

WEBSITE, MARKETING & DEVELOPMENT REPORT

National AGM 2023

We now have a new website with well researched content and it is generating enquiries.

Enquiries are being passed to Area Chairs to follow up.

Of course that's not the end of the story. I am continually looking at the figures and feedback, revising and adding to the content. The website is never finished, it is continuous improvement.

While the website continues to get better, we need to think about the next steps in revitalising plus.

I have produced a roadmap which has already been circulated to NEC.

Please look. Are there things you think we need to add or do differently? Please consider what you can do to help.

Last year, I was jointly elected with Steve. Unfortunately other commitments came up and he didn't feel able to take on any of the roles in the roadmap.

But I have been working together with John Smith, and I would like to express my thanks to him for his assistance and support.

Some of the things that have been going on during the year –

- Monitoring enquiries, picking out genuine ones and passing them on to Area Chairs. Initially we were getting a lot of spam. That has been improved and we are receiving some good enquiries. It is especially useful that people complete the section asking them what they are looking for in their social lives.
- Improving the content and adding more. Especially in response to what people have said they are looking for – to make sure it's there on our site!
- Keeping an eye on the stats
- Setup an account and space for John to create training pages. These will link through from the site for volunteers who would like to help us run Plus.
- Thinking about the brief and approached a designer to start thinking about refreshing our image. With the intention that there will be some ideas to look at and discuss.
- Working with John to fully move into WordPress
- Trouble with cyber squatters. We are using 18Plus.org.uk. A site appeared using 18-Plus.org.uk. Somehow the URLs are so similar Google was taking them as the same and treating our site as subordinate to the new one. This impacted our traffic and we stopped receiving enquiries, even spam. The problem site has now disappeared and we are getting enquiries again.
- Negotiated a renewal with our new hosting service and got a worthwhile discount

Analysis –

I have put a lot of work into researching and writing all the content on our site -

It's really engaging – It's the stuff that people are looking for

And it reads well

And it's amusing! – So it conveys that we have a sense of fun

And it's working →

So far we have had 323 unique visitors who have viewed 1624 pages. The average pages per visit is 5. That's really good. It shows that people are finding what they are looking for and reading much of the content which is on the site.

The bounce rate is really low. That is those people who just arrive at one page and go away. That shows that when people get to our site, they find it is what they are searching for, and they find it interesting.

The number of genuine visitors who go on to complete the enquiry form and give us their contact details is around 3%. This may seem low, but it is actually very good. Commercial sites might be pleased with 1 in a thousand.

For the future, continuing improvement and optimising our site to further increase the number of visitors.

Jeff