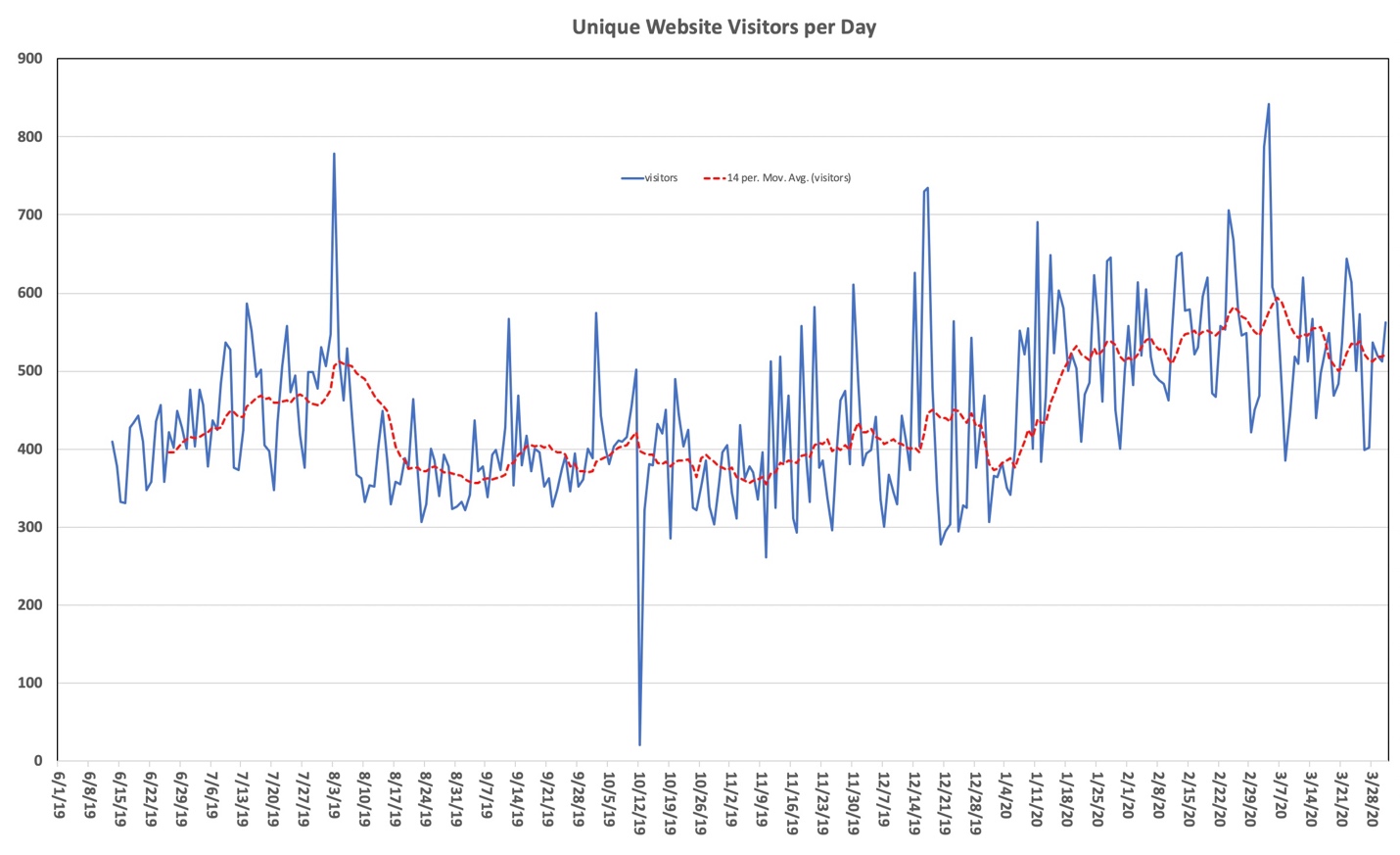
|  |  |  |
| --- | --- | --- |
| A close up of a sign  Description automatically generated | **ORPCA Webmaster Report**  **April 2020**  4/8/2020 |  |

**Website Visitors**

* 533 visitor per day in the last 30 days (618 last month)
* 16,539 total visitors in the last 30 days (18,530 last month)
* Tendency: 15% drop (surprisingly small drop given the COVID-19 situation)



**Website Issues:** One issue in the last 30 days

* Website maintenance:
  + copied live to staging site for synchronization
  + did not turn of email client on staging site after transfer
  + staging site sent membership dues emails to members in parallel to live site leading to confusion as some members had already paid
  + turned off the email client on stage site, transferred all orders that where wrongly taken on the staging site to the life site

**Website Performance**

**Stripe**

* In March 2020 we had a total of 40 members using the online payment through Stripe.
  + 31 of which were member renewals and 9 new members.
* Refunds increased significantly (5 NW passage, 12 March and April Social)

A screenshot of a social media post

Description automatically generated

A screenshot of a cell phone

Description automatically generated

A screenshot of a cell phone

Description automatically generated

A screenshot of a cell phone

Description automatically generated

**Website Maintenance and Upgrades - Update**

Oyova work items for improvements on web page infrastructure:

Extending Reports

* Shortening monthly report generation
* Oyova effort: 3-4 hours

Moving child theme to plugin

* Improved upgrade stability of web page
* Oyova ffort: 1 hour

Duplicating fields into ACF

* Eliminating dominant error source for membership database
* Oyova Effort: 3-5 hours

Extending Checkout

* Making PCA number a must have for new online sign-ups’
* Oyova Effort: 2-3 hours

Total Effort 9-13 hours, Total Cost $990 - $1430

$1430 budget for Oyova work was approved last board meeting. I held back asking Oyova for the work in light of the worsening COVID-19 impacts to club activities. Should we postpone this work until we have a better understanding of our yearly financials?