Annual Report 14/15 - 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 1,675 visits per month (comparable to last year) and been subjected to an average 28 updates per month. There are currently 122 business advertisers, 42 local organisations and 140 people signed up to the Email Alert Service in addition to 220 followers on Twitter.

Income from 'paid for' business websites (hosted by the Editor) has been reduced to £40 as we do not seek to renew historic websites but Debenham website continues to be hosted FREE by Suffolk County Council, thus saving £1,200 from the Parish Precept.

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. Highlights

During 2013/2014, quite a few new features were added and I believe the website now provides a very comprehensive set of features. So in 2014/2015, only a few minor changes have been made:

- Google Ranking - During the whole year, 'Debenham, Suffolk' has retained its No 1 ranking on popular search engines and, finally, 'Debenham' reached No 1 for the past 5 months – pushing Debenhams Store off the top spot - yippee!!

- Neighbourhood Plan - A new sub-site has been set up to manage all information relating to the Neighbourhood Plan. It can be viewed at debenhamnp.onesuffolk.net. There is also a specific email address, np@debenhamsuffolk.co.uk, which can forward email to the appropriate person(s). To date, news and meeting minutes are being hosted on this site but transparently linked from the main site. Although it has been publicised, it has not received any updates for several months.

- Google Analytics - I have set up Debenham website with Google Analytics. These provide incredibly detailed information on visitor activity albeit I can't get down to the level of which files were downloaded – it's mainly about which pages were visited and for how long. However, since we are not a commercial

website and analysing the stats is a time consuming business, I have not used them in anger as yet.

4.   Lowlights

As well as serving the needs of the local population, the website is also intended to help visitors and potential residents with information about Debenham. The website has an Advanced Search facility and I get a weekly report on what sort of things people are searching for – and this can be very revealing! By using this facility, visitors would discover that:

- There are no pubs in Debenham!
- There is no fish and chip shop or takeaway!
- There is no Post Office!
- There is no newsagent, grocery shop or butcher!
- There are no taxi services!
- There is no garage!

Now we all know that to be untrue – but they don't!! I do not proactively put adverts on the website on behalf of others – they have to send me the info and be responsible for it. I trust I've made my point!!

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 and is one of the most comprehensive family history websites in the UK.

- Tony Hutt – Sub-editor who is maintaining all the Church and Church Organisation pages for the Debenham Benefice and other churches in this area. And also steps in with any important updates if I am away!

- Chris Sharpe – Who has taken on the role of sub-editor Social Networking and has established a presence for Debenham on Twitter with 220+ 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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