

Town Website Committee Minutes  
Tuesday, December 3, 2024  
VIA ZOOM



Members present: Sue Frisch, Deborah Nelson, Susan Caughman  
Alternate members present: Jim Jasper  
Advisory Members present: Jennifer Pfaltz  
Additional Participants: Ben Rotolo

**Call to Order** - The meeting was called to order at 5:06 p.m. by Sue Frisch. Jim Jasper was appointed as a voting member.

**Minutes** - Motion was made by Susan Caughman to approve the Minutes from the November 13, 2024 meeting. Jim Jasper seconded the motion. Motion passed.

**2025 Meeting Dates** - Motion made by Deborah Nelson to accept the 2025 Meeting Dates as amended. Susan Caughman seconded the motion. Motion passed.

**New Committee Member** - Sue Frisch proposed a new committee member, Ben Rotolo. Susan Caughman made a motion to accept Ben Rotolo as a new member. Jennifer Pfaltz seconded the motion.

**State of the Website -**

General - No comments.

Newsletter Statistics (Kathryn) - No report submitted.

Website Statistics (Susan) - Susan reviewed the traffic report for November. Susan reported that the decrease in Users from 3,776 in October to 3,040 in November and decrease in Sessions from 5,951 at the beginning of the month to 5,088 at the end of the month to a glitch in Google Analytics. Page Views went from 11,317 to 12,394 (+9.5%). Pages/Session increased in November from 1.90 to 2.44 (+28.1%). Sessions from organic searches decreased from 3,393 to 2,796 (-17.6%). Sessions from direct traffic increased from 2,051 in October to 2,133 in November (+4.0%). The top pages viewed in November were Assessor, Town Hall, Municipal Meetings, Property Revaluations, Tale of Two Schools, Community News, Boards & Commissions, P&Z Short Term Rentals and Residents Nix Snow Shoveling. The top Landing Pages in November were assessor, Property Revaluations, Tale of Two Schools, P&Z Short Term Rentals, Town Hall, Residents Nix Snow Shoveling, Best Restaurants, Tax Collector and Will Drought Nip Spring Plants.

Susan also presented figures reflecting a four-year trend. From November 2021 to November 2024, Users increased from 1,109 to 3,040. Sessions went from 1,716 to 5,088. Sessions/User increased from 1.55 to 1.67. Pageviews increased from 5,435 to 12,394. Pages/Session decreased from 2.57 in 2021 to 2.44 in 2024.

Technical (Jim) – The issue reported was resolved. Town meetings were not being displayed. He cautioned against cloning a page. Posts can be revised and republished. Jim is starting to underline links within text. Accessibility issues were discussed, and Jim is addressing them.

Ben is familiar with plug-ins or checkers to achieve accessibility criteria. He suggested changing "Read more" in Community News and Town Notices to linking the title of the article to a link.

Content - Susan Caughman is looking for someone to build Explore Norfolk pages. She posted a search on Workspace and received 75 responses. Jim suggested changing the wording from "template" to "page design" to simplify search for candidates.

**Advisor comments** - Jen reported receiving an increase in people submitting events.

**Additional business, by 2/3 vote** - None.

**Public comment** - None.

**Adjournment** - Sue Frisch adjourned the meeting at 5:57 p.m.

Respectfully submitted,

Deborah M. Nelson  
Secretary