

Webmaster Report 2021

Website visits were down 8% as compared to 2021. The number of queries to the webmaster were down as compared to 2020. The general state of the site continues to be not in good shape. Much of the site needs updates badly and updates are not that frequent. See the end of the report for recommendations.

We continue to see a large number of referrals from the below locations.

- 1) Bing
- 2) Facebook
- 3) Reddit

Facebook remains a top place where we are getting referrals. Our Facebook presence for chapters continues to grow and expand, which is a large contributing factor to this.

The below have been the top 5 pages visited on the site.

Top Pages Visited

- 1) Lookout Rentals
- 3) Lookout Jobs
- 3) Lookouts for Sale
- 4) Lookout Library
- 5) Lookout Store

The following are future recommendations for ffla.org

Website refresh plan

It was decided in 2021 by the Digital Outreach and Communications Committee that the Website should be modernized. After meetings and discussions, we agreed to take a copy of the site and put it into a modern hosting facility and work on re-design ideas. Given 2021 schedules, the members working on this effort were unable to complete the work. The work will again continue in early 2022 including acquisition of a new hosting provider.

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