

Utah Soaring Website Report

Reporting Month: October 2017
Reporting: Jim Roberts, Webmaster
2017 Goals: Support the intergroup, groups, and fellowship with accurate, up-to-date information on OA activities, events, and recovery.

Accomplishments September	Input Needed	Attachment
Monitored website traffic. See report below.		√
Updated Business page with current agenda, reports and minutes.		
Podcast updated to " <i>Spiritual Recovery</i> ".		
Update Committees page to include email addresses and missing phone		
Update Communications Committee page to include phone numbers		
Announce election process starting in September		
Fill out Spring 2018 Convention on Events page and add to home page.		
A lot of progress made improving the website for mobile devices. The menuing is close to finished and the revisions for the home page have begun.		
Next Actions October		
Update reports, minutes, agenda if and when available.		
Check region and WSO for new events and post.		
Update podcast to " <i>Hi, my name is...</i> "		
Will be making more progress with the mobile device upgrades.		
Help Needed October		
Activities, Group Development and PIPO do not have a details page. See the Communications details sub-page linked on the Committees page for some suggestions.	√	
It would be helpful to have one or two 'spotters' who prowl the various websites associated with OA to find suggestions for our announcements, events and recovery materials. Does not have to be a formal undertaking, just when you see something send a suggestion to mailto:outah.website@gmail.com . Of course, a dedicated spotter or two would be great!	√	
Regarding "Call for Volunteers" in the Recovery Materials page. Since this is going to be constantly available, please assign someone to keep it up to date. If intergroup would rather be a one-shot temporary thing, please let me know when to take it down.	√	
A communications chairperson is very much needed.	√	

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Website Traffic in September

The data for September shows continued significant fall-off in website usage. We've been monitoring usage for a year now and I've included yearlong graphs of the measurements.

Sessions: 289 user sessions on the website in September. Drop of 18% from August.



The drop-off in the last year has been a steady decline of about 50%.

Users: 188 different users served. Drop of 31% from August.



Through fall of 2016 and into spring of 2017 we were averaging 300 individual users every month. That has fallen about 10% through the summer of 2017. This number drops again by 25% for this September.

Pageviews: 664 individual pages viewed in September. Drop of 15% from August.



Compared to October 2016, the number of pages per month has declined by about 1,000 viewers. This is a huge drop of 60%. We need to think of ideas that will draw the current membership to looking at the website as a tool in their recovery as well as generating return viewers among the new visitors.

The decline in usage is disappointing. The cost is minimal – roughly \$45 a year. Since this is the only constant tool intergroup has for attraction of newcomers, it is probably worth keeping. However, the question of its effectiveness needs to be raised and addressed.

The Website Volunteers (Emily, Taurra, Natalie, Sam, Marla, Matt, and Jim) have been doing a good job in guiding the move to a more mobile oriented website. Their backgrounds run from serious web users to web-oriented gurus. They are much appreciated. I'm going to be asking them to extend their tour and give their best thoughts on improving the usability and attraction of the website. I ask you in intergroup to also make suggestions and contributions that would make the website better serve the fellowship and community. Change will take time and then there will be more time to see results, but I think that it needs to happen now. Please contribute!