

Town Website Committee Meeting  
Tuesday, July 1, 2025  
VIA ZOOM



Members present: Sue Frisch, Deborah Nelson, Susan Caughman (joined at 5:09)  
Jennifer Pfaltz  
Alternates present: Jim Jasper

**Call to Order** - The meeting was called to order at 5:02 p.m. Jim was appointed to vote in place of Susan Caughman until she joined the meeting.

**Minutes** - Jennifer made a motion to approve the minutes of June 3, 2025.  
Jim seconded the motion. Motion carried.

**State of the Website -**

General - Website is in good shape. Events need to be provided by organizations to Jen in order for her to post on the website.

Content - Future How Norfolk Works articles will be about the Board of Finance. Susan suggested How Tobey Pond works. Jennifer suggested How Transfer Station works. Explore Norfolk is waiting for additional images to be added.

Statistics - Newsletter Summaries: June 2-8 574 readers, June 23-29 582 readers. Susan presented the Website traffic report for the last two months. The site had a significant traffic increase in the month of May--almost 4,000 people looked at 18,800 pages on the site. Much of the traffic increase came from newsletter reporting on the many events happening in town in the month of May. Once on the site, those web visitors looked at other pages on the site. June traffic is back to our more traditional level of just over 3,000 users. Users increased in May from 2,707 to 3,882 but decreased in June to 3,260. Sessions increased from 4,988 in April to 6,630 in May and decreased in June to 5,434. Page views went up in May from 10,079 to 18,878 and went down in June to 10,771. Pages/Sessions went up from 2.02 in April to 2.85 in May and down to 1.98 in June. Sessions from direct searches increased from 1,697 in April to 2,326 in May and decreased in June to 1,867. The top pages viewed in May/June were Home Page, assessor, Town Hall/Town Offices, Town Clerk, Community News, Municipal Meetings, Upcoming Events and Past Municipal Meetings. The top landing pages in May were Home Page, Assessor, Memorial Day Parade, How Norfolk Works, Volunteer Fire Department, Manor House, Restaurants, Visiting Norfolk, City Meadow, and STEAP Grant.

Technical - Jim will be working on the new Town Meetings page and edits for the new special pages.

**Member Vacancy** - None.

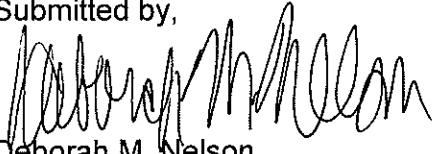
**Advisor Comments** - None.

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

**Public Comment** - None.

**Adjournment** - The meeting was adjourned at 5:46 p.m.

Submitted by,

A handwritten signature in black ink, appearing to read 'Deborah M. Nelson', written in a cursive style.

Deborah M. Nelson  
Secretary