

Webmaster report

31 July 2025

Date beginning to serve as SALSA Webmaster: 1 July 2019

Latest Webmaster report to the SALSA Board: 15 June 2021

According to the terms of reference for SALSA Webmaster (<https://salsa-tipiti.org/salsa-policy-and-procedures/terms-of-reference-for-salsa-webmaster/>): “The normal period of service shall be three years, beginning on July 1st of the year of the webmaster’s election. A webmaster may serve for up to two successive periods”.

I have completed six years plus one month serving as Webmaster of SALSA, that is more than two periods of service.

I present of summary report of main activities alongside the whole period, plus some statistics:

Activities

1. Organization of the website’s information:

I organized the page information in the following broad categories:

- a. **SALSA Conferences:** When I received the site, the information about the Society’s conferences, perhaps the most consulted and important piece of information we have in our site, was incomplete, patchy, and at least one of the pages had been hacked (the link sent to some place in China to seek sexual partners). I recreated the pages for every conference since Organizing Meeting in Miami in 2001, collected the info about all the keynote speakers, organizers, APCs, Academic Program and conference highlights. For all the conferences I could find at least the academic program and info about keynote speakers (luckily, a lot of information was in the media archive of the site, other info I gathered from past presidents or organizers). I tried to create links to books and publications resulting from each conference (as far as I could find that info). I created an organized list of all Keynote Speakers (<https://salsa-tipiti.org/keynote-speakers/>), Conference Organizers (<https://salsa-tipiti.org/conference-organizers/>), Academic Program Chairs (<https://salsa-tipiti.org/academic-program-chairs/>) and Conversations in the Lobby events (<https://salsa-tipiti.org/conversations-in-the-lobby/>).
- b. **Scholarship:** This section gathered info about scholarly products of the Society:
 - i. The Bennington Papers: I love this collection, and the late Jhonatan Hill asked me to rescue this collection. The papers were there, but located in a quite inconspicuous place, not easily available for consultation. I recreated The Bennington Papers page (<https://salsa-tipiti.org/salsa->

[scholarship/bennington-papers/](#)). Additional info was gathered with the help of Janet Chernela.

- ii. New books by SALSA Members: It was pretty well updated. I reviewed all the books (started in 2012), standardized the form of their presentation and have kept it updated.
 - iii. Films and exhibits by SALSA Members: there as some info, not very systematic. I have tried to update it with the films and exhibitions during the SALSA Conferences.
 - iv. Teaching Lowland South America: We created this new page, with Daniela Peluso as editor.
 - v. Amasonic: We created this new page, with Juan Castrillón as editor.
- c. **PIAC:** This committee had been very active under Jeremy's leadership, and a number of influential statements had been produced. However, the posts and statements were buried and didn't rate high in Internet search results. This was related to some technical aspects mentioned below. I reorganized the site, and gathered together all PIAC statements in a single listing (<https://salsa-tipiti.org/salsa-public-issues-and-actions-committee/piac-statements/>).
 - d. **Awards:** I thoroughly organized these pages (Whitten Research, Whitten Publications, and S. Rubenstein Scholarship). All the calls are kept and info about all the awardees has been stored and organized.
 - e. **News:** there is a single listing of all the posts in all categories, and I creaed a special section with In-memoriām notes (<https://salsa-tipiti.org/blank/in-memoriām/>).
 - f. **Tipití:** I have a page about the journal, which presents some information, and lead to the journal's own page (not to duplicate efforts).
 - g. **SALSA:** I gathered together all the Society's institutional information: SALSA Board, SALSA Committees, Bylaws, Policy and Procedures, Elections. I have tried that these pages serve as a historical record of the management of the Society, very useful for future presidents and Board (Laurie has commended this —my effort was not in vain).
 - h. **Homepage:** It was fully redesigned.
2. **Complete rehaul of the site:** Here're the technical aspects, for which Dana Deloca's help was fundamental. I summarize and don't enter into details:
- a. Improve structure and organization of the site.
 - i. Refine architecture in alignment with new goals for site and feedback from membership.
 - ii. Identify featured pages for SEO, add keywords, improve pages and posts' searchability.
 - iii. Improve layout for featured pages.
 - iv. Push media rich and valuable content to homepage. Update image slider.

- b. Update design, security, SEO and mobile display
 - i. Fully configure Analytics and SEO tools.
 - ii. Purchase and install SSL certificate: it improved substantially that posts appear more at the top in Internet searches.
 - iii. Improve access on mobiles phones and smaller displays.
 - iv. Update plugins and WordPress version.
 - v. Update the site's theme.
3. During the pandemics we create de **COVID-19 Working Group page** (<https://salsa-tipiti.org/salsa-public-issues-and-actions-committee/salsa-covid-19-taskforce/>). This was under Daniela Peluso's leadership, and an ad-hoc committee of collaborators. We published 797 of posts about the different aspects of the pandemics in Lowland South America: Indigenous Positions, Prevention and Best Practices, Related Concerns, Anthropology & SALSA on COVID-19, Maps, Infographics, Radio Spots, In-Memoriam, News on Indigenous Peoples. We created a very rich page, which I simplified after the pandemic was over, but keeps all the posts produced.
4. **SALSA Conferences**. In 2019, I was the APC of the Vienna Conference, and I managed the page (by delegation of Glenn Shepard): <https://salsa-tipiti.org/salsa-conferences/2019-salsa-xii-sesquiannual-conference-vienna/>. In 2021, Virginia (virtual), I created a complementary page (the main hub was in Virginia), which keeps the record of that conference: <https://salsa-tipiti.org/salsa-conferences/2021-salsa-xiii-biennial-conference/>. I was the organizer of the conference in Leticia in 2023; the records of the conference are kept in our site: <https://salsa-tipiti.org/salsa-conferences/2023-xiv-salsa-biennial-conference/>. I collaborated with the organizers of the Helsinki conference and a month ago, I gave them editor privileges so that they can manage directly the contents of the page: <https://salsa-tipiti.org/salsa-conferences/2025-helsinki/>.
5. **Routinary maintenance of the page**: Following directions from the President, Committees' chairs and Members, I edit the page on aspects as: SALSA Elections, SALSA Board of Directors, Committees' membership, New Books, In-Memoriam, PIAC Statements, and so forth.
6. **Weglot translation plugin**: The plugin was purchased on 17 May 2020. It allows the translation of 5 languages, with a quota of 200,000 translated words (790 Euros/year). We have used translations into two languages. With this quota we cannot have every post translated. As we have many posts in Spanish and Portuguese—and the plugin “translates” everything, i.e., translates Spanish into Spanish—I generated an exclusion algorithm, so that the plugin only translates posts and pages in certain categories:

- SALSA Board members pages.
- SALSA By-laws, Policy, and Procedures
- SALSA Membership info
- PIAC Presentation and Procedures.
- Whitten and Rubenstein awards pages
- Bennington Papers
- Teaching Lowland main page
- Amasonic Main page
- SALSA Conferences main page.
- Posts of the current conference (I de-activate when the conference is over).
- Keynote lecturers
- Conversations in the Lobby

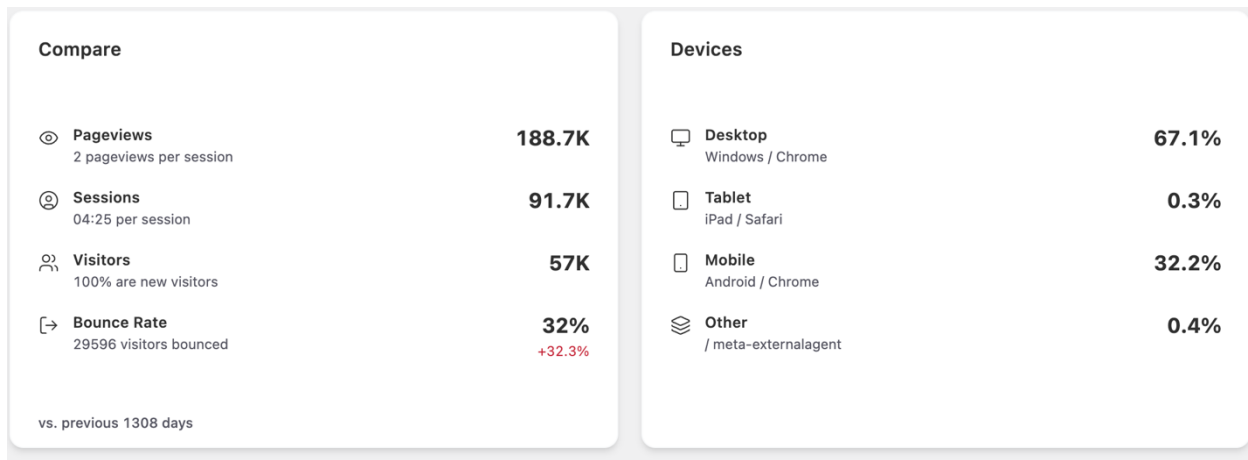
With this algorithm we have been able to keep our translations below the plugin quota. Currently we have 188,379 of 200,000 words translated.

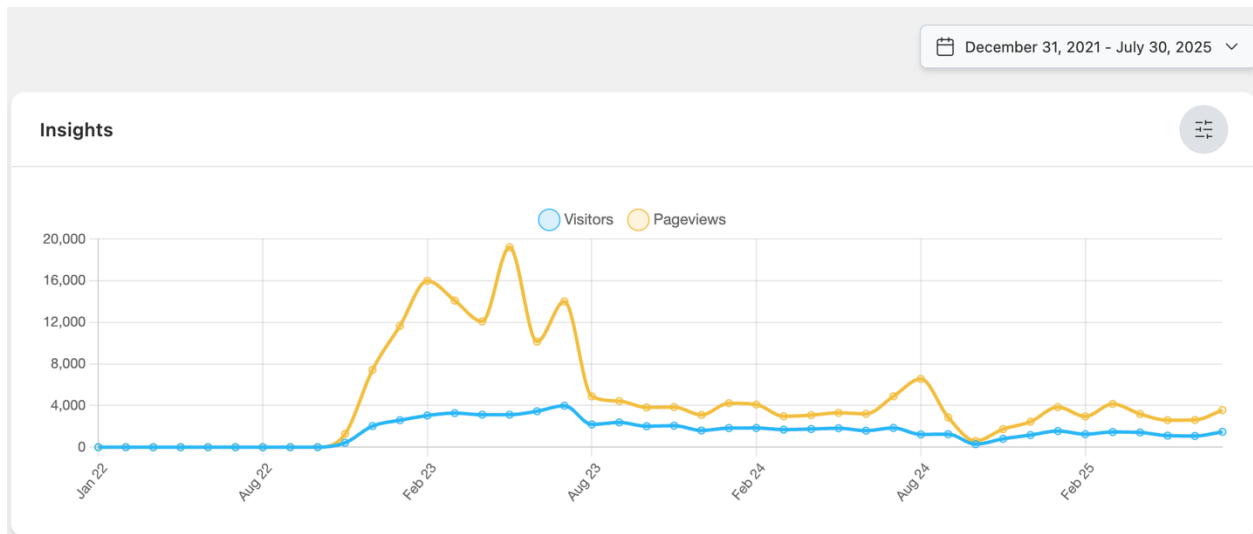
The Board could consider other translation plugins, that deliver more words for less money. I don't have updated info about that, but there must be options.

Site statistics

We installed the Burst Statistics in 2022. We used Google Analytics, but we abandoned it.

Here are some summary statistics for the period end of 2022 to date:





The big lump in 2023 corresponds to the Leticia conference activity.

Taking the top 100 posts visited in this period, I gathered the following summary, which gives an idea of the trends in visits to the site:

- 108,655 pages visited (visitors, about 57,000).
- Spanish: 17,768
- Portuguese: 10,375

Gathering by broad categories, we have the following:

Homepage	13,217
about-salsa	1,773
Salsa leadership	838
Salsa Committees	1,359
Salsa Policy and Procedures	277
Salsa Elections	323
Salsa membership	2,157
Awards Homepage	245
S.L. Rubenstein Scholarship	641
Whitten Research Fund	3,131
salsa-scholarship	466
Bennington Papers	369
New Books	1,982
News	393
SALSA Conferences Homepage	604
2019-Vienna	3,763
2021-Virginia	434
2023-Leticia	58,023

2025-Helsinki	5,391
PIAC	6,325
COVID-19	2,605
News	1,268
In memoriam	371
Amazonic	303
Tipiti	2,397
	108,655

As we're using the free Plugin, we don't have country information. The paid version would be \$39/year.

Recommendations

The Board needs to think about opening a call for a new webmasters. Not only have I reached the maximum time stated in the terms of reference, but I think it's good that new people occupy this role.

Filip Rogalski helped as Associate Webmaster during the pandemics.

Also, consider a different translation plugin.

And it's only now that I see that our Statistics plugin, free, doesn't allow us to have geographical data.