

## **Contessa 26 Web and Brokerage report 2017 AGM**

In 2017 we moved the site to a more mobile friendly format using a reactive template to accommodate the relentless move to more and more people using tablets and smart phones.

The data tracking has had to be reset because of this and so I can't really report any meaningful figures compared with last year as I'm still working on the addition of tracking code in all the new pages.... a (long) work in progress.

The most popular page on the site is A brief history some 67238 views, Buying tips 23385 page hits, 20859 hits on How to join – Membership, Forestay fittings were a hot topic at 15749 hits, and more news clippings totaled 15558 hits all since we launched the (not new mobile friendly) new style site in 2005.

Numbers for recent stories including the ISC RTI 2017 report 520 hits, Race training and supper 713 hits, Racing update 393 hits, the 2016 AGM 954 hits, 50<sup>th</sup> anniversary rally 1072 hits.

In 2017 we are increasingly using **Facebook** to promote the class, the site has 180 likes up from 140 this time last year with 190 following the site. Facebook cross promotes the web site and it's brokerage but I think it could be knocking the number of visitors to the class web site as more and more class news is featured on Facebook. **Twitter** was launched too and now has 218 followers up from 193 followers last year but isn't used as much as Facebook to post content about the class.

Please search on Facebook for Contessa 26 UK and @contessa\_26\_UK on Twitter, please post on Facebook and Tweet your Contessa 26 pictures and stories too, to help promote the class.

The website forum and emails from brokerage are both moderated to avoid hackers and spammers so there might be a slight delay before your post is visible, as each one has to be manually approved.

### **Brokerage**

4 boats were up for sale at some point during the year and 2 were sold. The brokerage is one of the key elements of our site providing both a service to members and revenue for the association.

### **Summary**

The site continues to be used by a wide range of people, it is a more mobile friendly site and it will be interesting to see if our visitor numbers have gone up Facebook.

The site and social media activity continues to promote the Contessa 26 Class Association as an active and respected body, ensuring the yacht maintains it's position as a desirable, affordable, cruiser racer, with an active following around the world.

Thank you to the members who voluntarily contribute their time and energy to help with the social media activity.

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