

MOAA Albuquerque Chapter  
Webmaster's Report  
11/01/2023

Website Issues

- Completed review of RFP Responses - waiting on verification of current website infrastructure (no changes since last report)
- Still working to define all aspects of the current website infrastructure (hosting provider, website designer, domain registrar, site maintenance contractor, CMS, etc.) to ensure ALBUMOAA controls each
  - Setting up a meeting with LDD Consulting to get specifics and control of domain transferred (no changes since last report)
- ALBUMOAA Website Statistics
  - For the month of October 2023, the ALBUMOAA website had 4,389 visits, of which 86% (3,786) lasted less than 2 minutes (most of these are robotic searches); that means we had 14% of the visits to the website potentially conducting business, a 2% decrease over September
  - Continuing to use the current website for other membership business (posting information about Ski Trips, Tours, Lunch Club, meetings, etc.)
  - Created new database management process for Membership Data - running it in parallel to Membership data managed by Karen while validating process

MailChimp Issues

- At the moment, our MailChimp account methodology continues to work - recommend this issue wait until resolution of membership and website issues

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