

Monthly report	
Subject:	CCC Website Report
Meeting date:	10 May, 2021
Author:	Moe Guertin
Date of report:	5 May, 2021

CCC Website Update

10th May 2021

CCC website visitation continues to be quite low given the population of Callander. Social media may have a part to play in this. As a result, I have consolidated the Facebook numbers into a separate table for comparative purposes. Also, the CCC website needs to be more accessible from the main InCallander Homepage. I have scrutinised the InCallander website and outlined a brazen recommendation below.

Website Statistics

	<u>People Visiting the Site</u>	<u>Pages Viewed</u>
June 2020	110	1098
July 2020	413	1912
August 2020	301	1624
September 2020	144	1276
October 2020	398	2395
November 2020	247	1955
December 2020	317	2208
January 2021	224	1700
February 2021	154	1428
March 2021	129	1066
April 2021	154	1394

The 10 most visited pages in April were:

1. Home, 249
2. Meetings, 129
3. Minutes, 77
4. April Reports, 46
5. About Us, 37
6. Rural Housing, 35
7. Topics, 33
8. Your Council, 24
9. Planning, 22
10. Grants 17

Facebook Statistics

	<u>Facebook Page Reach</u>
June 2020	7116
July 2020	26,400*
August 2020	2831
September 2020	5841
October 2020	4417
November 2020	5061
December 2020	3776
January 2021	3284
February 2021	1121
March 2021	1229
April 2021	1830

Video Recordings of CCC Meetings

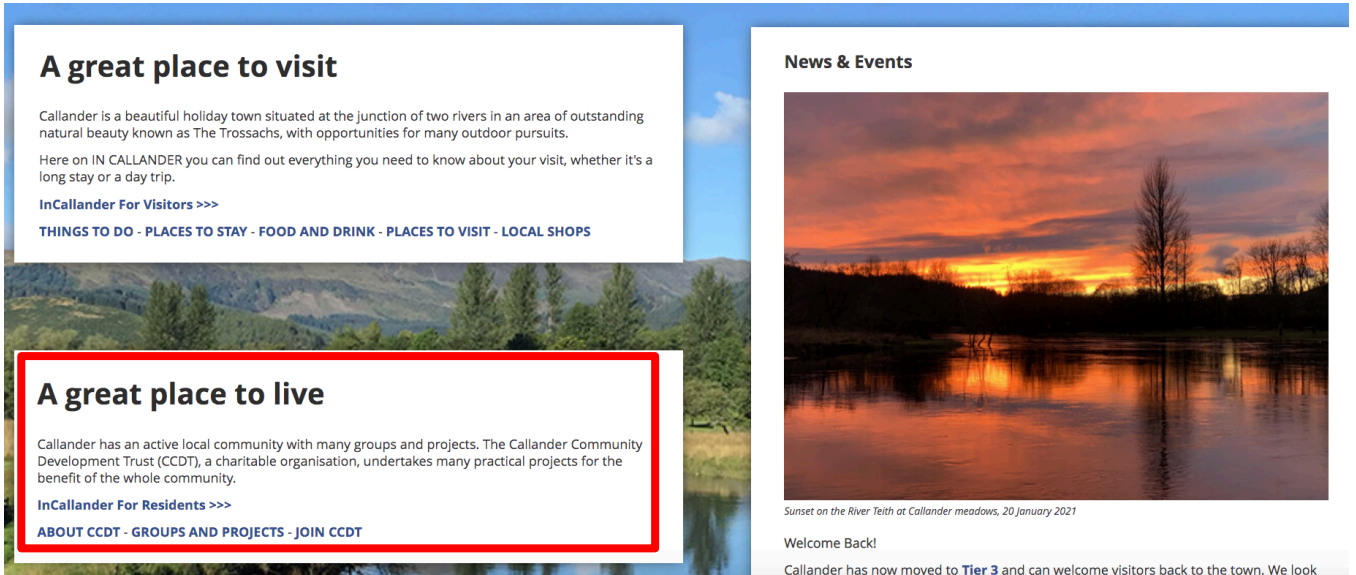
Per CCC agreement, all recordings will only be accessible by the CCC chair, secretary and notetaker and are to be used for notetaking purposes only.

Ongoing Updates

The website administrator has created a 'Meeting archive' using the November reports as the initial instalments. This can be located by navigating from the CCC homepage, Select Meetings from the top row bar, and then meeting archive in the left-hand bar. All reports and minutes which have been submitted are available in the archive from November 2020 to date. Callander Community Councillors with any historical reports or documents are now invited to send those to myself for inclusion in the archive which dates back to 9 January 2017.

InCallander Website

I have scrutinised the InCallander website and it is my opinion that CCDT have pride of place. As elected representatives of Callander it is my position that CCC should occupy that place.



Currently, the only way to navigate to the CCC website is through a text link in the News section. Even here, CCDT are listed first.



My primary proposal is to replace all text under the 'A Great Place to Live' banner with CCC specific information elevating it to first and foremost. There are 3 sections at the bottom of the website for visitors, CCDT and Callander Enterprise. Again,

CCC can only be found as a link in the News section which I deem unacceptable. My proposal would need to be agreed by all community councillors before I approach the other organisations for their approval to update the InCallander site.

Alternatively, we could look at removing CCC from the InCallander website and have our own purpose-built website. There are pros and cons to this, the pros being obvious, however, the main downside being up front cost of building the website in addition to bearing all hosting and maintenance costs ourselves as opposed to the current shared model.



Moe Guertin

5th May

*Facebook post regarding Emergency Parking Prohibition on A821 reached 21,600