

INTERNET REPORT

National AGM 2024

I have continued to work together with John Smith, and I would like to express my thanks to him for his work and support.

You will have noticed that, thanks to John, our national marketing site has a new look, and it is now using WordPress - aboutmeetingfriendsplus.org.uk

Most of the content has been carried across, so the research which I have previously described into what people are looking for, and then writing appropriate wording for the site, is still valid and continuing.

It is gratifying that we are getting Google results for the targeted search terms. The site is being found and we are getting enquiries. The spam has been controlled. However, the enquiries are mostly of the wrong nature and not really from suitable perspective new members. Research is continuing to see why this is.

Our new web hosting service, SiteGround, allows multiple websites and, in addition to the national marketing site, it is already running a training site and the Midland Area site.

So it is open for any groups renewing or moving hosting for their existing sites. New sites can be created using Weebly or WordPress, which are both included in the service, as well as basic html of course. Or if groups just provide information, we can create something for them.

Group sites can appear as a sub-domain off the national marketing URL. So will benefit from the profile of the national marketing site.

There is lots more to do and John and I happy to continue to work together on it. Although I am nominally the post holder, we are the “web team”, with help from others as needed.

Jeff