

# Green Party Women Website Report – 08.04.2024

## Current situation

The missing pages that disappeared from the Green Party Women's website during disaffiliation have now been restored.

During March, for our Women's History Month celebrations the website team added content daily featuring A woman of the Day throughout the month as part of our drive to attract new members and create a sense of community within GPW.

This campaign was a major undertaking for our volunteers and we hoped to be in a position where we could measure the effectiveness of our social media ads and the level of traffic from them going to the website.

## Analytics

When the new website team took over the site it was quickly discovered that analytics had been removed from the site. A request was made to have them restored but digital advised, that due to privacy concerns surrounded data being sent to the United States, the Green Party is no longer using Google analytics and a new solution will be implemented soon. The website team have noted that a number of the Green Party's websites are still using Google analytics.

The website team have requested access to the historical Google Analytics data for measurement purposes but are yet to receive this access.

The team have also asked that the new analytics solution Matomo be installed on the site with some urgency. The response from digital is that it will be installed this month but no specific date has been given.

The website team are very aware that the digital team are extremely busy and are short staffed in the run up to the local May elections, so the everyday housekeeping of the websites are not a priority.

Amanda has offered to assist with this on a voluntary basis as she is an experienced web developer but has had no response.

## Plans for the month

The website team and the entire GPW committee would like to support female candidates in the run up to the Local May elections and are currently discussing doing a spotlight series on the website in the run up. Hopefully analytics will be installed shortly so we can effectively measure the success of this campaign and issue a data driven report at the next committee meeting in May.