

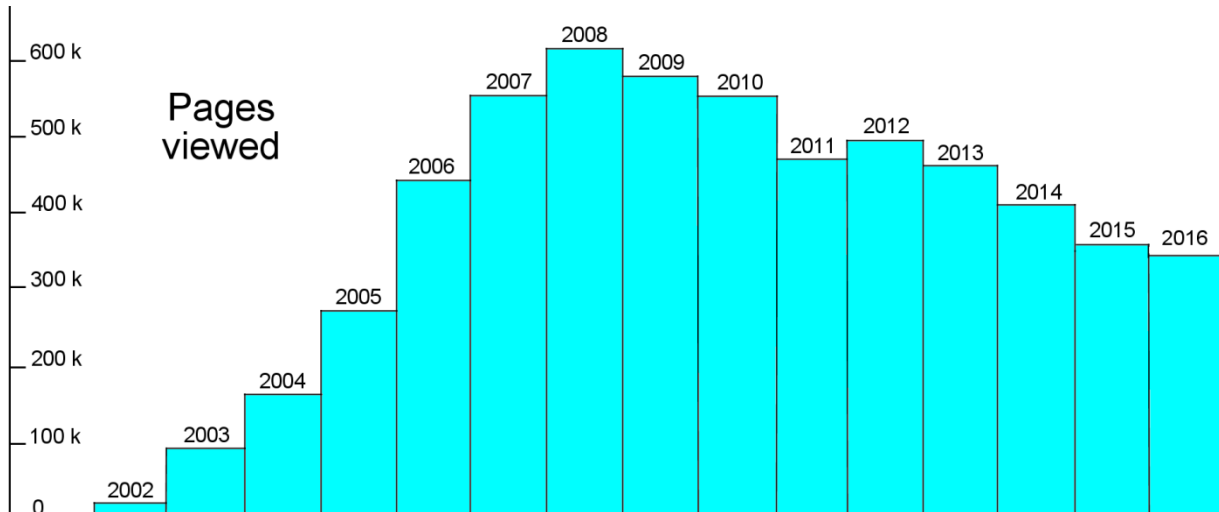


Rare Breeds Website Report

For the 2017 Annual General Meeting

During the 2016 year Chrome continued to be the most popular browser for viewing the Rare Breeds Website at 32.6 % (39.4 % last year), followed by Internet Explorer 25.8 % (15.9 %), Safari 18.3 % (26.8 %), Firefox 11.9 % (10.2 %), and Opera 2.5 % (1%).

The general trend in visitor numbers continued much as it has since its height in 2008 as is shown by the following chart which represents the number of pages visited each year. (The out-of-line downward bump in 2011 is attributed to the exclusion of non-members from Webmart and Directory listings.)



The actual number of page views (as represented in the last column) was 339,201 and the site had 1,745,565 'hits' during the year.

In the fourteen years since it was started in 2002 the Rare Breeds Website has been self-sufficient in that income from hosting members' individual websites covered the expenses of domain name registration and hosting. However, costs are rising and the balance in the Website account is decreasing to the extent that it will soon be necessary to budget for an annual top-up from the Society's funds.

During the 2016 year 258 updates (252 last year) were made to website pages, mainly Webmart and the Directory. Three new pages were added bringing the total to 321 pages available to viewers.

The following list shows in order the 26 most-visited of the 321 pages on the website during the year – possibly not entirely what might be expected:

- | | |
|---|-------------------|
| Home page | Directory (pigs) |
| Breed list | Rabbits |
| Directory (chooks) | Information |
| Chook breeds | Stoney Oaks |
| Webmart | About the Society |
| Directory contents | Contacts page |
| Directory (other poultry) | Gene Bank |
| Directory (deer, donkeys, goats, horses etc.) | News page |
| Directory (sheep) | Links |
| Duck breeds | Projects |
| Flemish Giant rabbits | Auction |
| Directory (camelids and cattle) | Join page |
| Arapawa sheep | Arapawa goats |

Michael Trotter,
Webmaster, 18 April 2017