

WEBSITE REPORT

FOR THE PERIOD

01.10.2020 – 30.09.2021

STATUS QUO AND OUTLOOK

WEBSITE WWW.WORLD-SHUFFLEBOARD.ORG

Due to Corona, there was little new content on the website. This is also reflected in the decreased number of visitors, which dropped by 42.7% compared to the same period of the previous year (5992 visits 2020 / 3433 visits 2021). Overall, the figures are at a low level.

Experience shows that the number of visits increases in the month of a World Cup. Unfortunately, since there was no World Cup, this effect did not occur. It is not possible to determine from these figures what percentage are unique or returning visitors.

FACEBOOK INTERNATIONAL SHUFFLEBOARD

With 420 subscribers, the reach on Facebook is higher, as every article that is liked appears in the subscriber's timeline and can therefore multiply quickly. Therefore, it remains important that posts continue to be published on both Facebook and the website.

FUTURE ALIGNMENT

It would be desirable to establish a direction for the website. Should it be a promotional platform for shuffleboard or some sort of announcement and archive site for ISA tournaments? Both forms are legitimate.