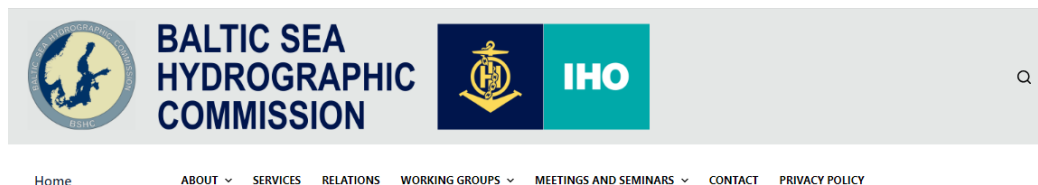


BSBD-WEBSITE Report to BSHC 28th

Summary:

- The Baltic Sea Hydrographic Conference Website has been up and running since BSHC 27.
- The website has been moved to a new infrastructure (Loopia web-hotel) with a new CMS (Content Management System) based on Wordpress™.



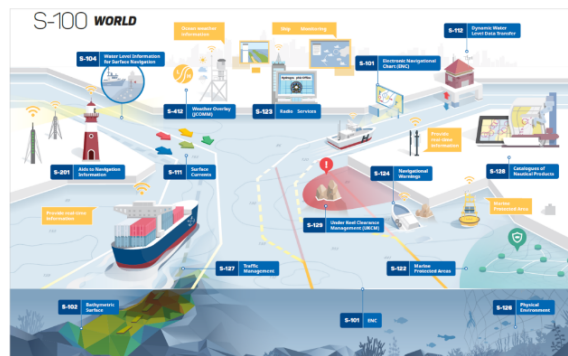
Baltic Sea Hydrographic Commission

First Baltic Sea Strategic Correspondence Group Meeting

On the 15th of March 2023 the BSHC MS at HO management level had a strategic meeting to secure that BSHC is working in accordance with the IHO Strategic Plan. In November 2022 IMO agreed upon the S-100 standard for the next generation of navigational products. BSHC needs to make certain the these new S-100 products are implemented in a coordinated and harmonized way in the Baltic Sea, respecting the IMO time table. The Strategic Correspondence Group discussed how the BSHC Working Groups could be tasked to take responsibilities for different parts of this implementation. New Terms of References for relevant Working Groups will be proposed to BSHC including the S-100 scope.

M Wallhagen / Chair of the Baltic Sea Correspondence Group

The image to the right contains a link to a 3:45minute video presentation of the S-100 approach



1. Status of the website

Since the last conference the website has been up and running with minor interruptions during the migration to the new host and the new CMS.

Alarms is in place to identify malfunctions in the Domain Name Server where we still use the Amazon S53 for management.

The new CMS simplifies updates and give more possibilities for enhanced layouts and the possibility to prepare draft pages for preview and later publication on the site.

All the previous content (linked documents) on the website has been moved to the new host and the layout of the website has been maintained as much as possible. The new CMS gives a lot more possibilities to have different layouts on the different pages. It is also easier to combine text and images on the same page in different layouts.

2. The use of the BSHC website

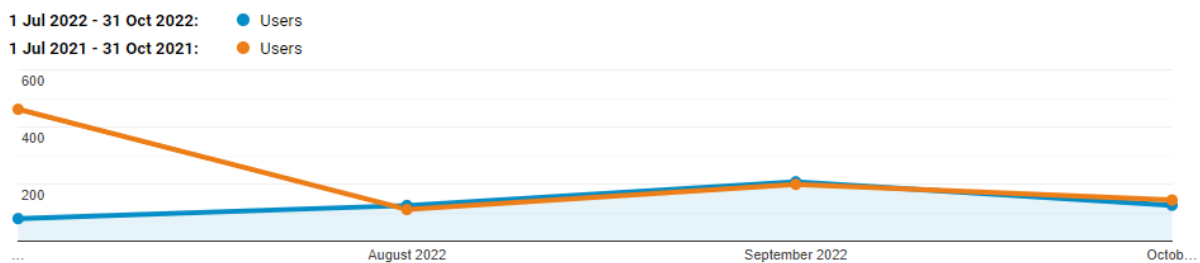
The address remains as www.bshc.pro even after the move.

SMA is coordinating the site and will continue to publish information sent to sma@sjofartsverket.se for inclusion on the site. For the best result, please be clear when sending documents on where and how they should be published and also make sure all information is updated and relevant.

WG chairs can be granted a login which permission to update their subpages if that is preferred. (This will require translation of the present “manual” for editing of the site).

As we have changed hosting for the site, and that Google has changed the statistics scheme we have two separate statistic periods for the last year.

During the period when the old site was used, July 2022 – October 2022, the total number of users was 501 (42% less than the previous year).



After release of the new site the statistics, for the period 1 November 2022- 30 June 2023, indicates 2875 visits by 1427 separate users. The setup of the new “Google Analytics G4”, to produce similar charts as above, requires some more work and there are no comparison data from the previous period for inclusion in the charts

A summary if the two periods (=12 months) gives a total of 1928 users compared to 2095 for the previous year.

Since November 2022 Sweden, US and Finland has been the most frequent users of the BSHC website and together they account for about 50% of the visitors.

We hope to be able to create better statistic information for next year.

Top ten countries using the website November 2022-June 2023

	Country	Users
1	Sweden	489
2	United States	125
3	Finland	111
4	Germany	87
5	Poland	84
6	United Kingdom	59
7	China	58
8	Netherlands	58
9	Denmark	57
10	France	44

The number/list of registered active links to the website this has not been found in the new analytics tool. 63% of the visitors goes directly to the homepage without clicking on direct links or using search engines.

Suggestions for change is welcome to send them to sma@sjofartsverket.se
Several of the BSHC WG are using the website for communication and publication.

3. Future plans

- We welcome more contributions from the active BSHC WG to be presented on the site.
- Suggestions of information for publication on the main page is welcome. At present there is a short text of the S-100 work.

4. Actions for the BSHC 28th Conference

The BSHC 28th Conference is requested to:

1. Note this report
2. Promote contributions to the website content.