

**Title:** Status of the NYS IPM Program Website, <http://www.nysipm.cornell.edu> for 2011

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**Abstract:** This year the NYS IPM Program was established as a social media presence. NYS IPM now has a Twitter account, a Facebook page, and a channel on YouTube. We are also using a new statistical package, Google Analytics, with good results, although counting pdf downloads took some special coding. And as always, the website has been updated with new content. This year, I made the website more useful to our visitors by creating new pages and adding new content, keeping time-sensitive articles updated, and transferring the remaining pages with the old web design to the new.

**Content:** This year the NYS IPM Program was established as a social media presence. NYS IPM now has a Twitter account, a Facebook page, and a channel on YouTube, featuring videos created by IPM staff, highlighting their research and projects. Functionality was added to the website by linking to these accounts and adding a Like button on the homepage (64+ people like us!). Social media is another way that people can become aware of IPM. For example, @NYSIPM can retweet messages posted by people we follow (i.e. other people who promote IPM online) thus generating more online discussion of IPM. Furthermore, the social media pages are another appropriate place to announce any updates to the website, and updates that are not on our website, such as the blogs of IPM staff.

Last year our internet service provider stopped supplying us with a statistical package, so I began using Google Analytics (GA) as our website statistics program. This online program is easy to use, is reliable, and is used by many others in the Cornell community. However, pdf files are not automatically included in the count of page views, our most-used statistic. After researching I found that the only solution was to install certain code at each link to a pdf in the website. This was a laborious task since the website contains hundreds of pdf files, but I finished in March, and GA is now counting pdf downloads. For a complete statistical report on [nysipm.cornell.edu](http://www.nysipm.cornell.edu), please see the document [analytics\\_report\\_nysipm12-11.xlsx](#) that was submitted along with this document.

As always, the website has been updated this year with new content. This year, I

1. Created new pages and/or added new content:

- The homepage was updated with letters from our director, regular additions to the news feed, and new photos in the slideshow. A new area was created, dedicated to Household Pests. It includes the *What's Bugging You?* button and links to specific household pests. One of these pests is White Grubs, for which I created a new page in the *What's Bugging You?* section.
- I formatted and posted the 2011 Organic Guides, then spruced up their homepage with a new image of the guides and an improved layout.
- Other new content, namely, *Bee a Good Neighbor*, the Soybean TAg modules, three new Fact Sheets, and *Long Term Evaluation of Reduced Chemical Pesticide Management of Golf Course Putting Turf* were posted and added to the database.
- Finally, the website was made more useful to our stakeholders by publishing our current Research Priorities, the Ornamentals Newsletter Spring 2011 issue, and the IPM Annual Report 2010.

2. Kept Current with time-sensitive articles:

- Updated all *What's Bugging You* pages with new Web addresses for Cornell's Insect Diagnostic Lab factsheets.
- Continually updated the Events Calendar, the News Feed, Press Releases and the IPM Awards.

- Updated the Trac Software pages.
  - Made regular postings to the Field Crops Weekly pest report.
3. I finished transferring the remaining pages from the old web design to the new:
- Funded Project Reports 1997
  - The remaining Weekly Field Crops Pest Reports
  - The remaining Pheromone Trap Network Reports
  - The remaining IPM Awards