

ACOA WEBSITE UPDATE

Volume 1 / Issue 2

QUICK OVERVIEW

During the course of this second month of our new website being active, 404 people came and visited the website. 316 of these people were unique visitors (i.e. first time visitors). Of those people viewing the website, a total of 775 pages of content were reviewed and the average person viewing the website reviewed 1.92 pages of content. The average amount of time that the individual stayed on the website was 1:20 minutes.

PURPOSE OF THE UPDATE:

This update is being provided to the Board of Directors, resource families, and staff employed by A Coming of Age Foster Family Agency to provide an updated regarding the amount of traffic generated to our website during the period between June 12, 2016 through July 12, 2016. Our organization is monitoring the traffic to the website through the use of Google Analytics which is the data tracking tool used to provide you with the data contained herein.

Points of Clarification

Q: What is Google Analytics?

A: Google Analytics is a web analytics service offered by Google that tracks and reports website traffic.

Q: Why is this important?

A: A Coming of Age FFA wants people to learn more about our organization. In addition, we also want to know who is coming to our website and what content they find appealing on our website. By understanding this information our organization can continue to enlighten others about the work that we do while also educating those visitors to our website with rewarding and helpful information.

“What we think, we become.” – Buddha

PURPOSE OF CHANGING THE WEBSITE

The previous website of A Coming of Age Foster Family Agency did not tell the story of what our organization, including our staff and resource parents, were doing to positively change the lives of those children and their families that we work with. The organization wanted to promote these positive developments and encourage others to join us in our efforts to help create a future where children and families are safe, healthy, and whole. In order to accomplish this task, the governing Board of Directors of the organization made two challenges to the Administrator of the organization. These challenges were:

1. Develop a website that actually told the “story” of A Coming of Age FFA and offer a means for others to join us;
2. Develop a website that provided good information to individuals seeking information about foster care and the changes that are occurring now, and in the future.



Helping a foster child is more rewarding than you think



Doing for others is what makes us excel

STATISTICS: A LOOK AT WHAT OCCURRED FROM 6/12/16 TO 7/12/16

- 404: The number of people who visited the website.
- 316: The number of new visitors who viewed the website for the first time.
- 74.5%: The percentage of new visitors to the website
- 25.5%: The percentage of returning visitors to the website
- 775: The number of pages reviewed by visitors to the website
- 1.92: The average number of pages reviewed by a visitor of the website
- 1:20: The amount of time the average visitor spent reviewing the website
- 7/14/16: On this particular day, the website had the most traffic during the month

WHAT CAN YOU DO NOW?

Our agency wants to continue to grow. We also want to hear from our stakeholders to gain additional insight into what it is about this website that is appealing to you. Furthermore, we hope to continue to develop new programs, improve our strategic planning efforts, increase recruitment of prospective resource families, and highlight the efforts of the youth that we serve. To do this we need you to spread the word and become a key champion for this organization.

Right now, it is imperative that we all recognize that “spreading the word” is the responsibility of all of us. Talking about the organization to others is a first step, but encouraging others to join our team and become active in our work is very important and critical. This website is here 24-hours a day for you to browse and learn more about our agency. We hope that your interest will be intrigued enough that you will become an active participant in the work that we do with our



families, staff, and our community at large.