



Association for the Professional Development  
of Early Years Educators

## WEBSITE REPORT – Janet Moyles – 2/11/2013

### 1. Website statistics

It looks like we're mainly doing quite well on the website (despite it now being nearly 11 years old in its current format). 8,282 people visited the site over the year viewing a total of 35,091 pages. Between 61% and 65% were new visitors to our site. The 'bounce rate' was down by nearly 12% which is good because it means people stuck with us!

Overall, between October 2012 and October 2013, the number of user visits was up 1% in the UK and USA, up 8% in Australia, 12% in New Zealand, and up by very large percentages in other countries, particularly in Europe. German visits up 414% (but that only means 9 to 48 visitors!) French visits were up 121% meaning up from 10-23 visitors. Spain up 73% (19-23), but poor Greece was down by 83% (for fairly obvious reasons), Brazil by 18%.

Those logging on direct to the default website (home page) went up almost 13%. The most popular parts of the site have changed little, that is, Reflections papers around 4% up on the year as a whole, conference pages rose in the final quarter to 24% having been down (44%!) in the third quarter of the year. Occasional Papers were up 27%. Visits to the Journal were up by around 18%. Those viewing 'Membership' rose by about 4%, particularly in the second quarter which, I think, has been reflected in our increased membership. Visits to our consultation responses/letters are up 15% but, sadly, Member Profiles have fallen by 27% so probably a rethink needed here. Any suggestions?

### 2. New website

We have an exciting new website planned to be operational almost anytime now! I will show elements of it at the Conference so that delegates can get a flavour of our very different website.

The new website needed some fresh images, so we commissioned Helen Tovey to take around 40 **photographs**, giving her a brief which included all of TACTYC's aims and objectives. Helen has produced a range of delightful, sensitive photographs (for which we're most grateful) which will be used on our website in captured rolling images as well as stills. We, of course, have copyright and full permissions from nurseries, parents and children.

### 3. Occasional Papers

Dr. Rosie Flewitt very kindly produced Occasional Paper 3, which is on the web and hard copies are in your conference packs. We have currently commissioned an international paper from Carmen Dalli (New Zealand), the focus being 'What should quality early childhood education and care for under-tuos look like?' We anticipate this to be available by end February, 2014. We're always happy to receive suggestions for further Occasional Papers: we intend producing two a year and offer authors £250.

### 4. Reflections

We have published six papers this year (my personal target for each year) and, according to the website stats, these are used well by those who access the site. We've also had three responses to papers, which is encouraging but perhaps not enough! As always, we are looking for papers for 2014, so any suggestions or approaches are very welcome.

### 5. Linked-In – members/discussions

We now have 62 members through Linked-in. We will co-ordinate this with our database to see how many are members. Around 11% of visits to our website during the year were via Linked-In and this kind of traffic is increasing all the time, e.g. Twitter and Facebook. Despite efforts to start discussions on Linked-In (by me and others), this is very slow to get going. Any suggestions for achieving more responsiveness would be invaluable.