

Website Report for 2020/21 - by Sheri White

Since our last website report a few things have been added to the website such as back issues of The Dish, a page that features all of our past shows (that we have documented), as well as an attempt to grow our membership profiles. I have been working on the site since I took over the website design role in the Spring 2019, when Erin Wells stepped down from the role. We'd like to thank Erin for contributing to the website and to help it grow further. Throughout the last two years, Nancy Roberts has continued to assist members in putting the necessities together such as biographies and photos so I can put the page together on our Square Space site. Thank you, Nancy. Your help, and your keen eye, has been much appreciated.

I would also like to thank Iris Patterson for helping with social media in 2019 - since I was unable to thank her in a 2020 or 2021 AGM. Iris had multiple roles in the Birds and the Bees and was a huge help with the social media posts during that time. Thank you, Iris.

For most of the last two years I have been doing the majority of social media posts and it would be helpful to have someone in this role who is quite active on social media and who could post to each account weekly or a couple of times a week. We are on Facebook and Instagram. I had also been trying to profile a new member that has a member page on our site on a weekly basis, but cannot commit the time to doing more than this, such as doing in depth member features. It would be great to have someone who could commit to this for one full year. Please let me know if you are interested in this volunteer position. Also, if you are interested in web design and would like to contribute to the guild in this way, it would be great to have fresh eyes in this role.

Since our last AGM our website has had over 26,000 visits, 22,000 unique visitors and 60,000 page views. Our visits have seen a 20% increase year over year. The 5 most popular pages continue to be our Home Page, Classes, Alphabetical Members Page, Denise Aspinall (of course!), and Suppliers. We have had visits from 50 different countries in the past two years.

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 sheri@urnsongpottery.com and I can put a page together for you.

Thank you,

Sheri White
Urn Song Pottery