

Webmaster Report 2015

Website operations were about the same as in 2015 with the exception of **enabling online registration** (see below for more info). We had about the same number of queries and requests for postings. We continue to see most of our traffic to the *Lookout Jobs*, *Lookout Rental*, and *Lookouts for Sale* areas. Overall traffic was only up this year by 13% as compared to last year. This is a significant slowing of growth, which may point to more interest in Social Media sites such as Facebook rather than static web page content.

We continue to see a large amount of referrals from these locations:

- Forestry Sites
- Search Engines
- Outdoor and Traveler Sites
- Facebook

This year, ***outsideonline.com*** is the number 1 place we are getting referrals from. Facebook continues to be in the top 5 as a referrer, which makes sense as we continue to ramp up more chapter Facebook pages.

Online Registration

At the end of 2015, we successfully implemented Online Registration, which allows someone to Join FFLA using a major credit card or PayPal. We still support joining by using the standard mail-in registration form. This feature will be a great improvement and is hoped to grow membership, especially by the audience that thought that the mail-in form was too cumbersome to use.

Bill Cobb
Webmaster FFLA.ORG