

**Alberta Conservation Association
2024/25 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: Colin Eyo, Amanda Gill, Cassandra Hewitt, and
Tara Holmwood

Partnerships

Not applicable

Key Findings

- About 700,752 page views of our website between April 1, 2024, and March 31, 2025.

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 2024/25, the ACA website achieved approximately 700,752 page views, with the average user spending 1:04 minutes per visit.