

**Alberta Conservation Association**  
**2019/20 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, Tara Holmwood, and Rhianna Wrubleski

**Partnerships:** N/A

**Key Findings**

- About 565,933 page views of our website between April 1, 2019, and March 31, 2020.

**Abstract**

ACA's 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.

In 2019/20, we added the following major additions to the website:

- Snow goose GPS tracking map
- "Angling Opportunities on North Raven River & Raven River" interactive map
- Redesigned Fish and Land feature project pages
- Streamlined payment gateway system
- Improved donation system

In 2019/20, the ACA website achieved approximately 565,933 page views, with the average user spending 1:48 minutes per visit.

## **Introduction**

Alberta Conservation Association's (ACA's) 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, which is 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.

In 2019/20, our website received the following notable additions:

- Snow goose GPS tracking map
- "Angling Opportunities on North Raven River & Raven River" interactive map
- Redesigned Fish and Land feature project pages
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- Improved donation system

## **Results**

In 2019/20, the ACA website achieved approximately 565,933 page views, with the average user spending 1:48 minutes per visit.

## **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](http://www.ab-conservation.com))