St Ives CC Website Report 2016

Website

Website traffic has been steady in 2016 with visits to the site averaging about 750 per month.

This is largely in line with expectation of a site that is primarily used to be a repository of official content for the club and display news and events.

Member discussions and sharing of content tends to take place on other platforms like Facebook and Strava.

Regular news and results have remained quite limited again this year, with the exception of time trials obviously, but we can only publish what we're sent.

However, moving the win bonus claim form on to the website shows promise in generating reports in future and the Jason Kierman story on the site came directly from this.

Club forum

The club forum now has 86 members which sees regular use from a small core of users. This is pretty typical forum usage.

Social Media

The Go Ride section Facebook group continues to be very active and there are signs that the main club group is developing in a similar fashion.

The St Ives CC Strava group is also quite active in terms of member discussions as well.

We could probably improve our Twitter presence as well and maybe consider using Instagram more widely as well to get more from the photos members take at various club activities.

Web stats 2015-2016

Headline stats

Sessions	9,137
Users	4,689
Page Views	24,807
Pages/Session	2.72
Avg. Session Duration	00:02:07

Top 10 pages

Homepage	31.60%
Membership	3.62%
Club Information	3.33%
Events	3.27%
Who’s who	2.54%
Time trials	2.40%
Club kit	2.33%
Road racing	2.27%
Go ride	1.93%
Club run routes	1.89%

Device

PC	59.76%
Tablet	17.29%
Mobile	22.95%