

Town Website Committee Meeting  
Tuesday, October 3, 2023  
VIA ZOOM

Members present: Sue Frisch, Deborah Nelson, Kathryn Boughton, Susan Caughman, Avice Meehan  
Alternates present: Jim Jasper, Elizabeth (Libby) Borden

**Call to Order** - The meeting was called to order at 5:00 p.m.

**Minutes** - Susan Caughman made a motion to approve the minutes of September 5, 2023. Avice Meehan seconded the motion. Motion carried.

**State of the Website** - Site Statistics (Susan) - Traffic continues to be down slightly. Core traffic remains fine. Top pages were content related. Newsletter Statistics- (Kathryn) - 9/1 429 recipients, 87.1 open rate, 41.8 click rate, 373 total opens. Contacts are slightly above - not subscribers. Events – The committee is seeking a volunteer to do Events listing. Occasional assistance needed “on demand”. Site Health & updates (Jim) - Jim made changes to Events to separate ongoing Events from a one-time event. Jim reported a passing grade metric on site health. Performance is an issue because of loading full size images to the website causing a slow download speed. Possible options are teaching people to load images properly or Install software to automatically downsize images (will require software license @\$50/year and \$25/year). All committee members approved the plan. Mobile 40% sessions on website versus Desktop session. The flier designed by Bridget was placed in Norfolk Now. The highest Norfolk search terms are hotels, restaurants, real estate, and what to do.

**Advisor Comments** - None.

**Additional Business, by  $\frac{2}{3}$  vote** - None.

**Public Comment** - None.

**Adjournment** - The meeting was adjourned at 5:30 p.m.

Respectfully submitted,

Deborah M. Nelson

Secretary