



Websites – Barking Owl – March 2026

Meeting summary

The Barking Owl Network, run by NAVCA for members, held a monthly meeting focused on websites. Participants shared their current challenges and experiences, including website traffic analysis, user journey improvements, content updates, and accessibility concerns. Key topics discussed included benchmarking website performance against sector norms, managing member access and benefits, and more. The group also explored accessibility tools and practices, with several members sharing resources like the WAVE accessibility tool and Few and Far's services. Participants discussed the challenges of maintaining up-to-date content and balancing public sector engagement with member-focused services, particularly regarding training and events.

What challenges are NAVCA members facing around websites?

- How to keep content up to date
- Improved storytelling with case studies
- Website accessibility
- Managing team expectations regarding website maintenance
- Content audits
- Benchmarking website traffic

Website analytics

The group discussed website analytics and benchmarking across different organizations. One member noted that their "I want to volunteer" page receives the most visits on their main website, while their volunteering platform also sees significant traffic. One member suggested benchmarking different website areas like jobs, training, and funding against other NAVCA members, while another shared challenges with hosting partner content that attracts high traffic but leads to poor bounce rates due to mismatched audiences.

Website traffic

Members shared how they track website traffic through Google Analytics, with one member describing a specific instance where spikes in traffic were traced to their local council website. One member noted a declining trend in website traffic, attributing it partly to AI search results diverting users away from actual website visits. We acknowledged the growing impact of AI on search results and highlighted the



importance of SEO (search engine optimisation) for infrastructure organisations, particularly those with competition in their areas.

Membership systems and user journeys

The group discussed challenges with membership systems and user journeys. One member noted that while their website receives many clicks on the "Join Us" button, few people ultimately become members, suggesting issues with the user journey. Several attendees shared their experiences with membership models, with some organisations moving away from paid membership due to administrative costs and others focusing on exclusive benefits like job postings and event access. The discussion highlighted the balance organisations face between providing exclusive member benefits and maintaining open access to support the broader sector.

Website accessibility

One member shared their experience with a [free website review from Few and Far](#), which provided recommendations on accessibility improvements and suggested prioritising the top four most viewed pages. Another member mentioned attending a helpful webinar with Few and Far and recommended the [WAVE accessibility tool](#), noting that while initially overwhelming, focusing on common elements like headers and footers made the process more manageable. Few and Far also offers a [colour accessibility tool](#) for checking readability and contrast scores. The discussion concluded with a reminder about reviewing content and storytelling through case studies on websites.