



Webmaster's Report for the London Group LDWA Annual General Meeting 2023

1. Website Use – Viewing Analysis 2022 vs 2021

- Page views were 42,639 in 2022, which compares with 24,621 in 2021, an increase of 73% y/y. This is also over 6,000 views higher than the last “normal” year for us in 2019. There were notable spikes in views in March, April, September and October coinciding with our challenge events.
- Users were 6,146 in 2022 compared with 4,803 in 2021, an increase of 28% y/y, but still around a thousand users less than in 2019.
- The total number of new users of the website was 4,726 in 2022, up 20% y/y, while those that returned totalled 1,420, up 62% y/y.
- The average time that users spent per session was 2 minutes 12 seconds in 2022 as opposed to 1 minute 42 seconds in 2021.
- The top 10 most viewed pages related to the following subjects:

Most viewed pages with interaction		
	2022	2021
Walks programme	28.43%	28.01%
Home Page	15.03%	17.20%
Capital Challenge pages	8.35%	5.08%
Founders Challenge pages	4.90%	1.12%
Walk Report	3.19%	2.83%
Weekly Update	0.67%	1.28%
Total	60.57%	55.52%

2. Website User Analysis

2.1. Gender

Gender	2022	2021
Total number of users	6146	4803
Male	55%	55%
Female	45%	45%

2.2. Age Range

Age Range	2022	2021
18-24	11%	13%
25-34	20%	21%
35-44	19%	17%
45-54	21%	18%
55-64	16%	15%
65+	13%	16%
	100%	100%

2.3 Geographics

Country	2022	2021
UK	5,586	4,037
USA	145	304
Unknown	45	49
China	40	27
Germany	38	28
Spain	28	NA
Ireland	26	NA
France	24	21
India	18	NA
Norway	18	NA

In 2021 The Netherlands ranked third with 53 views, Finland fifth with 43, Colombia sixth with 42 and South Korea ninth with 16

2.4 Users' Browsers & Devices

Browsers	2022	2021
Safari	44.26%	39.88%
Chrome	37.98%	42%
Edge	7.33%	5.99%
Samsung Internet	3.42%	2.29%
Firefox	2.7%	4.02%
Android Webview	2.15%	NA
Total	97.84%	94.95%
Devices	2022	2021
Mobile Phone	48%	39%
Desktop	46%	56%
Tablet	6%	5%
Total	100%	100%

2.5 Users' Technology

Top Brands	2021	2021
iPhone	50.2%	55.5%
iPad	11.42%	6.51%
Samsung various models	7.74%	8.05%
Total	69.36%	70.06%

2.6 Acquisition of Users

Source	2022	2021
Organic Search	3,294	2,642
Direct	2,012	1,885
Referral	1,033	517
Social media	163	34
	6,502	5,078

3. The Group Facebook Page

- There are 515 primary and 636 associate members of LDWA London as of February 6.
- 267 members have joined the Group Facebook page.
- There were 253 members on January 22 2022 i.e. there has been an increase of 14 members.
- In the period February 6 2022 to February 5 2023:
 - 190 members were active (the same as 2021/22).
 - There were 155 posts (166 in 2021/22), 321 comments (290 in 2021/22) and 1,925 reactions (2,076 in 2021/22) so general engagement is roughly constant at present.

3.1 Activity

Period	Members	Posts	Comments	Reactions
Last two months 2021/22	153	29	34	326
Last two months 2022/23	112	25	51	335

4. Finally

There were no changes to the website in 2022, so I took over the role with the dual benefits of a stable platform and an excellent base of information and organisation from Gavin.

I am grateful to the walk leaders who have mostly provided all the information I needed to populate the website – register of attendees, walk report, GPX file and photographic evidence - on time and in the right format. I am also very grateful to Jean for diligently chasing the walk leaders for any missing information and forwarding to me as required. Consequently, there are very few walks where we lack information, with the GPX files being the most consistently difficult to track down.

I remain frustrated with the formatting issues when uploading Barry's Blather to the website. As anyone who has tried to read it online can testify, it is almost impossible to maintain a readable format. We have raised this with the LDWA IT team but there have been no improvements to date.

I'm planning to refresh the home page this year, which is likely to involve no more than a few updated photographs. Given that the London group have uploaded nearly 1000 photos in 2022 (with one walk alone clocking up an impressive 84 snaps) I am confident I can find a few good ones amongst them.

Finally, I must extend an enormous thank you to Gavin, who has provided so much support to me – both as holiday cover and as a great source of expertise and handy spreadsheets – which has made my first year in the role so much easier than it could have been.