

To: FRRS Board of Directors  
From: Paul Finnegan, Webmaster  
Re: Museum Web Page  
Date: November 6, 2017

## ***Pumpkin Patch Express***

The Pumpkin Patch Express poster was prominently displayed on the home page most of September and until the event ended in October. The [Pumpkin Patch Express](#) page was updated over the course of the month. On October 16<sup>th</sup> I created a [photo gallery](#) for the event with photos that Greg Elems and I took the first weekend and added a link on Latest Museum News column and on the Pumpkin Express page. Greg provided more pictures for the gallery from the second weekend and they were added on October 24<sup>th</sup>.

I have attached as the last page of this report the Google Analytics report for the Pumpkin Patch Express web page. I think it is very important to note that 67% of the pages web traffic came from mobile devices. The graph shows the number of pageviews peaked on the two Saturdays of the event. It also shows a fair amount of interest from the public starting about a week before the event. There was some interest going back about to the first of October.

## ***Historical/Archive Department Page***

Two new pages were added to the [Historical/Archive Department](#) home page this month. The first is a set of [WP Documents](#) that Kerry Cochran and I selected from the archives to begin the process of putting more of our archival material on-line to show the type of material we hold. I also completed a very long term project to update and release information about the past [FRRS Conventions](#) under the History of the FRRS section. I still have no information from the 2010 convention which was held in Stockton. If you have any material related to this (or any of the other conventions that you think should be added to the web site), please contact me.

## ***Collection Pages***

Last month I created the [WPMW 71](#), aka “The Weed Burner”, collection page. While at the museum on October 13<sup>th</sup> I met with Dennis Servia who worked for the WP and had memories and photos of the weed burner that he has shared with us. On November 3<sup>rd</sup> I added his memories and photos to the web page.

## ***2017 Santa Trains***

At 5:00 PM on Sunday October 22<sup>nd</sup> (end of Pumpkin Patch event), I replaced the Pumpkin Patch Express poster on the home pages with the 2017 Santa Train poster as a link to the 2017 [Santa Train new item page](#). Since the page went live it has been viewed 112 times. There was a significant spike in user views on November 1<sup>st</sup> which is the day the poster (and a link to the web page) was added to the museum face book page. Similar to the traffic for the Pumpkin Express, the web page visits to date for Santa Trains has been 61% for the mobile page and 29% for the desktop version. It is clear for our event promotional pages that being mobile friendly is very important.

## **General Items**

- 10/10/17 – Provided Eugene Vicknair with requested Google Analytics reports. Established read only access for him to the Analytics data base and a suggested training course on Google Analytics.
- 10/TBD/17 – Posted reports for the October BOD Meeting as they became available to [Minutes & Reports](#)
- 10/16/17 – Updated WP 165 photo on [stream page](#) per Roger Stabler’s request
- 10/various/17 – updated [org chart](#) to reflect changes requested from Kerry Cochran.
- 10/16/17 – Posted Train Sheet 171 to [Train Sheet Archive](#) page.
- 10/21/17 – Updated [Staff page](#) and [Org chart](#) for new Superintendent of Operations and recent resignations.
- 10/22/17 – Retired Pumpkin Train promotions and launched Santa Train Promotions.
- 10/22/17 – Posted Preliminary Minutes from October Board Meeting on [Minutes & Reports web page](#).
- 10/25/17 – Fixed bad link to Santa Trains reported by Ethan Doty.
- 10/25/17 – Updated [Crew Training Material](#) (added new section 000 and updated staffing changes.)
- 10/25/17 – Posted [//www.trainsmag.com/sweepstakes](http://www.trainsmag.com/sweepstakes) link to Latest Museum News column as requested by Eugene Vicknair and Kerry Cochran.
- 10/26/17 – Updated wording about society mission on [FRRS page](#) (Frank Brehm web ticket 2017-0065)
- 10/28/17 – Submitted *Train Sheet* article.
- 10/29/17 – Set up [2018 Calendar web pages](#) (for internal review, not released to public yet.)
- 10/31/17 – Updated [Org chart](#) per phone call with Kerry Cochran.
- 11/1/17 – Enhanced [sleeper reservation system](#) to allow reservation of cabooses and the troop sleeper.
- 11/1/17 – Eugene Vicknair renewed the Hostmonster web site provider contract until 11/27/18.
- 11/2/17 – Updated Blank Bulletin form with Loren Ross as Superintendent of Operations on [Museum Forms & Documents](#) web page.

Pages

ALL » PAGE TITLE: Pumpkin Trains 2017

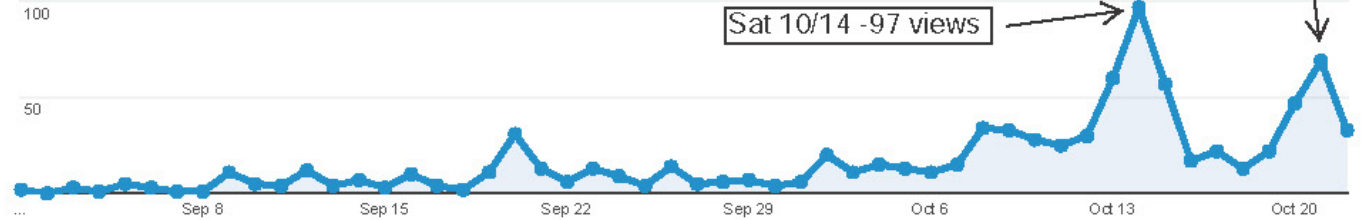
Sep 1, 2017 - Oct 22, 2017

All Users  
4.39% Pageviews

# Pageviews of Pumpkin Train 2017 Web Page 9/1/17 ~ 10/22/17

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	879 % of Total: 4.39% (20,019)	773 % of Total: 4.85% (15,930)	00:02:28 Avg for View: 00:01:24 (75.47%)	348 % of Total: 4.57% (7,617)	73.28% Avg for View: 57.88% (26.59%)	59.61% Avg for View: 38.05% (56.68%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /news_items/m_pumpkin_trains_2017.html	565 (64.28%)	499 (64.55%)	00:02:28	241 (69.25%)	77.59%	66.55%	\$0.00 (0.00%)
2. /news_items/pumpkin_trains_2017.html	204 (23.21%)	177 (22.90%)	00:02:05	32 (9.20%)	62.50%	40.20%	\$0.00 (0.00%)
3. /	79 (8.99%)	70 (9.06%)	00:02:52	64 (18.39%)	62.50%	68.29%	\$0.00 (0.00%)
4. /news_items/d_pumpkin_trains_2017.html	24 (2.73%)	23 (2.98%)	00:06:56	9 (2.59%)	77.78%	58.33%	\$0.00 (0.00%)
5. /news_items/pumpkin_trains_2017_debug.html	4 (0.46%)	2 (0.26%)	00:00:24	1 (0.29%)	0.00%	0.00%	\$0.00 (0.00%)
6. /news_items/m_pumpkin_trains_2017_debug.html	3 (0.34%)	2 (0.26%)	00:00:54	1 (0.29%)	100.00%	66.67%	\$0.00 (0.00%)

Rows 1 - 6 of 6