

BCCA Website Committee Report

2021-2022

Statistics

Over the past year (September 30, 2020 – October 22, 2021 (the date of this report), the website has logged around 8300 page visits per month. This represents an average increase of 2200 page visits per month compared to 2020-21, but the actual average is 6698 page visits.

The month of August 2021 logged 26,042 unique visits on its own, mostly during the period of August 16-19. This is an anomaly compared to the usual traffic we see on the website. It appears that a site – possibly an automated bot – from a server at contaboserver.net attempted to either bombard us in a denial-of-service attack (where a website gets hit so many times that none of its regular users can get to it), or tried to hack in to the site and failed. Anyway, no damage was done, and they appear to have given up and moved on. The server does not appear in any of the stats reports before or after the month of August. This site gets backed up regularly, so even if the worst had happened, we could have recovered from it fairly easily.

Each unique visitor views about 4 pages on the site. The favorite time to visit appears to be Sundays at 1:00 AM ET.

The website currently contains 309 pages and 135 posts (news items on the front page that link to the MailChimp announcements).

Top 10 countries by number of visitors:

1. USA
2. Germany
3. Russia
4. European Union
5. The Netherlands
6. Brazil
7. China
8. Canada
9. British Indian Ocean Territory (UK and US military)
10. Vietnam

Top 10 search terms people use to find us:

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

Top 10 pages people viewed this past year:

1. Breeders/Litter Listings
2. Rescue
3. Welcome
4. About Beardies
5. Past Specialty Winners
6. Brown and Fawn
7. Minimal Markings and Tricolors
8. National Specialty
9. A Lifetime of Friendship: The Bearded Collie
10. BCCA Publications

Completed Projects

We haven't completed many projects on the club website this year because of the demands on my time from the 2020 and 2021 National Specialties. 2022 is up and running, but we're waiting to launch until the hotel reservation information is ready – and until the hotel is ready to take them. Target date for launch is November 1, 2021.

Scent Work: Added the Scent committee to the list of committees on the Club page. Contacted Carol Bond and offered a section on the website for scentwork activities, if the committee ever wants to have one.

Projects in Progress

Website Redesign: I've selected some promising-looking WordPress themes and will change over to one of them soon. The original theme dates from 2012, and technology will soon leave it behind – so we need to upgrade just to keep the site running smoothly and error-free. We shouldn't experience any downtime during the redesign, but some pages might look a little funny until the job is complete.

Beardie Camp: The Beardie Camp website, beardiecamp.com, is ready to launch for 2022. The site is built, and just needs information on the next Beardie Camp to be ready.

Site Backup and Archiving: I actually do this every year for the Specialty websites; I store a copy of the site on one of my own hard drives after the Specialty is over so we can reuse some of the content from year to year. We pay to have the BCCA website backed up by an outside service. I changed backup services this year; I moved to a less expensive service that runs on wordpress.com (more reliable).

Projects on the To-Do List

Website Reorganization: This is a separate effort from the redesign. I've archived several pages (for example, Rescue Stories) that haven't been updated since before 2010. I'd like to reorganize the pages and menus on the site. I've been studying other clubs/ websites – none of them are remotely as extensive as ours! – and examining which pages get the most views on our own site. Should we opt for a simpler website? We could, but since the club hasn't had a historian for years, we do need to keep historical information someplace.

These tasks are holdovers from years past. Some of these (such as the BCCA Awards) are perpetual projects.

Expanding the History Section: This is an ongoing project. Eventually I'll have enough spare time to complete it, but right now it gets done a little at a time.

Lists of BCCA Awards by Year: Still building these.

***Bulletins* archive:** Need to complete the archive and optimize the PDF files one by one. Some of the page scans are not of the best quality, especially of the old typed pages.

Respectfully submitted,

Karen Norteman, BCCA webmaster