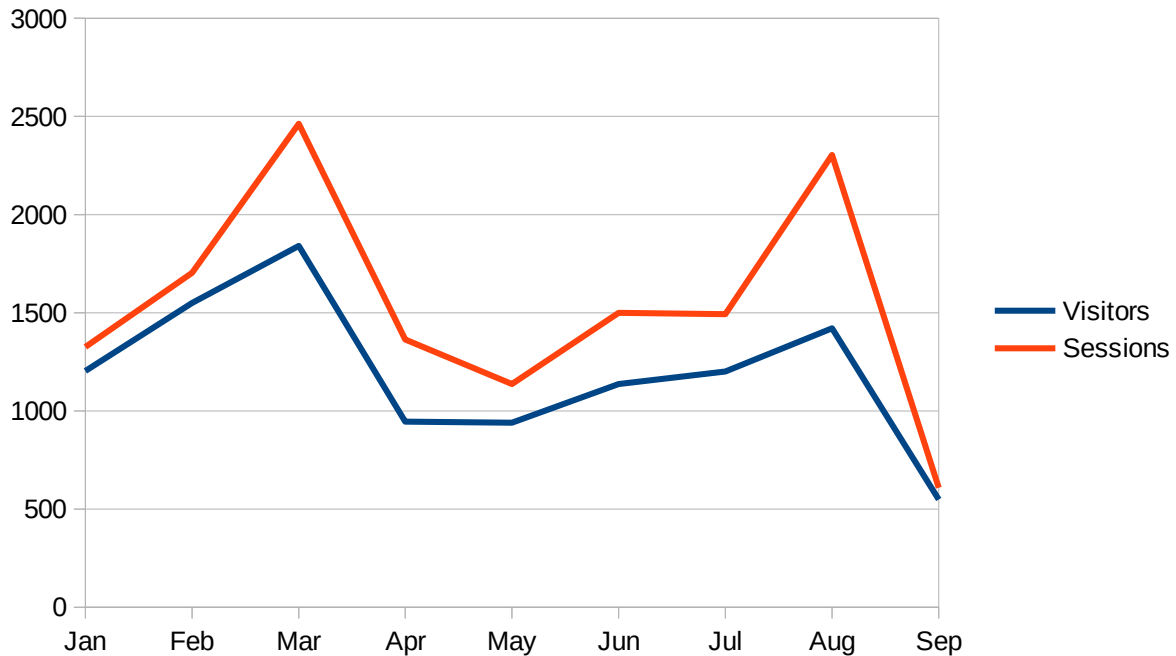


## ANDOVER U3A - WEBMASTER REPORT

14 Sep 2020

### Website Visitors

1. As a result of the Covid-19 pandemic, and in an attempt to help members keep themselves entertained during Lockdown, the “Keep Connected, Keep Active, Keep Smiling” page was added to the website during March 2020; members were subsequently emailed on a regular basis in order to make them aware of this resource, Visitor numbers<sup>1</sup> to the website immediately increased as can be seen in the graph below.



**Andover U3A Website - Visitors and Sessions – Monthly Totals 2020**

(September figures are projected to the end of the month, based on actual usage for the first half of this month.)

2. Also included in this graph are Session<sup>2</sup> details. Comparing Visitors against Sessions, the higher figure for Sessions demonstrates that people are visiting the website more than once during a day, hopefully because they have found items of interest there.
3. Daily data (not included in this graph) has shown that there are definite peaks in usage when members receive Andover U3A emails distributed by the Newsletter Editor.
4. The pages mostly frequently visited have been the Home Page, “Keep Connected, Keep Active, Keep Smiling”, News and The Grapevine. The Gardening Competition pages have also attracted a number of viewers.

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1 “Visitors” are uniquely identified on the basis of the IP address and the browser ID. If a “visitor” goes to a website more than once in a day from the same device, only one “visitor” is counted.

2 If a “visitor” goes to a website one or more times in a day from a device, each visit is counted as a Session.

## **Renewal of the Domain**

5. Our holding of the andoveru3a.co.uk domain has now been renewed, from 24<sup>th</sup> August 2020 for two years, cost still to be confirmed but expected to be in the region of £20 ex VAT. I would expect the renewal to appear on the 21<sup>st</sup> September Invoice.

## **Beacon Upgrade**

6. The new Beacon 2 application is now being developed, with roll-out of the final product to those U3As already using Beacon expected to commence on 8<sup>th</sup> March 2021. The roll-out is expected to be complete by 4<sup>th</sup> March 2022.

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