

As LMSC Webmaster, I am part of a communication team that includes the newsletter editors and the Social Media outreach chair. The webmaster is responsible for maintaining and updating the LMSC website (www.vaswim.org). For the most part this includes posting material in a timely fashion: meet information and results, the newsletter, information about upcoming events, LMSC business, and anything else that is important to post on the website. It also includes maintaining the website and occasional troubleshooting when something malfunctions.

Site views continue the trend of decline, as shown in the following table.

Year	Posts	Views	Unique Visitors
2011	146	60,120	n/a
2012	111	76,555	n/a
2013	77	71,911	28,518
2014	49	57,688	23,468
2015	17	51,608	20,701
2016	22	46,891	20,073
2017	36	44,968	18,034
2018	22	41,245 ¹	14,123 ²

While the number of posts have declined, that alone does not seem to explain the decline since the number has been relatively flat over the past four years even as visits continued to decline. A conscious effort to increase the number of posts in 2017 did not seem to have much of an effect. Note that 2012 was when the very popular post about Marie Kelleher breaking a record at 100 years of age; that story was promoted by USMS at the national level and was even posted on the Sports Illustrated website. It resulted in an increase of tens of thousands of views.

Other than the home page, the most popular pages on the website are the following, in descending order:

1. Upcoming events
2. John Shrum cable swim page
3. Clubs listing
4. Meet results
5. LMSC records

For the most part, visitors seem to want to learn more about events, results, and places to swim. Given our debate about whether to eliminate the print version of the newsletter, it is worth noting that the *Wet Gazette* page gets 45–50 visits per month. But this value will miss

¹Projected.

²So far this year.

readers: an monthly email is sent to LMSC membership with a direct link to that month's newsletter, and WordPress is not able to track how many people access the newsletter directly (or, at least, they do not make that type of information available).

USMS will no longer support hosting LMSC websites, which necessitated a search for another host. I have chosen to use Network Solutions for hosting since we have previously been using them to register our domain name; using them as host saves us the cost of renewing our domain name (a value of \$40 per year). The cost of having them host our website means that the expense of the LMSC website will increase by \$80 per year. Note that this is not a "WordPress-friendly" service, so I will be needing to manually install WordPress as well as update it when necessary. (Network Solutions does provide WordPress-oriented services but I thought them too expensive.)