

Webmaster Report – March 2024

In addition to general maintenance and housekeeping, the following more significant changes have been made in the last year.

July – October 2023

Updates made to the 'new to caving' area – the recently produced leaflet has been added as a download.

New options added to the training booking process to allow for further information to be gathered at the time of booking. This is particularly helpful for new to caving events to get people clothing size etc. The organising club for new to caving events now also receives the booking confirmation emails automatically to make organisation smoother.

Twitter branding updated to 'X' and CNCC now also have a Threads account cos we're down wiv the kids.

October 2023 – January 2024

Some cosmetic and layout changes to the website such as the news articles conservation projects design. This is part of an ongoing process to keep the site fresh and up to current standards.

The menus have also been adjusted to better communicate the changes to some content. "About" has now become "Resources" with a simplified resources "home" page clearly listing what functions and services CNCC offer and should better describe further additions in the future. Similarly, the "Fixed Aids" section has become "Equipment" with a view to adding other sections soon.

As agreed at the last meeting, the new Exploration Grants page has been added to the Resources section including a description and online application form.

The usual Christmas logo and banner was applied on the site and across social media.

January – March 2024

Further modifications to the appearance of the site have been made including a re-designed menu system which offers a better user experience, particularly on mobile devices.

A new 'dark theme' has been implemented allowing users to switch between the standard site or a colour scheme with darker backgrounds and other colours which is better for low light use. The theme is automatically applied if the user's system settings are in dark mode but it can be overridden from a button on the footer.

Planned work for the coming year.

Due to the now very high site usage, some software in use is exceeding its fair (and free) use policy so premium versions will need to be purchased. Not huge costs but required to keep things running smoothly.

Some re-development work on the cave booking site to update it in various ways to the latest standards.

Looking at possible changes to the payment system for training workshops.

Discussions about expanding the email service to a more advanced and secure system.

Analytics

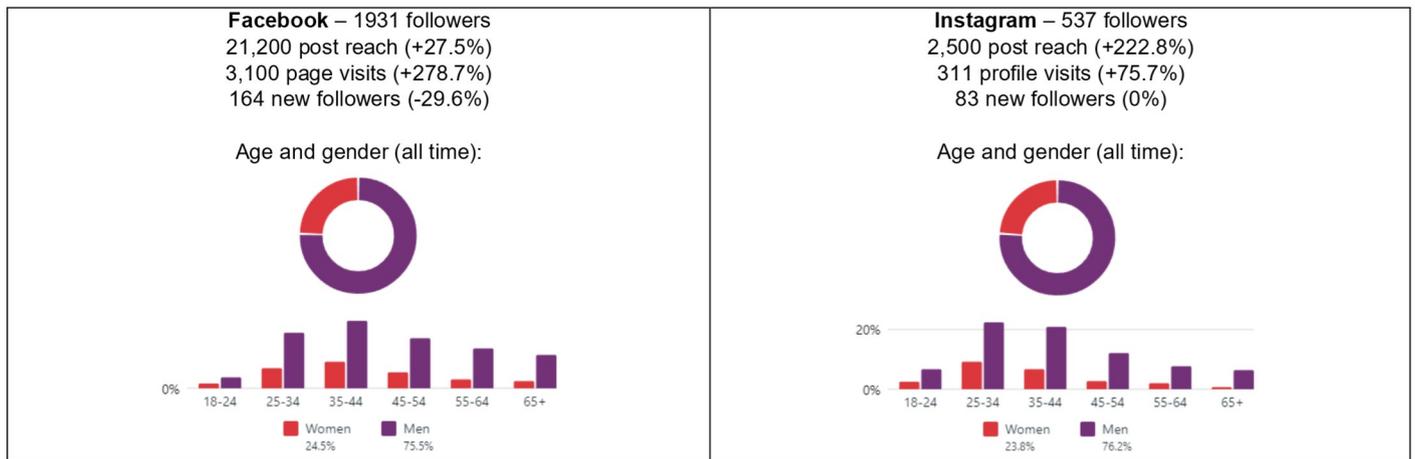
Site visitors

I've gone back to Google Analytics because the previous reporting system (AW Stats) was proving not to work very well. These numbers should be taken as just a guide because calculating actual user visits by real people is pretty much impossible. There are many factors that affect it, and the numbers can be generated in various ways.

	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24
Users	3,143	2,813	2,920	2,294	2,472	3,425	2,373	3,089	2,667	2,445	2,937	2,833
Views	14,894	12,029	11,203	8,866	12,882	17,361	9,609	20,750	21,756	11,100	15,961	13,876



Social Media - statistics for the last 12 months up to the end of Feb 2024. Percentage is comparison to previous 12 months.

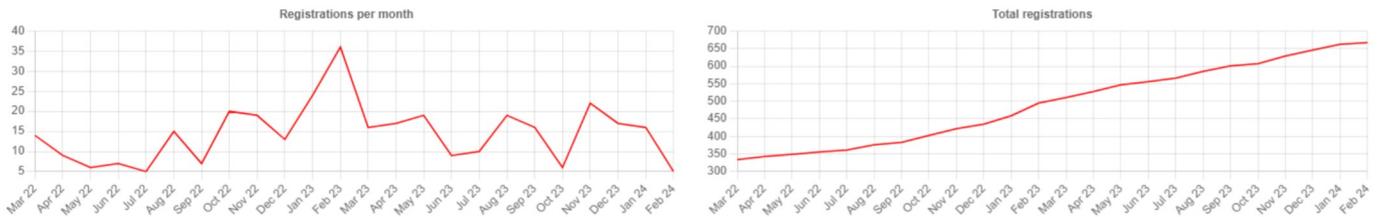


Social media followers' comparison:

	CNCC	DCA	CSCC	CCC	DCUC	BCA	UK Caving
Facebook	1931	811	610	--	--	2600	4300
Instagram	537	--	--	--	--	--	1015
X	577	580	--	--	--	258	773
Threads	50	--	--	--	--	--	--

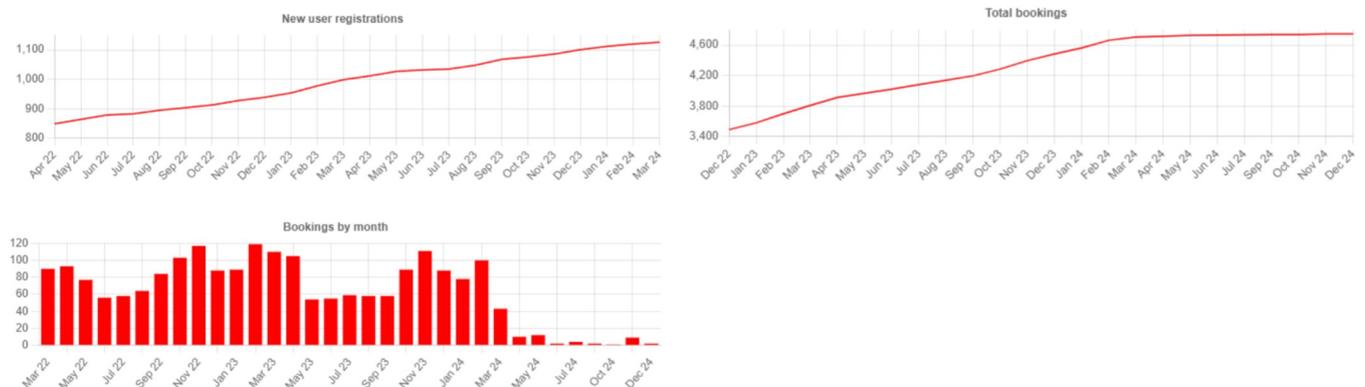
Mailing List

- The mailing list contains 669 people (+147 since last AGM report).



Online Booking System

- 1126 registered users
- 5436 individual bookings have been made. This number includes 4749 approved bookings and 686 cancelled bookings.
- 230 (20%) made a positive statement that they are NOT BCA members.
- 775 (69%) said they are members of a club.
- Of the users who specified gender there are 191 female (17.5%), 808 male (74%) and 3 other (0.3%).
- The average age is 50.5 with the youngest 20 and oldest 83.



Media Downloads

	Topos	Descriptions	Publications
Feb 2024	2349	2220	385
Jan 2024	3237	2671	427
Dec 2023	1895	1888	801
Nov 2023	3364	2958	504
Oct 2023	2507	2962	726
Sep 2023	2140	2057	426
Aug 2023	1662	1620	216
Jul 2023	1717	1592	221
Jun 2023	1601	1747	191
May 2023	2599	2378	684
Apr 2023	2297	2140	161
12 Month Average	2114	2019	395



Top 10 media downloads (last 12 months)

Topos	Descriptions	Publications
1046 - Alum Pot	1654 - Ease Gill Caverns	815 - Shuttleworth Pot (Witches Cave) Conservation Guide
798 - Lost Johns' Cave	1478 - The Leck Fell Master Cave System	686 - CNCC Newsletter Issue 13 - May 2023
780 - Five Ways Pot	1196 - Alum Pot and Long Churn Caves	523 - CNCC Newsletter Issue 14 - December 2023
763 - Sell Gill Holes	953 - Gaping Gill	260 - New to Caving Leaflet
677 - Jinglyng Pot	792 - Caves of Scotland	246 - Great Douk Cave - A Guide to Hidden Gems
672 - Yordas Pot and Cave	646 - Yordas Cave and Pot	228 - CNCC Newsletter Issue 12 - Oct 2022
644 - Lancaster Hole	621 - Great Douk and Middle Washfold	185 - Witches Cave Conservation Plan
585 - Bull Pot	613 - Five Ways Pot	178 - CNCC Newsletter Issue 11 - May 2021
549 - Swinsto Hole	508 - Bull Pot of the Witches	173 - CNCC Newsletter Issue 9 - Mar 2019
540 - Rowten Pot	507 - Valley Entrance	171 - GDPR for Caving Clubs - April 2018

Report data snapshots taken 7 March 2024.