

MOAA Albuquerque Chapter  
Webmaster's Report  
12/06/2023

Website Issues

- No changes since last report
- ALBUMOAA Website Statistics
  - For the month of November 2023, the ALBUMOAA website had 4,655 visits, of which 88% (4,082) lasted less than 2 minutes (most of these are robotic searches); that means we had 12% of the visits to the website potentially conducting business, a 4% decrease over October
  - 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

Allen D. Tate, Webmaster; Walter Paul, Assistant Webmaster