

Website Report 2022

Since May 2022, there have been over 15,500 website visits*. Most of these visits were folks directed from Google searches, but interestingly almost 300 visits were folks being directed from NSPG's Facebook page. The website had visitors from all continents of the world, except for Australia and Antarctica. There were 13.5k unique visitors** and almost 28k page views***. The top page views are broken down as follows:

- 30.3 % Classes
- 15% Home page
- 4.8% Alphabetical members
- 4.3% Events
- 4% Suppliers
- 3.7% Denise Aspinall
- 2.8% Join NSPG
- 2% Contact Us

I've been managing the website for the past year and am working on a few changes. I'm working on redesigning the website layout by streamlining the information on the Homepage and adding new graphics of member's work. Feel free to send me pictures of your work, and I will try to incorporate these into the website design! I've also been double checking links on the website to find link errors/broken links.

Looking ahead, I'd like to create a NSPG member's only section of the website where members can login and see relevant information for member's eyes only versus the public. The lens in which the public views the website is different than members, and I think that having a separate area for members may be able to help improve the experience for all users. Please let me know if you have any suggestions of what you may like to see in a member's only section of the website. You can contact me via email or have a chat with me during the AGM.

I also create member pages on the website for those who are interested in having one. Having a Member's Page is one of the perks of your \$25 membership fee. If you have some time, please take a look at our member's pages and send your bio, social media links and 5 or 6 high quality photos to earthwarespottery@gmail.com, and I can put a page together for you.

*Visit- 1 browsing session on the website in a 30-minute window

**Unique Visit- total number of actual visitors on website

*** Page Views- total number of views across all pages