

North Central Highland Cattle Association
Website Committee Report
Annual Meeting February, 2024

Committee membership: Randi Johnson, Chair, Taylor Croissant, Josh Krenz, Tony Letourneau, Maureen Matt, Becky Meyer, Julie Schaar, Ken Schaar, Bruce Schmitz, Jamie Schulz,

Committee activities in 2023:

Expanded committee:

The committee added several new members in 2023 which brought in some fresh discussions and site improvements.

Website traffic:

Traffic on the NCHCA.org website continues to increase driven by the increased use of classified ads by members. Unique visits increased almost 17% compared to 2022 to just under 22,000 in 2023. Referrals are coming mainly from Google searches. The sale website (highlandsale.org) decreased year to 9,500, with traffic being mainly active in the month around the sale date. This should increase for 2024 with the addition of a second sale.

Website enhancements:

With input from committee members, the website got some refreshing. The site has a new look that accommodates a wider view, menus were modified to have more consistency, and more photos were added as page headers. This hopefully has improved the user experience.

Electronic Hoofbeat:

The Hoofbeat committee and the board have agreed to try to move to a digital newsletter format. The Hoofbeat is posted on the website and emails sent out with links. There is a question on the membership form about individual preferences for paper or digital formats.

Social media:

The committee has expanded active use of social media for promoting the association. Maureen Matt has taken over much of the management of the Facebook group and posting on the Facebook page. The page has grown from 3500 to over 4200 followers in the last year. The Facebook group was made private and now has over 1300 members. Both the page and group have seen much more activity thanks to Maureen's effort.

Classified advertising:

A few years ago, the NCHCA board expanded this membership benefits to include unlimited classified advertising on the website at no cost for members as part of the annual membership fee. Each classified ad includes a post to the Facebook group and an email to active members. This year a decision was made to make classified advertising available only to members. The volume of classified ads remained stable in 2023, with over 60 ads submitted. Many members using classified ads have reported success in sales. The classified ads are one of the highest traffic pages on the NCHCA website.

Site features that are underused:

Semen directory:

The website has a semen directory with free listings for members. Members with semen to sell are encouraged to take advantage by listing their available sires.

Farm profiles:

A separate profile page is created for each member farm with its contact information. Additional information can be added if desired by members, up to 500 words and three photos as a free member benefit. There are only a limited number of members who take advantage of the option to send in additional information, but promotion will continue. Members are encouraged to view their profile pages to make sure the information is accurate and to submit additional information about their farms.

Beef producer listing:

The number of farms that have asked to be included on the beef producer page has remained stable in 2023. There is a question on the membership form about being included in the listing, but a member can request to be added at any time by contacting website@nchca.org.

Goals for 2024:

- 1. Expand use of photos on the website.**
- 2. Continue to expand content for members.**
- 3. Continue to expand use of social media for promotion**
- 4. Continue to promote use of member benefits available through the website**

Action plan: Discuss at the annual meeting, feature in future Hoofbeat articles, utilize social media and email to promote association benefits and expand membership.