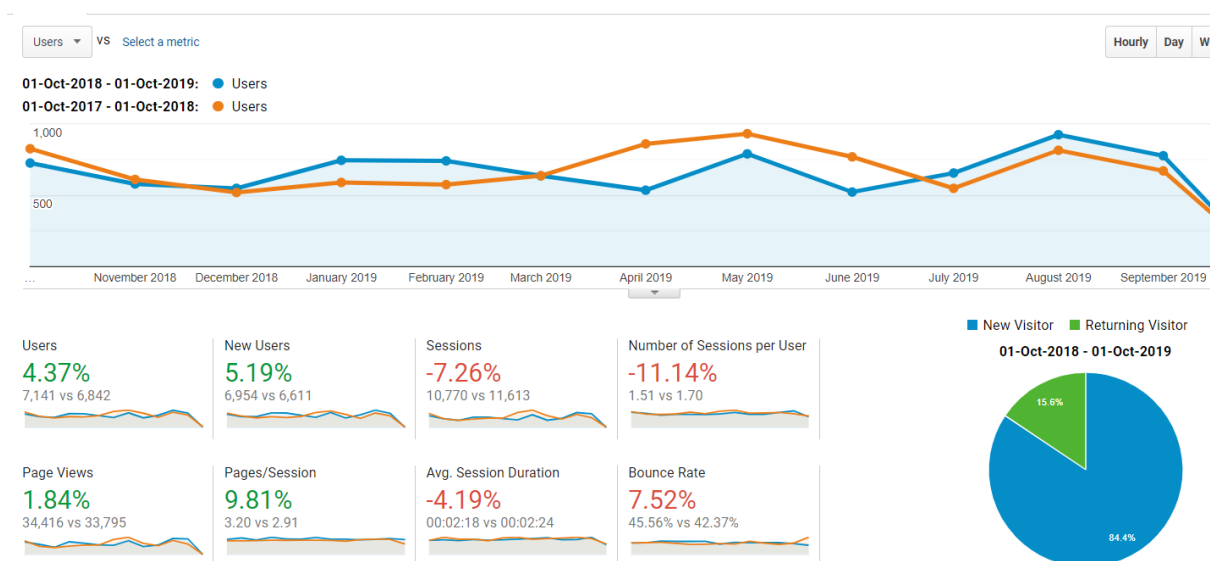


2019 Webmaster Report to NZMS AGM



This year has seen a modest increase in visitors to the NZ Masters Swimming website.

- Users – the number of individual users to the site increased 4% on last year
- Sessions – the number of actual visits or sessions to the website dropped 7% - ie some unique visitors will visit more than once
- Bounce Rate – 45% of visitors arrive at the website and then leave to go elsewhere, without visiting other areas of the site.
- Session duration – a measure of stickability – on average users spend 2m 18 seconds on the website

Of Interest is that the number of visitors per month ranged from 522 in June 2019 to 923 in August 2019.

Compared to previous years, the past year is about on par with the last three to four years.

I noted in the AGM minutes from last year there was a comment made about the NZMS webmaster being the only one who had access to update the website. This is not, and has never been the case. The site has been set up with editing, reviewing and publishing workflows, and anyone with editor access to the website can write and publish articles on the site. If you would like editor access to the website, please feel free to contact me.

This year I've also included a spreadsheet indicating the annual costs of the software used on the website. I've provided this only as an illustration of where some of the annual costs of the NZMS Webmaster Honorarium goes to. Obviously, I'm not claiming these costs directly back to NZMS.

I look forward to working with NZMS again in 2020.

Andrew Gabites

NZMS Webmaster

Component	Purpose	Annual Cost	Conversion Rate	NZD
Jsitemap PRO	JSitemap Professional is a powerful and complete SEO suite for indexing and sitemaps management! Boosts Search engine indexing	49EUR	1 EUR =1.74 NZD	85.26
Admin Tools	Provides a number of site admin tools including security management, and protection of site from hacking	57.50 EUR		100.05
Event Booking	Allows event booking on website, but currently just used to display events	40USD	1USD = 1.58 NZD	63.20
JCE Editor Pro	Editor tool, used to create documents and manage files such as results, records, etc.	29 EUR		50.46
Chronoforms 6	Creates forms such as the new member enquiry form	20USD	1USD = 1.58 NZD	31.60
My Maps Location	adds maps to the site, eg location maps for events	40USD	1USD = 1.58 NZD	63.20
Sh404SEF	Search Engine Optimisation, analytics and security	44 USD	1USD = 1.58 NZD	69.52
Smart Slider 3	Slider for front page	35USD	1USD = 1.58 NZD	55.30
Watchful Client	Site Updater and monitoring	53USD	1USD = 1.58 NZD	83.74
Antispam by Cleantalk	CleanTalk is a SaaS spam protection service for websites. CleanTalk uses protection methods which are invisible for site visitors. Connecting to the service eliminates needs for CAPTCHA, questions and answers and other methods of protection, complicating the exchange of information on the site	8USD	1USD = 1.58 NZD	12.64
jch optimise pro	Site optimisation to improve page load speeds and search rankings	40USD	1USD = 1.58 NZD	63.20
GST Payable (Often collected on top of the above costs and forwarded to NZ IRD)				101.73
Total annual spend on website software (NZD) for NZMS				779.90