Website operations were about the same as in 2015 with the exception of enabling **online registration** (see below for more info). We had about the same number of queries and requests for postings. We continue to see most of our traffic to the *Lookout Jobs*, *Lookout Rental*, and *Lookouts for Sale* areas. Overall traffic was only up this year by 13% as compared to last year. This is a significant slowing of growth, which may point to more interest in Social Media sites such as Facebook rather than static web page content.

We continue to see a large amount of referrals from these locations:

- Forestry Sites
- Search Engines
- Outdoor and Traveler Sites
- Facebook

This year, [outsideonline.com](http://outsideonline.com) is the number 1 place we are getting referrals from. Facebook continues to be in the top 5 as a referrer, which makes sense as we continue to ramp up more chapter Facebook pages.

**Online Registration**

At the end of 2015, we successfully implemented Online Registration, which allows someone to Join FFLA using a major credit card or PayPal. We still support joining by using the standard mail-in registration form. This feature will be a great improvement and is hoped to grow membership, especially by the audience that thought that the mail-in form was too cumbersome to use.

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