

New Florence Borough Website

<https://newflorenceborough.org/>

Update taken 1 January 2025

Greg Csehoski started as the volunteer webmaster on 8 September 2018.

The website was upgraded by CourseVector to the Hello Elementor theme (currently version 3.2.1. The site runs WordPress version 6.7.1. Below summarizes how much information has been posted to date.

Content:

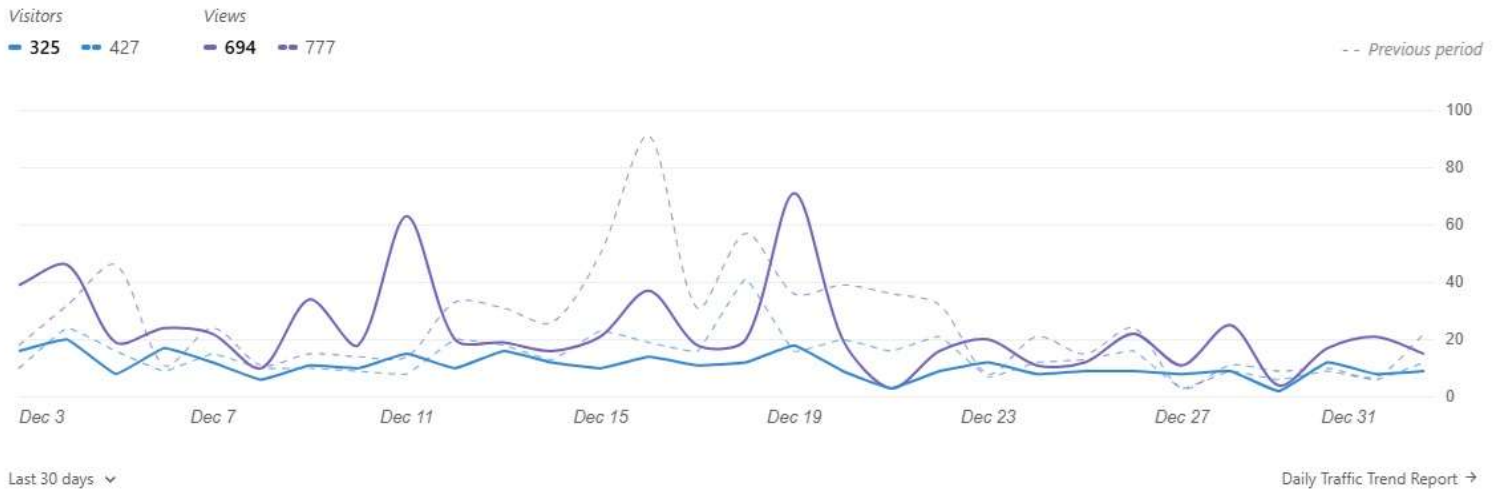
Pages:	The website started with 5 pages; it now has 45 various pages. Most information gets posted on the <i>Welcome</i> page and on the current year's <i>News Archive</i> page. The various yearly news archive pages contain the history of almost all postings. Additionally, I double post to the New Florence Borough official Facebook page. Facebook no longer says how many people viewed a post. The Bid and RFPs page was the latest addition.
Media:	1294 items have been posted to the website. 246 items were added in 2024. Items posted include documents (.docs, .pdfs,..), photographs (.jpgs, .pngs,..), and more.
Events:	Since September 2018 there have been 705 events posted on the calendar at 44 different venues. This continues to be a very successful area of the website with 131 events posted for 2024.
Tables:	There are 15 tables on the website. They are Tax Due Dates, Borough Council Meetings Minutes (table includes agendas) Archive 2018, 2019, 2020, 2021, 2022, 2023, and 2024, New Florence Police Department Monthly Summary Reports Archive 2018, 2019, and 2020, and St. Clair Township Police Department Monthly Summary Reports Archive 2021, 2022, 2023, and 2024. Two tables will be added for 2025, Police & Meetings.

Visibility and Metrics: Started 15 February 2021 when new theme went active (images captured Wednesday 1 January 2025):

Traffic Summary ⓘ			Most Visited Pages ⓘ		
● Online Visitors			1	▶ Page	Views ↓
Time	Visitors	Views		Home Page: Welcome	621
Today	9	15		St. Clair Township Department	189
Yesterday	8	21		Utilities	126
This week	31	57		New Florence Halloween Parade ...	117
Last week	64	117		Contact	66
This month	9	15		2024 News Archive	61
Last month	334	708		Community Organizations	59
Last 7 days	57	115		Zoning-Building Permits	59
Last 30 days	325	694		Ordinances	56
Last 90 days	1,348	2,572		Emergency Services	52
Last 6 months	3,025	5,979			
This year (Jan-Today)	9	15			
Total	14,271	41,851		Last 90 days ↓	

The above shows the Traffic Summary (since statistics counter went active) and the Most Visited Pages (last 90 days). I have noticed a slight decrease in how many people visit the website daily. I attribute that decrease to the double-posting on the Facebook page. Many folks use their smartphones to view Facebook. Since Facebook stopped the statistics on viewers it's hard to get an accurate picture of visibility. I do have lots of folks thank me for posting all the information.

Daily Traffic Trend



CourseVector Support:

Always responsive. Typically fix any reported problem within 24 hours. We get 7 hours of free support included in the yearly contract. So far this has been enough to fix any issues that occur during the contract year. Also, this year CourseVector billed us directly for the service. The Pennsylvania State Association of Boroughs got out of the money collection process. CourseVector is also starting to offer ADA Compliance Services, mandatory in 2027, but the standards aren't defined yet.

Ordinances – Proclamations and Resolutions:

Ordinances:	Currently there are 47 ordinances online with one more to be added (Ordinance 2 of 2024). From the <i>General Code</i> review there appeared to be 54 valid ordinances. Unfortunately, the older ordinances are difficult to find to determine their validity.
Proclamations & Resolutions:	There are no posted proclamations. There are 24 posted resolutions with 1 more to be posted shortly. (Resolution 3 of 2024)

Areas that need improvement or review:

Missing file:	Resolution 2 of 2019 (really #4 not #2). Resolution 4 of 2019 should be the 2020 budget approval. This has yet to be found.
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Major Upgrade Considerations:

I need to conduct a full review of every webpage to make sure they are current. I would still like to add a "How Do I?" major section to the website. Several communities have sections like this on their websites to point residents in the right direction for help. It just seems like time gets away from me.

Overall Summary:

The website continues to be worth the yearly expense. Many people visit the site and lots of information gets posted. We now have 6 years of agendas, minutes, events, and police reports online. The Events Calendar remains especially successful. Many organizations regularly send me info to be posted (especially the library and fire department). Occasionally I still run into residents who don't know about the website even though we've been operating for over 6 years. Please let me know if you have any suggestions for improving the website.

Sincerely,

Gregory A. Csehowski

New Florence Borough Webmaster

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