

## COMMUNICATIONS REPORT 2013

Averaging 6107 visits per month to our website with an average of 10,133 page views, our website is getting good exposure, but could stand a bit of promotion and tweaking to drive more traffic to it from the various search engines. Direct traffic to the site makes up 77% of the traffic, which means our members know where to go for information, and our pamphlets handed out at the games are generating traffic to the website for follow-up information. Referring domains (external links from other websites) make up 16% of the traffic and search engines only represent 6%. Visits from the search engine robots shows Google is still is has the most activity on our site with 41.84% of the robot traffic while Bing now represents 25.65% and Baiduspider Robots 14.66%.

With 47 browsers and 34 operating systems being represented by our visitors, it is important that we keep the website universal in design. Many applications that work in IE do not work in Firefox, Chrome and such. With IE only representing 24% of the visitors, we are well positioned with a good overall website that works well across the board on many browsers without loss of integrity to the look, feel or information being presented.

It would be advisable to research other web hosting sites to gain better use of newer technology and make the website more easily updated and give us the possibility of a store to merchandise items that can help to fund the scholarship fund and the other charitable works of the clan society.

There are currently 638 members on the Facebook Group and this group has been very active. We ended our first year on FB with 319 members, grew to 519 the following year and 548 members last year. As you can see we are steadily growing interest and attracting many new people to join in the discussions of all things Gordon! While many of the members on the group are not members of the Clan Society, this is an avenue that has brought new membership into the clan! The FB Page is being used to put forward official announcements and has not yet been actively promoted, but is seeing traffic, which is bringing new people to the group and official website giving us yet another avenue to promote ourselves.

The newsletter this year came in at a total cost of \$2.34/each and this represents a significant improvement in cost over the past three years as we have tweaked the formatting and searched out better sources for printing. We have been able to bring our cost from approximately \$7/each with only the cover in color, to the current product in full color and maintain a professional product. This frees up about \$4.60/membership in our operating budget to allow us to now look at ways of improving our support to our conveners with resources.

Lois Todd  
Communications Chair