

BCCA Website Committee Report

2020-2021

Statistics

Over the past year (October 2019 – September 29, 2020 (the date of this report), the website has logged around 6,200 page visits per month. This is down slightly from last year's average of about 7,000 page visits per month. Each unique visitor views about 5 pages on the site. The favorite time to visit appears to be Sundays at 8:00 PM ET, but there is also significant activity at 5:00 AM ET. This probably suggests that we have nearly as much activity from Europe on Saturdays as we do from the US and other locations.

The website currently contains 279 pages and 123 posts (news items on the front page that link to the MailChimp announcements).

Top 10 countries by number of visitors:

1. USA
2. Sweden
3. Germany
4. Russia
5. Ukraine
6. Brazil
7. Canada
8. Czech Republic
9. Australia
10. Belgium

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. Beardie Breeders and Puppy Prices
5. Rescue Contacts
6. About Beardies
7. Breed Standard

8. Affiliate Clubs
9. National Specialty
10. BCCA Publications

Completed Projects

Breed Education (was Judges' Education): Uploaded some videos from past Specialties. Need to consider putting them on YouTube instead, because the file size of most of the videos is too large for the software to handle. It refuses to recognize the files and throws errors. These are wonderful videos, and they come to us from the AKC archives via Cathy Perry. The older videos have some issues with resolution, but they're definitely worth having.

Beardie Camp: Created a new, separate website for Beardie Camp at beardiecamp.com. The pages are built, but since we won't need it until 2022, it's still in private mode. It's probably better to not offer information than to offer wrong and outdated info, so it will stay that way until we have more news about Beardie Camp to share.

Membership Renewal Form: Rich Bihl and I made more refinements in the online Membership Renewal Form

Hairy Tales: I've been adding Judith LeRoy's old Bulletin articles about her Beardies to the Articles page under About Beardies. They still make for fun reading.

Projects on the To-Do List

Website Redesign: I've envisioned what I'd like to do for the site redesign. I've asked Michele about using one of Chet's illustrations from the *Illustrated Standard*, but don't have the go-ahead yet.

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, but haven't figured out the best approach yet.

These tasks are holdovers from last year. 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