

To: FRRS Board of Directors  
 From: Paul Finnegan, Webmaster  
 Re: Museum Web Page  
 Date: January 11, 2017

In December I did the usual web maintenance and updated the [Santa Trains information](#) page as Santa Trains occurred. Greg Elems and Michael Clawson sent me some information about and photos from the Santa Trains that I used to create a [2016 Santa Trains](#) gallery. Some of the photographs are really outstanding and are worth a look if you have not already seen them.

Peter Arnold and I are continuing to make progress on the [Western Pacific Headlight Master Index](#) web page. Peter sent me another update December 24<sup>th</sup>. We now have issues 20 to 49 indexed with 254 topics and 997 index entries.

The web site was updated for the 2017 year. The tools for signups, the calendars, the liability release forms, etc. were all updated for the year 2017. As part of this effort some of the web tickets were closed or cancelled. (See web ticket report for details.) Additionally the News Blog item was removed from the News pull-down menu. It was the first item on the pull-down but was rarely updated. I felt being first on the list and not being kept current was not beneficial to the society. The link to the news blog is still in the footer. The restoration page was also removed from the menu system; it also was grossly out of date and I had not received the requested updates to maintain the page.

For the January Board Report I thought I would share some information about the web site from the year gone by.

During the “active season” which I defined to be Saturday May 7<sup>th</sup> ~ Monday September 5<sup>th</sup>, 2016: the site was visited 19, 412 times by 11,976 users. A total of 59,760 pageviews were made. 66% of our users used desktop computers, 24% mobile devices and 10% used tablets.

The Top 15 web pages visited were (number of views, percentage desktop or mobile):

<b>Top 15 Pages * :</b>	<b>Desktop Page Version</b>		<b>Mobile Page Version</b>		<b>Total</b>
Home Page	12,351	82%	2,710	18%	15,061
RAL	2,711	78%	772	22%	3,483
Webcam	2,766	94%	163	6%	2,929
SN	2,661	94%	166	6%	2,827
Collection	2,133	86%	336	14%	2,469
Trainride	1,405	70%	601	30%	2,006
Visit WPRM	1,496	78%	423	22%	1,919
Calendar	1,389	74%	489	26%	1,878
Locomotives	1,260	87%	187	13%	1,447
Rod McClure	177	21%	675	79%	852
Steam	791	95%	38	5%	829
Train Sheets	650	98%	10	2%	660
Archive/Historical Dept	609	97%	18	3%	627
WPRM Gallery	616	99%	4	1%	620
Operating Dept	520	100%	0	0%	520

\* -During the “active season” we had 384 different pages on the web site.

Here is the pageview information in the fall season from September 6<sup>th</sup> ~ December 31<sup>st</sup> for our special event trains:

Sep 6-Dec 31	Desktop		Mobile		Total
Pumpkin Trains	311	43%	418	57%	729
Santa Trains	345	47%	387	53%	732

I find it interesting to note that for both the Pumpkin Trains and the Santa Trains more users were on mobile devices rather than desktops.

For the period May 1<sup>st</sup> ~ December 31<sup>st</sup>, 2016 our top five countries were (based on pageviews):

United States	33,482 (84.38%)
United Kingdom	1,958 (4.93%)
Russia **	1,495 (3.77%)
Canada	421 (1.09%)
Germany	292 (0.74%)

\*\* - I believe most (if not all) of the Russian users are webbots that are trying to penetrate our web site. I automatically monitor users that try to penetrate our web site. The vast majority are from Russia or the Ukraine. Since implementing the “I am not a robot” reCAPTCHA tool in January of 2016, I do not think there has been a successful attack.

For the period May 1<sup>st</sup> ~ December 31<sup>st</sup>, 2016 our top five states were (based on pageviews):

California	20,928 (62.51%)
Nevada	2,346 (7.01%)
Washington	979 (2.92%)
Oregon	865 (2.58%)
Texas	750 (2.24%)

Below is a graph showing the number of visitor sessions by month for the months of 2016 that I have Google Analytics data from. (Total for period was 43,743 sessions.)

