

The California Avocado Grower Website One Year Later

Nearly one year ago, we started the redesign of our California avocado grower website, www.CaliforniaAvocadoGrowers.com. The first step was gathering grower input — finding out what information you needed, how you'd like to receive that information and discovering how we could facilitate interaction. The second step was redesigning the site, rewriting content and producing new content. The third was driving greater awareness of the grower website and new content — utilizing The Green-sheet as a tool to alert you to the latest content available on the website.

So nearly one year later, how is the website faring?

Brilliantly.

The redesigned California avocado grower website was launched on June 20, 2013. When comparing web statistics for June 20 – August 20, 2012, to June 20 – August 20, 2013, the following gains are noted:

- Total grower website visits have

CaliforniaAvocadoGrowers.com Google Analytics

Data	6/20 - 8/20, 2012	6/20 - 8/20, 2013	Change
Total Visits	6,139	7,596	+23.73%
Unique Visits	4,258	5,009	+17.64%
Pageviews	16,495	27,566	+67.12%
Pages/Visit	2.69	3.63	+35.06%
Average Visit/Duration	2:14	3:30	+57.36%
Bounce Rate	53.07%	45.88%	-13.55%

- increased by nearly 24 percent.
- The number of unique visits (individual visitors to the site that are non-duplicates) has grown by nearly 18 percent.
- People are viewing more pages when they visit the site. Currently, visitors access 3 – 4 web pages per visit, an increase of 35 percent. This is a great sign — the more pages a person visits, the more they interact with the website.
- Growers are staying on the site longer, indicating that the site is more engaging. The average visit

- has increased by 57 percent.
- Finally, our bounce rate (the percentage of visits in which a person views one page and then leaves the site) has decreased by almost 14 percent — another good sign.

Mobile and tablet web access is growing

During the listening sessions held in September 2012, the majority of growers indicated an increasing preference for mobile and tablet

devices. Our website data indicates that California avocado growers are increasingly relying on these technologies to stay connected with CAC. While the majority (81 percent) of visitors access the site via a desktop or laptop computer, there has been a 46 percent increase in mobile viewing and a 79 percent increase in tablet viewing over a one-year period.

And your favorite content is...

The table at right provides us with an in-depth look at what topics are currently of greatest interest to California avocado growers. CAC publications (predominantly The Greensheet) have the most visitors, followed by the Selling avocados web pages and the Growing avocados web pages. The Market Industry Trends and News — which features articles about the California and global avocado industries was most popular in this category.

Taking a closer look at the Cultural Management library, we note that the majority of growers are interested in topics that pertain to avocado tree root health; irrigation is another popular topic during the hot summer months. Data indicate that growers are also interested in CAC events and accountability reports. While industry stakeholders noted their interest in the CAC marketing program during the listening session discussions, web data indicate that while the Marketing landing page is of interest to growers, it currently ranks eight in web visits.

CaliforniaAvocadoGrowers.com Website Page Views*

Page Views are the amount of times visitors arrive on individual pages of your Website. Page views allow you to see which pages on your site are the most popular.



Where People Enter the Site	Pageviews	Most Popular Pages
Publications	4834	The Greensheet From the Grove
Selling	4387	Market Trends and Industry News Pounds and Dollars Variety Crop Projections and Estimates Industry Statistical Data Packers and Handlers
Growing	4188	Cultural Management Library How a CA Avocado Tree Grows New Growers GAP Seminars
Home Page	3513	Home Page
Cultural Management Library	1799	Avocado Root Health Branch Canker Disease ID Fusarium Dieback Manage Water Costs by Assessing Your Irrigation System Irrigating Avocado Trees
Commission	931	Calendar CAC Staff Meeting Agendas/Minutes Your Representatives Accountability Reports
Marketing	774	Marketing Page

*This information was taken from www.californiaavocadogrowers.com, using Google Analytics data.

CAC welcomes your input

A website is always a work in progress. Your needs change with every season — often every day. With that in mind, we plan to send an email survey your way in order to adjust our communication strategies as needed — and we welcome your input. After all, this website is your website and we want to be certain we’re providing you with the content and tools you need to be more productive and profitable.

We’d also like input concern-

ing The Greensheet. While our open rate (38 percent) is above the “ideal” industry open rate (34 percent), we’d like to reach a greater percentage of California avocado growers and provide them with the most useful and relevant data possible.

Look for the email survey soon — and please provide us with your insights so we can better customize the Commission’s grower communication program to best meet your needs. 🥑