Website Goals

- Inform members and non-members & keep existing members and generate new members
- Distribute or sell products: Books and bulletins
- Announce related Events
- Act as a digital archive
## Members

### Development of number of memberships IOBC-WPRS 2006-2017

(source: membership data base)

<table>
<thead>
<tr>
<th>Year</th>
<th>Individual (excl. reduced)</th>
<th>Individual reduced</th>
<th>Supporting</th>
<th>Institutional</th>
<th>Total</th>
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<tbody>
<tr>
<td>2006</td>
<td>141</td>
<td>0</td>
<td>51</td>
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<td>220</td>
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<tr>
<td>2007</td>
<td>127</td>
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<td>24</td>
<td>205</td>
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<td>131</td>
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<td>2011</td>
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<td>2014</td>
<td>196</td>
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<td>27</td>
<td>23</td>
<td>260</td>
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<tr>
<td>2015</td>
<td>210</td>
<td>15</td>
<td>27</td>
<td>17</td>
<td>269</td>
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<tr>
<td>2016</td>
<td>193</td>
<td>19</td>
<td>25</td>
<td>19</td>
<td>256</td>
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<tr>
<td>2017, Sept.</td>
<td>214</td>
<td>18</td>
<td>22</td>
<td>15</td>
<td>269</td>
</tr>
</tbody>
</table>

Note: number of Institutional members not fully valid, as some members don't pay each year

Madeleine Bühler, 15.10.2017
Web Statistics (Google Analytics)

Number of sessions, compared to previous year. Peaks: Newsletter send-outs --> creates website traffic.
Yearly total number of sessions 2011-2017 (Aug.-Aug)

- IOBC-WPRS
  - 2011/2012: 39'604
  - 2012/2013: 42'249 (+7 %)
  - 2013/2014: 38'093 (-10 %)
  - 2014/2015: 40'942 (+8 %)
  - 2015/2016: 36'781 (-10 %)
  - **2016/2017: 37'384** (+2 %)

- IOBC-Global, 2016/2017: 7'977

- IOBC-APRS, 2016/2017: 2'113
Referring channels which generated traffic on the website

"Year rings" 2013-2017 from inside-out (Aug.-Aug, 12 months)

- Google/organic
- direct/none
- IOBC-Global
- Social
- Newsletter

Trends in the last 4 years

- Google/organic
- Direct/none
- Newsletter
- IOBC-Global
- Social


E.g. Facebook, [https://www.facebook.com/iobcwprs](https://www.facebook.com/iobcwprs)

Madeleine Bühler, 15.10.2017
Newsletter (since start in Nov. 2013)

Average 1 edition/month, depending on the availability of new and interesting topics (mostly newly published bulletins)

30.09.2017: Total 1‘659 subscribers
Conclusions

- Trend: Shift from PULL (website only) to PUSH (newsletter, social media)
- Subscriptions are growing
- Future topics:
  - Newsletter: No single meeting announcements, but – besides new publications – focus on IPM news, professional / political discussions, etc.
  - Facebook: Upcoming events & deadlines, social topics, elections, meeting group photos, job offers

- Interesting content and nice visuals are key!
  Content drives engagement, and engagement drives action.
Outlook

Keep existing members, generate new members

- Keep newsletter on-going
- Extend efforts on Facebook, add Twitter (?)
- Update Pesticide Side Effect DB (?)
- Add video campaign; donation (?)
- Optimise website for search engines, SEO
  - Mobile-friendliness
    --> Reserve budget in 2018 or 2019 to transfer / re-design
  - Add further SEO relevant content, FAQs, etc.