Webmaster Report – February 2015

The on-line presence of Cork Athletics is NOT core business, however, properly managed, it can have a profound effect on the organisation and its events. The primary aim is to ensure that Cork AAI events, and related AAI matters, are highlighted as far as practical. It would both great and, in particular, far more effective if the on-line functions could work alongside a PRO.

I want to thank the following for their help during the year:

Juvenile PRO, Competition Sec, Team Manager, Padraig Kelly, Ian O'Sullivan, John Walshe, Liam O'Brien, and the clubs and individuals who helped and contributed during the year. Apologies to anyone I've overlooked.

- Website has moved from Word-based to HTML-based …from stone age to 20th century (so still outdated)
- Website accounts have been amalgamated into a single account
- Cork Athletics Facebook page is now under Cork Athletics control (previously controlled by someone in Ohio, USA)
- Facebook membership has doubled
- Facebook event pages have been created, to increase awareness
- Web Pages created since last April (354 pages) have Google Analytics script, allowing performance to be monitored.
- Web traffic is increasing at an underlying rate of nearly 3% per month, when "spikes" for major events are stripped out.
- Website is being benchmarked against several athletic websites, and is performing above expectations.

By far, the most popular individual page is the fully searchable fixtures page, where multiple filters can be used to search for particular events.

One of the most popular sections on the website is the Clubs page, where Club contact and other information is posted. Clearly people want to find their local club, consequently it is vital that clubs ensure that their information is kept up to date.

In the same vein, it is strongly recommended that all Clubs have an on-line presence – there are still clubs either without any at all, or with minimal presence.

Can all clubs please ensure that their pages link to Cork Athletics. Working together, the organisation and clubs grow stronger.

Cross-Country

This year, course maps were provide by all clubs hosting events. This, along with GPS location info, were very popular.

Club Events

Club events, particularly Open Sports and Road Races, are being promoted on the website. This facility is free of charge to registered AAI events.

Plans for the future

- Currently developing a new from to the website, using Joomla! 3 Content Management System.
- Launch date?
- The existing site will be moved into a sub-domain, accessible directly from the front page of the new website (which will remain at corkathletics.org), so all existing historical information will still be available.
- New web interface will improve ease of collaboration – various levels of registered users will have varying levels of ability to directly add content to the site.
- To date, the Cork AAI Facebook page has not been promoted actively. It is not proposed to do so until the new website goes live.
- The possibility of including a dedicated, secure, Course Measurer's section on the website is being examined. If successful, it is proposed that, with Cork Athletics permission, it becomes the National Measurers repository.
- After the website is live, and stable, it is proposed to install CARD (Cork Area Race results Database) in another sub-domain. CARD is a fully searchable database of race results containing over 300,000 individual results, and was previously available on another website.

Protection of Content

The website, along with that of other AAI and the websites of other athletic organisations, has been subject to plagiarism and breach of copyright. Limited action was taken during the year. Once the new website goes live, it is proposed to actively protect our content. Copyright theft damages both the organisation and our sponsors.

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