2018 BCCA Website Committee Report

Statistics

Over the past year (September 2017 – August 19, 2018, the date of this report), the website has logged around 7,000 pageviews per month. This represents a decrease from last year's average of 8,000 pageviews per month. This is a Beardie Camp year, and we usually expect pageviews to be much higher in Beardie Camp years. Each unique visitor views about 4 pages on the site; this is actually an increase from last year. The favorite time to visit appears to be Tuesday at 2:00 PM ET. (Last year it was Friday at 7 PM. Go figure.)

One pattern I've noticed is that people tend to visit the site more in months where we have more announcements via MailChimp. This indicates that members do use the site for specific purposes (to read the Bagpipes, download forms, renew their memberships), but they don't do much browsing. The vast majority of site visits are still concentrated on the Breeder/Litter Listings and Rescue.

The Breeder Listings appear to get several hundred views via the BCCA website. This past year, the average number of visits to breeder websites was about 400. Likewise, the affiliate clubs

Top Ten countries by number of visitors:

1. USA
2. Canada
3. UK
4. New Zealand
5. Netherlands
6. Germany
7. Australia
8. China
9. Philippines
10. South Korea

Top Ten search terms:

1. bearded collie club of america SEP
2. bearded collies rescue SEP
3. bearded collie SEP rescue
4. bearded collie puppies for sale
5. bearded collie breeders
6. bcca breeder listing
7. beardie camp
8. bearded collies of america
9. bearded collie rescue fundraising
10. bcca list of bearded collie puppies

Top Ten pages people viewed this past year:

1. Breeders/Litter Listings
2. Rescue
3. Beardie Breeders and Puppy Prices
4. Rescue Contacts
5. National Specialty
6. Beardie Camp
7. Colors and Coats
8. Affiliate Clubs
9. Membership Renewal
10. Beardie Camp Online Registration Form

Completed Projects

Membership Renewal Form: The most significant project completed this year was the new online membership renewal form. At last year's Specialty, the Board authorized the purchase of a subscription for WPForms software. Using the new software for the membership form has made the entire experience much smoother for people using the site. Rich should be able to report on whether this has resulted in an increase in people using the website for membership renewal, but we all agree that the new software has made everything much easier.

Breeder Listings: We revised the Breeder Listings so that they now show in a table on the Breeder/Litter Listings page. It appears that we have more breeders signing up this year. This might be due to the ability to renew with the membership renewal, or maybe because the process is simpler.

BCCA Email Address for MailChimp Mailings: After a series of technical entanglements, we finally have a working, BCCA-branded email for our MailChimp mailings. We now use newsletter@beardedcollieclub.us to identify the *Bagpipes* emails.

Artwork Permissions: Penguin Books in the UK, who owned the rights to K.F. Barker's illustrations of *Owd Bob*, replied to my request for permission to use them on the website. The illustrations are out of copyright in the UK and are released for us to use.

Obedience & Rally page: This page has been blank and in "I'll-do-it-later" mode for some years now. Thanks to Kathy Thomas, we have some content! The page now shows Beardies doing obedience and rally, and lists all of the OTCH and UDX Beardies in the history of the club. Of course, we can add more content at any time, but this is a good start.

Projects on the To-Do List

Beardie Camp: Since this coming year is a non-Beardie Camp year, it will be the perfect time to make a separate website for Beardie Camp. The materials for Beardie Camp have grown over the years from a series of emailed sheets to a full-fledged site with online signup, online logowear sales, and all the details. It will actually be much simpler to move all of that into its own website, so the result is not unlike a Specialty website. I own the domain beardiecamp.com, so it belongs to us.

Website redesign: I had started with wanting to change the visual design to modernize the website's appearance, but I would also like (in my spare time!) to do some housecleaning. Although the website was redone in 2012-3, some of the information dates back to the early 2000s, or earlier. I would like to winnow out the truly too-old-to-be-useful information and update anything that is still useful. This will probably be an ongoing project for quite some time. (Note that I can take content offline without discarding it. We can still back up and archive the old information n case it's ever needed.)

I'd like to simplify the menu structure of the website, now that we've had a few years to see which pages get the most attention. This is actually a simple drag-and-drop task now that the website is in WordPress. It just requires time and thought.

Michele and I have talked about the visual design a little bit, but we won't be able to devote much time to it until after the 2018 Specialty. (At least, I won't be able to.)

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