

# ISCWSA Webmaster Report

Phil Harbidge

48<sup>th</sup> General Meeting  
Sept 27th, 2018  
Dallas, USA



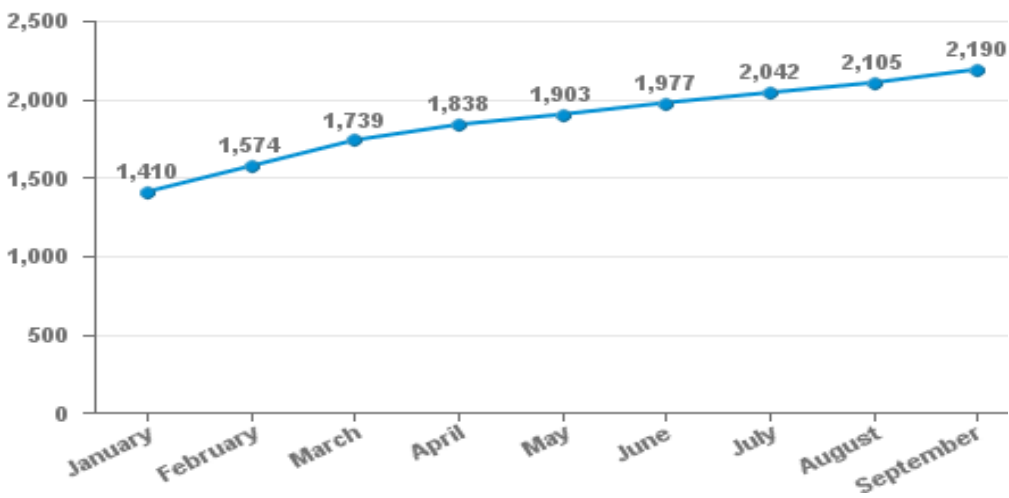
# Speaker Bio



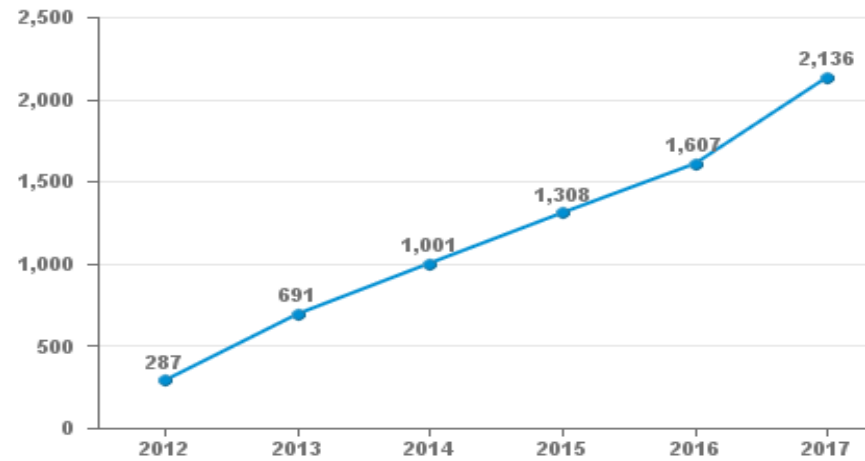
- Phil HARBIDGE
- General Manager ASIA and MIDDLE EAST
- PathControl, Kuala Lumpur, MALAYSIA
- BSc. Geology and Applied Geology, MSc. Petroleum Geochemistry
- 18 years Active Industry Experience in Wellbore Positioning
- Wellplacement, CA, Risk Assessment and Well QAQC Optimisation
- SPE ISCWSA Webmaster and QAQC Sub-committee

# > 2100 Professional Members (SPE) September 2018

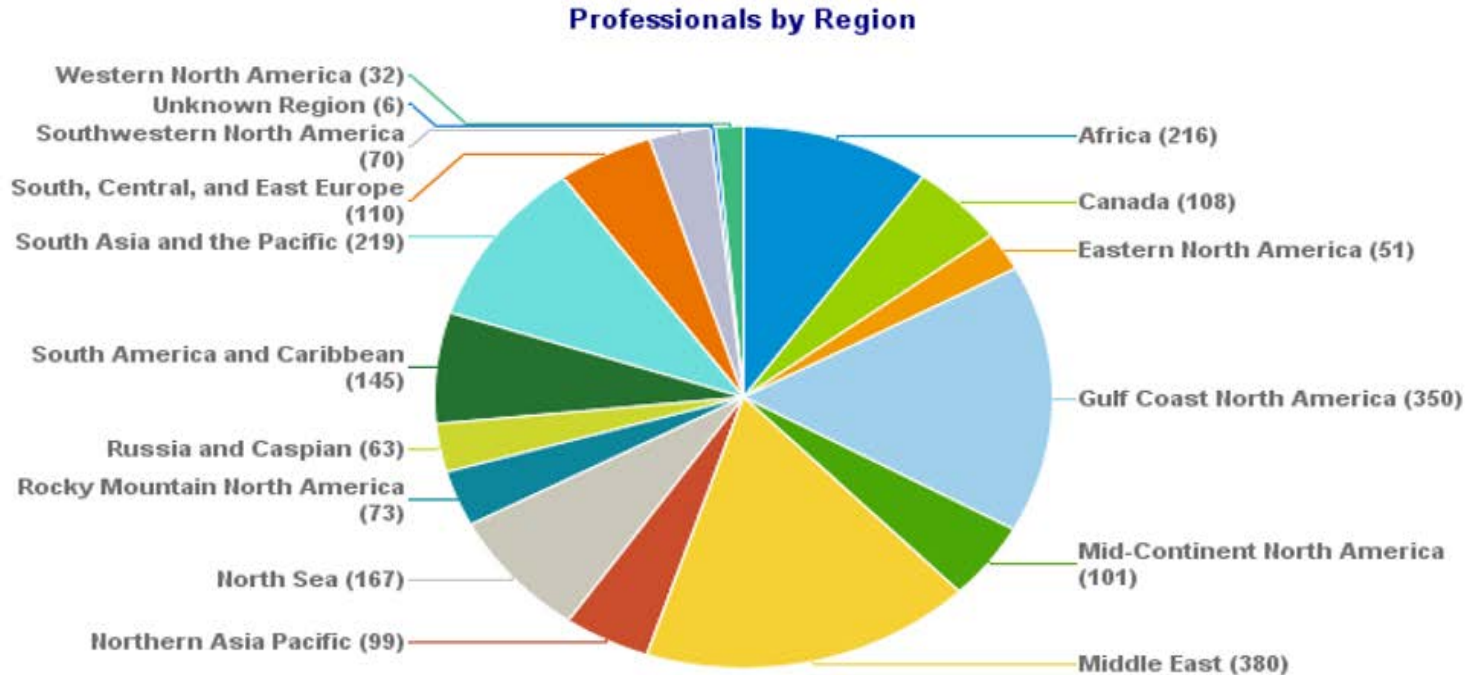
### Professional Members by Month



### Professional Members by Year

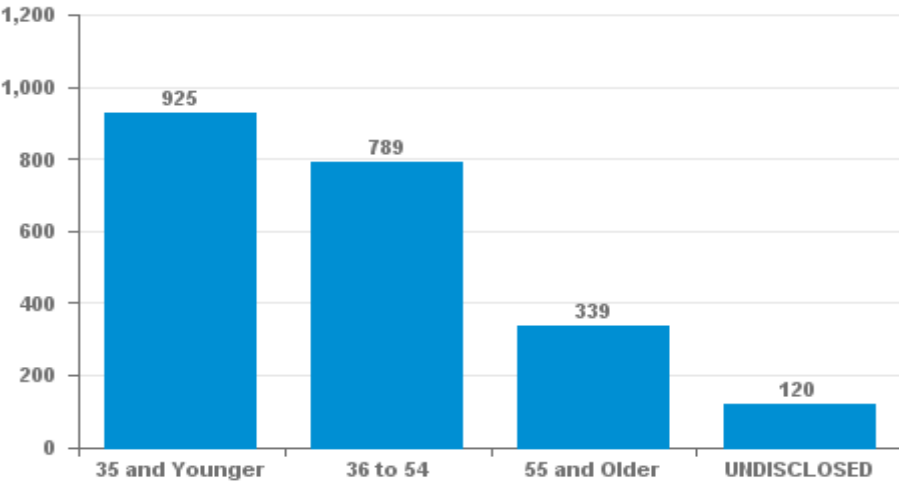


# Professional Members by Region (SPE) – September 2018

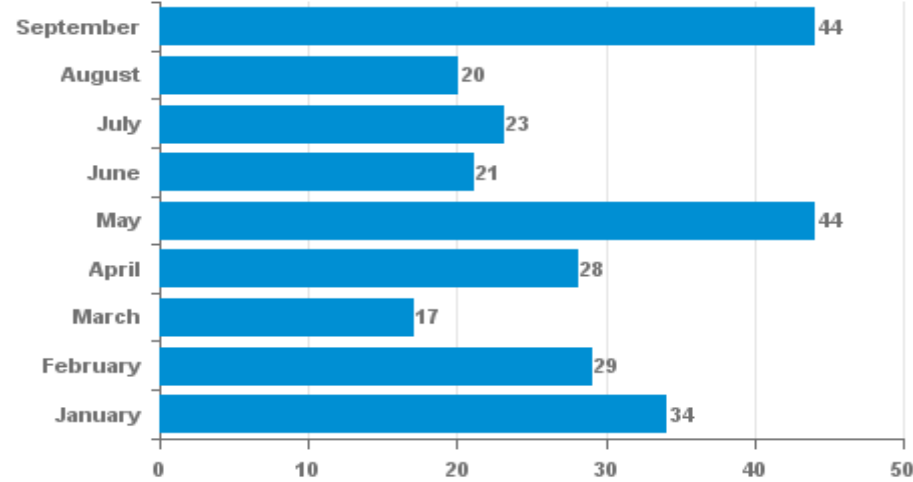


# Professional Members Demographic (SPE) - 2018

### Professional Members by Age Group

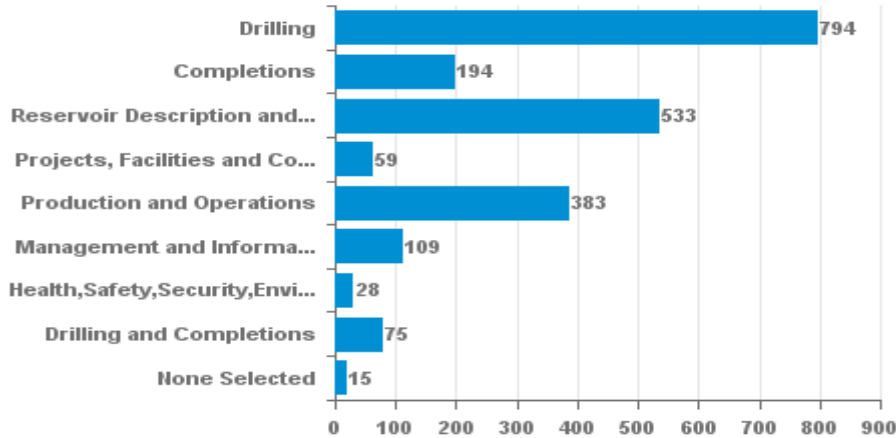


### New Professional Members by Month

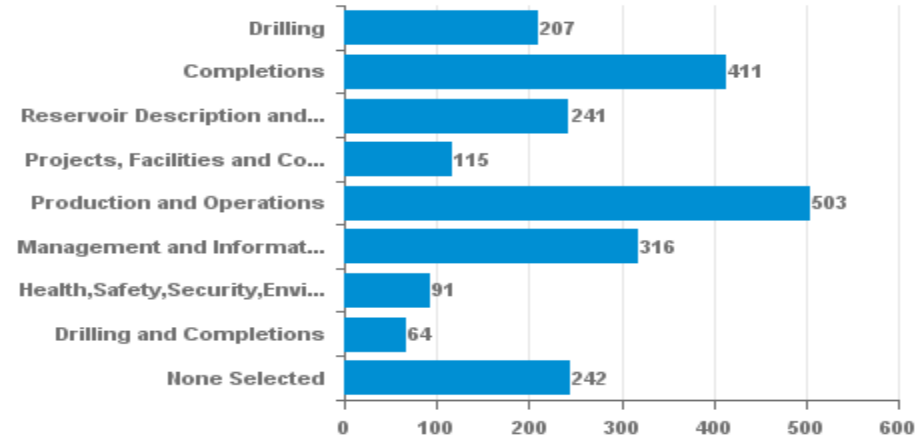


# Professional Members Demographic (SPE) - 2018

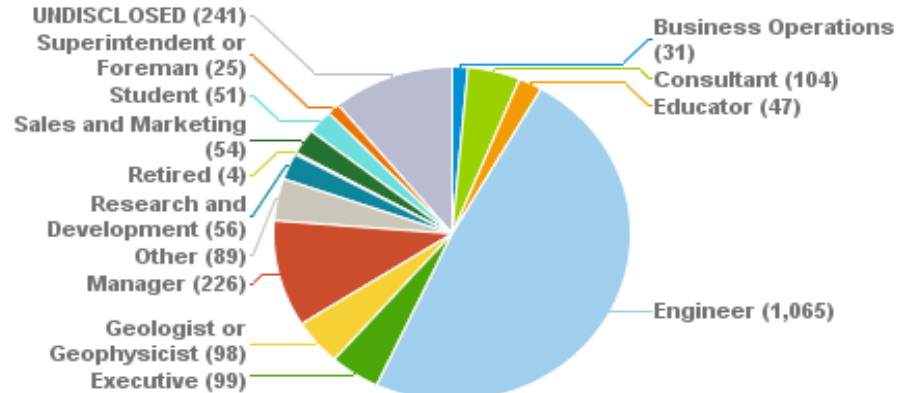
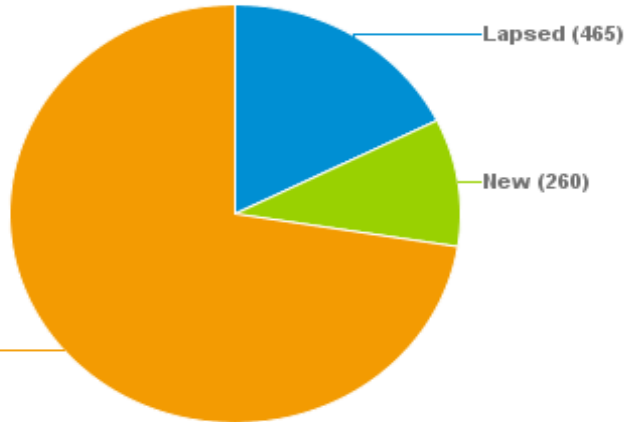
### Professional Members by Primary Technical Discipline



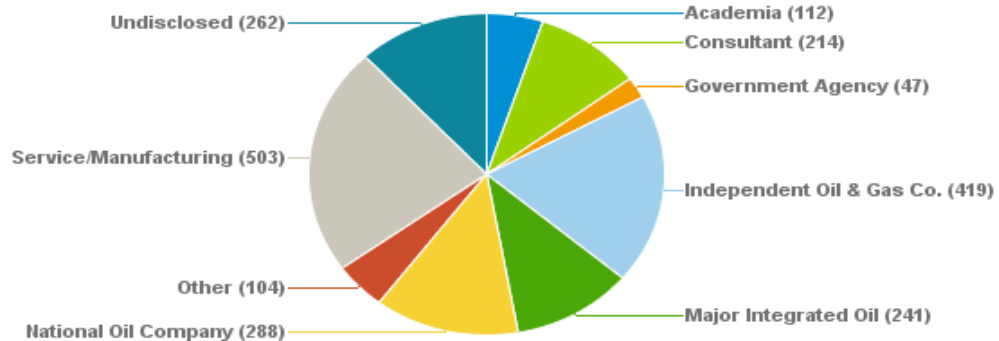
### Professional Members by Secondary Technical Discipline



Professional Membership



Professionals by Company Category

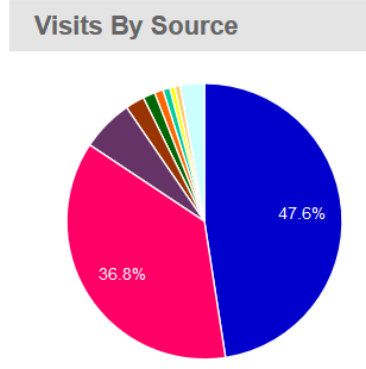
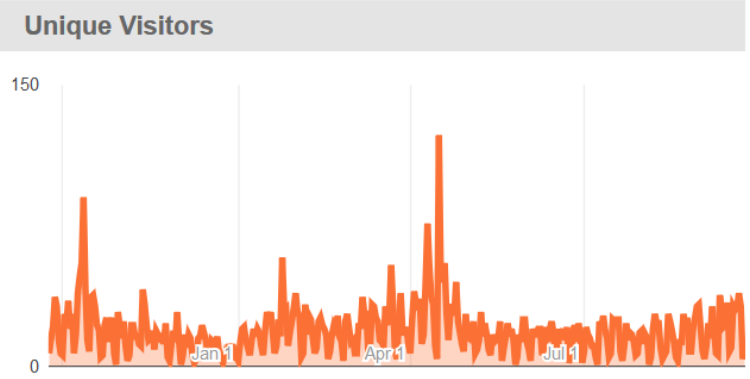


# Summary

12 Months 4 Weeks 7 Days

Sep. 24, 2017 – Sep. 23, 2018

Unique Visits	
15 today	8 yesterday
23 this week	178 last week
480 this month	511 last month



## Enquiries

## Enquiries

**Legend**

google	3118
(direct)	2412
bing	400
linkedin.com	147
petrowiki.org	93
baidu	67
noralis.com	53
yandex	40
duckduckgo.com	40
other	187

## www.ISCWSA.net 12 Months Visits by Source

Google + bing = 3518  
 Direct = 2412  
 LinkedIn + petrowiki = 240!  
 The Rest = 387



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# Website Revamp

- Expertise - marketing and communication company
- Funding for website upgrade work and hosting for 2 years
  - Long term funding by ISCWSA
- Sponsor Free – Allow for Tab with Meeting Sponsors, Networking
- Marketing tool for wider audience, Quality, long lasting, easy to maintain, effective as peer sites SPWLA
- Build new site – live April 2019
- Easy to maintain by ISCWSA committee

# Webmaster Update

- List of improvements sent to expert company for scoping and pricing
- File naming **ISCWSA0000CARev00.00**
- SEO searchable – key words project to enhance google search
- New Template allowing search, analytics
- Add child pages and tabs, improve navigation for each page
- Security compliance EURO requirements
- Increased site safety / security
- Professional approach delivering Industry what is now Referred to by Standards Bodies, Survey, Subscription
- Add mini webinars / videos / Wellbore Positioning Application
- Add Linkedin *ISCWSA Company Page*
- Bring in the next generation of ISCWSA talent

# Communication

- SPE.org site functionality for email blasts

# Webmaster Update

- Please continue to share improvement ideas
- philip.harbidge@pathcontrol.com
- Thanks

# Questions / Feedback?