

# BCCA Website Committee Report

2018-2019

## Statistics

Over the past year (July 2018 – June 29, 2019 (the date of this report), the website has logged around 7,000 pageviews per month. This is roughly the same amount of traffic that we had last year, even though this year is not a Beardie Camp year. Each unique visitor views about 3 pages on the site. The favorite time to visit appears to be Wednesday at 3:00 PM ET.

The website currently contains 283 pages and 101 posts (news items on the front page that link to the MailChimp announcements).

### **Top 10 countries by number of visitors:**

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

### **Top 10 search terms people use to find us:**

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

### **Top 10 pages people viewed this past year:**

1. Breeders/Litter Listings
2. Welcome
3. Rescue
4. Rescue Contacts
5. National Specialty
6. Beardie Breeders and Puppy Prices
7. Membership Renewal
8. Affiliate Clubs

9. Club (Officers and Committees)
10. Colors and Coats

## Completed Projects

**Breed Education (was Judges' Education):** Updated the presentation and files and made the page accessible to everyone, not just those with the password.

**Timekeeping Reports:** Each quarter, I use my timekeeping/invoicing software to generate reports for Rich. The reports discuss what I work on and how much time I spent on each task. National Specialty work also appears on the reports, and Beardie Camp work does in Beardie Camp years.

**Membership Renewal Form:** Updated the form to include a question about the printed Roster. There was some confusion in the software when I added questions to the form where you check the box for Yes and leave it blank for No. When I added both Yes and No choices, the form worked perfectly again.

**Obedience & Rally:** Kathy Thomas has been helping me to build out this section. We now have a main page with a list of Beardies who have achieved the OTCH and UDX titles, plus action photos of Beardies doing obedience and rally. We also have a page that lists the recipients of the obedience and rally medallions.

## Projects on the To-Do List

**Beardie Camp:** It's time to move Beardie Camp into its own website. I already own the domain beardiecamp.com, so it should be easy to point it to a new website. The Beardie Camp site will exist on the BCCA hosting account, so we don't have to buy another one. We have until 2021 to get this up and running, but the sooner it's done, the sooner I can move on to other projects.

**Breed Education:** I am currently in the process of uploading and linking some wonderful "vintage" videos from three past National Specialties (1983, 1985, and 1987). The AKC archives shared them with Cathy Perry, who saw an opportunity for people interested in the breed to see some Beardies from the past in action. The video files are huge and take hours to upload, but they should be wonderful to see once they're done.

**Website Redesign:** Rich asked me for an estimate of time and cost. I haven't returned a formal estimate yet because of lack of time and because I'm still pursuing some information.

**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