Technology Committee Report – Annual Meeting 2016

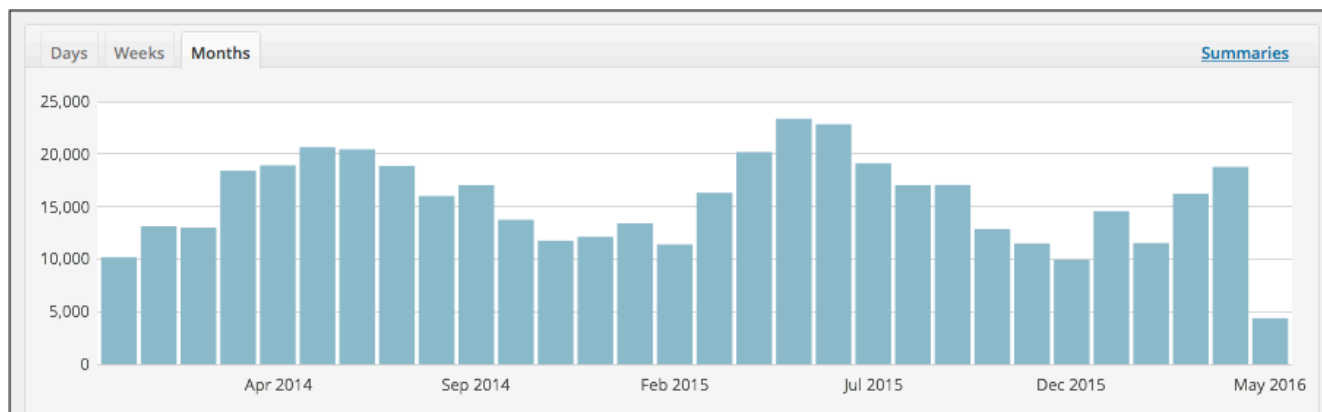Submitted by Dawne Holz, Chair

Website

The Committee maintains the Broadlands Association website at www.broadlandshoa.org. HOA staff manage most of the content and the Committee manages maintenance and programming of the site.

The Broadlands Newsletter is posted to the site each month. The Newsletter page was revised this year to streamline the layout and make previous editions easy to find.

The site traffic so far this year has shown a small increase over calendar year 2015:

Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2012								58	0	0	0	0	58
2013	0	12	31	24	15	6,651	20,022	16,449	15,747	14,314	12,617	10,174	96,056
2014	13,124	12,991	18,412	18,915	20,648	20,442	18,865	16,004	17,040	13,746	11,746	12,114	194,047
2015	13,402	11,389	16,311	20,185	23,351	22,823	19,111	17,038	17,056	12,863	11,479	9,948	194,956
2016	14,552	11,523	16,216	18,772	4,363								65,426

Monthly usage:

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Top 10 Pages, last 12 months:

Title	Views
Home page	104,218
Pools: Passes for Residents, Hours, Rules, Etc.	8,427
For Residents	5,764
Design Guidelines (Modifications)	5,606
Broadlands Community Yard Sale	4,250
Newsletter/Website Advertising	3,855
Community Center Rentals	3,772
Contact Us	3,523
HOA Staff	3,191
About Broadlands	3,082

Forums

The online Forums remain a popular feature of the website. To date there are:

- 6,820 members – 378 new members in last 12 months
- 32,889 discussions
- 186,504 messages