

## 2013 Website Accomplishments

The Guild website has come a long way from its rollout on April Fools' Day, 2011. This past year has seen the addition or expansion of several features:

- ***Your Second Home Page*** is a brand new concept to provide a one-stop shop for locating basic information. This feature is a result of Long-Range Planning conversations on how to improve communication. This unique page highlights the activity of the Executive Board and its Standing Committees and provides links to minutes and photos. *Your Second Home Page* improves on the concept of a book's table of contents by including photos and sidebar text that give it a more pleasing entry into the world of the Quilting Guild.
- ***Navigation redesign*** is an ongoing process. We welcomed two new Chapters (Bradenton and Big Cypress) to the 2013 lineup and will add the two Eisenhower Chapters soon. To make navigating even easier, a major change was made to what was formerly known as "Links." Now the **Around and About** page links readers to national quilt organizations and quilt-related activities in and around Florida (sometimes outside of Florida). **Around and About** also contains notices for other quilting and sewing opportunities in The Villages, as well as contact data for commercial bus trips and cruises. The other features that were previously at "Links," now have their own navigation buttons.
- ***Want Ads*** have become a popular feature as residents and members may list items for sale, without charge. We advertise "For Sale" and "Wanted" items and services. In 2013 we had six Villagers offer to pay someone to make a memory quilt, often a T-shirt quilt, for a loved one. Unfortunately, we do not know if anyone offered to do so. Our log reports says that this page was looked at 1,258 times in the month of December 2013 (that includes numbers for repeat views by a user who may have moved around the site and returned; it is not 1,258 individuals).
- ***The QGOTV Home Page*** has blossomed to reflect the faces of our Guild members in action. A simple photo not only gives a face to the Guild, it just might encourage a timid member to take the step to register for one of our learning opportunities; to discover an easier way to do something or to move on to a new quilting technique. Experts may not need lessons but the rest of us sure do benefit from them!
- ***The website statistical reports continue to show a growth in usage.*** We had more than 1.5 million hits in 2013. But even more meaningful are the total number of visits (82,192 for Feb-Dec alone). That is an average of **243 visits a day!**

### 2013

#### Website Committee Members

Marilyn Paluszak, Webmaster

*Allamanda*

Suzanne Brown

*Big Cypress*

To be named

*Bradenton*

Tina Winters

*Captiva Divas*

Mary Jo Wuest

*Chatham*

Laurie Mullins

Joanne Psyk

*Friendship Star*

Vicky Sheppard

*Lake Miona*

Nancy Wildzunas

*Laurel Manor*

Carell Haimbaugh

*Mulberry*

Carol Knoll

Donna Blogett

*Patchwork Garden*

Jo M De Candia

*Piecemakers*

Barbara Rule-Mispel

*SeaBreeze*

Judy Gaeta

*Sterling Stitchers*

Marilyn Dalton

*Sunset Pointe*

Diane Buckli

# 2014 Website Goals

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Succession planning in an all volunteer organization is always difficult and we are not unaware of the issue as the physical writing, designing and updating of the website falls squarely on the shoulders of one member. However, the Webmaster does not act alone, but relies heavily on input from the Program Committee and her trusty Website Committee members who supply a plethora of ideas and photos.

In 2014, we will work on two initiatives:

1. **Delegate scheduled reviews of certain website features to Website Committee member-volunteers.** Every new feature on the website begins with a design and follows with content. Although time consuming in itself, it is in the updating where the burden lies. In 2014, members of the Website Committee who provide photos and news about their Chapter will be asked to take on the role of monitoring specific pages on the website. No one person will be asked to do all of them. However, we need people to monitor the features that contain dated information, such as those under *Around and About* and then email updates to the Webmaster. It may be possible to have this be a shared task as there will be 17 committee members in 2014 and only a handful of features to monitor.
2. **Investigate and convert to new website development software.** The current software is a simple program that has allowed the Webmaster to manipulate photos and text into what has grown in less than three years to some 350 pages with more than 10,000 photos. That was the good news. The bad news is that the file structure is getting more and more unwieldy and updates can only be done on one machine, by one person.

There are several website development products available online, free of charge. Although we created our own templates for our current website, these services now provide hundreds of templates to choose from so businesses and organizations can create good looking pages without the cost of hiring a professional designer. Even better, through a system of permissions, they provide a means for external updates. Individuals granted permission by the Webmaster would have the authority to access certain pages to edit them and to add new pages. That would mean every Standing Committee Chair and Chapter President could name one person who, using his/her own computer, could add photos and news to the database without sending the information to the Webmaster.

Investigating options is easy. To rollover to a new website would entail selecting new software, testing pages and teaching select members how to update pages and how to create new ones. If we spend the time selecting and testing pages wisely, the teaching part will be easier than one expects. For those Chapters who struggle with technology, we'll always have a Plan B. In the interim, remember that even a crazy quilt has a foundation and structure. The QGOTV website deserves the same care and attention. It is our face to the world and we don't need to look like we had a bad night ... we do need to provide information in a clear and cohesive way. That means we'll take our time to help ensure that a rollover to the next generation is as smooth and seamless as before.

## Website Statistics

### Summary of User Activity by Month

2013 MONTH	DAILY AVERAGE		MONTHLY TOTALS	
	PAGES	VISITS	PAGES	VISITS
December	1,072	339	11,559	10,528
November	1,021	286	30,643	8,587
October	786	285	24,368	8,859
September	856	293	25,709	8,792
August	875	187	27,148	5,817
July	857	201	26,591	6,254
June	670	188	20,105	5,640
May	621	210	19,259	6,521
April	687	218	20,639	6,544
March	855	215	26,513	6,681
February	920	248	25,779	6,969
January	<i>Na</i>	<i>na</i>	<i>na</i>	<i>Na</i>
<b>TOTALS</b>	<b>243 visits/DAY (average)</b>		<b>7,381 visits/MONTH (average)</b>	

What this chart shows is that users do not routinely enter the website and look at one page; they view (on average) 3.5 pages per visit. We know that in the 11 months reported, 280,003 pages were viewed during 82,192 different visits. Websites often track “hits” (meaning they count every page accessed). QGOTV had about 1.5 million hits in 2013.

The Entry Page Report tells us where users begin their journey around the website. That doesn’t always have to be at the Home Page ([www.QGOTV.org](http://www.QGOTV.org)). It can be an internal page in response to a specific query to a browser (e.g., Google Chrome, Internet Explorer); it can also be that the user followed a link provided in an email.

#### Top 10 Entry Pages for December 2013 (of a total of 2,046)

Number	Number of Visits	URL (page)
1	2,914	/ (HomePage)
2	171	/MarketPlace 2014
3	91	/Around and About
4	87	/Guild News
5	62	/...Showcase 2011 (tribute)
6	58	/Online Resources
7	55	/Guild News; Learning Ops
8	53	/About Us
9	51	/Membership
10	47	/Guild News; Calendar 2013