

## Annual Report 09/10 - Debenham web site

**Author:** Barry Woods  
**Role:** Web site Editor  
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### 1. Introduction

This report is a brief summary of highlights and changes made to the Debenham web site.

### 2. Quality Improvement Plan

On first taking over in 2007, the Editor proposed a three phase quality improvement plan. Phase 1 (increase content providers) and Phase 2 (increase visitors) were completed in 08/09 and continue to show positive returns. Phase 3 (increase advertising revenue) was delayed last year due to the additional work load imposed by the success of Phases 1 and 2 plus a particularly difficult technical problem but this Phase has been completed during 09/10 and increasing advertising revenue is now a business as usual activity.

### 3. Revenue

The table below shows the month-on-month revenues received, gained, lost and forecast

Revenue (£)												
YTD received	0	0	185	210	210	210	280	310	365	365	693	693
YTD gained	0	0	40	50	50	50	70	145	160	160	278	278
YTD lost	0	0	15	15	15	15	85	85	120	120	120	120
09/10 forecast	557	557	595	605	570	570	555	630	605	605	723	723

In summary:

1. Revenue generation for end fiscal 09/10 out turned at **£723** – a net gain of **£158 (27%)** over the previous year. But it remains lower than some previous years mainly due to the lack of 'big' front page sponsors who would each be worth £300pa.
2. The new advertising options launched last year seem to be working well – in particular, the short term front page sponsorship.
3. As part of the Phase 3 improvement plan, about 120 companies were targeted with literature inviting them to advertise but overall response was disappointing – there being only a net gain of just 3 advertisers. I believe this is partly down to economic pressures on advertising budgets but also due to skilled craftsmen (builders, plumbers, electricians etc) who have too much work to do and are actually removing their ads because they cannot cope!

## 4. Key Indicators

A set of measures designed to show how the web site is performing in terms of growth and popularity.

### 4.1. Overall Traffic

Total number of hits to the web site - an indicative measure only as a lot of activity is down to robots, indexing and email address mining.

Average change over the year = **+306%**

Year	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
09/10	78K	79K	141K	199K	182K	194K	232K	296K	319K	228K	197K	257K
08/09	29K	27K	28K	31K	31K	35K	41K	49K	60K	63K	48K	150K
<b>Change</b>	<b>169%</b>	<b>193%</b>	<b>404%</b>	<b>542%</b>	<b>487%</b>	<b>454%</b>	<b>466%</b>	<b>504%</b>	<b>432%</b>	<b>262%</b>	<b>310%</b>	<b>71%</b>

### 4.2. Ave session time (secs)

Total time spent per session and – this is designed to remove much of the robot activity and provide a more accurate measure of 'real' visitors.

Average change over the year = **+51%**

Item	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
09/10	342	290	293	255	280	263	298	247	194	292	322	260
08/09	73	82	145	178	229	212	214	172	139	214	241	304
<b>Change</b>	<b>368%</b>	<b>254%</b>	<b>102%</b>	<b>43%</b>	<b>22%</b>	<b>24%</b>	<b>39%</b>	<b>44%</b>	<b>40%</b>	<b>36%</b>	<b>34%</b>	<b>-14%</b>

### 4.3. Visitors > 1 min

Total number of visitors who spent more than 1 minute on the site in any one session, and, similar to the above, is designed to remove much of the robot activity and provide a more accurate measure of 'real' visitors.

Although this indicator shows a fall, this may be partly accounted for by a 5 month period of very high activity during Oct 08 and Feb 09. This was highlighted at the time but no apparent cause could be identified – but it has skewed the statistics.

Average change over the year = **-37%**

Item	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
09/10	1846	1774	2232	2256	2022	2067	2434	2214	2069	1880	1721	2086
08/09	1620	1829	2554	2832	2882	2420	3615	4912	4187	5476	4057	2601
<b>Change</b>	<b>14%</b>	<b>-3%</b>	<b>-13%</b>	<b>-20%</b>	<b>-30%</b>	<b>-15%</b>	<b>-33%</b>	<b>-55%</b>	<b>-51%</b>	<b>-66%</b>	<b>-58%</b>	<b>-20%</b>

### 4.4. Web site updates

This is a count of the number of News Items on a monthly basis since this correlates with the number of updates performed i.e. most updates generate a News Item highlighting the nature of the update. As can be seen, the web site is receiving about 2 updates per working day – representing an increased workload on the Editor as all updates are manually performed.

Average change over the year = **+33%**

Item	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
09/10	31	30	40	26	16	25	32	34	22	41	39	42
08/09	28	16	19	11	9	43	24	19	18	32	28	38
<b>Change</b>	<b>11%</b>	<b>88%</b>	<b>111%</b>	<b>136%</b>	<b>78%</b>	<b>-42%</b>	<b>33%</b>	<b>79%</b>	<b>22%</b>	<b>28%</b>	<b>39%</b>	<b>11%</b>

## 5. Interface with UK Hosts

Overall, UK Hosts have been quite quick and cooperative if something goes badly wrong e.g. database corruption, albeit a fairly rare event. In terms of overcoming perceived issues e.g. spamming, no solution has been found. Suggestions on alternatives have received little response and normally need chasing. Neither have they proposed any new or enhanced features which may be of benefit.

## 6. Summary of web site activities

- Continual spamming of the News Item feature still remains a problem. 'Dodgy' comments can only be removed by manual intervention by the Editor until UK Hosts come up with a solution. This has reduced over the past few months, for no apparent reason, but such comments are being directed at News Items which are, in fact, many months out of date – so are being left there in the hope that more crucial News Items are left alone!!
- In response to a request to give maximum publicity to important public notices e.g. winter blizzard contingency plans, the Email Notification feature was re-activated albeit is not being used for the 1-2 daily updates. As part of this activity, a total of 17 email addresses were removed as being 'dodgy'.
- The 'Have your Say' polling question continues to be changed every 2-3 months. The most successful was on the topic of a new or improved skate park which broke three records by generating the highest number of votes in the shortest time with the highest number of feedback comments. The Skatepark Project has now been set up as a result and a dedicated new topic has been added to the Debenham web site – in addition to assistance being given to the setting up a specific Debenham Skatepark web site. I believe the web site played an important role in the promotion of this issue.
- Two new features have been launched in response to requests from web site visitors. Firstly, a web page containing details of meeting venues with contact details. And secondly, a web page enabling Jobs Wanted and Offered to be listed. I will continue to launch new features in response to suggestions in order to make the web site as comprehensive as possible to meet community needs.
- I am also Editor of the Occold web site and, for some time now, I have been cross-promoting events on both web sites – hopefully to the benefit of both communities.
- The Debenham web site attracted the interest of a nearby parish council who were very impressed with it and who would like to emulate what we are doing. I have been in discussion with them – but most likely outcome is all I can offer is technical advice.
- The issues around the green area near Lock Close were brought together under a single Topic heading. The level of abusive and personal comments being made (whilst indicating the strength of local feeling) has been deemed inappropriate so the facility had to be removed. In addition, attempts to publish an event deemed by me as 'an incitement to riot' has NOT been published – and has also been referred to the police. I believe this emphasises that the Parish Council is ultra vigilant in ensuring inappropriate material is not published.
- A broader set of advertising options have been implemented. These provide a set of 6 options, as against the previous 2, each designed to appeal to different sorts of advertisers and their differing requirements. The option has also been made available for bespoke forms of advertising for which I will quote a specific price.

I believe the web site continues to provide a valuable service to the community.

## 7. Acknowledgements

We now have three sub-editors to whom I wish to extend my most grateful thanks for the work they do in supporting the Debenham web site in specific areas of interest - a big THANK YOU to them all. They are:

- **Suzie Morley** - who provides a specific Family History web site. This has world-wide appeal for those seeking information on Debenham. A measure of its success is that 90 people from around the world are tracing Debenham roots.
- **Tony Hutt** – who is maintaining all the Church and Church Organisation pages for the Debenham Benefice and other churches in this area.
- **Simon Abbott** – who has recently taken on the task of coordinating all the information available on the Debenham Skatepark Project and ensuring their web site is kept up-to-date

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