

WEB MANAGERS REPORT – READING CYCLE CAMPAIGN AGM April 2009

Past year – 2008

Web

- Website Statistics

	Apr 2008 – Mar 2009	Apr 2007 - Mar 2008
Unique Visitors Average	437	343
Highest Visitors (month)	June 2008 - 743	June 2009 - 577

- Revenue Streams
Amazon referral has generated £24.47 for the campaign.
- Online membership recruitment
21 new members were recruited through the website
- Discussion Forum
Discussion is available online for members to discuss various matters
- Maintenance
Various maintenance tasks for the website.

Non-Web

- Bike Week – assisted with stand at PepsiCo, Arlington Business Park, lead ride from Reading Town Centre to Arlington Business Park, Theale

Aims for this year – 2009

- Electronic Newsletter
Look for a new Electronic Newsletter provider as the current one expires soon and the renewal cost is quite high.
- Site Refresh

*John Seto
Web Manager*