



The Girlguiding Hertfordshire website has been on the Internet for one year!

It's time to celebrate the successes and to look forward to further improvements to the site in 2005.

Beginnings.

As one of the largest Guiding counties in the UK, one of our biggest challenges is in ensuring that all members receive appropriate messages, quickly!

To address this issue, the website was commissioned in Autumn 2003 by the then County Commissioner to provide Hertfordshire members with an *additional source* of news, information and resources so that:

1. Information could quickly pass down the communication channels to the 'grass roots' guider,
2. No dilution of messages through long communication channels,
3. Information could be posted in a timely manner to ensure that all of our members could take advantage of opportunities available in Herts!

Design.

The whole site design and content took 3 months of hard work to complete (with lots of late nights!)

The design/content objective was to reinforce the perception of Girlguiding Hertfordshire as a *dynamic, forward-thinking county*. The navigation was kept simple to ensure that all levels of users could access it.

Launch.

The website was unveiled at the County Annual Review, and went live Easter 2004.

To build awareness of the website and encourage members to visit the site, the launch was promoted via a colour leaflet distributed to all Guiders/YL via HSG.

Some Facts & Figures....

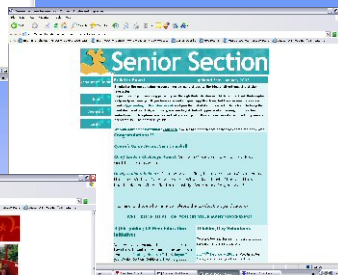
An average of **238 unique visitors** click on the site per month.



A resource to regularly dip into!

Each visitor visits the site **1.5 times** each month—coming back for more!

It's a Small World!
 In Jan 2005, visitors from the **USA, Netherlands** and **China** saw what Girlguiding Hertfordshire was all about!



Updating/managing the website is a big job every month!
82 pages on the site and **6-10 pages** are added/updated every month.



The website receives **c.9,200 hits** per month.

Since launch, over **14,000 pages** have been viewed.

A key recruitment tool!

Since launch, **10 potential leaders** have applied via the "Volunteer Now" button.

Girlguiding UK's site only had 180 enquires during 2003—average of only 1-2 per county!!



Girlguiding
Hertfordshire

Some Highlights/Successes:

Popular Pages.

- The strength of the site is as a 'font' of knowledge—with the most popular pages being those that give members information about what's happening in their section, training etc.
- One place to find out what is happening in Hertfordshire!

Volunteer Now Button.

- 10 enquiries from potential leaders in 10 months,
- Personal details collected via secure part of the site. This reassures the applicant that any personal information they give will not be misused, or will be accessible to anybody not connected with Girlguiding Hertfordshire,
- Secure site demonstrates that Girlguiding Hertfordshire is committed to ensuring that data is handled legally and ethically.

HSG Online.

- HSG is now online before the 1st of the month (usually!)
- Only included the Guide relevant sections,
- Adapted to allow users to download and easily print off additional copies of forms,
- Personal details removed for privacy purposes.

Join Us.

- This section of the site receives some of the highest 'hits' each month, showing interest in what each section has to offer!
- More personal—features real life experiences from Hertfordshire Guiders and girls.

Feedback.

During the year I've received lots of positive emails and feedback on the style and content of the site, one example being Cambs West/East commenting on how they were impressed with the information available to download/look at in the Senior Section pages !!

Developments for 2005

There is plenty on the agenda for 2005 to build on the success of the original site!

- Secure site development, which will require a login and password, to feature sensitive information such as county directory, holiday & campsite directory, forms etc.
- Improvements to the navigation. The most popular pages in the site are the information pages such as training, section pages, What's On page. Therefore the navigation will be improved to help users access these pages quickly from the home page.
- Featured articles each month. This will only work with the help and support of Div. PRAs!
- Increase amount of resources available to complement the Girlguiding UK site. Advisers, we need your wisdom and experience to provide ideas/activities/useful information about your specialist area!!
- Increase information about each division— information about the area, 'Did you know...' type tid-bits, and add your division newsletters (if you do one!) etc.
- Online polls—later in 2005, would like to provide online polls where county team can pose questions out to Guiders quickly and cost-effectively on their attitudes/feelings about key issues!

www.girlguidinghertfordshire.org.uk