

HRSC Webmaster Report for October 26, 2016 to January 23, 2017

WEBMASTER ACTIVITY

Updates and Changes to Website Pages since last Report

- Made topical updates to pink splash section of the Home Page.
- Made routine Online Bridge updates, including updates to upcoming events, and reports and/or photographs of past events.
- Made updates to Phoenix Area Attractions, Bylaws, Archives, Useful Links and Scholarships pages.
- Paid the annual hosting fee of \$275.40 and the annual domain name retention fee of \$10.95.

Email, Hotline and Website Administration

- Worked with Joyce Callela to promote the Christmas Dinner-Dance, which was receiving low initial interest:
 - Put splash on website home page.
 - Included red reminder in cover email for November 1 eBridge distribution.
 - Sent mass emails on November 8, 22 and 25.
- Worked with Gwen Scheetz et al of the Scholarships team to publicize opening of the scholarship application period.
- Worked with Linda Darnell to put extensive place-holder information for the spring picnic in the website upcoming events section. (Online Bridge)
- Made routine eBridge distribution mailing list updates and email transmissions.
- Handled routine Hotline emails about retiree deaths, address changes, etc.
- Discussed with Ed Taschner and board whether we should make an exception to our practice of not promoting non-HRASCAZ events, because the event in question had an HRASCAZ member performing in it. We agreed that no exception should be made.
- Followed up when several members said they were unable to download the December eBridge attachment. Determined that all of these members had Cox email accounts.

Then found out that Cox had failed to keep their mail server running properly, had taken an excessive time to correct the problem, and had failed to adequately explain the problem to their customers. Hopefully they will learn from the incident...

All members experiencing problems were able to successfully download the eBridge attachment from their Cox email accounts within 48 hours.

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- Discussed with Ed Taschner and Russ Henzel if we had any interest in taking advantage of a broadband expansion planned for 1860 W. Rose Garden Lane. Concluded that the only reason to do this would be if it enabled us to get free or cheaper website hosting and mailing list services.

Our current host service is probably an overkill, except for the limit of ten mailing lists, so in theory a change to a cheaper service would make sense. However, in practice, this “simple” move would probably entail a fair amount of risk and work, and was judged not worth the effort, especially as I have an uncertain health outlook at present and lack the time and energy to do the proper research. This is something that could be re-visited nearer October 17, which is when our annual web hosting fees will come due.

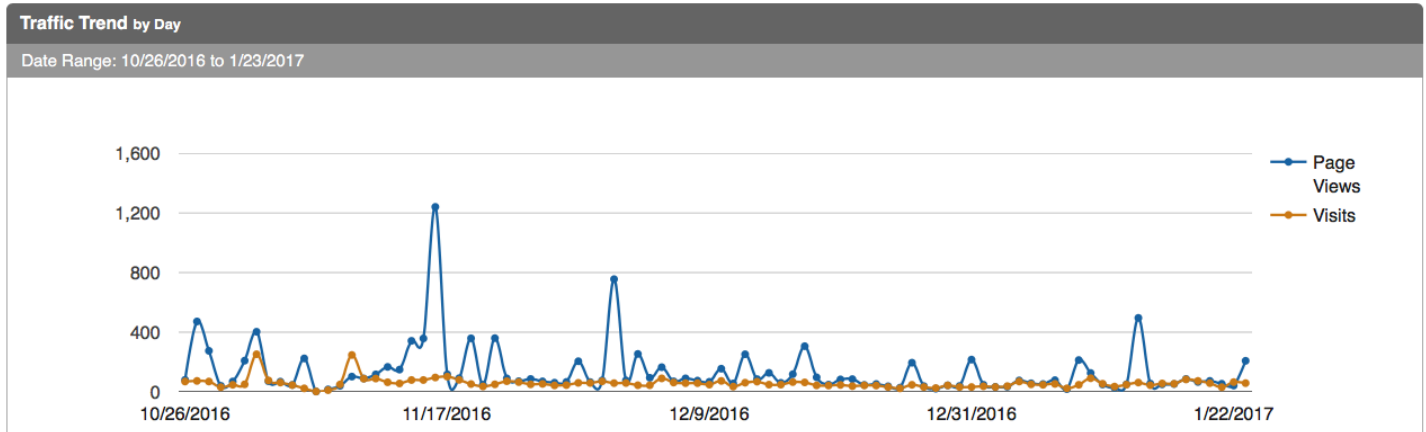
I think we could get adequate advertisement-free web hosting for \$20 - \$60 per year. The bigger question is how much we would have to pay for the mailing list capability; quick research indicated probably in the region of \$100 - \$250 per year, although MailChimp does offer a free plan that might satisfy our needs. So unless we can find a low-priced mailing list service, (or get free access via Honeywell Aerospace), it is probably not worth the effort to change at present.

- Checked the entire website several times for dead links and corrected them. (There were only a few.)

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WEBSITE STATISTICS

Site traffic report for October 26, 2016 to January 23, 2017:



The most noticeable items are the page-view spikes on November 16 and December 1, and the visit spikes on November 1 and November 9.

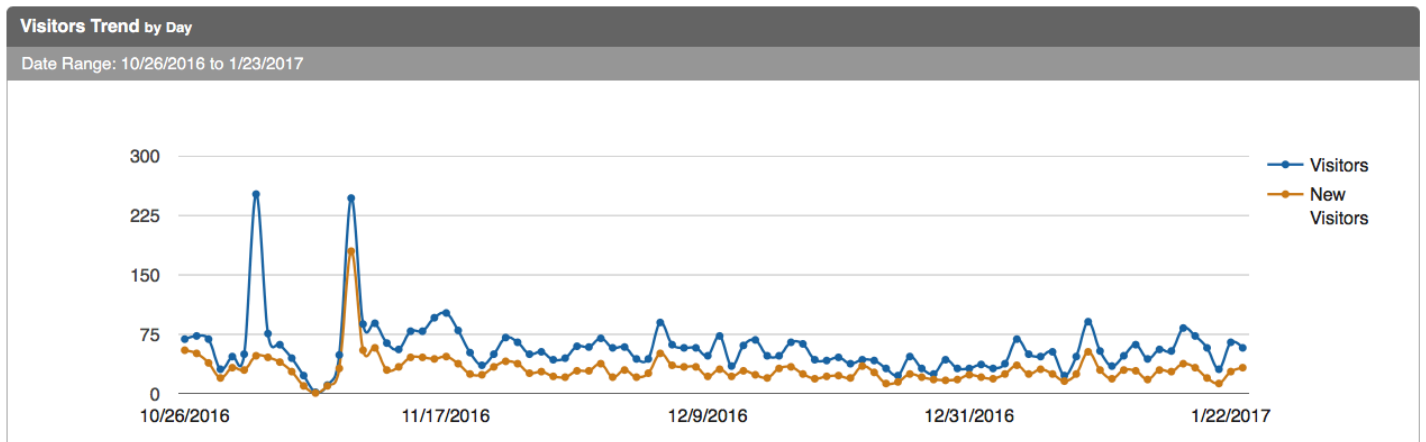
November 1: IP address 82.80.249.159 Bezeq International, ISP in Israel. Reported five times for hacking and spam.

November 9: IP address 46.118.124.241 Kyivstar PJSC, ISP in Lviv, Ukraine. Reported twice for spam.

November 16: IP address 23.250.3.10 B2 Net Solutions, dead link checker in Buffalo, NY, used by your Webmaster.

December 1: IP address 23.250.3.10 B2 Net Solutions, dead link checker in Buffalo, NY, used by your Webmaster.

Site visitors report for October 26, 2016 to January 23, 2017:



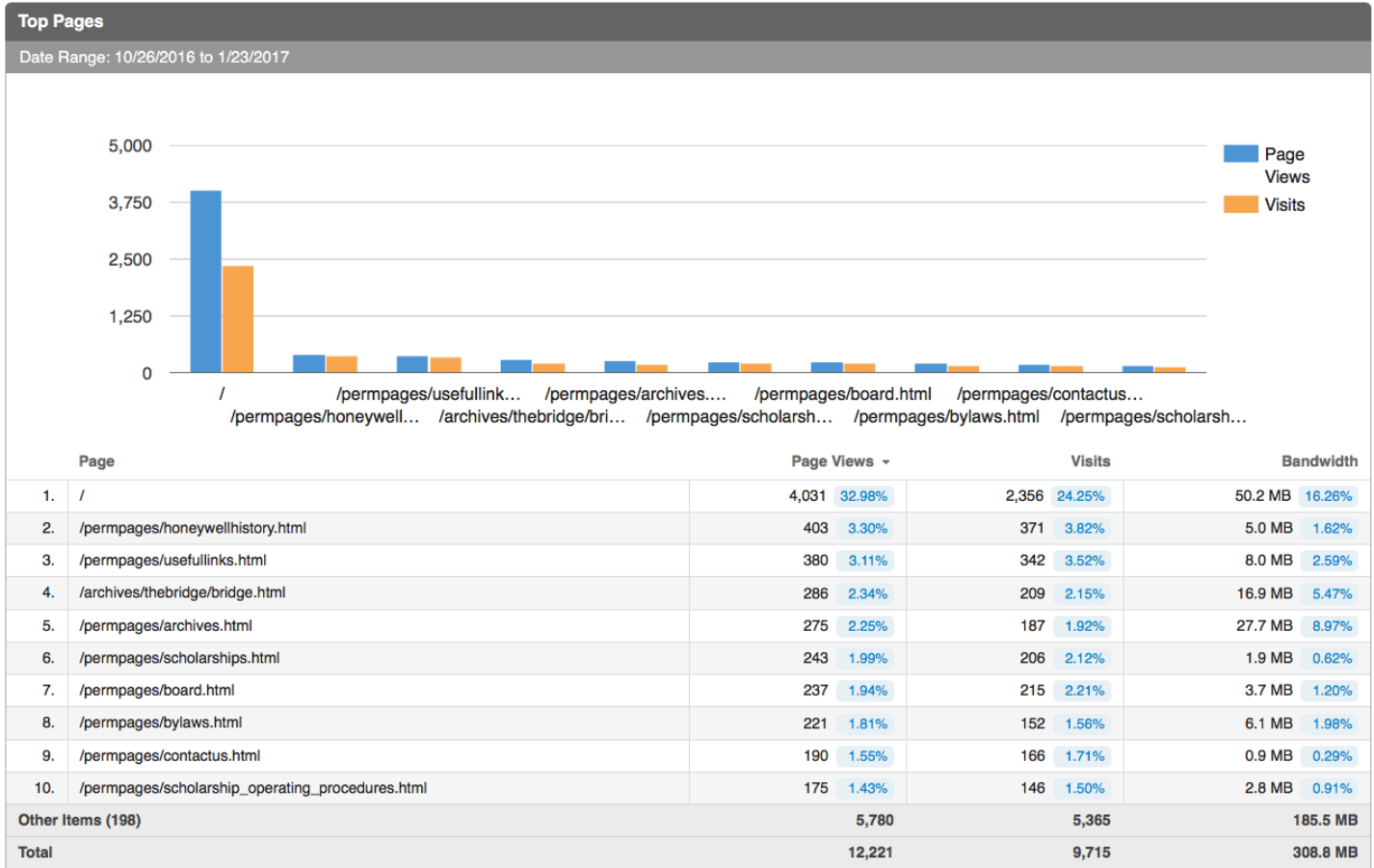
The average number of visitors per day was 58; slightly lower than the 67 per day of the previous report. For the main peaks:

November 9: IP address 46.118.124.241 Kyivstar PJSC, ISP in Lviv, Ukraine. Reported twice for spam.

November 11: IP address 46.118.124.241 Kyivstar PJSC, ISP in Lviv, Ukraine. Reported twice for spam.

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The most visited pages for the same period:



Honeywell history is back to its traditional top place! (In the previous report, the Online Bridge was just ahead of Useful Links and Honeywell History.)

Other notable items:

- There was no excessive traffic from foreign countries or cities during this report period, unlike some previous periods. The USA accounted for 56% of visitors, followed by Unknown Country at 9%, Canada at 4.5%, and China at 3%. Valley of the Sun cities accounted for 47.5% of USA cities.
- Mobile device usage by visitors was, somewhat surprisingly, overwhelmingly iPhone based:

iPhone	72%
iPad	7%
Windows CE	3%
Droid Nexus 6	2%
Samsung sm-g900a	1%
Other (Mostly Android?)	16%