An Unseen Audience: Communicating Corn Production Information Via the Web

IOWA STATE UNIVERSITY

Agronomy Extension

Home

News

Corn Production

Corn Management

Development

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Purpose

Educate Iowa agronomic and agribusiness clientele with science-based information and recommendations regarding corn production practices.

We communicate more information to the public faster and more thoroughly than thru any other media.

Site Development

- -Launched in November 2006. presence; users are
- -Abendroth and Elmore provide 95%+ of content.
- -Content by other Midwest Universities, Industry, and Governmental Agencies also included.

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Highlights

Information is organized by subject matter allowing users to easily navigate and find items of interest. All sources of information (newsletter articles, extension publications, journal articles, and related links) are found within their respective subject area.

> orn survival in flooded or saturated field: ootless corn syndrome eld effect of uneven corn heights ar applications of plant growth hormone

The Image Gallery is one of the most

popular areas on the site and contains

growth. Photographs are categorized by

serves to visually teach production

principles and to help in diagnostic

viewed up to 1100 times.

photographs of normal and abnormal crop

topic and developmental stage. The Gallery

assessment. Some photographs have been

Selection/Genetics Cropping Systems an Early-Season Mid/Late-Seaso illage and Soil Fertility Weather and Crop Data Alternative Agriculture End Uses of Corn Corn Production Image Gallery Intranet

Corn Production to <u>isucorn@iastate.edu</u> Receive Email Updates News & Updates recommendations concerning plant and grain quality nust be our priority to consistently produce a high quality crop that is formation from this website can be copied and distributed for vebsite by name and URL: Corn Production, Agronomy Extension may only be used for educational purposes and must remain as originally displayed on this website (with copyright and ISU logo)

Calendar | Phonebook | Search: Com

ISU INDEX ABCDEFGHIJKLMNOPQRSTUVWXY

Communication is easy between campus and web clientele: To ISU: Visitors can send questions and comments to isucorn@iastate.edu. E-mails are instantly routed to Abendroth & Elmore for quick turn-around. From ISU: Users can receive email notification each time the site has been updated with a news item, article, or gallery

image. As of 31 Oct 07, 134

people have signed up for e-mail

A password protected intranet is available to Iowa State University colleagues. This serves as a vehicle to transmit and post internal or sensitive materials easily. The goal for this area of the site is that it will act as a "clearinghouse" for communicating corn related information within ISU. On-going research is posted as well to serve as a tool for departmental collaboration and knowledge of corn research conducted across disciplines.

alerts.

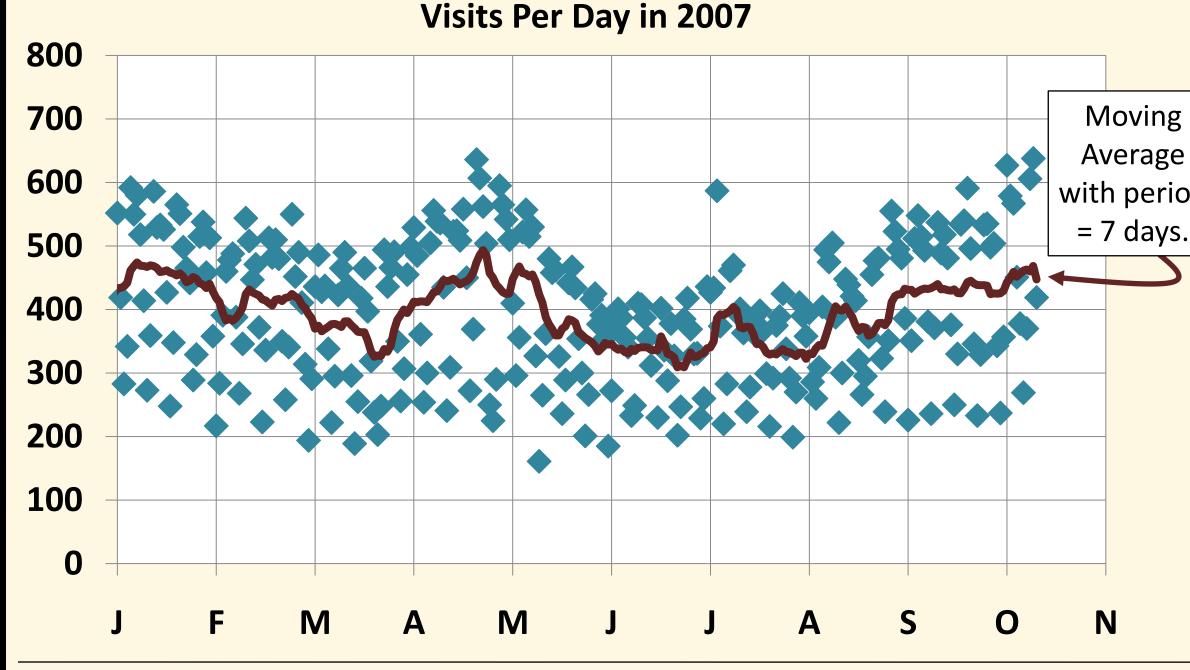
www.agronext.iastate.edu/corn

Web Analytics

Documenting the usefulness of a web site to deliver information can be achieved thru key performance indicators. Traffic to this site has been analyzed with AWStats 6.5¹.

Since 1 January 2007:

- -Total visits = 117,850
- -Mon. thru Fri. visits = ~500 per day
- -Peak hours = 900 to 1400
- -Pages viewed/visit = 2.78
- -Length of visit = 3.53 minutes
- -30% of visitors come directly to site from a bookmark
- -47% of visitors are directed from an internet search engine
- -#2 recommended site on Google when "corn" is keyword



¹AWStats 6.5 is available at http://awstats.net and allows for evaluation of log files. Programs such as Google Analytics though are more user friendly and provide better graphics (http://www.google.com/analytics/).

-Replaced "The Maize Page" as the main ISU Corn web

automatically rerouted to this new site.