

MWDG Meeting Minutes

March 23, 2015, 12:30pm

1:04 - Mike Mahaffie Introductions and Welcome

1:06 - Barbara Belli "The National Association of Government Web Professionals"

1:10 - Conference has workshops and 4 keynote speakers. 2 days of workshops.

1:14 - Benefits of NAGW! you can host a webinar, or attend a webinar. Pinnacle awards.

1:20 - Mike Mahaffie question, How big are the towns that are in NAGW? About the size of Wilmington or smaller, no big cities like Philly or NY.

1:22 - Ben Kaminski - Google Analytics Presentation - bet way to track analytics.

1:25 - A tour of Google Analytics. What is a bounce rate? Realtime view of people that are on the site.

1:28 - Sessions is the new word for hits. Number of sessions, new sessions, pages per session.

1:31 - You have 10 seconds to grab the attention of a user, that's it. Page depth, how many pages deep a user has gone into your site.

1:33 - Mobile traffic is really starting to come up and take center stage. In the rankings, browsers 4-6 are all mobile devices.

1:35 - Analytics is completely free, all you need is a gmail account. Question - Diana Reed from Elsmere, Can you get page specific? Ben - Yes.

1:40 - Ben shows what the Google analytics code looks like in HTML.

1:43 - Ben asks for towns gmail addresses.

1:46 - Mike Mahaffie, I like Google Analytics because I can setup reports and send them to people automatically.

1:52 - 15 minute break.

2:15 - Mike Mahaffie and Barbara Belli talk briefly about adding FOIA contact information to websites. All State websites must now list contact information.

2:30 - Julianne Musante talks about the power of a good headline.

2:40 - Julianne shows a headline analyzer application.

2:50 - Open Discussion

2:52 - Bower's Beach Training, when?

2:58 - Wyoming mentions they love their new design and the pictures.

3:05 - Mike Mahaffie talks about "If This Then That." Says it is a good solution to RSS feed problems. Mike says that GIC will help Towns set up and use this application if they need/want it.

3:15 - End of Discussion.

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