

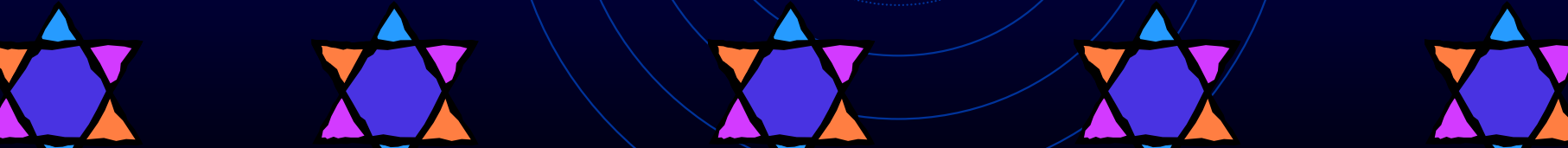


SAGAS WebStars

Summary Results

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Why WebStars ?

- Society web sites are a key to attracting new members - particularly the younger generation
- Web sites are difficult to control and ensure they are up to date, correct and working
- Websites are a benefit but can easily become a liability

Background

- Checking all your web sites for the SAGAS map showed that it is a lot easier to find your meeting details on some sites than others
- Links to and from your web site that people follow are important in raising your societies ranking in search engines
≡ more members !

Scoring

- One star for each of the following five criteria

What are we checking and why ?

- First Star
- Does the link from the SAGAS web site work ?
- A working link to your society web site will improve the ranking of both your societies and the SAGAS web site in search engine results.

What are we checking and why ?

- Second Star
- Does your web site have a link to the SAGAS web site ?
- A working link from your society web site will improve the ranking of both your societies and the SAGAS web site in search engine results.

What are we checking and why ?

- Third Star
- If you have a link to the SAGAS web site does it go to our new web site www.SAGASonLine.org.uk ?
- John Axtell has written to all societies requesting them to update their links. We don't want people going to the old site.

What are we checking and why ?

- Fourth Star
- How prominent is your link to the SAGAS web site ?
- We want people to follow the link to improve our search ratings so people need to be able to find it
- Scored as a Star if visible when you enter the site and a White Dwarf if visitors have to hunt for it !

What are we checking and why ?

- Fifth Star
- Do you say something about SAGAS that will attract visitors to follow the link ?
- Following the link (clicking on it) improves the ranking of both sites

The Results for 22 Sites

- Link from the SAGAS web site
 - 22 Societies
- Links to SAGAS web site
 - 16 Societies
- How many go to SAGASonLine ?
 - 12 Societies

The Results for 22 Sites

- How prominent the link to SAGAS is
 - 5 Societies get Stars
 - 11 Societies get White Dwarfs !
- Are visitors encouraged to visit the SAGAS web site - www.SAGASonLine.org.uk ?
 - 6 Societies get Stars

Congratulations !

- 3 Societies have 5 star sites
- Runners up
- 2 Societies have 4 Star and 1 White Dwarf Web Sites

The Totals (1/2 Star = WD)

Total	Total
1.0 Stars	6
2.5 Stars	2
3.0 Stars	1
3.5 Stars	7
4.0 Stars	1
4.5 Stars	2
5.0 Stars	3
Grand Total	22

What's Next ?

- The results will be sent to each society in confidence

The Future

- Some society web sites are a lot more user friendly than others
- Do the results reflect how well the societies committees manage their web site - why do 3 societies still have links to the old SAGAS site ?
- Why do several societies have no link ?
- Should we provide a critical review of your web site ? If so I need some help !

Over to you

- Go and have a critical look at your own society web site

