

WEBSITE, MARKETING & DEVELOPMENT REPORT

National AGM 2022

WHAT HAS BEEN DONE -

- Researched what people are searching for.
- Researched other successful groups – such as Spice, Young Framers, City Socialising, Meet Up groups.
- Planned content so that it is matching what people look for, so that we will be found and rank high on Google.
- As requested at last year's Nat AGM, broke off the main project, and built a landing page so that people using 18plus.org.uk arrive somewhere, as it was not being used. This might sound really simple, but it wasn't as our old current hosting has very limited options and management, so was a very limited choice of ways to do it, so it took some research to find something that would work. The landing page now links to the site at www.plusgroups.org.uk for Plus members arriving, and it provides basic information and a contact form for potential new members arriving there.
- Researched changing our web hosting from the existing unsatisfactory service. Came up with list of criteria that we need. We need to move the www.plusgroups.org.uk site across and host the new one so we can give up the old hosting. And looking for a hosting service with all the features we need. There is a lot of detail to this. It is in the appendix if you are interested.
- Evaluated hosts against the criteria – evaluation matrix is in the appendix.
- Selected and set up new hosting service with some really good benefits – details in appendix.
- Transferring content I'd developed onto the new host. As a temporary measure (see below) this is accessed via the landing page at 18plus.org.uk. You will see that some things are put in a way that may look a little odd. That is because the words and the way things have been phrased has been designed to match what people who may be interested in an organisation like ours are searching for, so that we get found and get the opportunity to recruit new members.

WHAT IS LEFT TO DO -

- Tidying up content.
- Some more content to be included.
- Monitor analytics and continue to optimise content.
- Apply design so the website looks really good. It's basically just text at the moment. (It may not be pretty but text is what Google looks for, it doesn't care about design.)
- Working with Mark, complete moving www.plusgroups.org.uk across to the new hosting. Copy across, test all working correctly, re-direct. (Mark's site is built using Microsoft FrontPage which was very good and still means the site is easy to update and maintain, but is now very old. So we need to be sure it is not using and relying on any old technology that a new host will not support.)
- So we will end up with the new marketing site for people outside Plus and our existing site, www.plusgroups.org.uk, which is full of useful information for people inside Plus, both on the same new host. This will be successful if you don't notice any difference and it looks like nothing has been done!
- And finally – decide what we want to call the organisation! This has been brought up and discussed at previous AGMs. Our old names don't work. The researched name I came up with wasn't popular. So we need something which is meaningful, defensible, marketable and unique to us. Suggestions?

LONGER TERM -

- As we increase members and groups and have more events, start to include some of the "what's on" – latest news and events - content onto the new site.

Jeff