



www.dublinbaymermaid.org

Report to Mermaid Sailing Association on website performance

1. Introduction

The **dublinbaymermaid.org** domain name was registered on 2nd August 2008 and a single page website was created to deliver results from that year's Mermaid Week. This website replaced another site which had lapsed. The site was upgraded to a full featured site in time for the 2009 sailing season and was further upgraded, including a live blog just before Mermaid Week 2010. A micro-site is created each year for Mermaid Week. In February 2011 a Technical Forum and a New Boats Blog were both added, the later support the building of three new boats by members of Rush Sailing Club.

The main website currently has 23 pages, with the annual Mermaid Week micro-sites typically having 16 pages. The webmaster is Peter Scallan. The site is updated weekly during the winter and more frequently during the sailing season. During Mermaid Week, the micro-site is continuously updated, particularly during racing.

See screen shot of both the main Mermaid site and the Mermaid Week micro-site.



2. Content

The Mermaid Site has a varied content including:

- A Home page comprising a News section, a blog and a topical photograph.
- A Tide & Wind page, focusing areas where Mermaids are sailed, including links to various weather and tide sites.
- A Downloads page which includes rules based information, MSA newsletters and documents useful to Mermaid sailors.
- A For Sale/Wanted page where Mermaid sailors can place ads free of charge.
- A New Boats page with material relating to the build project underway in North Dublin.
- A Contact/ Links page including information on MSA officers and links to clubs and other sites of interest to Mermaid sailors.

- A Results page with archives of previous years. Includes all open Mermaid events.
- Galleries of photographs including archives from the 1960s and 1970s.
- Event Information including Calendar, Notice of Race, Sailing Instructions and Maps.
- New Archive page where all old news items from the Home page are available indefinitely.
- A History page using archive material.
- A Technical Forum encouraging discussion amongst both Mermaid sailors and suppliers such as sail makers.

The site also includes a dedicated Search Engine (powered by Google) and links the Mermaid pages on Facebook and Picasa.

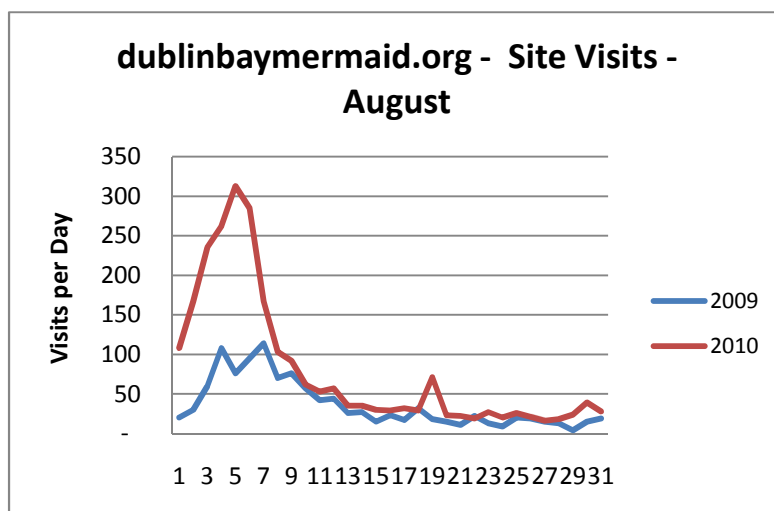
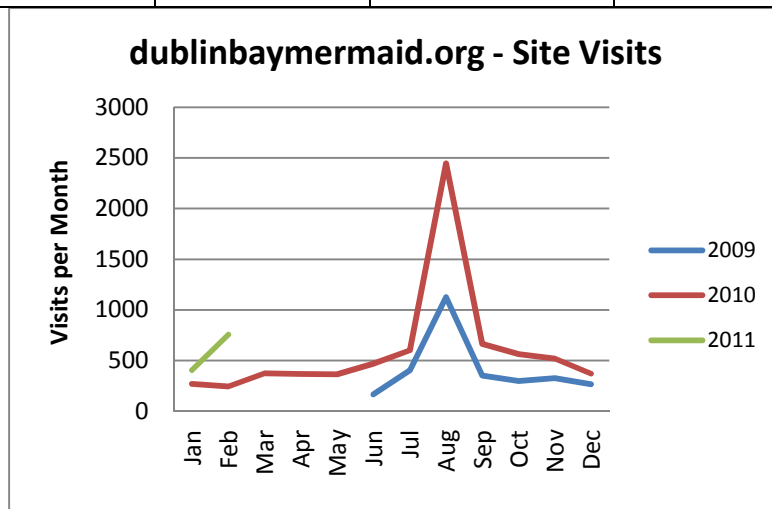
3. Statistics

Statistical analysis was enabled in July 2009 and a more sophisticated system using Google Analytics was enabled on 1st August 2010. Due to the different system used for monitoring at different times, not all figures reconcile.

3.1.Visitors, Site Visits and Pages Viewed

Below is a summary of traffic from July 2009 (figures exclude the Blog).

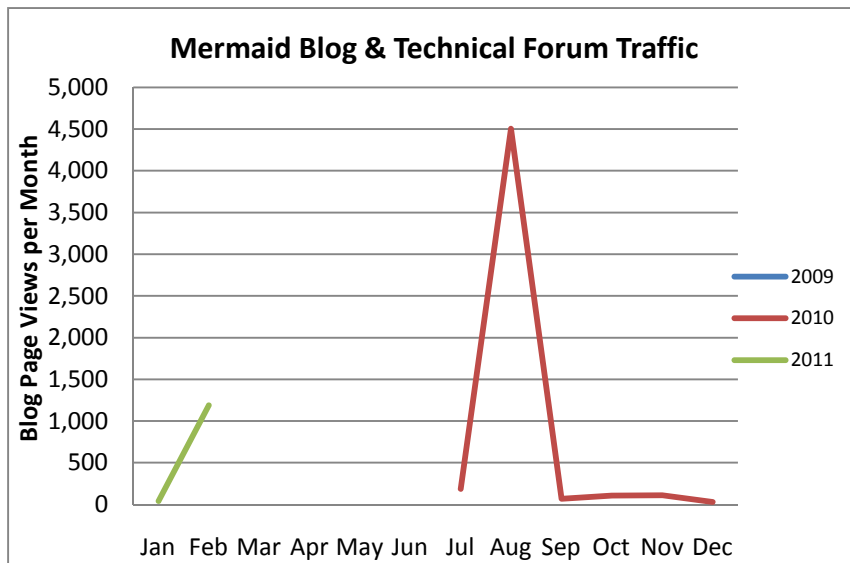
	Jul-Dec 2009	Full Year 2010	1 Jan–20 Feb '11	M. Week 2009	M. Week 2010
Unique Visitors	689	1,348	375	344	406
Visits	2,941	7,263	738	503	1,369
Pages Viewed	13,081	32,739	2,586	3,919	8,144
Pages/Visit	4.40	4.51	3.50	7.79	5.95
Avg Time on Site	1m50s	6m07s	4m50s	2m10s	9m21s



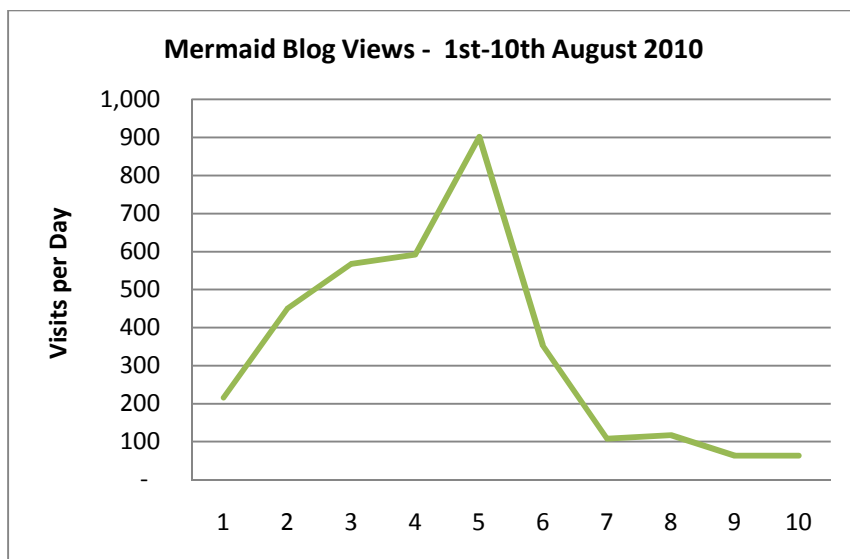
3.2.Blogs

There are three Blogs on the site:

- Main Blog – this was initially used for race commentary during Mermaid Week, it has since evolved into a general blog on non-technical Mermaid matters, with comments enabled. The Blog was relocated to the Home page in early February 2011. Fun items such as ‘Mystery Boat’ are proving popular. Established late July 2010.
- Technical Forum – this is on a new page on the website and is focussed on interactive discussion on all technical and measurement issues. Established early Feb 2011.
- New Boats Blog – this was established to facilitate the builders of the three new boats at Rush to tell and illustrate their story. This blog can be updated via email by the three boat builders and the measurers. Established mid Feb 2011.

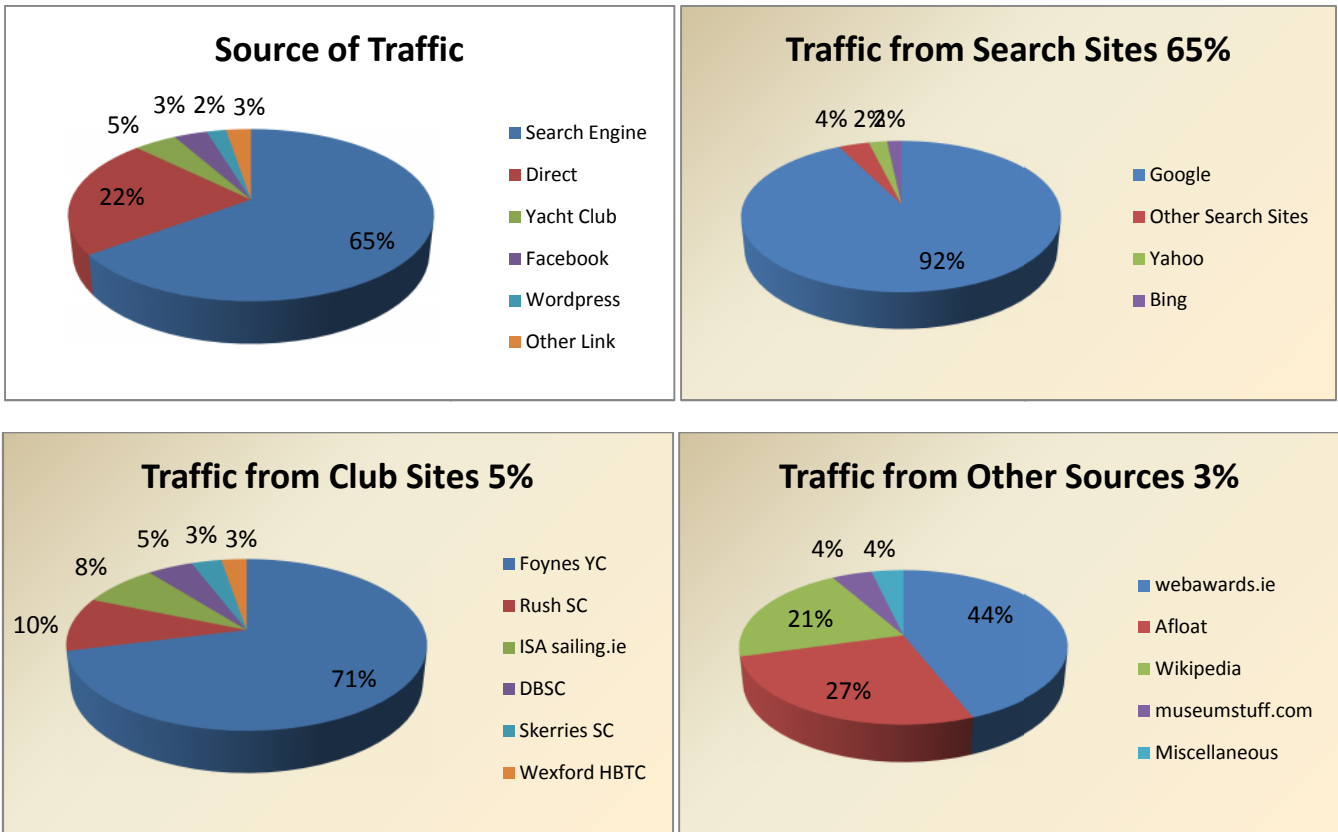


The Race Blog proved highly successful during Mermaid Week 2010 and is likely to attract a sponsor for Mermaid Week 2011. The busiest day was Thursday 5th August 2010, during Race 5 when the Championship was decided. There were 902 views of the blog that day.



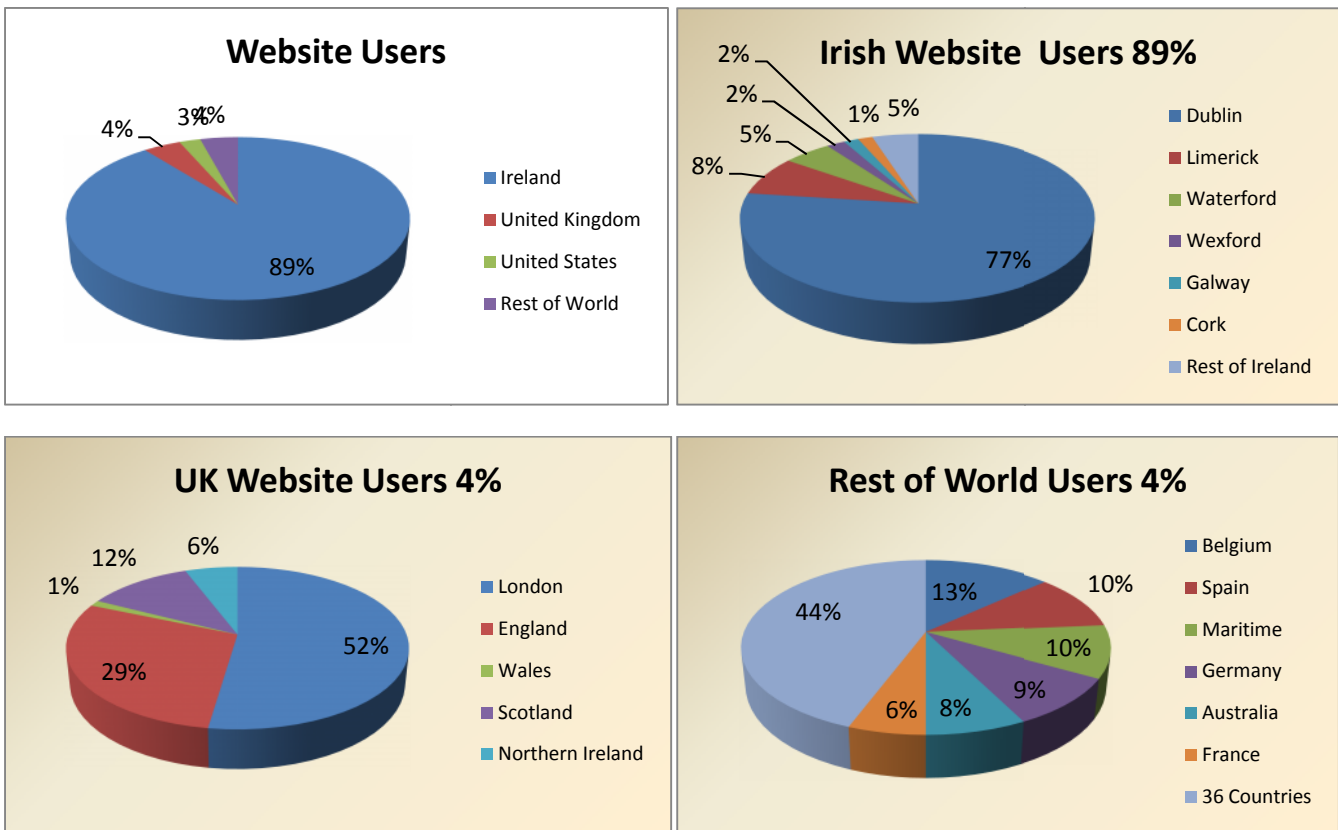
3.3. Traffic Source

The main source of Web traffic is Search Engines, especially Google though many users go directly to the site by typing in the correct address. Club web sites are also a source of traffic.



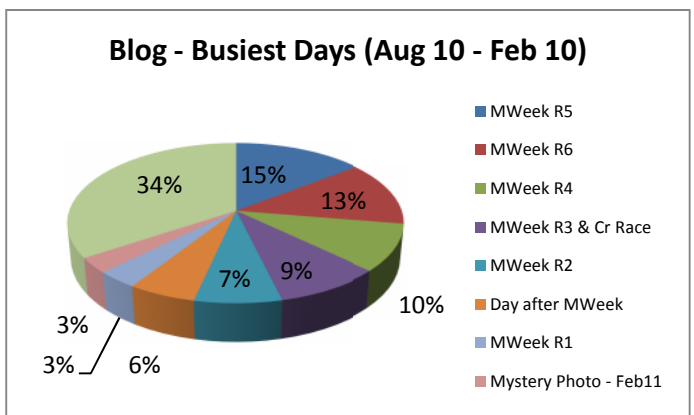
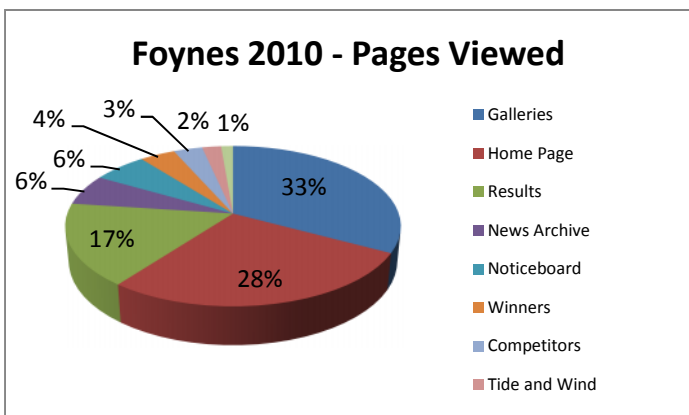
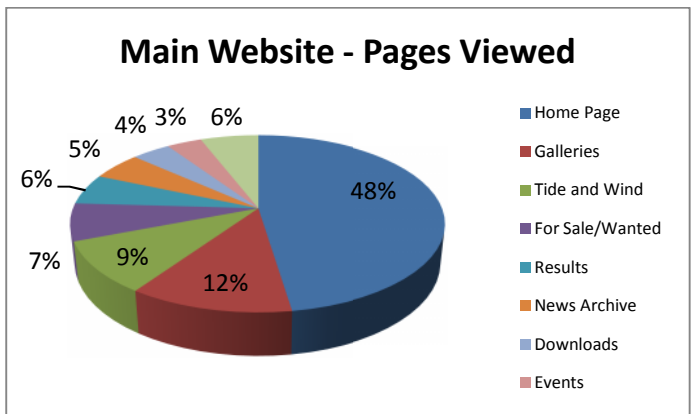
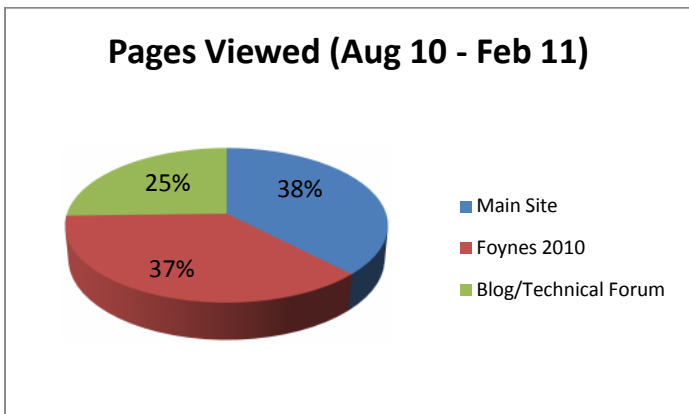
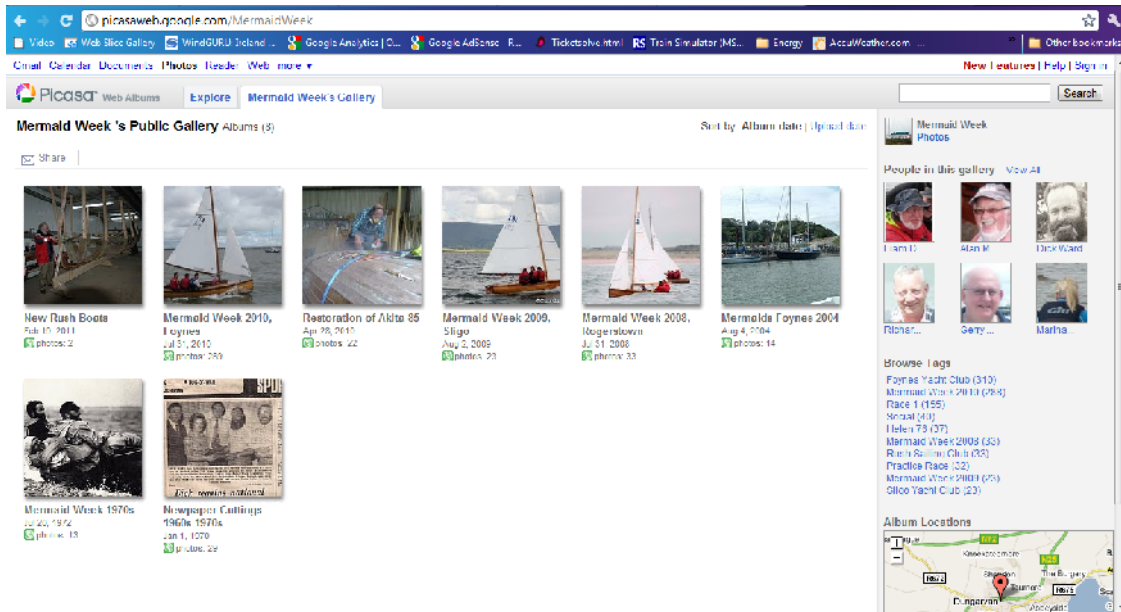
3.4. Location of Viewers

Given the nature of the site, it's not surprising that the majority of viewers are from Ireland.



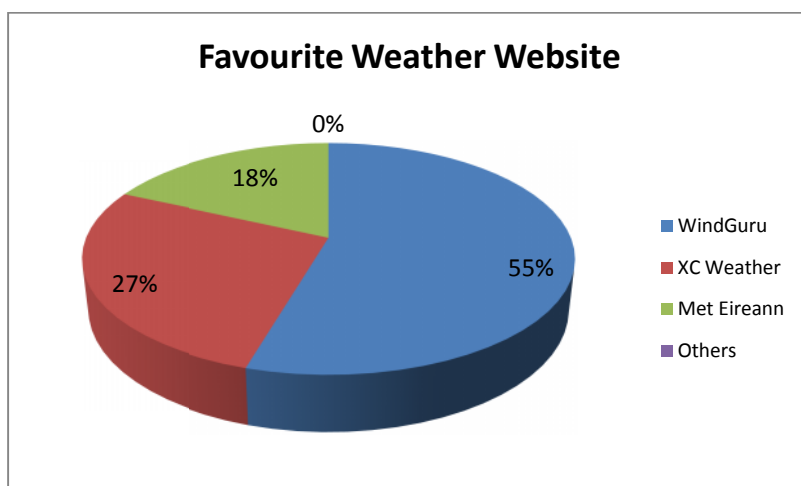
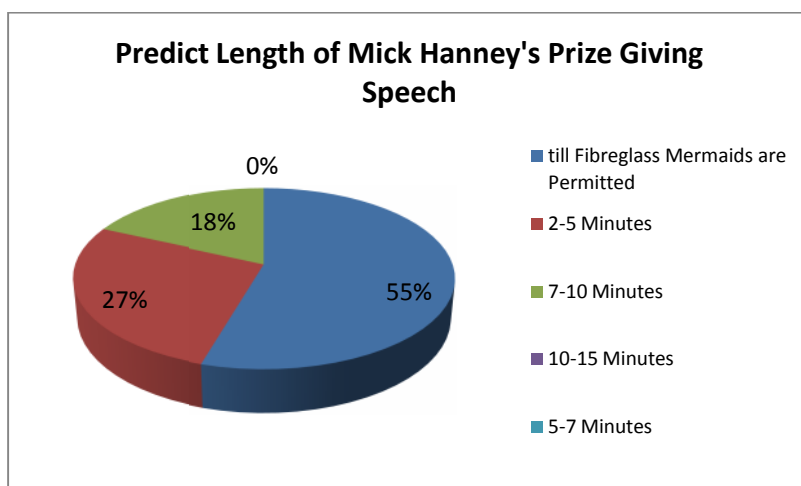
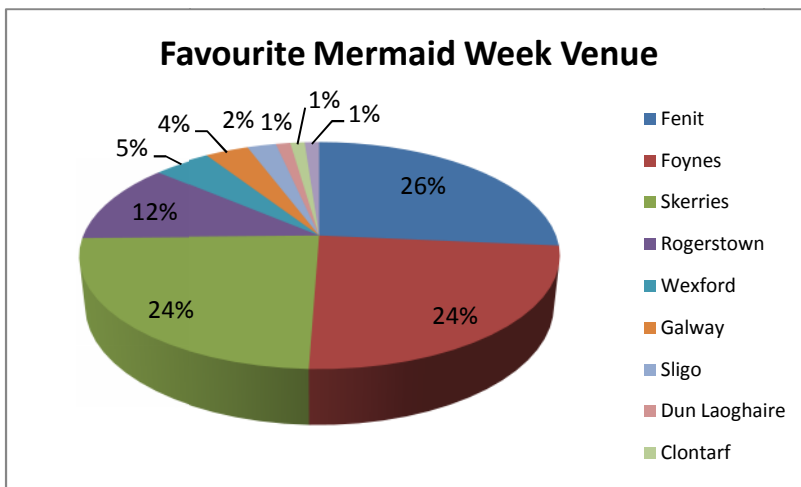
3.5.Favourite Pages

The Home page is naturally the most viewed, but the Photo Galleries are proving to be the most popular part of the website. A Picasa site was enabled after Mermaid Week last year and this now contains recent photographs as well as archives from the 1960s and 1970s. The Picasa site can be viewed from any page on the Mermaid site by clicking on the Picasa icon (see sample of Picasa below).



4. Opinion Polls

Opinion Polls can be placed on the site with relative ease. These are set (using cookies) to prevent the repeat voting. The polls vary from speculation about forthcoming races, to fun items, to topical Mermaid issues. See below for examples.



5. Conclusion

The Mermaid site is proving successful and is actively used by MSA members and their friends. The Mermaid Week micro-site and associated blog could be attractive to sponsors.