



Town Website Committee
Tuesday, April 2, 2024
VIA ZOOM

Members present: Sue Frisch, Deborah Nelson, Susan Caughman, Kathryn Boughton (5:16)
Alternate members present: Elizabeth Borden
Advisory Members present: Jen Pfaltz

Call to Order - The meeting was called to order at 5:03 by Sue Frisch. Sue Frisch appointed Elizabeth Borden to vote for Avice Meehan.

Minutes - Motion was made by Susan Caughman to approve the Minutes from the March 5, 2024 meeting. Deborah Nelson seconded the motion. Motion passed. Minutes from the March 12, 2024 Special Meeting will be submitted for approval at the next meeting.

State of the Website -

Statistics (Susan) - After unusually strong February traffic, traffic on the site returned to usual levels with the same number of users (2,500) as in March a year ago. A key difference is the source of traffic. Versus February 2024, all the decline is in the newsletter-driven direct category. Versus March 2023, though, the traffic is comparable. There is a 70% increase in traffic from both search (i.e., Google) and direct (i.e., newsletter).

Newsletter statistics (Kathryn) - Subscribers increased from 477 to 482. Open rate started the month at 82.1% and ended at 81.7%. The Click rate went down from 43.1% to 34.3%. Total Opens were 768 on March 3 and 717 by March 29. Total clicks went down from 418 to 353. Top articles during the month of March included Slip & Fall, Regional School District #7 Budget, Slip & Fall Settlement, Food Pantry and School/Town Budgets.

Content (Susan) - To reorganize content, we plan to rename the "About Norfolk" menu to "Explore Norfolk" reworking some of the existing pages and adding new ones, to try to attract people who may be interested in visiting Norfolk. Susan has been picking up search terms that she sees people using and will be making sure that the content on the page reflects those interests.

New pages - "Birding in Norfolk" Cost of photo - \$20. No cost for editorial content or programming. We would like to have a couple of new page templates containing more possibilities for images, and plan to get cost estimates soon.

Advisor comments - People are starting to provide information to Jen. She has also approached organizations such as the Fire Department and Library to obtain information to add to the site.

Additional business, by 2/3 vote - None.

Public comment - None.

Adjournment - Sue Frisch adjourned the meeting at 5:50 p.m.

Respectfully submitted,

Deborah M. Nelson
Secretary