

2020 Top Web Pages

Total pageviews in 2020 = 127,525

	Pageviews	%
WPRM Webcam	27,795	21.80%
WPRM Home	23,722	18.60%
WPRM Collection	4,578	3.59%
WPRM RAL	3,582	2.81%
SN Home Page	3,274	2.57%
WPRM Locomotives	2,514	1.97%
WPRM Archives	2,021	1.58%
WPRM Steam	1,483	1.58%
WPRM Visit Us	1,331	1.04%
2020 Closure	1,278	1.00%
WPRM Trainride	1,022	0.80%
Boxcars	975	0.76%
2020 Convention	884	0.69%
Minutes & Reports	850	0.67%
Passengercars	800	0.63%
Freightcars	730	0.57%
Operations	657	0.52%

2021 Top Web Pages

Total pageviews in 2021 = 165,324

	Pageviews	%
WPRM Home	31,624	19.13%
WPRM Webcam	31,095	18.81%
WPRM Collection	5,978	3.62%
WPRM RAL	5,346	3.23%
SN Home Page	4,893	2.96%
WPRM Locomotives	2,486	1.50%
WPRM Visit Us	2,477	1.48%
WPRM Archives	2,025	1.22%
WPRM Steam	1,770	1.07%
WPRM Trainride	1,684	1.02%
WP Mileposts	1,678	1.01%
WPRM Tour	1,313	0.79%
Operations	1,231	0.74%
2021 Closure	1,103	0.67%
Shop	968	0.59%
Minutes & Reports	936	0.57%
Boxcars	834	0.50%

FRRS Website 2021 Update*- Paul Finnegan*

The society's website, WPLives.org, continues to be a resource of information about the FRRS and the WPRM for both the public and our members. Website traffic increased 29.6% from 2020 to 2021. We currently have 5,579 web pages on the website. Additionally there are over 36,000 photos and 8,659 PDF files posted.

In 2021 we continued to add material and tools to the website. The 2021 highlights included:

First Use of Mailtrain Tool, that allows us to manage bulk emails campaigns for the society. People can subscribe or unsubscribe to the email lists.

WP Mileposts – All 255 issues of the WP's employee newsletter from August 1949 through March 1983, just before the merger with Union Pacific, have been posted. They have a Custom Google Search Engine to help users find specific material.

"Around the Museum 2021 Gallery" – was created to show photos of museum and FRRS events from 2021.

New Style Mobile Home Page – an improved mobile home page was release on 6/24/21. The intent is to bring right to the top the things a mobile user (think someone driving down SR70 and seeing the museum sign) would want to know to visit us.

New (mobile friendly!) Tour at the Museum – Three years ago, I created a set of web pages that was intended to serve as an audio tour guide for visitors to the museum. During the 2021 off-season, Kenneth Finnegan created a new framework for the material that is better suited for visitors to use on their mobile phones to learn about things around the museum. Working together, we have

FRRS Website 2021 Update (continued)

released the new tour site.

Kenneth Finnegan has created a set of laminated **EXHIBIT CODE signs** with the QR code and URL and posted them on many pieces of equipment and other artifacts around the museum that link to the new tour system.

WP Headlights from the 1940's are now on the H/A home page – a complete set of the WP's employee magazine from the 1940's has been posted. Not to be confused with the FRRS publication, *THE WESTERN PACIFIC Headlight*. The page also has a Google Custom Search Engine that covers only the Headlight issues from the 1940's.

Social Media – In an effort to support the FRRS' and WPRM's social media presence, two new social media accounts are now linked from our website. I added a link to the “westernpacificlives” Instagram account being maintained by Big Fish Creations using the standard Instagram icon. I also added a link to a new Twitter account, “frrswprm”, being maintained by Kenneth Finnegan using the standard Twitter icon.

Google for Business – On 8/27/21, Eugene Vicknair added me as a manager of the Western Pacific Railroad Museum Google My Business account. I now have the ability to maintain the information for the WPRM that Google shows when someone searches for our museum. This has allowed me to keep information such as the museum hours up to date. I have added notices (e.g. our ½ price admission offer, 10% off FRRS/WPRM Apparel and Products and the Photo Workshop on 11/6/21) to the Google Search results.

Yelp – Similar to the access to the Google My Business page, I now have access to our Yelp account. It has fewer capabilities than the Google page, but I made several updates and corrections to it.

H/A Collections – A new set of pages have been added to the Historical/Archive web pages posting photos from our archive collections on the website. Currently there are 7,948 photos posted. Many have captions about the photo.

Wikipedia – On 9/9/21, I created a Wikipedia Editor account using one of the FRRS's Google accounts and have started doing some updates and enhancements to the WPRM Wikipedia page. Everyone is invited to send me material, suggestions or corrections for the page.

Museum Online Store – Working with Eugene Vicknair, we launched the WPRM Online Store on Friday 9/24/21. In addition to posting it in the Latest Museum News column and on the home page, I added a “Shop Online” entry in the “About Us” pull-down menu. Additionally there is a new “Shop” link on all the web pages that have standard footers. A Mailtrain email blast was sent to 270 subscribers announcing the store opening and a post was made on the Google My Business page.

WP 165 Fire Up 11/13/21 – I received 66 photos and three videos from Michael Clawson of Big Fish Creations from the WP 165 Fire Up that occurred on 11/13/21. I used the photos to create a new gallery, “WP 165 Fire Up Nov 13 2021” and posted the videos to our YouTube channel.