

Webmaster Report – January 2024

Over the past couple of months there have been 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.

Analytics

Site visitors

	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23
Unique	12,258	10,589	14,009	15,004	16,538	15,272	14,532	10,589	17,101	18,236	18,765	15,779
Total	28,910	24,014	29,766	28,255	36,914	30,979	27,267	31,164	36,621	40,600	40,101	32,991



Social Media - statistics for the last 90 days. Percentage is comparison to previous 90 days.



Social media followers comparison:

	CNCC	DCA	CSCC	CCC	DCUC	BCA	UK Caving
Facebook	1910	806	598	--	--	2500	4200
Instagram	501	--	--	--	--	--	1010
X	569	581	--	--	--	259	777
Threads	43	--	--	--	--	--	--

Mailing List

- The mailing list contains 651 people (+43 since last report).



Online Booking System

- 1101 registered users
- 5219 individual bookings have been made. This number includes 4544 approved bookings and 674 cancelled bookings.
- 225 (20%) made a positive statement that they are NOT BCA members.
- 760 (69%) said they are members of a club.
- Of the users who specified gender there are 186 female (17.4%), 789 male (73.9%) and 3 other (0.3%).
- The average age is 50.5 with the youngest 20 and oldest 83.



Media Downloads

	Topos	Descriptions	Publications
Dec 2023	1831	1843	732
Nov 2023	3265	2810	475
Oct 2023	2455	2866	721
12 Month Average	2021	1902	358



Top 10 media downloads (last 3 months)

Topos	Descriptions	Publications
245 - Alum Pot	515 - Ease Gill Caverns	442 - CNCC Newsletter Issue 14 - December 2023
239 - Sell Gill Holes	492 - The Leck Fell Master Cave System	206 - Shuttleworth Pot (Witches Cave) Conservation Guide
207 - Jingling Pot	277 - Alum Pot and Long Churn Caves	133 - New to Caving Leaflet
205 - Lost Johns' Cave	190 - Curtain Pot	125 - CNCC Newsletter Issue 13 - May 2023
204 - Lancaster Hole and Cow Pot	187 - Caves of Scotland	109 - CNCC banner from Hidden Earth 2023

Report data snapshots taken 2 January 2024.