

Webmaster Report 2023

Website visits for 2023 were down about 5% as compared to 2022. The number of queries to the webmaster continue to be down as compared to 2022. The general state of the site continues to be not in good shape. All of the site needs to be updated badly and updates are not frequent at all. See the end of the report for recommendations.

We continue to see a large number of referrals from the below locations.

- 1) Google
- 2) Facebook
- 3) Duckduckgo
- 4) Bing

Google is the top place where we are getting referrals. Facebook is second. Our Facebook presence for chapters continues to grow and expand, which is a large contributing factor to this.

The below have been the top 5 pages visited on the site.

Top Pages Visited

- 1) Lookout Rentals
- 3) Lookout Jobs
- 3) Lookouts for Sale
- 4) Join FFLA page*
- 5) Lookout store

*This is the first year that the "Join" page has been in the top 5 list.

The following are future recommendations for ffla.org

Website refresh plan

It was decided in 2021 by the Digital Outreach and Communications Committee that the Website should be modernized. After meetings and discussions, we agreed to take a copy of the site and put it into a modern hosting facility and work on re-design ideas. Attempts to work on this in 2021, 2022, and 2023 were not successful given schedules and volunteers not being able to commit the time. Given this trend, the committee may need to take a different approach to get this work done.

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