

Title: **Status of the NYS IPM Website**, <http://www.nysipm.cornell.edu> for the year 2006

Date: January 3, 2007

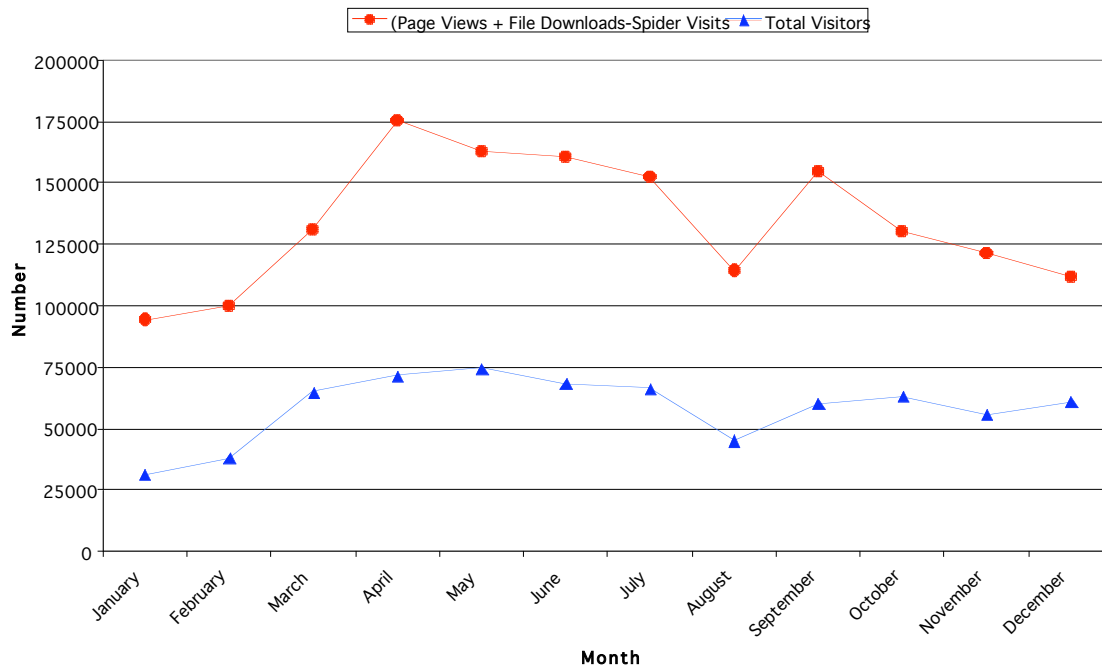
Project Leader: Karen English, Website Coordinator, NYS IPM Program

Project Collaborators: Cheryl TenEyck, Raj Smith and Richard Scott Adams

This year's progress:

1. The website moved to a new server ("BlackMagic," located on the Ithaca campus) in August, without any problems.
2. An installation of Google Appliance by Cornell's Office of Web Communications has solved our website's problem of presenting pages from the old website as search results. After I installed the code, search results have been confined to existing pages.
3. I began using 123LogAnalyzer, our new website analysis software. In addition to the usual statistics, it can tell me the number of visits created by search engine spiders crawling our site. With this information I can get a more accurate idea of how many pages are requested from our site by real people. I can also generate numbers of total visitors per month (see chart below). I define hits as Page Views (ordinary .asp files requested from the server) + File Downloads (pdf files requested from the server) – spider visits (hits created by search engine spiders). The grand tally of "hits" for the year is 1,609,413 – over 1.5 million! The number of hits this fall has declined compared to the summer, but this is usual for the site, which has so many visitors needing seasonal information. The dip in August is most likely due to 6 days' worth of data not generated when the website was transferred to the BlackMagic server.

(Page Views + File Downloads) - Spider Visits and Number of Visitors for
www.nysipm.cornell.edu 2006



4. EZ BackUp has been installed on the BlackMagic Server.
5. Our Google ranking: our website appears on the first page of records when one searches for “Integrated Pest Management.”
6. In order to achieve better server support, we contracted this fall with Spider Graphics to host our site. Therefore there will be another change of servers soon, probably within 6 weeks.

This year’s Projects and Postings include:

New Postings to existing sections:

- pdf version of Get the Bugs Out
- Crane Fly Fact Sheet
- Crown Gall Fact Sheet
- Tarnished Plant Bug Fact Sheet
- pdf of 20-year Anniversary Report
- Funded projects for upcoming year
- IPM Priorities and IPM Elements worksheets for Blueberries, Apples, Raspberries, Strawberries & Sweet Cherries
- 7 press releases
- 8 Excellence-in-IPM awards
- 4 new Staff pages
- Teaching IPM (http://nysipm.cornell.edu/teaching_ipm/default.asp): this part of the website has been fleshed out with 6 new informative pages, and a homepage with a lot of eye appeal

New Sections:

- Ornamental Crops IPM E-Newsletter
- The weekly Late Blight report
- Trac Bug Page
- AppleBioFix table

Updates:

- Teaching IPM web pages
- Fact Sheet lists updated with titles from other commodities
- Tree menu updated with additional fact sheet links for Landscapes, and Nursery & Greenhouse
- New url for the Lake Erie Regional Grape Program
- This year’s editions of the Field Crop IPM Weekly Report and Pheromone Trap Network

Website management:

- Collected code comments from Scotty. These explanatory remarks will be stored with the website to ensure that any future programmer will know how the code was crafted.

Future Goals:

1. The immediate goal for the website is to collaborate with the Spider Graphics team to make sure that there is a smooth transition to their server. At this date they have been able to transfer half of the website’s content into their editor. This is a very large site. Many more of the site’s sections will be transformed from static pages to dynamically-generated pages. This will shorten download time and make the site easier to manage. When the Content Editor is in place, I will be able to give authoring privileges to IPMers who need it. They will be able to contribute and update some of their own information to the website.
2. Creation of the Vegetable IPM database and search function for online Vegetable IPM publications has been postponed until the website is on Spider Graphics’ server.
3. I am still waiting for the Office of Web Communications to provide code that will allow our search results pages to be styled like the rest of our website (currently search results pages look like Cornell University website pages).

4. Our first online PowerPoint presentation will be an Ornamentals topic created by our Ornamentals Coordinator, Betsy Lamb.
5. The consumer oriented items for the website is being constructed with the name Bug Bytes.
6. In February I am scheduled to attend a workshop on Cascading Style Sheets to further enhance the looks and functionality of our web pages.
7. I will be assisting our Community IPM Educator with posting a new database to the website.