

WERA 1012

the *virtual* version

WeatherYourWay 2020 update

Lucy Plahmer – Owner, meteorologist (former NWS), CoCoRaHS observer (WI-WS-1)



New at
WeatherYourWay:
SMALL station
signs!!

NOT new at
WeatherYourWay:
Lucy Plahmer



New at WeatherYourWay

Updated website – debut 9/12/19

- Analytics (graphs, data!)
- Communications (chat and shipping)
- Discount codes
- Mobile phone compatible
- More payment options
- Inventory (now much easier!)
- ‘You may also like’
- Improved shipping flexibility

WeatherYourWay – new look

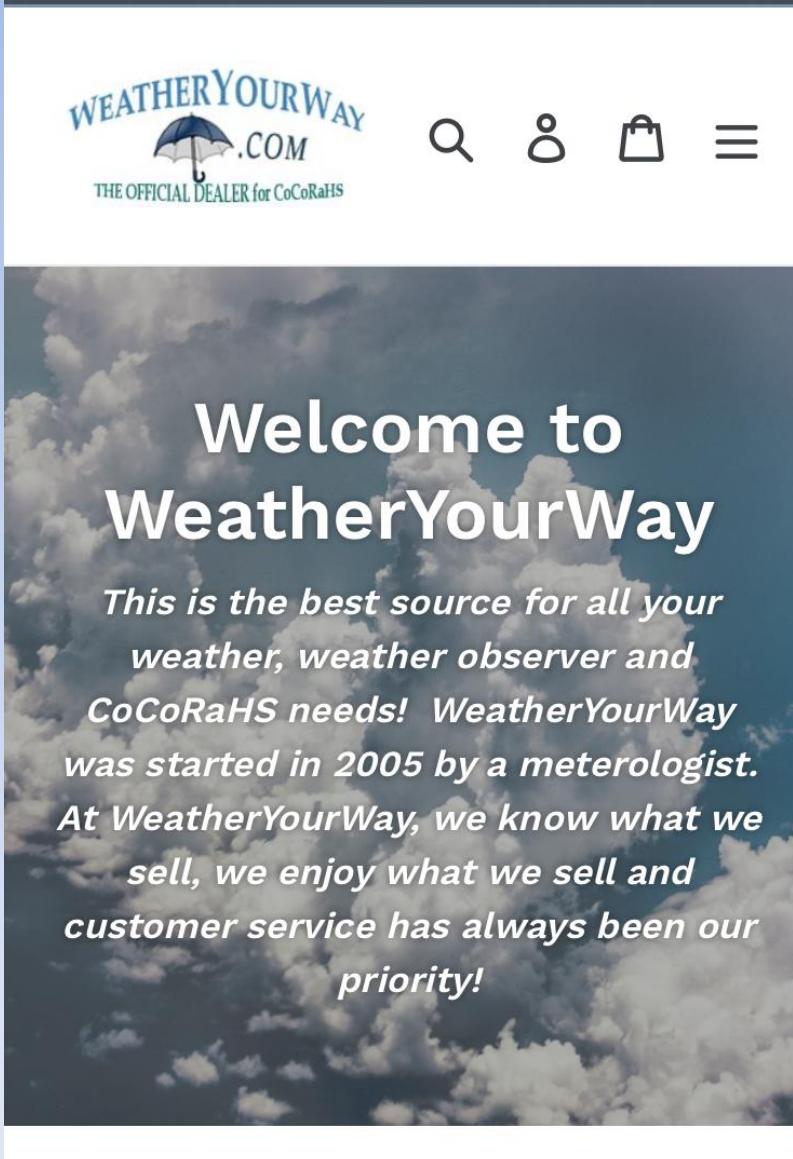
[Home](#)[Products](#) ▾[Contact us](#)[About us](#)[Shipping](#)

USD ▾

Welcome to WeatherYourWay

This is the best source for all your weather, weather observer and CoCoRaHS needs! WeatherYourWay was started in 2005 by a meteorologist. At WeatherYourWay, we know what we sell, we enjoy what we sell and customer service has always been our priority!

WeatherYourWay – mobile look

A mobile screenshot of the WeatherYourWay website. The top navigation bar is white with a dark blue header. It features the "WEATHERYOURWAY.COM" logo with a blue umbrella icon, a "THE OFFICIAL DEALER for CoCoRaHS" badge, and a navigation menu with icons for search, user profile, shopping bag, and menu. The main content area has a background of a cloudy sky. The text "Welcome to WeatherYourWay" is displayed in large, white, sans-serif font. Below it is a block of text in a smaller, italicized, serif font:

This is the best source for all your weather, weather observer and CoCoRaHS needs! WeatherYourWay was started in 2005 by a meteorologist. At WeatherYourWay, we know what we sell, we enjoy what we sell and customer service has always been our priority!

WeatherYourWay – bottom of each page

Subscribe to be notified of specials at
WeatherYourWay

Email address

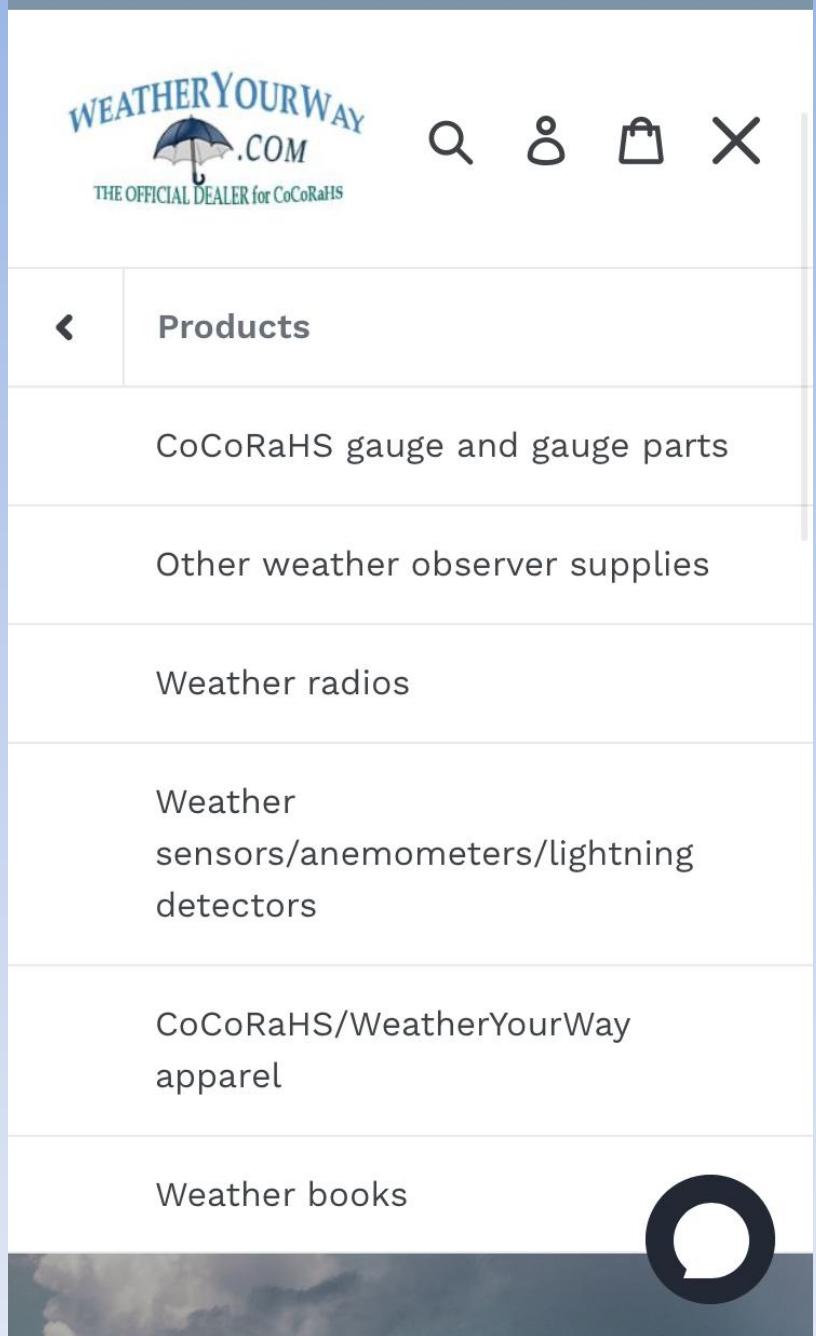
SUBSCRIBE

WeatherYourWay and CoCoRaHS

WeatherYourWay is the official supplier for CoCoRaHS! We are proud to be a part of this growing network of observers!! Do you want to learn more about CoCoRaHS? Click [here!](#)



WeatherYourWay – product menu



The image is a screenshot of a mobile website for WeatherYourWay.com. At the top, the logo 'WEATHERYOURWAY .COM' is displayed with a blue umbrella icon, and the text 'THE OFFICIAL DEALER for CoCoRaHS'. To the right of the logo are icons for search, user account, shopping bag, and a close button. Below the header, a navigation bar has a back arrow and the text 'Products'. The main content area is a list of product categories:

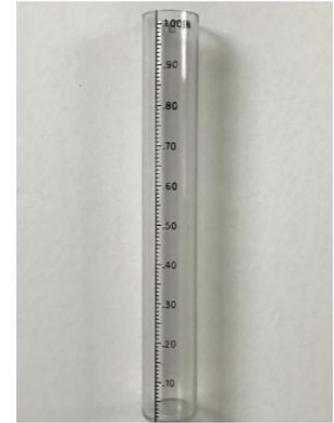
- CoCoRaHS gauge and gauge parts
- Other weather observer supplies
- Weather radios
- Weather
sensors/anemometers/lightning
detectors
- CoCoRaHS/WeatherYourWay
apparel
- Weather books

At the bottom of the page is a dark banner featuring a white speech bubble icon.

WeatherYourWay – CoCoRaHS gauge and gauge parts



**Official CoCoRaHS
gauge**
~~\$48.00~~ \$32.75 Sale



**CoCoRaHS gauge -
inner measuring
tube ONLY**
\$11.25



**CoCoRaHS gauge -
outer cylinder ONLY**
\$17.00



**CoCoRaHS gauge -
mounting bracket
ONLY**



CoCoRaHS gauge and gauge parts – new options

 A photograph of a CoCoRaHS rain gauge. It consists of a clear plastic funnel on top, a vertical measuring tube in the middle, and a base container at the bottom. The gauge is standing upright in a dry, grassy field under a blue sky with scattered clouds.	 A close-up photograph of the measuring tube of a CoCoRaHS gauge. The tube is made of clear plastic and has markings for 20, 22, and 24 units. The tube is set against a light-colored, textured background.
<p>CASE (dozen) CoCoRaHS gauges - SHIPPING INCLUDED IN PRICE</p>	<p>Change CoCoRaHS measuring tube to METRIC units \$2.00</p>

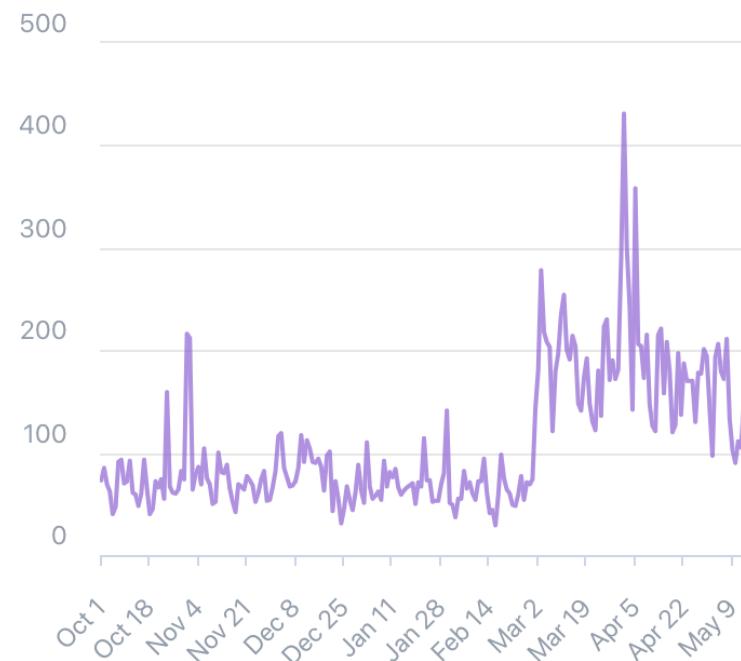
March Madness!

Sessions over time

Date range

Group By

Sessions



March Madness!

February 28-May 14 sales

Product title	Quantity sold		
Official CoCoRaHS gauge	1,433	CoCoRaHS gauge - inne...	77
CoCoRaHS decal	132	StrikeAlert PAGER lightni...	70
CoCoRaHS gauge - extr...	130	CoCoRaHS gauge - mou...	56
CoCoRaHS gauge brush	102	CoCoRaHS station sign -...	46
Change CoCoRaHS mea...	87	CoCoRaHS Precipitation ...	33
		CoCoRaHS gauge - oute...	32
		CoCoRaHS gauge - funn...	31

Future changes

- Analytics (year comparisons)
- Interactions with subscriber list
- Gift card purchases?
- Bundle purchase deals?
- Facebook polls/giveaways
- More discount codes
- Add items (snow board?)

- Please send suggestions!