



VTTA WEST GROUP

AGM 2014: Webmaster's Report

WWW.WESTVET.ORG.UK the VTTA West Group website has now been live for nearly eight years. We have pages covering most aspects of our sport including: News, Diary of Events, Details of Our Officials, How to Contact Us, Racing Results, VTTA Standards Tables, VTTA Claims Forms, West Vet magazine and most importantly How to Join us.

As reported last year, we have web links to most local, national and international cycling organisations together with some local clubs giving us increased 'exposure' through reciprocal links, although these need some maintenance as sites change over the years and not all clubs' provide such links.

In the West District the percentage (74%) of the 53 CTT affiliated clubs (up from 50 in 2013) with websites (39) is down slightly on last year (76%) and stands at just under three quarters of our clubs with sites.

Over the year 'Google Analytics' has shown that (after removing 'web crawler' visits):

- We get about 45 'hits' per month, of which a quarter are 'returnees' – more or less unchanged on 2012/13;
- On average four to five pages are looked at per visit;
- The top three most popular pages are: (1) News; (2) Events; (3) WestVet journal on-line including the WestVet archive.

During 2013/14 we added the current issue of the WestVet journal to the site and the statistics suggest that this is an increasingly popular page and therein lays a potential problem – *is this 'free' access impacting our membership renewals?* No doubt this subject will be raised at the AGM and better ways of controlling the access to the current magazine are already being considered by the committee. Technology can help us make better use of our limited resources, but losing members as a result is an unintended consequence!

Of course, your contributions to news items, events, results, photos, links, etc are most welcome!

Ultimately our website is for the benefit of us all, make the most of it!!

Tony Emery
West Vet Webmaster