

Website Advisory Committee  
Meeting Minutes  
9:00 a.m., March 12, 2008

**Attending:** Linda Holiner, Jeffrey Seaman, Dave Stapleton, Dave Ramsay, Barrie Clough, Carol Lisbon, Donna Simek

Minutes of February 27, 2008 were approved as amended.

Jeff circulated a log file and we reviewed the statistics of website usage. The logs starting December 7 do not contain all the information shown previously. Jeff will try to fix this.

Information on log includes:

- Error, usually an indication that our website does not display an icon most browsers look for. We could change the site to correct this.
- Unique hosts indicate the number of unique users or web addresses that have accessed the website; the number of visits is the number of times the site is accessed regardless of the user.
- One report lists the locations within the website users looked at. Most popular are the home page, followed by the assessor's page.
- Another report lists the entry point by which users access the website. Most popular is the home page.
- Google is by far the most popular search engine used to find the Dover website.

We would like to continue to review the logs over time to assess traffic patterns.

Carol circulated a complete list of committees and boards to be verified by Barrie and Dave R. Jeff will use this list in his website prototype. We were unclear what the position of Energy Coordinator is. Dave Ramsay will check on the structure of that job.

We reviewed Carol's letter from the Selectmen to the committee and board chairs, as revised by Linda. The committee approved it, pending minor updates. We are targeting late April to send the letter.

Jeff stressed that we revise the website starting with those pages that are most heavily used.

### **Templates for Committees and Boards**

As we discussed last week, we will make the Town Clerks office the first test for the process of using the template. We thought that we should also try the process on a volunteer committee, such as Conservation.

The template needs to reflect the changes that we discussed last week most notably the contact information. Also the template should include bylaw information where possible. We may need a different template for those organizations that have their own website, such as library, schools, and Park&Rec.

At the next meeting we will use the template to work with Barrie on information for the Clerk Office and Board of Registrars and see if we need to make changes.

**Action Items for Next Meeting**

1. Linda to circulate to committee Carol's revised letter from selectmen to the committee chairs.
2. Linda to revise template per minutes from February 27 meeting.
3. Linda to print out web pages for trial with clerk office.
4. Barrie and Dave R to check Carol's list of organizations

**Next meeting:** March 26

Meeting adjourned at 10:10 a.m.

Respectfully submitted,

Linda Holiner