

Town Website Committee
Tuesday, August 6, 2024
VIA ZOOM

Members present: Sue Frisch, Deborah Nelson, Susan Caughman, Kathryn Boughton, Avice Meehan

Alternate members present: Elizabeth Borden, James Jasper

Advisory Members present: None.

Other Attendees: Billy Gridley

Call to Order - The meeting was called to order at 5:03 by Sue Frisch.

Minutes - Motion was made by Avice Meehan to approve the Minutes from the July 2, 2024 meeting. Susan Caughman seconded the motion. Motion passed.

State of the Website -

Statistics (Susan) – Although site traffic is still running behind the high point that was May, traffic is beginning to recover from the June seasonal decline. There were almost 4,000 users (3,911) in July (up 13% from June) and 12,152 page views, up 18% from June. Direct traffic remained consistent at 33%. Sessions from direct traffic increased from 1,942 to 2,198 (+13.18%). Of note among the top pages with the most views was “Best Restaurants in Norfolk”, a page created for the website to meet Google search demand for that term. Also popular was a newsletter article about the campaign against a cell phone tower in South Norfolk. Finally, both “Upcoming Events” and “Visiting Norfolk” were among the top ten pages as measured by page views,

Technical (Jim) - Sue received a letter from WP Engine regarding the remaining storage on our account which we will need to increase. Jim believes that we could remove photographs or images that are older than three years. It is possible to purchase additional storage through an outside vendor’s CDN (Content Data Network) or offload Photo Contest photos to Flickr. Monthly plug-in and software updates are routinely performed.

Newsletter statistics (Kathryn) – Subscribers increased from 518 to 522 in July. The open rate percentage started the month at 82.4% and ended at 73.6%. The click rate went down from 52.1 at the beginning of the month to 24.3 by 8/2. Total opens went from 909 to 657 during the month of July. Total clicks decreased from 559 to 218. The top articles included cell tower, dog park, ZEO, South Norfolk bridge and webinar on Smith Road bridge plan.

Discussion - A new idea for editorial content was presented by Kathryn. “How the Town Works” would be expanded articles of the newsletter to be preserved as a new set of pages on the website.

Advisor comments - None.

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

Public comment – None.

Adjournment - Sue Frisch adjourned the meeting at 5:48 p.m.

Respectfully submitted,

Deborah M. Nelson
Secretary