



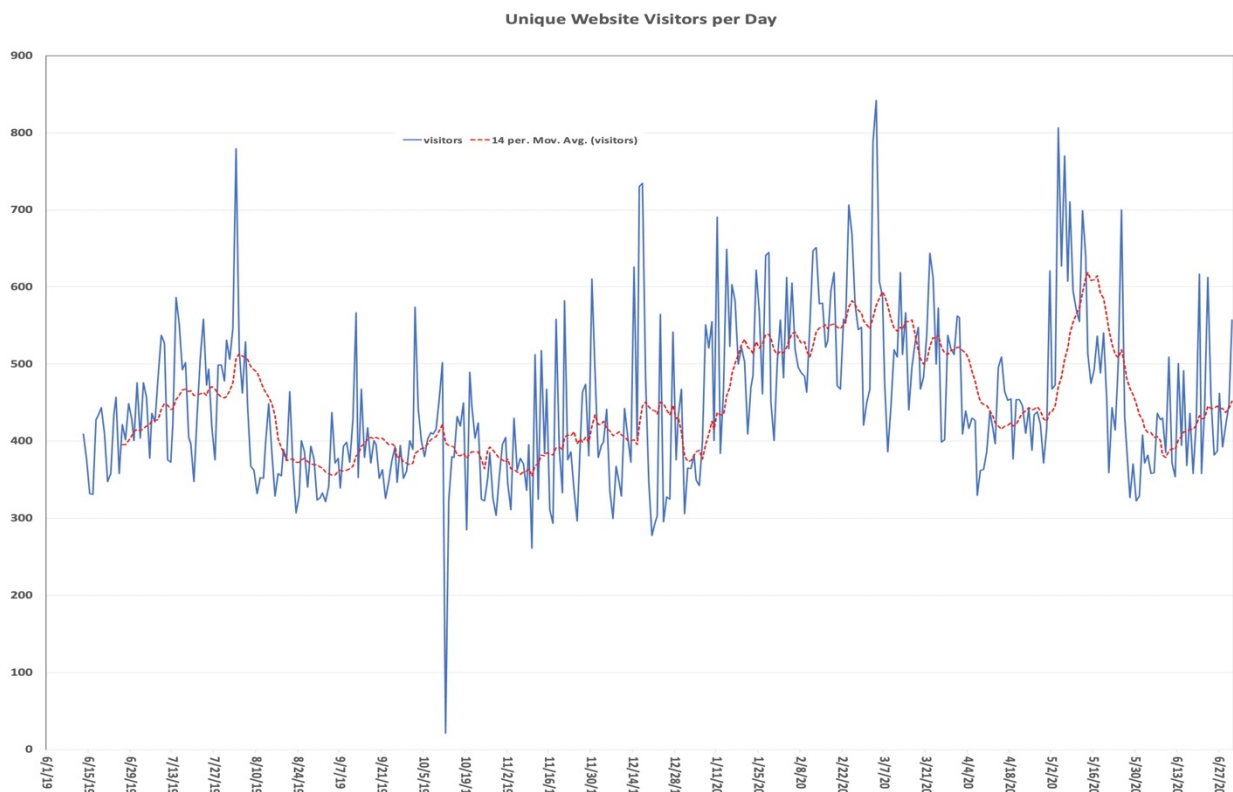
ORPCA Webmaster Report July 2020 7/7/2020

Summary

- Visitors: 430 average visitors per day, 18% decline
- Stripe: 38 Member Renewals and 5 New Members; Total 66 transactions (48 last month)
- Improved website analytics
- New Functionality added and tested to support paperless event management
- Quarterly website maintenance and software upgrades

Website Visitors

- 430 unique visitor per day in the last 30 days (524 last month) → +18% decline
- Wild swing during May: +30% and then down -30%
- 12,895 total unique visitors in the last 30 days (16,231 last month)



Website Issues:

- no Functional issue in the last 30 days

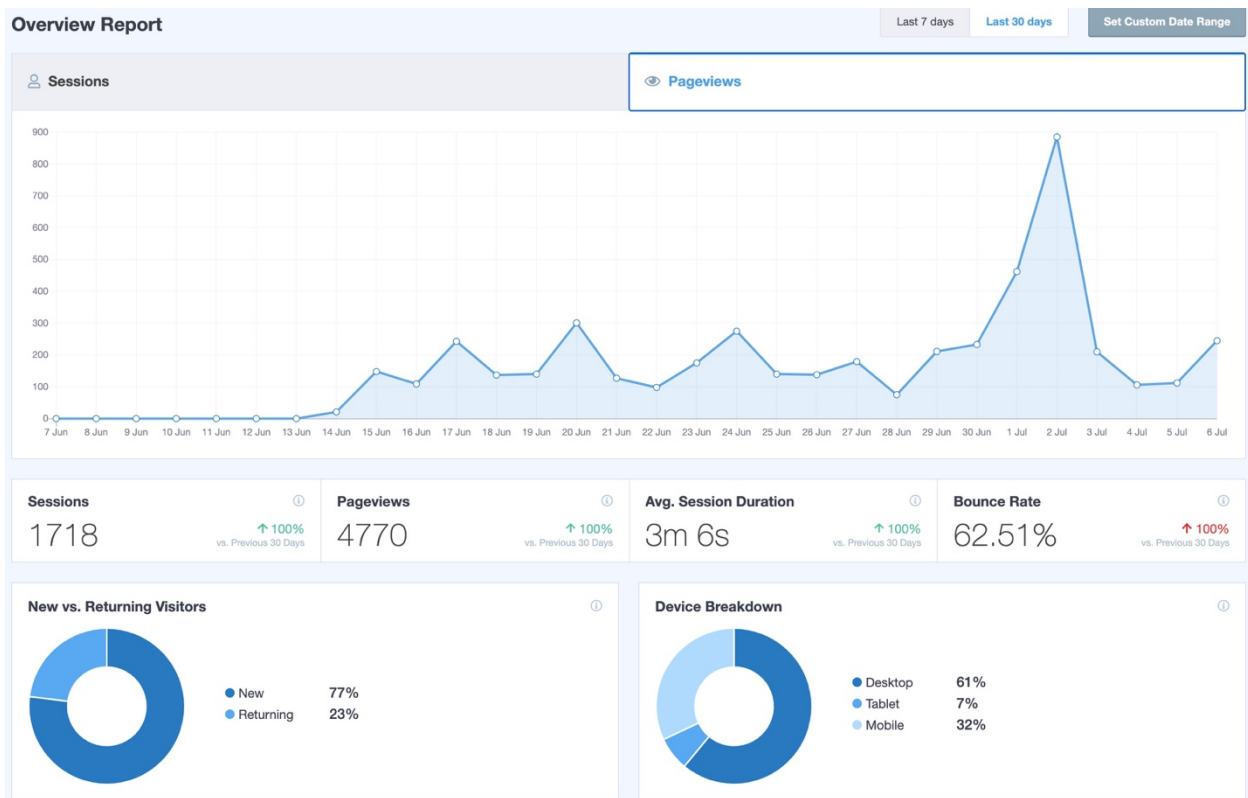
Stripe

- In June 2020 we had a total of 43 members using the online payment through Stripe.
 - 38 of which were member renewals and 5 new members.
- 66 Transactions in total (last months 48)

Stripe Transactions		Labels <input type="button" value="v"/>						Grand Total
Row Labels <input type="button" value="v"/>		+ Jan	+ Feb	+ Mar	+ Apr	+ May	+ Jun	
<input type="checkbox"/> Ticket		33	19	24	48	1	20	145
April Social				3				3
Awards Dinner		27						27
March Social			19	8		1	1	29
NW Passage 2020		4						4
NW Passage Refund					1			1
Refund Awards Dinner		2						2
Refund March Social				8				8
Refund NW Passage				5	47			52
June A&D							16	16
Mary Hill July							3	3
<input type="checkbox"/> Stripe			2	4	3	1	1	11
Deposit			2	2	1	1	1	7
Withdrawal				2	2			4
<input type="checkbox"/> Shop				1			2	3
Shop				1			2	3
<input type="checkbox"/> Dues		41	45	42	20	46	43	237
Cancelled			1	1				2
Dues Refund			1	1		1		3
Member Renewal		32	30	31	18	40	38	189
New Member		9	13	9	2	5	5	43
<input type="checkbox"/> Donation		2						2
Kathleen Ellis		2						2
Grand Total		76	66	71	71	48	66	398

Website

- New web site functionality to support re-starting event
 - Paperless Management of events:
 - Communicable Disease Release and upload of signed & dated release
 - Release and Waiver of Liability and upload of signed & dated release
 - Access to PCA and ORPCA Safety Guideline document
 - Tested and improved on 3 event pages
 - Test A&D 6/30 (9 cars, 12 participants)
 - Marys Peak A&D 7/11 (2 groups, 12 cars each, 42 attendees)
 - Mary Hills Loop 7/18 (16 cars, 20 participants)
- Monthly maintenance (Anzeiger)
- Quarterly maintenance on Development and Life site
 - Several key plug ins have major new versions
 - Quarterly web site mirror from live to dev
- New Analytics



Audience Overview

SAVE EXPORT SHARE INSIGHTS

All Users
100.00% Users

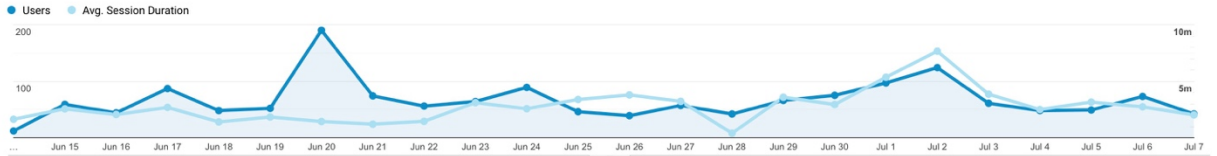
+ Add Segment

Jun 14, 2020 - Jul 7, 2020

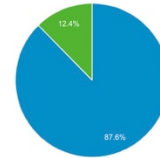
Overview

Users vs. Avg. Session Duration

Hourly Day Week Month



New Visitor Returning Visitor



Top Posts/Pages

1.	ORPCA – Let's Drive!	871
2.	The Infamous IMS Saga – ORPCA	388
3.	COVID-19 – ORPCA	257
4.	Arrive and Drive – Bring Your Picnic Lunch – ORPCA	202
5.	Maryhill Loops Tour – Participant ONLY Event – ORPCA	147
6.	TML Login – ORPCA	139
7.	Log-In – ORPCA	104
8.	Autocross #5 – ORPCA	103
9.	Release and Waiver of Liability – ORPCA	93
10.	Member Area – ORPCA	88
11.	Upcoming Events – ORPCA	87
12.	ORPCA Autocross – ORPCA	86
13.	Attendee Registration – ORPCA	70
14.	Opening-up Test Arrive and Drive – ORPCA	66
15.	Cart – ORPCA	66
16.	Wind Buffeting – What is it? How Can I Alleviate it? – ORPCA	66
17.	Tours – ORPCA	60
18.	Arrive and Drive – ORPCA	57
19.	Arrive and Drive – Bring Your Picnic Lunch: THIS EVENT IS FULL – ORPCA	55
20.	Membership Account – ORPCA	52
21.	What the Heck is a PPI (Pre-Purchase Inspection)? – ORPCA	52
22.	Arrive and Drive – Saturday, July 11 – ORPCA	46
23.	View your Info – ORPCA	44
24.	Rules & Regulations – ORPCA	43
25.	Checkout – ORPCA	43

