Web Manager’s Report

David Trehane
ICS Web Manager

As you read this, a whole year will have passed since we allowed the new look ICS website to go live on the internet. In that time many of you have been generous with your comments for which I am grateful.

Developing a site with as many possibilities as this one takes considerable time and we have such a lot on the ‘to do’ list at the moment. My colleague and fellow web author, Steve Lyus has been hard at work creating pages for the full content of the articles you see here in the Journal. This initiative is just the very start of how the ICS can utilise its website to provide you, the member, with better information.

Statistically, the site is a testament to quality visitors over sheer quantity. During the ten months between March 20th 2012 and January 20th 2013, when I was tracking visitors to the old site, it showed an average of 1.22 pages to 2162 unique visitors. 89% of visitors left the site without leaving the first page they came to and the average visit was 37 seconds.

Between January and October 2013, the new site has hosted 8610 unique visitors who visited four pages each, stayed on the site for three minutes: only 51% left after the first page.

What really helps a site like this is content and we need LOTS of it! If you have an article on any aspect of camellias, we would love to publish it on the website. It does not matter what language it is written in. Just send it to me at webadmin@internationalcamellia.org and we will do the rest.

We are also working on regionally focused pages for your area. We are currently finalising a standard layout for these pages, but once we have done this, your regional managers will be able to publicise every local event and garden as well as contact details directly on your own regional web page in your own language.

If you have not yet signed in to the website for the first time (and many of you have not) it may be that you have lost your login details, which were provided with the welcome letter in last year’s Journal. If this is the case, please contact me for advice.

I really hope that 2014 can see the site increase in interesting content, so that readers visit more often and learn more about our fantastic genus.

Best wishes to all.

David Trehane, ICS Web Manager