

Webmaster Report 2016

Website operations were about the same as in 2016. We had a similar number of queries and requests for postings. We continue to see most of our traffic to the Lookout Jobs, Lookout Rental, Lookouts for Sale, and Lookout Library areas. Overall traffic slowed further and was only up this year by 1.9% as compared to last year. This is a continuation of slowing growth.

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

- Forestry Sites
- Outdoor Sites
- Traveler Sites
- Facebook
- Firewatch

This year, Facebook was the number 1 place we are getting referrals from. This is the first time any other site was greater than outdoor web sites. Our Facebook presence for chapters continues to grow and expand, which is a large contributing factor to this.

Earlier in 2016, we had a large influx of referrals from the Firewatch website. This is an online Fire Lookout game. From their website, it is described as “Firewatch is a mystery set in the Wyoming wilderness, where your only emotional lifeline is the person on the other end of a handheld radio.” More info can be found at this link - <http://www.firewatchgame.com/>

Online Registration

At the end of 2015, we successfully implemented Online Registration, which allows someone to Join FFLA using a major credit card or PayPal. Initial data is showing that membership trends are up due to this. This capability is capturing more users due to the convenience of not having to mail in a check.

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