



Webmaster's Report
for the
London Group, LDWA
Annual General Meeting
2020

1. Website use - viewing analysis 2019

- Views 36,006. This compares with (32,928 in 2018).
- Users 7,127 (5,786 in 2018)
- The total of new users of the website was 5,291 and those that returned totalled 1,836.
- The average time that users spent per session was 2 minutes 2 seconds.
- The top 10 most viewed pages related to the following subjects:

Most viewed pages with interaction		
	2019	2018
Walks programme	18.56%	14.16%
Home Page	17.54%	18.93%
Capital Challenge pages	15.26%	12.18%
Founders Challenge pages	8.86%	8.64%
Walk Reports	1.27%	1.56%
Total	61.49%	55.47%

Although walk report views have declined over the last year I would like to thank all those walk leaders who submitted reports in this time; only two didn't respond to a request to send me one and a shoutout to Jerome Ripp, whose reports usually arrived in my inbox on the evening of a walk he led.

2. Website User Analysis

2.1. Gender

Gender	2019	2018
Total number of users	7127	5783
Male	54%	53%
Female	46%	47%

2.2. Age Range

Age Range	2019	2018
18-24	2%	4%
25-34	20%	21%
35-44	17%	20%
45-54	24%	22%
55-64	19%	19%
65+	18%	15%
	100%	100%

2.3 Geographics

Country	2019	2018
UK	6,189	5,122
USA	672	139
Netherlands	29	17
Australia	19	17
Spain	19	302
France	19	26
Germany	16	18
Italy	16	14
Finland	12	0
India	12	17
	7,127	5,658

2.3 Users' Browsers & Devices

Browsers	2019	2018
Chrome	35.78%	36.81%
Safari	32.72%	30.45%
Explorer	14.31%	14.93%
Edge	6.04%	7.36%
Firefox	3.77%	4.51%
Total	92.62%	94.06%
Devices	2019	2018
Desktop	51%	53%
Mobile Phone	36%	31%
Tablet	13%	16%
Total	100%	100%

2.4 Users' Technology

Top Brands	2019	2018
iPhone	39.08%	36.81%
iPad	19.34%	24.40%
Samsung various models	8.12%	9.95%
Total	66.54%	71.16%

2.5 Acquisition of Users

Source	2019	2018
Direct	2,355	1,850
Referral	566	549
Social media	355	171
Other	0	6
	3,276	2,576

3. The Group Facebook Page • There are 521 primary and 568 associated members of LDWA London as of 6 February

- 237 members have joined the Group Facebook Page.
- There were 218 members on the 12th February 2019 i.e. there has been an increase of 19 members.
- In the period 1st January 2019 to 31st December 2019:
 - 119 members were active (as opposed to 170 in 2018).
 - There were 161 posts (133 in 2018), 369 comments (315 in 2018) and 1924 reactions (1378 in 2018) so whilst there were less people active on the site engagement is up by 25% in 2019.

3.1 Activity

Period	Members	Posts	Comments	Reactions
Last two months 2018/19	170	29	62	237
Last two months 2019/20	185	30	114	528

3.3 Administration of the Group Facebook

- The Facebook page is a closed Group.
- In the previous year 77 individuals have requested to join.
- 26 of these were accepted. Ergo, 7 members have left the LDWA Group Facebook.
- 51 were declined.

4. Final notes

Since taking over from Keith last year I've very much taken an attitude of "if it ain't broke don't fix it" concerning the website, admittedly constrained a bit by work commitments and personal circumstances over the last year which have limited the time I've had to deal with anything other than the weekly updates and challenge event pages. One thing I have added to the home page recently is a notification of the next walk and link to its webpage; if anybody has ideas for anything else which they think might be a useful addition let me know, and I'll consider its viability. The update to the national site last year had no impact on the local group site, I must admit I'm slightly relieved to say. When uploading items to the website I do take GDPR considerations into mind; I am aware of one leader who prefers not to have their phone number on the website and one member who doesn't want to be in any photographs on there – if any other members have similar objections please let me know so I can forestall any problems.