





NACM WEBSITE

www.cideruk.com

Update on the new NACM website:

- Launched late November 2008
- Update on what we have done to date
- Some measures of success
- Plans for development

THE NACM –
LEADING THE WAY
IN SUSTAINABILITY



NACM WEBSITE

www.cideruk.com

Reason for new site:

- Limited opportunity to update/develop
- Design and functionality 'not great'
- Impossible to find via search engines
- No search facility
- Ambition to expand content and access

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What we have from new site:

- Much improved search engine results
- Refreshed design – well received
- More regular news content – Bruce Lewis
- Expanded picture library
- New sections, e.g. food matching/recipes
- Registration process – 4 items to select

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Registration process:

- Available to all (not Members Area)
- Subscription to four options (49 already!)
 - Cider Matters
 - Growers Update
 - RSS feed for cider news
 - RSS feed for recipes

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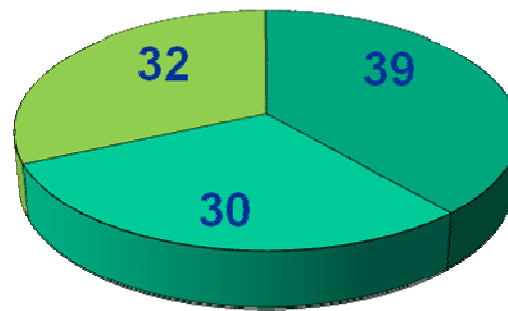


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Traffic to site after launch – November:

Traffic %



- Direct
- Referring Sites
- Search Eng

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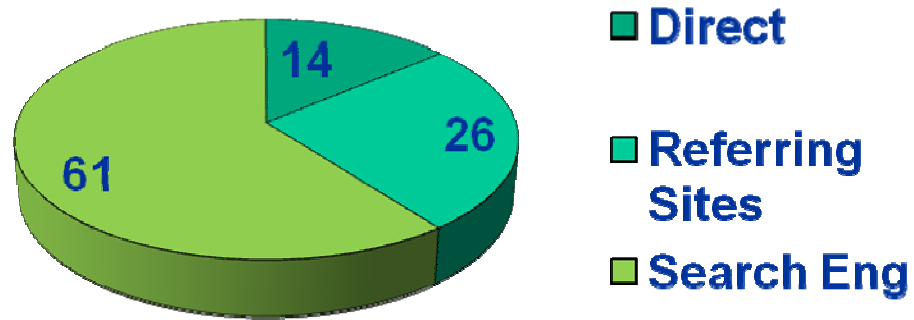


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Traffic to site after launch – December:

Traffic %



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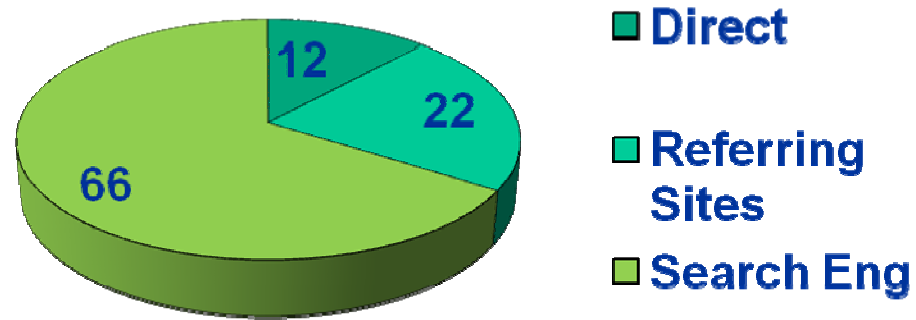


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Traffic to site after launch – January:

Traffic %



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Google search engine results:

- Cider Makers – ranked 1st World and UK
- Cider UK – ranked 3rd World and UK
- NACM – ranked 1st World and UK
- Cider – ranked 21st World / 19th UK
- Cider Association – ranked 1st or 2nd

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Plans for development:

- Some housekeeping – resource in place
- Management of enquiries – form
- Email addresses for external traffic
- HTML newsletter ‘Cider Matters’
- Members Section – library (perhaps)
- Other suggestions welcome

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