



## Annual Report 12/13 - Debenham web site

<http://www.debenham.onesuffolk.net>

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### 1. Key Indicators

During the past year, the website has received an average 1,871 visits per month and been subjected to 480 updates. There are currently 106 business advertisers, 41 local organisations and 102 people signed up to the Email Alert Service in addition to 91 followers on Twitter.

During the whole year, 'Debenham, Suffolk' has retained its No 1 ranking on Google but 'Debenham' remains at No 2 – I still haven't pushed Debenhams Store off the top spot!!

Income from 'paid for' business websites (hosted by the Editor) amounted to £220. Visitors to the Debenham site can also click on the Amazon link and we get 5% of any money they spend. This raised a miserable £29 this year. In spite of advertising this feature, very few of the good folk of Debenham seemed to have used it.

These indicators are around the same as last year suggesting the website has now stabilised in terms of visitor numbers. I don't expect to see any significant change unless more Debenham folk awake to the fact that they have a website – and make use of it!

### 2. New Features

A number of additional new features have been launched during 12/13:

- **Regular Events.** This lists daily, weekly and monthly events in the local area which won't always appear in the Events Calendar. This page link has also been passed to other local website editors to link to in Pettaugh, Thorndon, Occold and Redlingfield.
- **Search Site & Documents.** Although the CMS has a Search facility on every page, it doesn't index every word and is pretty poor. This new feature uses a Third Party provided indexing site (FREE if you suffer the Google ads!). It not only indexes every word on every page, but will also index every word in every PDF document that the site links to. Thus, for instance, all Parish Council minutes are indexed so you can search for any keywords if you are looking for a specific topic. Likewise, you can find local businesses by searching on e.g. electrician. Even more amazing, you can do this search in any language that we

support and it will translate the documents!!

- [Library Group Survey](#). Debenham Library Group needed to run an online survey in parallel with a paper survey. The website CMS was adjudged not to be sufficiently powerful enough so a third party online survey provider (Survey Monkey) was identified. Although free to use for up to 10 questions and 100 responses, thereafter it would require a license of £199pa. The business case was made and Parish Council purchased the license. Part of the business case was that Parish Council is now in a position to offer this facility to other community groups at a very modest charge.
- [Alerts and Documents](#). These have now been added to the front page, and sub-pages, in order to make them more readily visible rather than burying them as news items.
- [Please Give me a New Home](#). Launched in collaboration with Suffolk Animal Rescue, this will give front page prominence to cats, dogs etc needing to be rehomed. It will feature a different pet on a roughly monthly basis. Regrettably, I cannot claim any success for this feature to date!
- [Village News](#). This is a new 'blog like' feature which can be used for providing topical news items but ones which don't have a long shelf life.

### 3. **Highlights**

- Generated comment on 13 different Hot Topics (aka blogs)
- Re-united Debenham folk with missing cats, parrots and an iPod
- Helped sell a snowman on Ebay!
- Re-united past friends from Debenham
- Provided timely weather related warnings during the winter months
- Helped raise publicity for a girl from Debenham seeking sponsorship for Red Nose Day

### 4. **Lowlights**

There are a considerable number of individuals, clubs, organisations and businesses that use the website but.....

- Only THREE retail outlets along the High St advertise their presence – in spite of it being FREE. I am trying to promote Debenham as a place to visit and also attract potential residents but the lack of advertising doesn't create a good impression
- A lot of clubs and organisations have a presence but I'm aware of the existence of others that choose not to advertise themselves. Again, having a comprehensive list would help potential residents and tourists

- And very little use is made of the [For Sale](#) pages, the [Email Alert Service](#), the [Amazon](#) link, the [Polling](#) facility and the [Photo-gallery of Events](#) amongst others.

## 5. Acknowledgements

I would like to say a big **THANK YOU** to all the following for their work and support over the past year:

- [Suzie Morley](#) – Sub-editor who provides a specific Family History web site. This has world-wide appeal for those seeking information on their Debenham roots.
- [Tony Hutt](#) – Sub-editor who is maintaining all the Church and Church Organisation pages for the Debenham Benefice and other churches in this area.
- [Chris Sharpe](#) – Who has taken on the role of sub-editor Social Networking and has established a presence for Debenham on Twitter with 90+ followers.
- [Kerry Burn](#) – From ‘onesuffolk’ who provides excellent support to resolve technical website issues

## 6. Conclusion

I believe that Debenham continues to have a world class community website and meets the needs of the community for rapid communications. But I am always keen to hear the views of visitors with possible suggestions for improvements or new features.

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