

EasternTrail.org Web Site – May 2012

The Eastern Trail web site at www.EasternTrail.org has been renovated and relaunched over the past year with great success. Last fall, Tim Lambert oversaw the development of a new design, and the use of a new updating program that will allow ETA staff to add new content to the site. In November, Larry Glantz was hired to build the content and functionality of the site using the new design. Larry had built the original web site back in 1998, so his historical perspective on the trail has added to the site's development

The site is colorful and easy to use. A menu structure helps you move through the extensive information the site, and there are many colorful pictures and videos throughout the site to pique viewer's interests in the trail.

Here are some key features of the web site:

- **Latest ETA News** – Left side of front page that displays Breaking ETA news items – the information changes daily if possible, at least several times a week
- **Join Us/Support the Trail** – trying to convince more people to join the ETA, and to otherwise contribute money and volunteer time
- **ETA Trail Guide**, and links to other trail map resources
- **Maine Lighthouse Ride** - registration links, ride Descriptions, Cue Sheets and Maps, Directions, even a short video from a past ride
- **ET News & Documents**, Latest Newsletter, News Archives (some back to 1997), Key ETA Documents, historical and other, Important Internet Links, and Laws and Regulations
- **About Us** - Lists ET Trustees and Advisors, Photos and Videos showing activities on the trail, links to the ETA brochure and the Purpose and Needs statement
- **Events** – Includes an ETA events calendar (whole month shown), descriptions of all upcoming trail events and activities
- **Report a Problem on the Trail** form

We encourage all friends of the Eastern Trail to use the website, but also to provide feedback on what works with the web site, and what could be added to the site to make it better. Please forward all ideas to webmaster@EasternTrail.org.

Here are some statistics on the use of the web site:

	January	February	March	April
Unique Site Visitors	1161	1210	2657	3508
Page Views	4709	4492	8978	12,102
% New Visitors	75.2%	74.5%	78.3%	73.2%
Locations:				
Portland	288	315	668	819
Biddeford	147	68	230	267
Boston	48	92	176	208

Larry Glantz,
Web Consultant