

**Alberta Conservation Association  
2023/24 Project Summary Report**

**Project Name:** Website Maintenance and Development

**Information, Education, and Communications Program Manager:** Tara Holmwood

**Project Leader:** Colin Eyo

**Primary ACA Staff on Project:** Cassandra Hewitt, Colin Eyo, Amanda Gill, and Tara Holmwood

**Partnerships**

Not applicable

**Key Findings**

- About 704,427 page views of our website between April 1, 2023, and March 31, 2024.

**Details**

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 ACA's conservation projects, member groups, and publications, one of the long-term goals of ACA's 10-year *Strategic Business Plan*.

In 2023/24, the ACA website achieved approximately 704,427 page views, with the average user spending 1:25 minutes per visit.