PVS Webmaster's Report
September 2007

Since there were no meets in September, it was a good time to do some housecleaning and begin some of the new initiatives I presented at the September Board Meeting.

Web Site Cleanup: I redid the Forms and Administrative pages to get rid of old links and make the pages more user friendly. I also updated a lot of the links on the Links page, particularly in the areas of LSC, College, and High School website links. There is still more cleanup work to be done on this page.

I reviewed the Officials section of the website with the Officials Committee. We have identified some areas that require updates and maintenance.

Flash Mail Problem: Since I was not receiving the Flash Mail messages from Janet, I was determined to find out what the problem was. I was receiving email from other PVS mailing lists (e.g. Officials Committee and Referees) so I knew it wasn't a spam-filtering problem. Experiments I performed verified that although Earthlink says you can have up to 200 email addresses on a list, they only send the email to the first 100 on the list. I have since confirmed this behavior with Earthlink. Since there are now more than 180 addresses on the Flash Mail list, we have split it into two sub-lists.

John Hirschman has been working with Rita Page, the Officials Certification Officer, to try to bring the "all officials" list up to date. The Officials Committee intends to revive their newsletters. Some of the other lists also need maintenance.

New Features: A Webmaster's Blog has been added to the web site. The main purpose of adding this blog was to test the technology for possible future use by the board to communicate to the PVS community. I will also use it to announce and explain things about the website (e.g. how the databases work).

An RSS Feed of items on the What's New page has also been added. Right now it is generated manually by me every night based on what Janet and I have added to the What's New page that day. I will look into trying to automate the generation of this feed in the future.

Items Ready for Deployment: I have tested two web-site search capabilities (Atomz and Google). Feedback from testing by the board has indicated that Google is the one I should implement. I also need to block off some areas (e.g. temporary work files and obsolete stuff) from being included in the searches.

I also produced a prototype of the Parents page and circulated it to the board for review. I'm still looking for additional content to add to the page, but it is ready for launch.

Website Statictics: I've begun working with a new statistics package that analyzes the website logs. I am currently using the free version of Deep Log Analyzer. During September, we had an average of 2,243 visitors per day to the website. Besides the Home Page, the most popular pages were:

FileName	Page Views	Description
/pvs_schd.htm	9,494	current year schedule
/newstuff.html	4,831	what's new
/pooldirs.htm	3,939	directions to pools
/0708meet/09-08-ma.htm	3,112	October Open Meet Announcement
/eastzone/index.html	2,236	Eastern Zone Home Page
/pvs_club.htm	2,228	list of PVS clubs
/tmonline.htm	1,851	databases
/swimposium_2007.pdf	1,640	Swimposium flyer
/wordpress/index.html	1,544	Webmaster's blog
/pvs_link.htm	1,396	links
/oldmeets.html	1,361	prior-year meets
/rss/newstuff.xml	1,314	RSS feed

Pages Not Yet Implemented: I am waiting for feedback from the athletes on the board before implementing the Athletes page. When time permits, I will prototype this page to have it ready to go.

I would also like to add a Meet Directors page. This would gather in one place all the information that a Meet Director needs, from the meet announcement and sanctioning process, to the pre-meet process, and all the way through the post-meet process. I will need significant help from the board on developing the content for this page.

Tim Husson
October 10, 2007