

Website Editorial Board

Canadian Association of Law Libraries

Annual Report 2016

by Michel-Adrien Sheppard
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Members: Michel-Adrien Sheppard (chair), Maryvon Côté (Executive Liaison), John Kerr, Susannah Tredwell, Svetlana Kochkina, Nicole Cork (National Office)

A new, radically redesigned CALL website was officially launched last year after the 2015 CALL conference.

The redesign was based on members' experiences with the old website, an analysis of other association websites and the feedback from the CALL Membership Survey of the spring of 2014.

The new design was built with an emphasis on simplicity to easily allow visitors to complete the task they want to accomplish (renew membership, search the directory, find a job, register for a webinar, find news, etc.).

Another new element is the emphasis on social media including regular blog posts as well as an active Twitter feed with tweets appearing on the website's home page.

The CALL website was also moved to a new hosting service that has proven to be more responsive to the association's needs.

A member survey about the new website was sent out immediately after the CALL 2015 conference and as many member suggestions as technically possible were implemented by National Office in 2015. A few could not be accommodated because of technical constraints.

Overall survey reaction to the redesign was enthusiastic.

The Board has some Google Analytics statistics to share (June 1, 2015 – April 19, 2016). Among the highlights:

- Users from Canada represent 2/3 of all sessions on the website, followed by users from the USA. Canadians on average visit 3.81 pages per session (vs. an average of 3.06). Users from Canada stay an average of 3:25 minutes (vs. an average visit time of 2:32)
- More than half of our visitors enter the site through the home page. The second most popular entrance is from the conference page (around 5% of visits). Just under 6% of all entrances to the website are directly via various events pages (such as webinars).