

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](http://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	26	40,721	16,324
2019	(24)	(36,883)	(11,724)

The number of views in 2019 is a projected value, while the number of posts and of unique visitors in 2019 is the value through 10/31/19.

While the number of posts have decreased since 2014, that fact 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. Clubs listing
3. Meet results
4. John Shrum cable swim page
5. LMSC records

For the most part, visitors seem to want to learn more about events, results, and places to swim.

As of last year, USMS no longer supported hosting independent LMSC websites, which necessitated the use of another host. In particular, USMS changed permissions on the USMS server that was hosting our website in a way that made it impossible to update WordPress or any of the plug-ins that we use, and this was a security hazard, and they were unable or unwilling to devote any resources to trouble-shoot the issue. In searching for a new host, I chose 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). I successfully moved the LMSC website to the new host this year, and have since been able to update WordPress and all plugins when necessary.