

## Webmaster's report to AGM, 27 November 2014

The number of visitors to the site has remained fairly stable throughout the year, but the number of pages read by each visitor has increased considerably.

About 70% of visitors come directly to the site. Most of the others are referred by Google, Bing or other search engines.

The most popular day, predictably, is Sunday, after a walk, when up to 80 people will look at the map, photographs and occasional video. A smaller peak occurs on Monday, also drawn by the walk reports.

At the request of a member, I have just started adding a record of the total height ascended on each walk below the mileage on the Events page.

Several people were unable to find the start of walks this year, and at Susan Earnshaw's suggestion, I sent an email circular inviting walk leaders to let me have a brief description of the start location, if they wished. I then added this to the individual page for the walk, which is linked from the Events page. Several leaders have taken advantage of this.

I have also begun adding downloadable gpx records of the track, which can be used to view the route on mapping software, including Google Earth, or uploaded into GPS units..

Central Office have been encouraging the use of social media, in order to widen public awareness of groups, particularly among people of a younger age profile.

I have added Facebook and Twitter accounts, and we have our own Youtube channel, which now has 17 videos.

I have not been able to give a great deal of attention to the Facebook page, but I believe I might have a volunteer to take charge of it.

On occasions when I have not attended walks, I have been very grateful for the support of members who have let me have tracks of the route, from which I can produce the map, and photographs. To date, we have a complete record of walk routes in 2014, with the exception of the summer evening ones.

We now have about 190 maps of group walks, which as well as providing a record of our activities, might inspire future leaders, provide a ready-made library of walks for future use, and draw attention to areas that we have not visited for a while.

I estimate we also have more than 1,400 activity photographs on the site.

To avoid any possible copyright objections, maps of walks on the website now use out-of-copyright Ordnance Survey 2½-inch maps, but the track can easily be related to modern maps.

There have been many other additions, including a Health section, which at present has only one topic – lyme disease – although I have done my best to make that as comprehensive and authoritative as possible.

The website's emailing list has about 85 people on it, and it continues to grow. I have moved this from a simple address book group to a more sophisticated mailing program, which is more flexible and which will allow me to improve the presentation and content, if I wish.

Harry Whitehouse