**Report to TE Executive Board Meeting – July 2014 – Website**

**Usage**

There has been a steady increase in the number of hits the TL website receives. With over 5000 unique hits per month in the last few weeks. See table below.

The areas that change regularly and have up-to-date info are popular – the static areas are virtual no-go areas.

The main news page fed by Jon Train is the sites anchor with the junior series and junior information pages building a very significant following thanks to the almost weekly updates courtesy of Jim Desmond. The London League pages have benefitted from more timely information in the last couple of months thanks to the work of Rohan Byles - there is some ground to make up here after the difficulties of getting timely info last year. The open water swimming pages have obviously become a good source of information and the website was clearly turned to for more details on the launch of the QEOP Velopark .

**Areas to Develop**

It would be great to see the coaching and technical pages updated with current information and news as well as some refreshment of the academy details. The awards information stimulated attention around the end of year party – it would be valuable to see these pages being used to promote the awards event and to see a roll of honour being developed. Maybe Audrey, Alan and Chris could be encouraged to take the lead in these three areas – given content it is a straightforward to task to load the info and a number of us are able to do this: Jon T, Rohan, Pierre, Alan, Chris and myself for starters.

**Quarantine Messages**

A couple of committee members have reported getting quarantine notifications sent to them at their TL email addresses.

These are generated by the email system, and are there to stop spam emails reaching your mailbox. Once a day you’ll receive a notification saying messages are being held, if you have emails held in quarantine. If nothing is done, then the email is automatically deleted after 7days. This facility can be turned off, if requested but you will then get all the spam emails sent to you directly…..

From: Sally Kidson

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Website Stats - April 2013 - June 2014** | | | | |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  | **Month** | **Unique Page Views** | **find an event** | **london league** | **juniors** | **junior series** | **london** | **award winners** | **OW Swim** | **QEOP circuit** |
|  |  |  |  |  |  |  |  |  |  |  |
| 2013 | Apr | 1,784 | 380 | 115 | <32 | <32 | 440 |  |  |  |
|  | May | 3,663 | 389 | 120 | 129 | 66 | 762 |  |  |  |
|  | Jun | 3,840 | 162 | <71 | 237 | 398 | 966 |  |  |  |
|  | Jul | 4,813 | 181 | <79 | 206 | 593 | 1386 |  |  |  |
|  | Aug | 3,614 | 184 | <82 | 103 | 101 | 1092 |  |  |  |
|  | Sep | 4947 | 208 | <122 | 169 | 148 | 1733 |  |  |  |
|  | Oct | 2779 | 90 | <48 | 91 | 111 | 717 |  | 50 |  |
|  | Nov | 2677 | 71 | <55 | 59 | 73 | 524 | 469 | 51 |  |
|  | Dec | 2012 | 75 | 412 | 63 | 91 | 429 |  | 46 |  |
|  |  |  |  |  |  |  |  |  |  |  |
| 2014 | Jan | 5041 | 134 | 421 | 194 | 511 | 816 |  | 112 |  |
|  | Feb | 2647 | 172 | 102 | 129 | 250 | 519 |  | 118 |  |
|  | Mar | 4648 | 274 | 134 | 154 | 365 | 589 |  | 207 | 1232 |
|  | Apr | 3906 | 328 | 206 | 130 | 472 | 593 |  | 451 | 224 |
|  | May | 5422 | 350 | 414 | 274 | 857 | 794 |  | 780 |  |
|  | Jun | 5723 | 409 | 238 | 293 | 1361 | 814 |  |  |  |