

**Alberta Conservation Association  
2020/21 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 686,723 page views of our website between April 1, 2020, and March 31, 2021.

**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 2020/21, we added an angler resource including an interactive map of ACA and the Government of Alberta stocked lakes throughout the province and an updated "Learn to Fish" section featuring updated design and content.

In 2020/21, the ACA website achieved approximately 686,723 page views, with the average user spending 1:46 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 2020/21, we added the following major additions to the website:

- An angler resource interactive map featuring ACA and Government of Alberta stocked lakes throughout the province.
- An updated "Learn to Fish" section featuring updated design and content.

## **Results**

In 2020/21, the ACA website achieved approximately 686,723 page views, with the average user spending 1:46 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)