

Alberta Conservation Association 2016/17 Project Summary Report

Project Name: Website Maintenance and Development

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Colin Eyo

Primary ACA staff on this project: Colin Eyo

Partnerships: N/A

Key Findings

- About 479,181 page views of our website between April 1, 2016, and March 31, 2017.

Introduction

Alberta Conservation Association's (ACA) website provides an accessible gateway to information about our work using current technology to engage users. It is perhaps the primary platform we use to work toward increasing our profile in Alberta, one of the long-term goals of ACA's 10-year Strategic Business Plan.

Methods

We continually monitor and update website content to ensure that the most recent and accurate information is provided and that all links, downloads and postings are valid and functional. We also focus on always implementing search engine optimization practices.

Results

In 2016/17, the ACA website achieved approximately 479,181 page views, with the average user spending 2:10 minutes per page.

Conclusions

The ACA website is a convenient and valuable tool to profile ACA conservation projects, member groups and publications.

Communications

- ACA website (www.ab-conservation.com)