

CLC POTOMAC REGION

Nomination for The Website Excellence Award for 2024

On behalf of the CLC Potomac Region and our Webmaster, Vincent Taliano, please consider this as our nomination for The Website Excellence Award for 2024. Compelling reasons for this nomination include:

Ease of Use

The website <https://www.clcpotomacregion.org/> is extremely easy to find and navigate. The landing and home page offers an overview of the rich history of the Potomac Region which was established in 1969. Central to this history is the litany of our themed car shows held over a 30+ year span which drew attendees from all over the country. For example, the home page includes a showroom photo from our historic "Cadillac Dream Cars" show where 1953 Cadillac Lemans Motorama show cars #3 and #4 were displayed together for perhaps the first and only time ever! Finally, the home page documents thirteen (13) CLC Website Merit of Excellence Awards.

Content

The Potomac Region (PR) website offers sixteen (16) single-click jumps to content including:

- the PR's participation in national CLC events,
- current information about the region (e.g. Officers, Current Events),
- the current Director's message,
- a photo gallery featuring over 4,000 photos from various events,
- current Cadillac car classifieds, (PR members can list cars for free, including commercial advertisers)
- PR region merchandise,
- articles on the history of Washington DC and Baltimore-based Cadillac dealers,
- links to worldwide CLC and CLC region and chapter websites, other notable car clubs and Cadillac-related content in general
- links to downloadable CLC National and PR membership PDF application forms

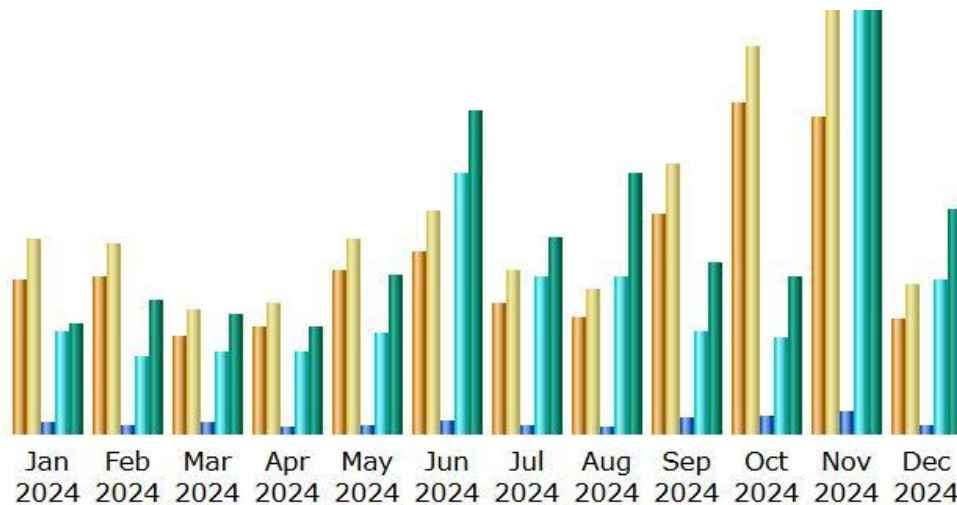
The Photo Gallery jump, including over 4,000 images and videos, is organized to provide an archive of PR event photos by every year from 2002 to the present. It also provides easy access to YouTube videos and other photos from CLC Grand Nationals and external historical sources. These sources include a collection of 1963-era photos taken at Capitol Cadillac, the primary distributor and dealer in Washington DC dating to 1934, as well as pictures taken by the late PR member Ellwood Brown.

Historic content includes articles about local Cadillac dealer history, including a 15-page treatise written by Richard Sills and Webmaster Vince Taliano about Washington DC Cadillac dealer history, prominently featuring Capitol Cadillac, the long-term Cadillac distributor and servicer of White House Cadillac vehicles. Similarly, there is

also a jump to a 15-page article on Baltimore-based Cadillac dealers also authored by Vince Taliano.

Website Use and Activity

In 2024, the site (<https://www.clcpotomacregion.org/>) included over 4,000 photographs and had an extensive list of classifieds, merchandise for sale, etc. The site averaged over 1,000 unique visitors per month, as of December 27, 2024 (see below).



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2024	949	1,204	2,576	22,765	2.78 GB
Feb 2024	963	1,177	1,606	17,097	3.38 GB
Mar 2024	597	762	2,157	17,854	3.07 GB
Apr 2024	664	813	1,235	17,956	2.76 GB
May 2024	1,018	1,202	2,066	22,066	4.10 GB
Jun 2024	1,120	1,370	2,653	57,481	8.30 GB
Jul 2024	803	1,006	1,644	34,516	5.06 GB
Aug 2024	720	895	1,480	34,803	6.64 GB
Sep 2024	1,364	1,665	3,565	22,514	4.39 GB
Oct 2024	2,050	2,388	4,035	20,956	4.02 GB
Nov 2024	1,962	2,618	4,783	93,536	10.86 GB
Dec 2024	704	926	1,853	34,032	5.77 GB
Total	12,914	16,026	29,653	395,576	61.13 GB

In summary, the Potomac Region website is designed to provide easy access and navigation, attractive and authoritative content, and appeal to existing and potential new members. As Webmaster since 2006, Vince Taliano is a compelling nominee. As such, we appreciate the consideration of the awards committee.

Respectfully submitted,
Chuck Piel, Assistant Director, Cadillac & LaSalle Club, Potomac Region