

Alberta Conservation Association (ACA)

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Project name: Website Updates

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Project Leader: Colin Eyo

Primary ACA staff on this project: Colin Eyo

Partnerships: N/A

Key Findings

Website traffic is increasing at impressive rates.

Keeping websites updated helps our users find the information they want about ACA.

Introduction

ACA's main websites (www.ab-conservation.com, www.magazine.ab-conservation.com, www.albertadiscoverguide.com, www.reportapoacher.com) provide accessible gateways to information about our work that engages users and profiles our conservation research, member groups, corporate and conservation partners, events, and publications. They are tools we use to increase ACA's profile in Alberta, which is one of the long-term goals of ACA's 10-year *Strategic Business Plan*.

Methods

The websites are updated regularly (almost daily in the case of www.ab-conservation.com) with new information that highlights our work in a timely manner. Keeping the websites updated includes maintaining regular online monitoring for updates and new resources that can make the user experience better. We monitor and track Google Analytics and provide monthly updates to the ACA Management Team.

Results

From April 2014 to March 2015, sessions increased to 363,516, which is 26 percent increase from the previous year. Unique visitors increased to 198,542, which is 36 percent higher than last year. Page views increase to 1,144,525, which is 38% higher than in 2013/14.

The most popular content, in order of popularity, was the peregrine cameras, job postings, the pheasant release program, fishing Conservation Sites, and hunting Conservation Sites.

The Report A Poacher website was substantially updated as well to make site content more user friendly.

Conclusions

The websites are working well as gateways to information about ACA. We are constantly evaluating and discussing updates, both minor and more extensive, as well as making sure all of the websites present information in the most user-friendly way possible.

Communications

www.ab-conservation.com

www.magazine.ab-conservation.com

www.albertadiscoverguide.com

www.reportapoacher.com