



North Carolina
Birding Trail
mountains • piedmont • coast

NC Wildlife Resources Commission
1722 Mail Service Center
Raleigh, NC 27699-1722
(919) 604-5183

www.ncbirdingtrail.org

From: Scott Anderson
NC Birding Trail Coordinator
info@ncwildlife.org

To: NCBT Site Managers

Regarding: New NC Birding Trail Website: Request for Input

March, 26, 2013

I am writing to announce the upcoming release of our re-designed NC Birding Trail website (www.ncbirdingtrail.squarespace.com) in mid-April. We are very excited for the new site, as it incorporates most of the information on our previous site while adding new features. Once the website is released, the new url will be www.ncbirdingtrail.org. As the website is nearing completion, we are contacting you for three reasons:

1. Make you aware of the [new website and its features](#)
2. Provide the opportunity to [review your Site's page](#)
3. Make you aware of [promotional opportunities](#)

Please [review your section of the website](#) ([download directions](#)) and reply with any corrections by April 8, 2013 to info@ncbirdingtrail.org. Note that we are still working on full compatibility across all browsers, so for the best experience, please view with either [Safari](#), [Firefox](#), or [Chrome](#). Of course, if you ever have modifications to make to your online site description any time after the April 5th deadline, please submit them to info@ncbirdingtrail.org and we will get to them as soon as we can.

If you have any difficulties viewing the site, please let us know. We're looking forward to a great year!

Sincerely,

Scott Anderson
NC Birding Trail Coordinator

WEBSITE FEATURES

Map

The main feature of the new website is the map. From the map, you can browse sites by group and location, using a Google Map interface familiar to many. When a site on the map is clicked, a short synopsis of the site description is displayed on the right (this information is automatically generated from the full site page). By clicking on the title or any of the headings in the right panel, the Site's page will be displayed.

The map also incorporates a "bird finder" where birders can search for a particular bird. The map displays all of the NCBT sites where the bird might be seen, and any recent sightings by other birders (from [eBird](#) records) for that bird in the previous 14 days (e.g., [dark-eyed junco](#)).

Site Pages

Each Site on the NCBT has its own webpage. We populated these pages from the current website and NCBT Guides. Each page will include a link to the Site's webpage (if any), a description, small map, species of interest, habitats, access and parking, amenities, directions, and a full bird list (where available). [See directions below](#) for reviewing and updating yours.

News

The news page contains all blog posts from the NCBT. Many of these posts are also used to populate our [Facebook](#), [Twitter](#), and newsletters. If you have any material you would like to contribute (festival announcements, recent sightings, etc.)

Business

This page lists businesses participating in our Birder-Friendly Business Program. While funding for this program has ended, we are working on ways to re-invigorate the program in the future.

Resources

Provides links to many birding resources.

About

Information about the NC Birding Trail, how to contact us, FAQ, and how to search the website.

FOR REVIEW: NCBT SITE PAGE

Each site has its own page on our website, including all the information on the page in the NCBT Guides. **In order to keep this information as accurate as possible, we need your help!**

Please locate your site's NC Birding Trail page by either finding it [on the map](#), or [searching for it](#). Once you have done this, **please review your site's information and reply to us (info@ncbirdingtrail.org) with any corrections by April 5th, 2013.**

Items to review:

- Site location: Is your site in the correct place on the map?
- Site Page:
 - Check that your external link is included and accurate (under the title)
 - Check your description, Species of Interest, Habitat, Access and Parking, Amenities, and Directions
 - Under Directions, confirm that the Google Directions are correct by clicking on the Google Directions link or on the map in the Directions box.
- Bird List: Most sites have a full bird list, including the likelihood of viewing each species during different times of the year. Check that yours is up to date.
 - Some Sites may not have a bird list. Please submit one if you have it. Otherwise, we will work to create one at a later date.

PROMOTIONAL OPPORTUNITIES

We hope the new website will help promote birding opportunities more effectively and efficiently. There are a few ways you can help us spread the word about the NC Birding Trail.

Links

The website was designed so that most features can have a direct link to be used for promotion. Note that the base url (www.ncbirdingtrail.squarespace.com) will change to www.ncbirdingtrail.org when the website goes into production. Some examples of links to be embedded in promotional materials:

- Site Page (go to your site's main page for the url)
 - Example: <http://ncbirdingtrail.squarespace.com/sites/2012/8/1/airlie-gardens.html>
- Site Location on the map (from your Site's page, click on the map at the top of the page)
 - Example: <http://ncbirdingtrail.squarespace.com/map?site=airlie-gardens>
- Site Bird List (add "#birdlist-header" to the end of your Site Page url)
 - Example: <http://ncbirdingtrail.squarespace.com/sites/2012/8/1/airlie-gardens.html#birdlist-header>
- Recent Sightings of a specific bird species (from your Site's page, click on the desired species link in the bird list)
 - Example: dark-eyed junco (<http://ncbirdingtrail.squarespace.com/map?spp=junco-hyemalis>)
 - Note that some of these links may change, as the species names changed last year
 - You can add to this map by logging bird sightings at your site to [eBird](#)!

Social Media

We will continue to maintain the [NC Birding Trail Facebook page](#) as well as a newly created Twitter account ([@ncbirdingtrail](#)). Note that these links are at the top of every page on the NCBT site. When a particular site is highlighted, we will link back to the NCBT Site page in most cases. If you have any content you would like to suggest for posting, [please contact us](#)!

eBird

We have attempted to integrate [eBird](#) information into the website. In the future, we hope to expand on this by creating [eBird hotspots](#) for each of the NCBT Sites that are not hotspots already. By logging bird sightings from your site on eBird, your site will appear on a map of sightings ([see this map of dark-eyed junco sightings](#)).