HRSC Webmaster's Report March 27, 2019 to May 28, 2019

SUMMARY

- **Problems with receipt of the April eBridge were not repeated for the May eBridge.**

  Many members (almost all using Cox email) had problems receiving the April eBridge. In some cases they saw nothing—in others the message was in their Spam folder, indicating that their email software had incorrectly flagged the eBridge email as spam.

  Steps were taken to avoid a repetition with the May eBridge, and no problems were reported for it.

WEBMASTER ACTIVITY

(1) Cox user problems with April eBridge, and successful actions taken for May eBridge

- Follow-up indicated that the problem was most likely caused by the wording of the Subject field. Unfortunately, it was not possible to get definitive information from Cox support.

- The behavior varied among Cox members however. In many cases, the message was put into the Spam folder—in other cases there was no sign of it. Even some of the same members had different results with the re-send of the April eBridge. (Note that delete vs move to Spam folder behavior is user-configurable on Cox—deletion is the default.)

- Example of March Subject:

  o *** HRSC *** March 2019 eBridge - Your membership is paid through April 30, 2020; thank you for keeping your dues paid.

- Example of April Subject:

  o *** HRSC *** April 2019 eBridge - Your membership is paid through April 30, 2020; thank you for keeping your dues paid.

- Since the March and April subject fields were almost identical, differing only in "March" and "April", yet different behaviors resulted, it implies that "April" is considered bad in some way—maybe to do with April Fool's jokes? More likely however, based on my investigation, is that a new rule and/or spam keyword was added by Cox, and maybe also other Mail ISPs, based on a common source, because a handful of people using non-Cox mail reported similar problems. Another possibility is that it was something in the message body that was the trigger.

- My immediate actions to address the problem were:

  a. I re-sent the May eBridge PDF distribution emails and also sent an informational email to all eBridge recipients explaining this re-send. (One member complained that there was no attachment to this informational email...)

  b. I posted the eBridge PDF online, password-protected, so that members could download it without any email software being involved. This worked well, except for members who tried to type the password instead of copying and pasting it—several of them entered it incorrectly, but it never occurred to them that they might have made a typing error, so they asked the webmaster for help...

- My actions to avoid the problem for the May eBridge were as follows:

   a. I reviewed several lists of spam trigger words and phrases that I have accumulated and ensured they were not used in the eBridge Subject field for the May eBridge. I also checked the message body. Examples:

      - https://blog.hubspot.com/blog/tabid/6307/bid/30684/the-ultimate-list-of-email-spam-trigger-words.aspx

      - https://www.automational.com/spam-trigger-words-to-avoid/

      - https://www.simplycast.com/blog/100-top-email-spam-trigger-words-and-phrases-to-avoid/

      - https://blog.prospect.io/455-email-spam-trigger-words-avoid-2018/

      - https://www.emarsys.com/en/resources/blog/email-spam-keywords-to-avoid/

      - https://snov.io/blog/550-spam-trigger-words-to-avoid-in-2019/

   b. I sent to all eBridge recipients some recommended configuration settings they should make for their email software. (Defining what the app should do when it detects spam, and marking emadmin@hrcaz.org as a trusted ("white list") sender.)

   c. Before making the main distribution, I sent the proposed May eBridge cover email and attachment to the Board and a few members with Cox email and asked what happened—no one had a problem.

   d. I posted the PDF with a password as I did for April in case anyone had a problem receiving and opening the eBridge PDF attached to the distribution emails. I sent an email to all eBridge recipients telling them to use this method if they did not successfully receive their May eBridge.

- No problems were reported for receipt of the May eBridge.

(2) Board Vote

- Made entry in home page pink splash for the Board vote, with a link to the voting form.

- Gathered votes and sent to Mary. The final count was 16 in favor and none against.

- Updated the Board emailing list and Board Members web page based on the election result.

(3) Email, Hotline and Website Administration

- Made emailing list updates and member distribution for April and May eBridges.

- Sent an "All" email for the Spring Potluck Picnic.

- Handled the end of a free trial; the candidate decided not to join HRSC and revealed that he lives in Utah.

- Handled routine Hotline emails about address changes, requests for help on the HRSC membership renewal process, follow-up on mailed dues checks, requests to be added to the email distribution list sent to all members, requests for links to be added to our website, etc.

- Performed a routine check of the entire website for dead links and made several corrections.

(4) Website Page Updates

- Created the April and May Online Bridges.

- Kept the past and upcoming events sections up to date.

- Kept the home page pink splash up to date with several added or removed entries for upcoming events.

- Made an update to Scholarship page to emphasize that the program is now closed to applications until December 1.

- Made updates to Archives page for recent online Bridge, Board Minutes and Agenda, Board meeting schedule, Treasurer's Reports and Webmaster's reports.

WEBSITE STATISTICS

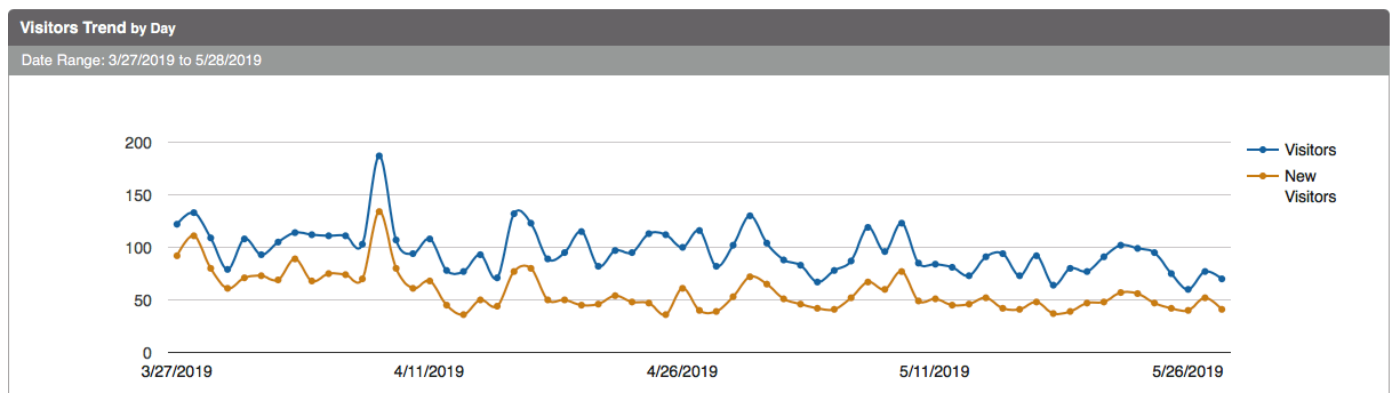### Site traffic report for March 27, 2019 to May 28, 2019
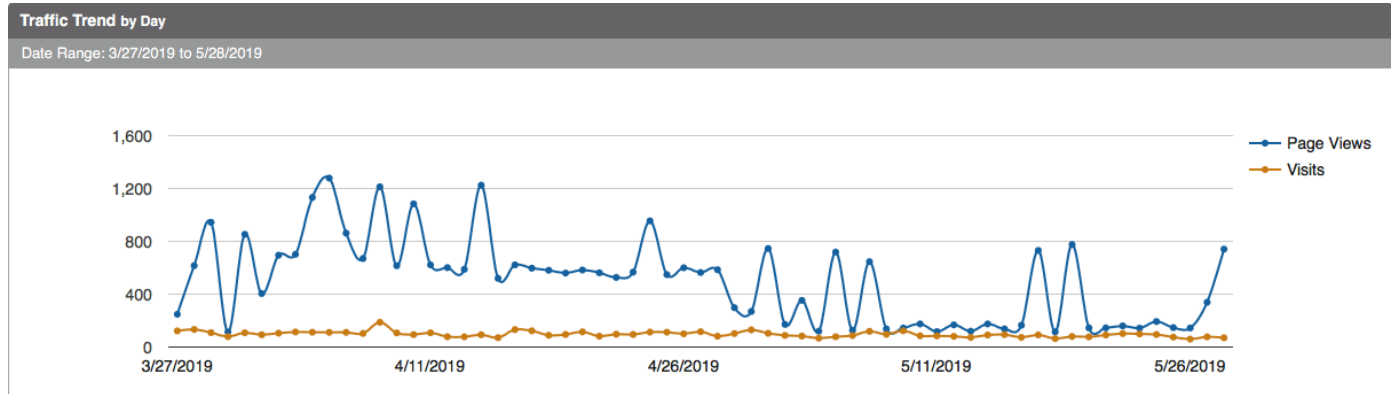
None of the peaks on 4/5, 4/8 and 4/14 were due to sites with an Abuse IP Database abuse rating of 50% or more, so no blocking action was taken.

04/05/2019 – Mainly KY Corporation, in the Republic of Korea. No abuse reported to the Abuse IP Database.

04/08/2019 – "16 Collyer Quay" (Unisys) in Hong Kong. 14% abuse rating on the Abuse IP Database.

04/14/2019 – Aria web development in Manchester, UK (ariawebco.net) 0% abuse rating on the Abuse IP Database.

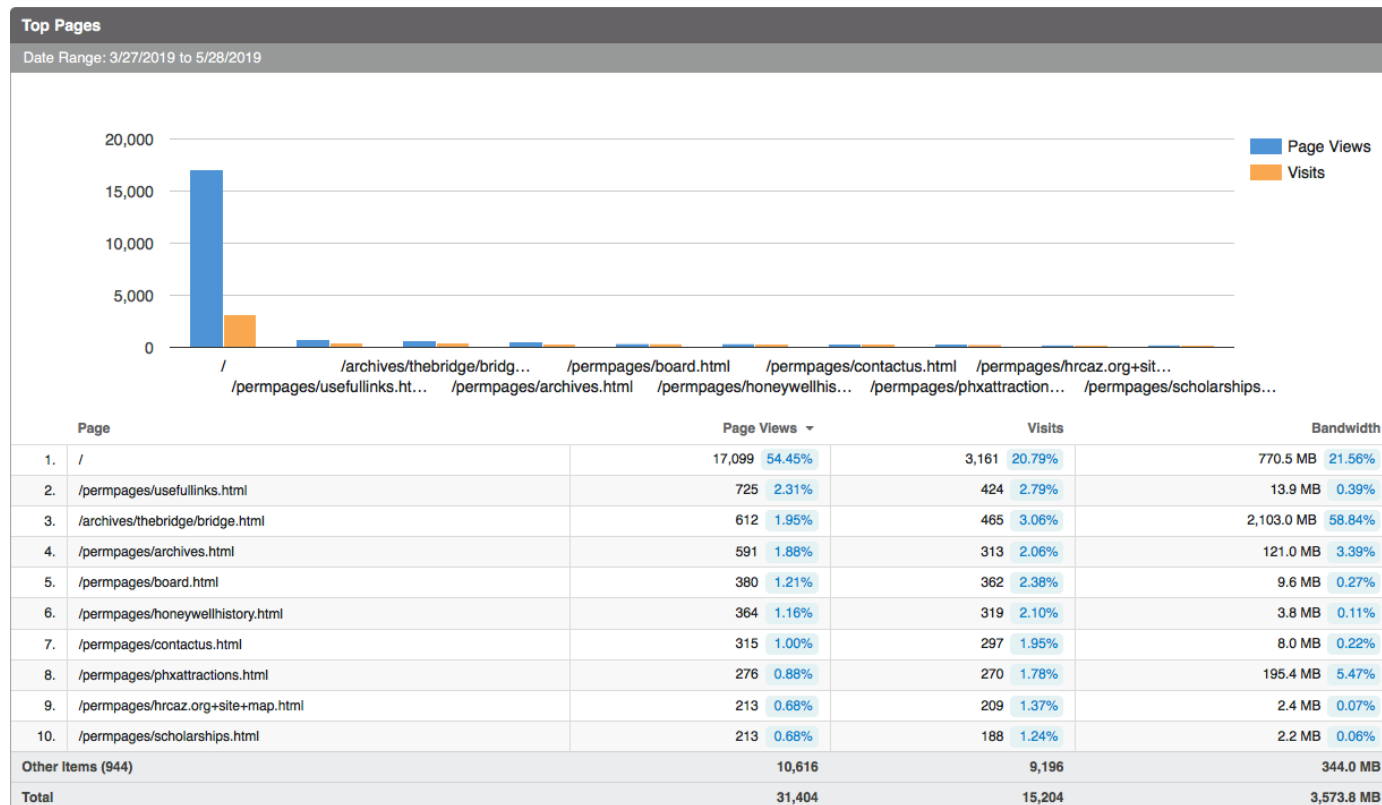### Site visitors report for March 27, 2019 to May 28, 2019

The big peak on 4/8 was the same as for site traffic above, so the description is the same viz.:

04/08/2019 – "16 Collyer Quay" (Unisys) in Hong Kong. 14% abuse rating on the Abuse IP Database.

The most visited pages for March 27, 2019 to May 28, 2019

The number of views for Useful Links more than doubled from 320 to 725—this is probably due to members having read about it in the site map.

Top Pages

Date Range: 3/27/2019 to 5/28/2019

	Page	Page Views ▾		Visits		Bandwidth	
1.	/	17,099	54.45%	3,161	20.79%	770.5 MB	21.56%
2.	/permpages/usefullinks.html	725	2.31%	424	2.79%	13.9 MB	0.39%
3.	/archives/thebridge/bridge.html	612	1.95%	465	3.06%	2,103.0 MB	58.84%
4.	/permpages/archives.html	591	1.88%	313	2.06%	121.0 MB	3.39%
5.	/permpages/board.html	380	1.21%	362	2.38%	9.6 MB	0.27%
6.	/permpages/honeywellhistory.html	364	1.16%	319	2.10%	3.8 MB	0.11%
7.	/permpages/contactus.html	315	1.00%	297	1.95%	8.0 MB	0.22%
8.	/permpages/phxattractions.html	276	0.88%	270	1.78%	195.4 MB	5.47%
9.	/permpages/hrcaz.org+site+map.html	213	0.68%	209	1.37%	2.4 MB	0.07%
10.	/permpages/scholarships.html	213	0.68%	188	1.24%	2.2 MB	0.06%
	Other Items (944)	10,616		9,196		344.0 MB	
	Total	**31,404**		**15,204**		**3,573.8 MB**	

Other notable items

- The USA had 23% of page views and 79% of bandwidth. Thailand had 3.3% of page views and negligible bandwidth.

- Within the USA, Michigan accounted for 25% of page views and 11% of bandwidth. Next were Texas with 16% of page views and 6% of bandwidth, and Arizona with 10% of page views and 27% of bandwidth.

- Phoenix and Scottsdale, (but not Tempe), were in the top ten US cities and accounted for 12% of all page views and 30% of bandwidth among US cities.

- Review of high access levels by IP address over the period identified no major access by IP addresses with an Abuse IP Database rating of 50% or more, so no new blocking was instituted.

- However, there was heavy access from IP address 10.202.10.9 from March 8 to April 29, starting and ending abruptly. The Abuse IP Database described this IP address as being a private IP address, only used in internal network environments. It turns out this was an address used by Newtek for internal monitoring to track server health. They assured me it should not cause us any problems. The heavy access represented many repetitions over time of a perfunctory connection test.