



Webmaster's Report  
for the  
London Group, LDWA  
Annual General Meeting  
2022

## 1. Website use - viewing analysis 2020 and 2021

- Views 21,541 in 2020 and 24,621. This compares with 36,006 in 2019. Lockdowns had a noticeable effect on visits to the website with a marked drop in traffic from April to July 2020 and from September 2020 to May 2021.
- Users 4,459 in 2020 and 4,803 in 2021 (7,127 in 2019)
- The total of new users of the website was 3,459 in 2020 and those that returned totalled 1,000, whilst in 2021 new users totalled 3,929 with 874 returning.
- The average time that users spent per session was 2 minutes 13 seconds in 2020 but only 1 minute 42 seconds in 2021 (2 minutes 2 seconds in 2019).
- The top 10 most viewed pages related to the following subjects:

|                          | <b>Most viewed pages with interaction</b> |               |               |
|--------------------------|---|---------------|---------------|
|                          | <b>2021</b>                               | <b>2020</b>   | <b>2019</b>   |
| Walks programme          | 28.01%                                    | 14.72%        | 18.56%        |
| Home Page                | 17.20%                                    | 20.13%        | 17.54%        |
| Capital Challenge pages  | 5.08%                                     | 7.35%         | 15.26%        |
| Walk Reports             | 2.83%                                     | 3.25%         | 1.27%         |
| Weekly Update            | 1.28%                                     | 1.43%         | 1.18%         |
| Founders Challenge pages | 1.12%                                     | 1.20%         | 8.86%         |
| <b>Total</b>             | <b>55.52%</b>                             | <b>47.98%</b> | <b>62.67%</b> |

In 2020 the new walks database pages accounted for 4.02% of all views, although I suspect a lot of those were me checking everything was on correctly. Mysteriously the pages were not present in the analytics for 2021 so they cannot be included in the data. Despite the problems we've had with lockdowns affecting the social walks programme it is clear the pages relating to our social walks are increasingly the most visited on the website.

## 2. Website User Analysis

### 2.1. Gender

| <b>Gender</b>         | <b>2021</b> | <b>2020</b> | <b>2019</b> |
|-----------------------|-------------|-------------|-------------|
| Total number of users | 4803        | 4459        | 7127        |
| Male                  | 55%         | 58%         | 54%         |
| Female                | 45%         | 42%         | 46%         |

### 2.2. Age Range

| <b>Age Range</b> | <b>2021</b> | <b>2020</b> | <b>2019</b> |
|------------------|-------------|-------------|-------------|
| 18-24            | 13%         | 9%          | 2%          |
| 25-34            | 21%         | 23%         | 20%         |
| 35-44            | 17%         | 17%         | 17%         |
| 45-54            | 18%         | 17%         | 24%         |
| 55-64            | 15%         | 17%         | 19%         |
| 65+              | 16%         | 17%         | 18%         |
|                  | <b>100%</b> | <b>100%</b> | <b>100%</b> |

### 2.3 Geographics

| <b>Country</b> | <b>2021</b>  | <b>2020</b>  | <b>2019</b>  |
|----------------|--------------|--------------|--------------|
| UK             | 4,037        | 4,030        | 6,189        |
| USA            | 304          | 98           | 672          |
| Netherlands    | 53           | 44           | 29           |
| Unknown        | 49           | 18           | NA           |
| Finland        | 43           | 45           | 12           |
| Colombia       | 42           | NA           | NA           |
| Germany        | 28           | 14           | 16           |
| China          | 27           | NA           | NA           |
| South Korea    | 24           | 16           | NA           |
| France         | 21           | 18           | 17           |
|                | <b>4,803</b> | <b>4,459</b> | <b>7,127</b> |

In 2020 The UAE ranked fifth with 21 views, Austria sixth with 19 and South Korea 9<sup>th</sup> with 16

## 2.4 Users' Browsers & Devices

| <b>Browsers</b>  | <b>2021</b>   | <b>2020</b>   | <b>2019</b>   |
|------------------|---------------|---------------|---------------|
| Chrome           | 42%           | 40.47%        | 35.78%        |
| Safari           | 39.88%        | 34.48%        | 32.72%        |
| Edge             | 5.99%         | 10.45%        | 6.04%         |
| Firefox          | 4.02%         | 3.61%         | 3.77%         |
| Samsung Internet | 2.29%         | 3.03%         | 2.96%         |
| Explorer         | 0.77%         | 3.45%         | 14.31%        |
| <b>Total</b>     | <b>94.95%</b> | <b>95.49%</b> | <b>97.02%</b> |
| <b>Devices</b>   | <b>2021</b>   | <b>2020</b>   | <b>2019</b>   |
| Desktop          | 56%           | 53%           | 51%           |
| Mobile Phone     | 39%           | 39%           | 36%           |
| Tablet           | 5%            | 8%            | 13%           |
| <b>Total</b>     | <b>100%</b>   | <b>100%</b>   | <b>100%</b>   |

## 2.5 Users' Technology

| <b>Top Brands</b>      | <b>2021</b>   | <b>2020</b>   | <b>2019</b>   |
|------------------------|---------------|---------------|---------------|
| iPhone                 | 55.5%         | 45.85%        | 39.08%        |
| iPad                   | 8.05%         | 10.56%        | 19.34%        |
| Samsung various models | 6.51%         | 8.36%         | 8.12%         |
| <b>Total</b>           | <b>70.06%</b> | <b>64.77%</b> | <b>66.54%</b> |

## 2.6 Acquisition of Users

| <b>Source</b>  | <b>2021</b>  | <b>2020</b>  | <b>2019</b>  |
|----------------|--------------|--------------|--------------|
| Organic Search | 2,642        | 2,959        | 0            |
| Direct         | 1,885        | 1,271        | 2,355        |
| Referral       | 517          | 293          | 566          |
| Social media   | 34           | 108          | 355          |
|                | <b>5,078</b> | <b>4,631</b> | <b>3,276</b> |

3 The Group Facebook Page • There are 506 primary and 586 associate members of LDWA London as of 22 January

- 253 members have joined the Group Facebook Page.
- There were 237 members on the 6th February 2020 i.e. there has been an increase of 16 members.
- In the period 1st February 2021 to 21st January 2021:
  - 190 members were active (as opposed to 119 in 2019).
  - There were 166 posts (161 in 2019), 290 comments (369 in 2019) and 2,076 reactions (1,924 in 2018) so substantially more members are active and general engagement is slightly up over a year than was the case at my last report, although a comparison between the last two months prior to my report in 2020 and this report (see below) shows that responses to posts are currently substantially less than was the case two years ago.

### 3.1 Activity

| Period                  | Members | Posts | Comments | Reactions |
|-------------------------|---------|-------|----------|-----------|
| Last two months 2019/20 | 119     | 30    | 114      | 528       |
| Last two months 2021/22 | 153     | 29    | 34       | 326       |

### 3.2 Administration of the Group Facebook

- The Facebook page is a closed Group open only to Primary and Associate members of London Group.
- In the year February 2020 to January 2021 there were 40 requests to join, of which 19 were accepted and 21 declined for neither being a primary nor associate member of the group.
- In the year February 2021 to January 2022 there were 32 requests to join, of which 14 were accepted and 18 declined on the same grounds as above.
- As 33 requests to join were accepted and membership has increased by 16 since my last report it means 17 members have left the London Group Facebook group since then.

## 4 Final notes

The last two years have seen some changes to the website, the most significant of which has been the introduction of the walks database. This brings all walks since the start of 2008 into one place, with space for reports, gpx files of the route and photo galleries for each walk. The list as set up originally was missing a number of walks as well as including in the early years ones which not exist, necessitating quite a bit of work and research by myself to collate all the data I could find for each walk in the past 13 years; in the end I created a spreadsheet so I could keep track of what had been done! This is now populated as much as possible for each walk on it, although patchy walk report filing over the years has left a number of walks with little information for them; photos largely depend on whether anybody on a walk takes photos and makes them available either directly to myself or on Facebook, and unfortunately the majority of the gpx files available are down to me keeping trace of the route on walks I've been on, although thanks to Lonica Vanclay to has been particularly good of sending them for the walks they have led, and those people who have provided others to me. Thanks must also go the walk leaders since we resumed walking in 2020 for providing registers of those on the social walks, as it is now a requirement for these to be uploaded to a place on the website, which has become my responsibility; its been a rare occasion when I've had to chase up these. My work on the walks database inspired me to delve back further and the spreadsheet referred to now includes a tab listing every walk we've ever put on, along with every leader, how many walks they have led, every starting point (I can't do finishing point as these haven't always been given!) and how many times walks have gone from these – the tally as of January 23 stands at 1432 walks led by 131 different people and starting from no less than 453 different locations.

As a result of the introduction of the walks database the reports section of the website has been effectively retired, both as an encouragement to use the database, although I'm not sure how well that has worked, and because it seemed unnecessary duplication to load reports on three times, as the live current walk report page has been maintained. Exceptions have been made for an event with multiple walks, such as the 25<sup>th</sup> anniversary walks in September 2020 and those to the Founders' Tree in October 2021. As I've received no complaints concerning this issue I've concluded it doesn't appear to have bene an issue. One other alternation that needed to be made was on the home page, where the introduction saying our walks were 20 miles with a pub lunch has been amended to reflect the fact that since Covid pub lunches have been generally impracticable and lengths are considerably more fluid in reality.

I've thoroughly enjoyed my three years in the role of webmaster but all good things must come to an end! My thanks go to committee members past and present who have assisted me in the post, and all those who have provided the material, in text, photographic and gpx format which has enable me to populate the site to the best of my ability. I'm confident that the site will be in good hands with Deborah Evans, my successor, and the website will continue to play its role in helping London group thrive.