allows us to track website visits. Google Analytics tracks such information as: number of visitors on any given day, number of pages each visitor visits, how long each visitor remains on site, how many visitors are new vs. returning, how a visitor gets to our site (via a search engine, via a direct URL address, or via a link from another site), where visitors are from, and other information. This service is free. The longer we use it, the more useful it will become. It will enable us to compare visitor patterns from year to year. It also presents a graph showing daily/weekly/monthly visit patterns. For example, I know that we had the most visitors (14) on Aug 27, probably as a result of an announcement made on our listserv.

Here is a summary of data since I began using Google Analytics on August 14:

Number of visits to our site	232
Number of different visitors	166
Percentage of new visitors	58%
Average number of pages visited	2.73
Average time on site	2:49

Visitors to our site came from the following places:

Americas	206
Canada	174
USA	24
South/Central America	8
Europe	16
UK/Ireland	10
Elsewhere	6
Asia	5
Africa	3
Oceania	1
Not known	1

There is little to report on the listserv except that it continues its growth trend:

YEAR	# of SUBSCRIBERS
2004-5	78
2005-6	127
2006-7	146
2007-8	168
2008-9	190

Respectfully submitted,

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