

BCCA COMMITTEE REPORT - END-OF-YEAR

2014-2015

1. Name of Committee: BCCA Website

2. Name of Committee Chair/Co-Chairs: Karen Norteman

3. List of Committee Members:

(unofficial list; these folks are contributors to the website, but we don't really have a formal committee)

Gail Miller Bisher (History)

Maryann Szalka (Health)

Elsa Sell (Herding)

Bob Lamm (Judges' Education)

4. Committee Goals for 2015-2016:

- Continue to make timely changes and updates as needed
- Add Gail's newly designed BCCA History section to the website
- Enable people to renew BCCA memberships through the website/PayPal
- Add some better photos
- Continue filling in the Bulletin Archives as time permits (1970-85 are done so far)
- Continue to add the major trophies to the website, with photos

5. Activities and Major Accomplishments:

- Added news posts from the Mail Chimp mailings to the website front page (under BCCA News)
- Added and updated the In Memoriam and Memorial Plaques pages – Thanks to Carol Bond for all her hard work
- Updated some of the Colors and Coats pages with better photos
- Added the BCCA Awards By Year section (up to 2012; still in progress)
- Added the Breed Standings By Year listings from 1977-1995
- Added the Award Certificates section

6. Statistical Information (if applicable):

The website currently has 246 pages and 16 posts (articles imported from Mail Chimp)

The website has had 54,657 hits as of July 5, 2015, as compared to 59,648 a year ago. (We had a total of 120,168 hits in 2014.) Daily hits range between 300 and 400 (2014 average was 329). We show greater activity around expected events, such as Membership Renewals and announcements related to the national specialty.

The same topics are most popular compared to previous years, in addition to the home (Welcome) page:

- | | |
|------------------------------------|---|
| 1. Rescue | 7. Affiliate Clubs |
| 2. Breeders | 8. Colors and Coats |
| 3. Litter Listings | 9. "A Lifetime of Friendship... the Bearded Collie" |
| 4. Beardie Breeders & Puppy Prices | 10. Breed Standard |
| 5. Rescue Contacts | |
| 6. National Specialty | |

The Membership Renewal Form was downloaded 16 times in the past 30 days. People seem to get the forms they need from the MailChimp mailings. The Membership page is the 34th most popular page on the site, and the Forms page is the 40th.

The most popular time for visits is Monday at 8:00 PM ET. The countries with the most visitors are

1. the USA
2. Canada
3. the UK
4. Brazil
5. Germany
6. Australia
7. Japan
8. the Netherlands
9. Sweden
10. Italy

The most popular search terms are (all are typed in lowercase):

1. bearded collie club of america
2. bearded collie rescue
3. bearded collie breeders
4. bcca
5. bearded collie
6. bearded collie puppies for sale
7. bearded collie puppies
8. bearded collies for sale
9. bearded collie club

7. Additional Information/Comments/Special Highlights (please attach):

In previous years, the number of pages that we could put into the menus was limited to 210; adding more than that broke the website. This was due to a limitation in the WordPress software. The software also limited the size of individual uploads to 10 MB, which prevented many of the old Bulletin files from being uploaded or recognized by the software. That limitation has been increased to 50 MB.

What this means is that we can now make many pages easier to find on the website by putting them into the menus. Not every page needs to be in the menus, but there are many that just have links from their parent pages and from the Quick Links on the right side of each web page. We can also complete the Bulletin Archive without having to break the Bulletin issues into smaller files.

Respectfully submitted,
Karen Norteman
Webmaster