

**Alberta Conservation Association
2022/23 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 project: Budd Erickson, Colin Eyo, and Tara Holmwood

Partnerships

Not applicable

Key Findings

- About 570,353 page views of our website between April 1, 2022, and March 31, 2023.

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 2022/23, the ACA website achieved approximately 570,353 page views, with the average user spending 1:25 minutes per visit.

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, 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.

Results

In 2022/23, the ACA website achieved approximately 570,353 page views, with the average user spending 1:25 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)

Literature Cited

Not applicable

Photos

Not applicable