



## **2015 World Archery Americas Webmaster Report**

I am happy to report that the use of the website from within the America's Archery Community has improved significantly from last year! The site is still busiest in May corresponding with the MICA/CIMA results with more than 2100 visits.

Our monthly visit averages have plateaued a bit to about than 1300 down slightly from last year which was about 1500, but still significant as we were only seeing about 200 in 2013 and 500 visits in 2010. This puts or yearly use at approximately 14,000 up from only about 2000 in 2013 and 15000 in 2014. I would attribute the slight downward trend to our reliance on Facebook more than in the past and especially by our Secretary General and others. The largest user country this year has been the USA with Brazil and Canada close behind.

The most popular page overall is now the Info Bulletins introduced by our Secretary General last year, next was the Level 1 Coach manual and, as reported above the MICA pages. I reported disappointing results in the use of the calendar last year, however, it was used slightly more this year.

The site is a valuable information tool, it could be so much more with continued use by the membership and member nations. The site is a bit tired and could probably use a facelift. We looked at trying out a new format and a move to a 'Content Management' site, however, the cost was prohibitive and we could not justify the high cost.

I do my best to keep the site current, I usually post information received within 24 hours.

It is indeed refreshing to report great cooperation from our WAA office, we get information regularly, which is posted and then announced on Facebook, which is also very popular.

I am happy to continue in this role, if that is your wish!

I am always available to discuss these matters.

Respectfully submitted,

A handwritten signature in cursive script that reads "Al Wills".

Al Wills, WAA Webmaster