

## **National AGM 2017**

### **National Internet Co-ordinator's Report**

#### **Aims**

Plus needs two main things from the web – firstly, internal information for members and secondly, an external “shop window” .

The existing National website fulfils the first of these roles very well.

But we need a shop window – a site which people who might be looking for a group like ours will find, which will tell them about Plus in an attractive way and encourage them to find out more and join us.

The intention is to create a marketing website which is the first thing people get to. The existing site remains as it is. Probably under a menu link such as “Information for Members”.

#### **Current Position**

I volunteered and was co-opted onto the NEC during the year.

As most will know, there have been a number of National websites over the years. Several remnants are still about and the situation is quite tangled. Both in terms of what is on the web itself and who has access to all of the information which is needed in order to make any changes.

I have been getting up to speed with this and gathering all the information I need in order to be able to make changes.

At the same time, I have been planning our marketing shop window site by doing research about what people are looking for and our competitors.

#### **Next Steps**

If I am elected to continue as internet co-ordinator, the next step will be a welcome front page. This will develop into a full site aimed at marketing Plus and gaining information about the people who are interested in us by using an enquiry form and web analytics.

This will enable us to direct enquiries from people who are near to existing groups and to gather information about people who are interested but not near an existing group. We can use this information for planning so we can open new groups in areas of maximum interest.