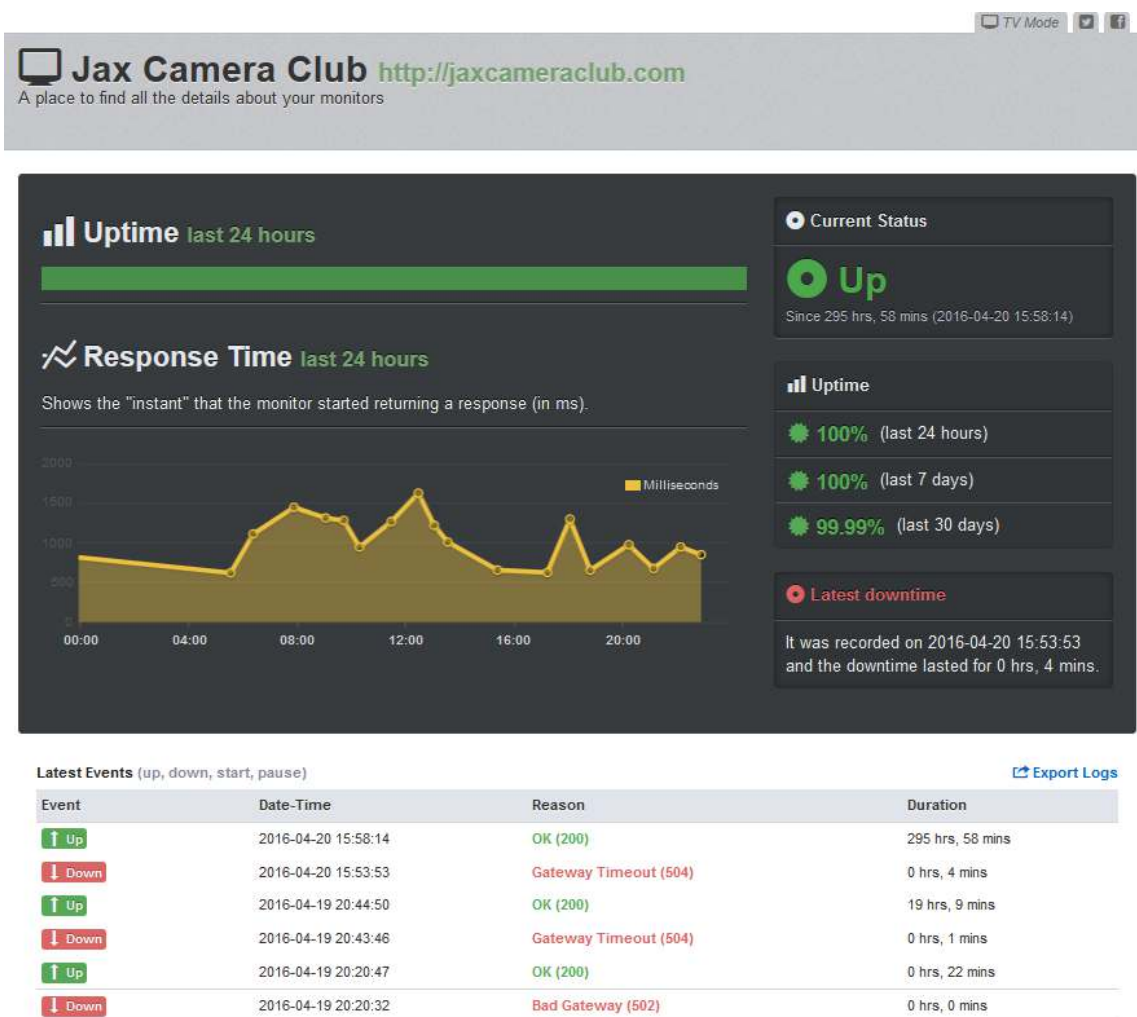


To: JCC Website Committee
From: Webmaster
Subj: Website Status as of April 30, 2016 dated: May 8, 2016

At the first board meeting of 2016 the website was reviewed and a plan of action was adopted including establishing the following goals. Comments are in italics.

1. We adopt as a goal to increase the speed of the website to 80/100 on Google's Page Speed Insights test for desktop.
Speed on said test has been improved from 46/100 to 76/100.
2. We adopt as a goal to improve the uptime percentage of the site. *Current report is below:*



3. We adopt as a goal to make the site more user friendly in all common viewports: desktops/laptops, tablets and mobile (phones). You may check the performance of our site with this online tool: <http://quirktools.com/screenfly/>

You may test our site or any other. You can see we have a long way to go. Real improvement in this area will come with the upgrade of the theme, which is a *WIP (work-in-progress)*.

Nothing to add here for April.

4. We adopt the SEO goal of being on the first page of search results for the group: *camera club or photography club and Jacksonville* on the search engines: Google, Bing and Yahoo. Recognize our target market of new, prospective members. SEO is fine now, unchanged from last month.

No change for April.

5. Instigate a goal to simplify our site to make maintenance, updating, and content addition more accessible to club administrators. *This will flow from upgrading the theme, which is a WIP.*

Nothing to add here for April.

In addition, the following specific actions are undertaken:

That the **JCC website host be changed** from Arvix, Inc. to Siteground at a time appropriate to their pricing promotions.

Accomplished on or about 2/5/2016. See previous reports for details.

Nothing new to report.

The **theme of the site be upgraded** to a premium theme that meets the criteria of responsiveness, timely history of updating, flexible and generally meeting the near and short term goals of our club.

Moving forward, see previous reports for details. New: The status of this will be discussed in a separate report within 20 days.

We **install a Blog** in our website and, afterward, deactivate the current **Forum**.

Done, see previous reports for details.

Investigate an account with **Amazon Simple Storage Service (S3)**.

Pending and under review.

Continue to **harden the security** of our site against potential hackers.

Conversion from http to https and to https/2 is complete.

Note on WordPress upgrade to 4.5

On April 12, WordPress released version 4.5. I knew we had had to make extensive changes to the code in the past upon these major updates and I was afraid of the possibility of the change taking down the site if we upgraded. I chose to wait on the upgrade.

A few days later WordPress announced that there were several issues and a new update (4.5.1) would be released in a few days to correct the problems. One of the problems was an issue with Theme: 2011 (our theme) that could cause it to crash.

We have NOT yet updated. WordPress released 4.5.1 and have also released, in early May, 4.5.2 to fix bugs. I will, most likely, update to 4.5.2 but will wait a little longer. We will have an current backup available when it is done.

Next Step in Theme—Update:

As reported last month, I had requested a quote from our website developer, Sarah Giles, to port the digital contest from our present theme (2011) to our new theme. A reply was received. Before discussing the reply, I want to put the present digital contest into perspective with our long-term goals.

The present contest works well but it is not usable for other contests the Club may hold. Think of the various outing contests and others that may come in the future. It is also not flexible for day-to-day tweaking.

With this in mind, I viewed porting the contest over to the new theme as a stopgap measure. Eventually we would want a more open(read flexible) contest process. Remember we also want the site to be pure WordPress so we can control all aspects within the club.

However, we need to move forward and to wait for perfection will delay the process, maybe for a long time. This is not acceptable. So, thinking the quote would come in at \$200 maybe \$250, we could have her do that and move forward in accomplish our goals. We could revisit the contest issue next year, maybe when Sarah had developed the photo contest plugin (previously discussed).

Well the quote came in with a range of \$1,200.00 to \$1,600.00 with the \$1,600.00 not being an *absolute firm cap*.

I immediately started contemplating how we could make a contest work within our present skill set.

A digital contest process is (in simple terms):

- **Information to the entrant** (Contest rules/ details/ procedures)
- **Listing of the entries** for the judge to use in comments/ awards and for our records
- Mechanism to **upload images**
- **Sharing image entries with judge** (w/ o identifying the entrant)
- **Presentation of images and winner** at club meeting and
- **Sharing contest details and images with the members (gallery) and archiving them.**

So I plan to create an in-house version of the above and incorporate into the new theme. Progress will be reported in the new theme report mentioned earlier.

I have a new slogan for the website: *Progress not Perfection.*

Summary: Progress, but a long way to go.

Respectively Submitted,



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