

## Website Report 2024

**Dr Ian Jackson**

This year I aimed to reduce the dependency of the association to one person (the webmaster) so we can ensure business continuity should something happen.

Both websites [www.theiaas.net](http://www.theiaas.net) and [www.ambultorysurgery.org](http://www.ambultorysurgery.org) have been transferred to new servers and a new account with **Ionos** (<https://www.ionos.co.uk>). This was a complex procedure, but I am pleased to report it went well and now our websites are fully separated from my personal account. The next phase will be to provide access to this management account for the Treasurer and the Secretary of the Association which I plan to complete here in Oslo as I need to set up 2 factor authentication for them to ensure we maintain the security of this asset. When completed this will allow the Treasurer to take over the payments required for hosting our website and ensure there are 3 individuals from IAAS with access. This will remove the need for me to bill the Treasurer for most of the website costs.

These changes deal with the hosting of our websites but not the design and updating. This is managed in **WordPress** by a separate secure login – again with 2 factor authentication. Currently our main website has the backup of Fabrício Galvão having access – which was agreed at our last GA meeting.

Ideally, we would have 2 colleagues for both websites to ensure business continuity. However, this does require those involved to have knowledge of how to manage websites in WordPress. If there is no one available on the GA, then I will provide emergency access codes to the Treasurer and Secretary so the IAAS can guarantee access if needed. This would allow the IAAS to recruit the expertise needed to maintain the website going forward.

### **Decision point – is there anyone with website experience to help?**

Both websites are registered as secure, so we have earned the Site Secure Lock logo. The website hosting includes regular scanning and backup of our website for maximal security against hacking.



### **Costs**

As I have just transferred and have taken advantage of various discounts it is difficult for me to give what the yearly cost will be – however it will be in the order of £150-200 for the next year.

### **Sponsorship**

Anetic Aid have agreed to continue to sponsor us for another year and have paid £1000 to keep their advert page on the website.

Intuitive – I will discuss with them if they wish to continue sponsorship given the success we have had over past year.

Medtronic – still need to approach to discuss.

Urolift have declined from continuing, so I have removed their link.

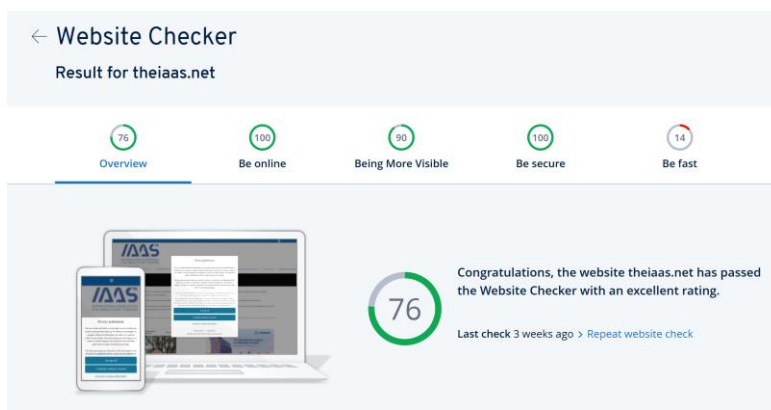
## Activity 2023/4

We ran two very successful online webinars. These were attended live by over 80 participants but each had over 200 registrations! Many have watched the recordings after the meetings.

These were managed using software provide by a company called ZoHo which worked really well and was much cheaper than the software we used during Covid. With agreement of the officers I have renewed our subscription for another year at a cost of **£422.40**. This also funds an online meeting Zoom equivalent for a maximum of 25 participants which we have used extensively for the organisation committee of the conference – if we wanted to upgrade this to allow full online GA meetings it would only cost around £30 for the year.

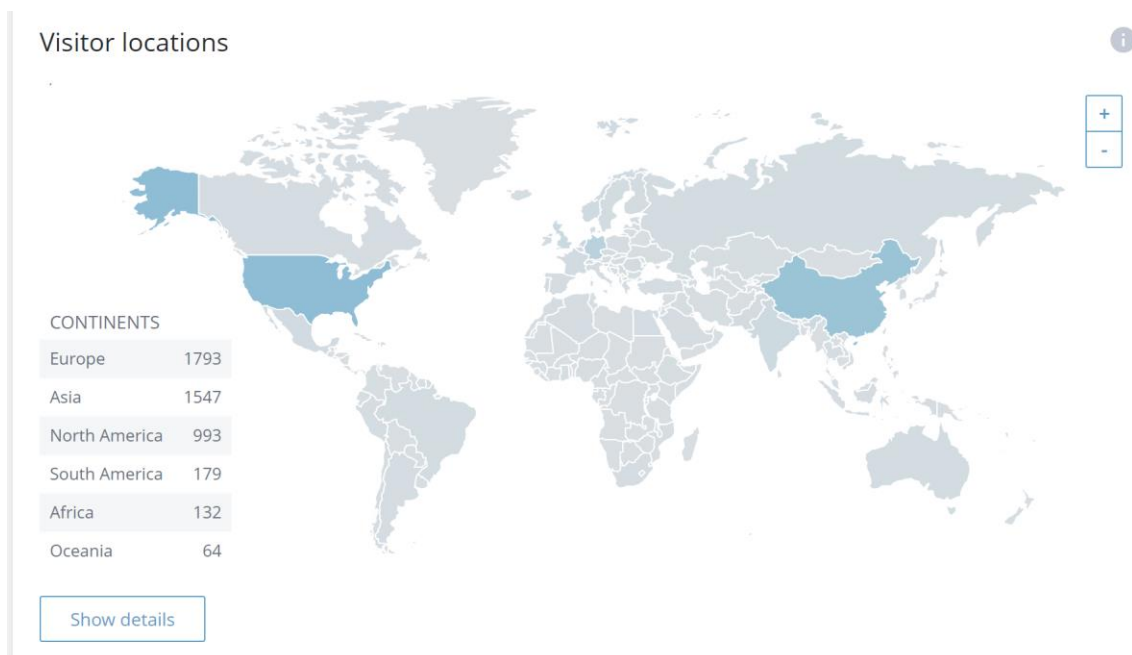
## Statistics

### www.theiaas.net



Currently over 4500 visitors last month.

Most popular pages – Homepage, Congress News, Executive Committee, History



COUNTRY	12/04/2024 - 11/05/2024	PERCENT
United States of America	841	17.86%
China	671	14.25%
Germany	322	6.84%
Singapore	313	6.65%
Netherlands	208	4.42%
United Kingdom	144	3.06%
India	118	2.51%
Norway	89	1.89%
Belgium	88	1.87%
Luxembourg	87	1.85%
Mexico	69	1.47%
France	68	1.44%
Brazil	66	1.40%
Sweden	57	1.21%
Russia	57	1.21%
Australia	57	1.21%
Portugal	47	1.00%
Czech Republic	45	0.96%
Denmark	43	0.91%
Finland	42	0.89%

## www.ambulatorysurgery.org

### Result for ambulatorysurgery.org

88  
Overview

89  
Be online

63  
Being More Visible

100  
Be secure

100  
Be fast



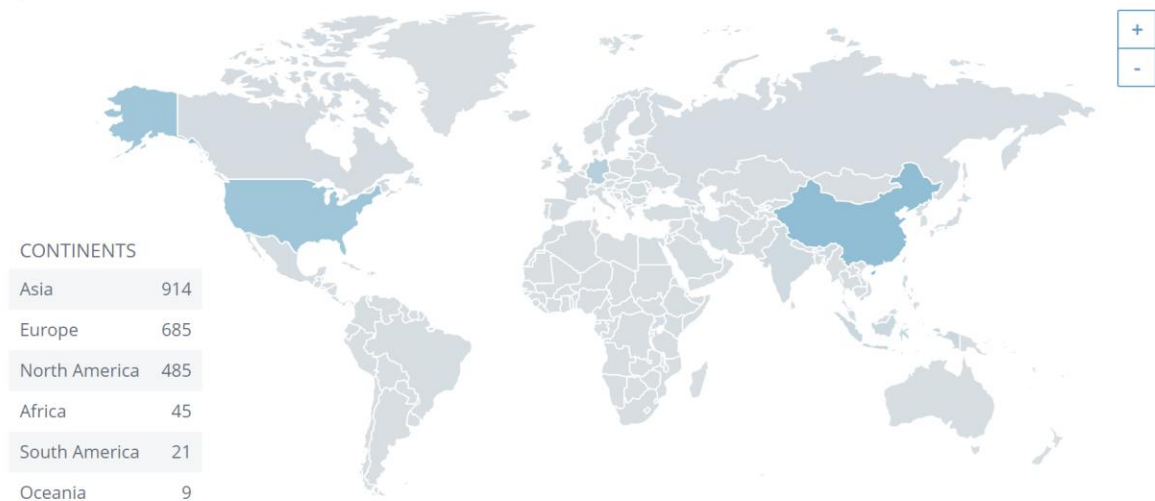
88

Congratulations, the website ambulatorysurgery.org has passed the Website Checker with an excellent rating.

You are using: WordPress  
Last check moments ago > Repeat website check

Currently over 2,000 visitors a month

## Visitor locations



COUNTRY	12/04/2024 - 11/05/2024	PERCENT
China	557	25.80%
United States of America	433	20.06%
Germany	242	11.21%
Indonesia	109	5.05%
United Kingdom	83	3.84%
Netherlands	78	3.61%
India	62	2.87%
Luxembourg	47	2.18%
Singapore	43	1.99%
France	32	1.48%
Canada	30	1.39%
Iran	27	1.25%
Russia	20	0.93%
Ireland	20	0.93%
Sweden	19	0.88%
Austria	17	0.79%
Portugal	16	0.74%
Finland	15	0.70%
Japan	14	0.65%

### Newsletter

Newsletter is sent using Vertical response – free service.

2896 users signed up to service. Up from 2,700 in last report.

We have used this to advertise the Congress, the online webinars and the contents of the Journal.