Bell Flying Club – Vice President's Report – 10/20/2021

Membership

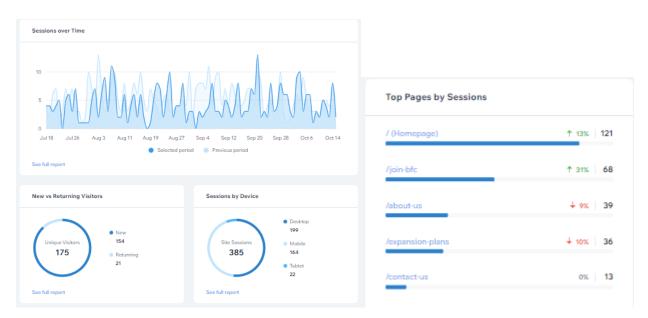
- 28 Members
- David Foster- Newest Member
- Open Applications
 - 2 (2 in checkout)
- Other
 - Student Pilots who want to reserve spot 1 has checkride scheduled 10/27.
 Will be ready to join as soon as he passes.
 - 3 Deferred to 2022 based on personal reasons

Google Listing and Website Performance Website (May 2021 – Oct 2021)

The most com 1 quarter 👻 Total actions	mon actions that customers take on your lis	ting	Visit your website 86 Request directions
Customer a	ictions	See more	(
	Google Maps – desktop	5 harrisburg airport	34
	338 • 4% Google Maps – mobile 55 • 1%	4 bell flying club	61
	• 1,576 + 18% Google Search – desktop	2 flying clubs near me 3 flight club near me	183
	• 6.860 · 78% Google Search – mobile	1 flight club	4,629
	vice breakdown es that people used to find your profile	Searches breakdown Search terms that returned your profile in the res	ults
People viewed your Business Profile		Q Searches triggered your Business Profile	
	vice breakdown	Searches breakdown	

Bell Flying Club remains the #1 hit for search term "Flight Club Harrisburg" which helps us with new member contact. Still 2-3 inquiries per month on membership.
10,000 business views on Google – All Time. But 8,829 in last 7 months

Website



In Last Quarter:

- No significant changes to website content outside of general maintenance
- VP Report File Page Added

Still Planned

- Will transition membership portion of website to Jim Britton
- Exploring the addition of a "membership" page where we can place club documents, membership lists, manual, W&B, etc.