

## Website in Support of the Pear Genomics Research Group

Carlos H Crisosto<sup>1</sup>, Krista Rindell<sup>1</sup>, Rachel Elkins<sup>2</sup> and Janet Zalom<sup>1</sup>

<sup>1</sup>Fruit & Nut Research & Information Center, Dept. of Plant Sciences, Univ. of California, Davis, CA; <sup>2</sup>Univ. of California Cooperative Extension, Lakeport, CA.

**ABSTRACT** The Fruit and Nut Research and Information Center (FNRIC) constructed a unique website as a public face for the Pear Genomics Research Network. The website, constructed using UC Agriculture and Natural Resources division's "Site Builder" platform in mobile-friendly mode, includes Homepage with mission statement, Research Members, Genetic Resources, and Industry Funding pages. The website is prominently linked to the FNRIC website and contains Google Analytic website tracking code. Pear Genomics Research Network website: <http://ucanr.edu/sites/peargenomics>.

### OBJECTIVES

The mission of the Fruit and Nut Research and Information Center (FNRIC) is to aid in the coordination and dissemination of University of California (UC) accomplishments and statewide research and extension activities related to fruit and nut crops. Our main website, [fruitsandnuts.ucdavis.edu](http://fruitsandnuts.ucdavis.edu), contains a wealth of information about production of over 44 fruit and nut crops and received over 200,000 visits in fiscal year 2014-15. In addition to our primary site, the FNRIC currently hosts many additional websites focused on individual lab groups, research programs, commission research data bases, and new peer reviewed educational contact developed by our staff. The FNRIC was approached by members of the newly founded Pear Genomics Research Network to create a website as a public face for this new work group. Establishing a website is an essential first step for a working group interested in attracting collaborators and funding. Websites provide a solid external reference for grant proposals and convey initial commitments by researchers to grant proposal reviewers.

### PROCEDURES

Fruit and Nut Research and Information Center staff constructed a new website with a unique website banner and URL (<http://ucanr.edu/sites/peargenomic>) using UC Agriculture and Natural Resources division's "Site Builder" platform. FNRIC staff used the "mobile device friendly" option available within Site Builder to ensure that the site has a professional and accessible appearance when viewed on phones and tablet devices. FNRIC staff promotes visibility of the new Pear Genomics website through prominent links in the existing FNRIC website and Google Analytics website visit tracking. The new website currently consists of the following component for the Pear Genomics Research Network using information provided by workgroup members:

- Homepage containing mission statement

- Collaborator page listing 13 Research Team members, their institutional affiliation and contact information. Related pages (Genomics, Pear Breeding and Germplasm) expand this information by providing a research focus for each team member. (expanded in 2015)
- A page with links to related Industry Funding organizations.
- A page with links to Genetic Research programs. (new in 2015)
- A page for Publications (new in 2015)

## RESULTS

The website became active on Dec 24, 2014. Website visits in the first 3 quarters of 2015 are summarized in Table 1. A session can be defined as one human visitor to the website. A pageview is a visit to a unique page within the website. Together, these statistics provide an indication of overall use of the site.

Table 1. Summary of visits to the Pear Genomics Research Network website<sup>1</sup>:  
<http://ucanr.edu/sites/peargenomics>.

<u>Date range: 2015</u>	<u>Sessions</u>	<u>Pageviews</u>
Jan 1– Mar 31	360	628
Apr 1– Jun 30	1607	1832
<u>Jul 1 – Sep 30</u>	<u>1426</u>	<u>1898</u>
<u>Totals</u>	<u>3393</u>	<u>4358</u>

<sup>1</sup>Google Analytics 2015

## DISCUSSION

The website has expanded during the past year, through communication between FNRIC staff and members of the Pear Genomics Research Network and we anticipate that content will continue to be reviewed and added at the discretion of Network members. Over 4000 pageviews since the website was activated in the spring of 2015 indicate the value and interest in this research.