

The Conservation Register

YEAR IN REVIEW 2021-22

It's been nearly two years since we redeveloped the Conservation Register!

The Conservation Register today is a complete listing of all Icon ACRs searchable by name – providing the public with the means to confirm who is accredited, and who is not.

Within this, any ACR that wishes to do so can take out an 'Upgraded Listing' and set up a profile to market their practice. In this way, the framework seeks to strike a balance between those wishing to use the Register simply to be identified as an ACR, and those that wish to use the Register for more dynamic commercial purposes and appear in search results by specialism.

So now that we've got a full year and a bit behind us - let's take a look at our results for the year 2021-22!

Icon

THE INSTITUTE OF CONSERVATION

KEY STATS OF 2021-22

- *815 ACRs listed by name*
- *215 Upgraded Listings*
- *£8,000 advertising spend*
- *26,722 website hits*
- *72,508 unique page views*
- *1331 Icon member log-ins*
- *35 daily searches on average*



Advertising the CR

Of course, the Conservation Register would serve no purpose if people didn't know about it!

To raise awareness in its first year, full-page adverts appeared in multiple issues of more than eight sector publications. Icon also commissioned paid-for website features on partner websites, placed advertorials in allied professional journals, and hired stalls at virtual conferences to promote the Register. Alongside this, we delivered a successful social media campaign and published other resources promoting Accreditation, including this promo video.

Next up for 2022-23 will be to diversify into smaller sector specialist outlets – watch this space!!



FULL PAGE ADVERTS IN 2021-22:

- Arts Society (x 3)
- SPAB Magazine
- SPAB 'The List' & 'What's On'
- Pinnacle (x3)
- Historic Houses
- Historic Houses Parks & Gardens Programme
- Historic Environment Scotland

Search terms and search results

As you can imagine, the search function is the most complex feature of the new site.

In 2021-22, we commissioned a specialist external consultant to review our categories to identify areas for improvement. This took stock of the search terms history, the categories that had been developed, and insights from the monthly analytics scrutinized by Icon staff.

These insights will feed into the next set of improvements planned for 2022-23.



What are 'good' profile stats?

ACRs with Upgraded Listings can simply log-in to see how their listing is performing, accessing stats on search result appearances, unique profile views and clicks on contact details.

They can also see how much of their profile they've completed, compared to the sections available.

UNIQUE PROFILE VIEWS

HIGHEST	2043
LOWEST	0
AVERAGE	215

SEARCH RESULT APPEARANCES

HIGHEST	10532
LOWEST	1251
AVERAGE	3309

GLOBAL REACH

While the majority of ACRs are based in the UK, a growing number are based abroad - and the Register search function is designed to deliver results for website users all over the world.

The website analytics indicate that a full third of all Conservation Register website hits come from outside the United Kingdom.



Top website hits by country

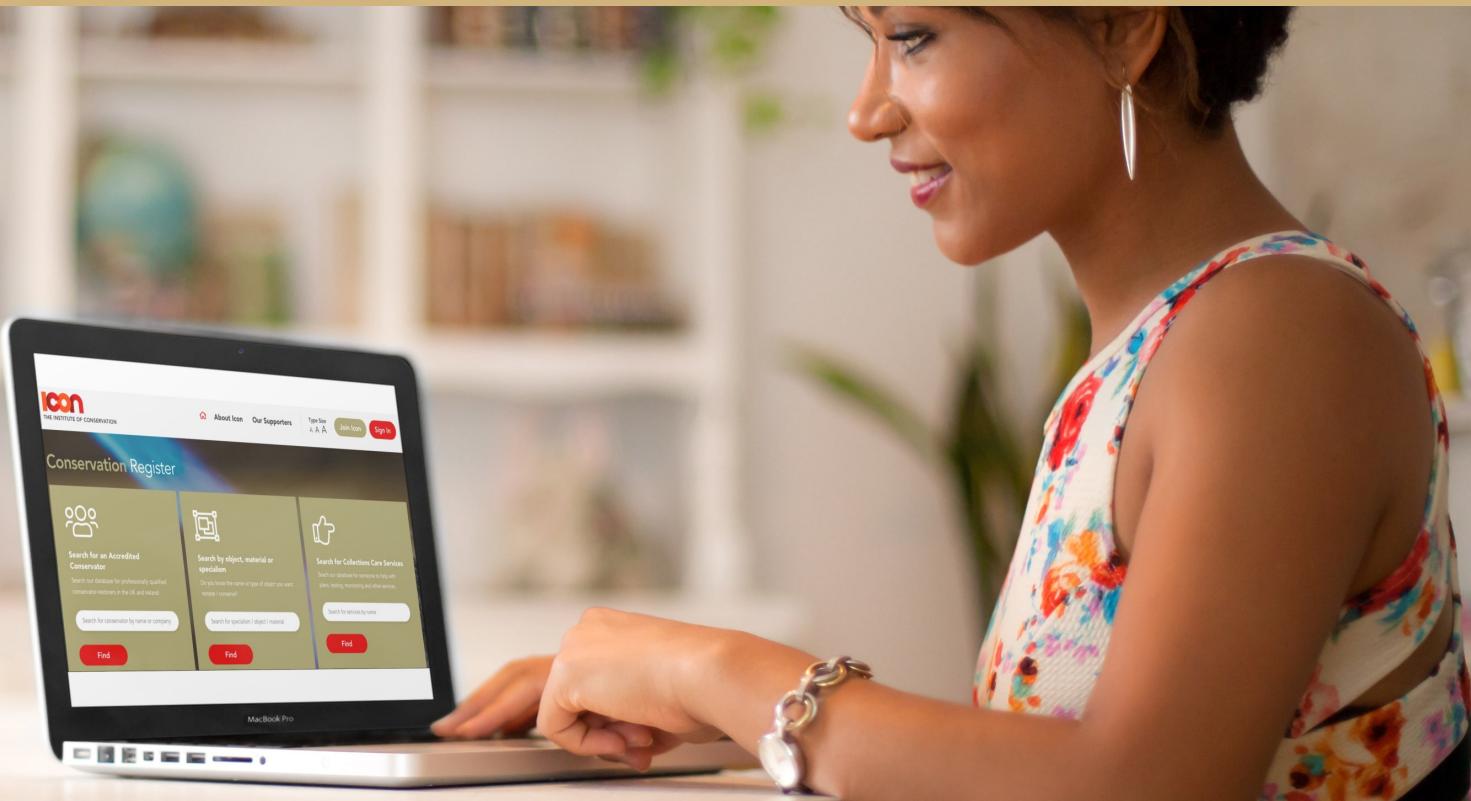
1. UK (66%)
2. US (12%)
3. China
4. Canada
5. Germany
6. France
7. Japan
8. Australia
9. Ireland

Top website hits by city

1. London (15%)
2. Cardiff
3. Edinburgh
4. Ashburn
5. Beijing
6. Glasgow
7. Shanghai
8. Bristol
9. Birmingham

Next steps for 2022-23:

- Reviewing the search terms and categorisations, with help from an external consultant and a panel of ACRs, to ensure the Register can deliver results for specialist and non-specialist users alike
- Further development of the 'practice profile' function, to link a number of Upgraded Listings together to provide an indication of the skills available at a practice
- Diversified advertising campaign, reaching out to smaller, specialist-specific publications to widen awareness of what the Conservation Register can do for them
- A three-year critical review to examine the Register's performance, in the context of user perception and the original aims of the redevelopment project



'Who do I ask about...?'

Taking out an Upgraded Listing?
Jess Lock, Membership Officer
membership@icon.org.uk

Applying for Accreditation?
Heather Doyle, Accreditation Manager
heather.doyle@icon.org.uk

Joining the Pathway to Accreditation?
Heather Doyle, Accreditation Manager
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Any other queries about the Register?
Dr Michael Nelles, Head of Membership
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