

To: FRRS Board of Directors
From: Paul Finnegan, Webmaster
Re: Museum Web Page
Date: February 6, 2019

Minutes & Reports Web Page

Now that the amount of material on the [Minutes & Reports web page](#) has grown, I added a Google Custom Search tool that allows the web user to search ONLY the material on the Minutes & Reports web page. The search box on the home page returns results from the Minutes & Reports, but it also returns results from anywhere else on the wplives.org website. The new search tool will help users quickly search the Minutes & Reports material for information. Google has changed the requirements for non-profits to create custom search engines without ads. I filled out all the new forms and successfully got the FRRS registered as a non-profit with Google's partner [TechSoup](#).

Migration of Material to frs.wprm Google Account

As reported earlier, I have been consolidating items related to the society website to use the frs.wprm Google account. This includes the YouTube video migration previously reported. Since I was working with the Google Custom Search tool for the Minutes & Reports page, I also moved the home page search tool from my Google account to the frs.wprm account.

2018 vs. 2017 Website Metrics

During the Summer Season:

5/1/18 – 8/31/18 total pageviews 52,592 **(-7.12%)**
65.84% desktop, 24.73% mobile, 9.44% tablet

5/1/17 – 8/31/17 total pageviews 56,626
62.87% desktop, 26.86% mobile, 10.27% tablet

2018 Ten Most Popular Pages

5/1/18 – 8/31/18	Pageviews
WPRM Home	7,910
WPRM Webcam	5,890
WPRM RAL (-24% vs 2017)	2,921
WPRM Mobile Home	2,874
WPRM Trainride	1,656
SN Home Page	1,386
WPRM-Collection	1,227
WPRM Visit Us	1,113
WPRM - Archives	993
WPRM Locomotives	900
Total:	26,870

2017 Ten Most Popular Pages

5/1/17 – 8/31/17	Pageviews
WPRM Home	8,446
WPRM Webcam	6,293
WPRM RAL	3,841
WPRM Mobile Home	2,764
WPRM-Collection	1,690
WPRM Trainride	1,533
WPRM Visit Us	1,480
WPRM Locomotives	1,188
SN Home Page	1,129
WPRM Steam	969
Total:	29,333

During the Fall Season:

9/1/18 – 12/31/18 total pageviews 46,954 **(+6.25%)**
59.12% desktop, 32.54% mobile, 8.34% tablet
Pumpkin Trains 1,269 pageviews **(+39.9%) 73% mobile**
Santa Trains 1,554 pageviews **(+63.8%) 70% mobile**

9/1/17 – 12/31/17 total pageviews 44,193
61.91% desktop, 28.26% mobile, 9.83% tablet
Pumpkin Trains 907 pageviews
Santa Trains 949 pageviews

General Items

- 1/9/19 – Posted January Board Meeting Preliminary Agenda on [Minutes & Reports web page](#).
- 1/10/19 – Updated Kerry Cochran's new email address in the email forwarders at wplives.org (7 places).
- 1/11/19 – Posted December preliminary minutes and January agenda & reports.
- 1/13/19 – Posted update from Election Committee on [FRRS Election 2019](#) news item web page.
- 1/14/19 – Updated H & R BLOCK - DAVID HANSEN address on [Sponsors](#) page per email from Eugene Vicknair.
- 1/16/19 – Created Google Custom Search for the [Minutes & Reports web page](#).
- 1/16/19 – Moved the Google Custom Search on the home page from my Google account to the frfs.wprm Google account.
- 1/19/19 – Added seven more photos to [Around the Museum 2018](#) gallery.
- 1/19/19 – Disabled the order form for the *Iron Feather* book and added a note it is out of stock. I had previously removed all the links to the [Iron Feather Book Sale web page](#) but someone either had bookmarked it, or got to the page via a Google search, and ordered a book. We are out of stock and Eugene had to handle it manually.
- 1/27/19 – Updated “as of” date on election web page per email from Matt Shuman, no other changes.
- 1/28/19 – Added 2004 Convention Timetable and Railfan Timetables from 2002 and 2003 to Historical/Archive Department web pages.
- 2/1/19 – Updated election information to show nominations are closed.
- 2/2/19 – Created Sleeper Report for 2018 for Kerry Cochran.
- 2/4/19 – Added “[THE ULTIMATE EXPERIENCE - AN HOUR OF POWER](#)” RAL promotion notice to home and webcam pages.
- 2/5/19 – Created new email forwarder fccadmin@wplives.org that sends email to Kerry Cochran and myself to use for FCC Radio licensing issues.