

Webmaster Report 2014

Website operations were about the same as in 2013. We had about the same number of queries and requests for postings. We continue to see most of our traffic to the Lookout Jobs and Lookout Rental areas. Overall traffic was up this year over 214% as compared to last year.

We continue to see a large amount of referrals from these locations:

- Forestry Sites
- Search Engines
- Outdoor and Traveler Sites
- Facebook

This year, Facebook is in the top 4 places we are getting referrals from, which makes sense as we have started up more chapter Facebook pages and the national page is getting more attention.

For 2015, we plan on automating the membership join page so it will take credit cards and Paypal payment methods. This should eliminate the current US mail-based membership form.

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