

The Headlight Website

-Alex Kerai

There is something new about this year's Headlight. Yes, there are some more people involved, and a new Editor, but there is also a new website which links you to all of the content that Headlight has to offer. I had asked Mr. Higgins if Headlight had a website a few days before my first article went to print and he told me that there was not one so I went to work... I worked closely with Mr. Higgins showing him the different phases of the design process. As I went along many of the features now present on the website began to emerge: the archive of this year's Headlight (I am working on archiving past years' Headlight as well), the current news blog which covers a variety of topical issues, the photos page which so far contains photographs by Max Levine and Grace Perry, as well as a contact and an "About Us" page. The website is shaping up to be a very useful tool for Headlight.

Every article that is written for Headlight appears in that week's Marblehead Reporter, then it is gone, never to appear again. Now, you can go online to mhsheadlight.weebly.com and find every article and issue of Headlight that has been published this year! All of the issues are also categorized under their topic in the "Current News" section. When the website was announced in our October 27 Headlight issue and the next in Mr. Weinstein's weekly newsletter, our viewership jumped tremendously. On October 27 and 28 we had over 80 different people visit the site and October 29 that fell slightly to 68. October 30 and 31 had a decrease in viewership which then flattened out to equal 42-45 per day. That Tuesday and Wednesday we had around 10 people view the site. November 3 our numbers jumped again to 86 people but then dove down to 15 then 51, 38, 18, 26, and finally 29. This week our numbers went down from past weeks to 55 viewers. We had put up great numbers in the beginning but I believe that after a while the same people visiting the site we did not have many new visitors. This saddens me because I would hope that the people who view the site would tell their friend and it would spread around Marblehead, though it appears that this is not the case. I encourage you to please visit our website at mhsheadlight.weebly.com and look at the content, the past issues and articles and fill out a survey or maybe contact us (surveys can be found on the Home Page and contact forms are on the Contact Us page). The link for the website is also in Mr. Weinstein's weekly newsletter and on the MHS website: mhs.marbleheadschoools.org.

In an effort to increase viewership and boost interest and popularity of the site we have a new poll running as of today. I encourage to go online and to answer the poll question "Which Person on the Headlight Staff Holds the Position of Fashion Editor This Year?" for once you do, you will be in the running for a \$10 Starbucks gift card. Now, the only way to answer this poll correctly is to go online and view our articles and issues from this year, for the answer is hidden in there (but it is quite easy to find). If you answer the poll question correctly, you will be in the running for the gift card. We will email the winner of the poll and post the correct answer to the poll once the poll is over on December 5. All you have to do is go online and input your name, email (so we can contact you if you win) and answer the question. It's that simple. Good luck and we hope that you tell your friends, co-workers, family, and anyone about the website and the poll because it will help us get out there in Marblehead and make a name for ourselves. Thanks you and good luck!