



## Annual Report 16/17 - Debenham web site

[www.debenham.onesuffolk.net](http://www.debenham.onesuffolk.net)

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### 1. Statistics

	<u>16/17</u>	<u>15/16</u>
Total visitors	16.001	19,553
Average per month	1,465	1,629
Average per day	44	54 per day
Different countries	136	132
Website updates per month	19	26
Business advertisers	129	120
Twitter followers	301	249
Facebook members	104	N/A
Email Alert Service	116	115
No of pages	266	225
No of downloadable documents	689 (1,959 pages)	627 (1,667 pages)
Total size	91Mb	72Mb
Google ranking	1	1

You will see from the above that there has been a small downward trend in visitor numbers. I have no concrete evidence to suggest why but I 'suspect' increasing use of social media might be one of the factors.

### 2. Highlights

Prior to 16/17, the website provided a very comprehensive set of features so there have not been too many changes this year:

- **Broken links** – I continue to run a regular check across the website to uncover any broken links. These are either fixed or the 'owner' is alerted – during which time the link is removed. Broken links provide visitors with a poor experience!
- **Facebook** – DebenhamVillage now has its own Facebook page. This is proving to be quite popular but there has been a tendency to publicise events and breaking news on FB but NOT on the website. This is OK for immediate notification but FB do not have any form of archive so anyone wanting to find details after it's been announced will have difficulty. I encourage all organisations to use both website and FB for maximum effect.
- **Change of Ownership** – During the year, 'onesuffolk' who used to host the website for free have handed over management to Community Action Suffolk. They, in turn, have decided to make a small charge of £50pa (+VAT) for hosting

our website. Whilst not welcome it is still a lot less than Parish Council were paying before 'onesuffolk' (£1,000pa).

- **Shortcuts** – In view of their popularity, I have added direct links to Facebook and Twitter so that they appear on every page and not just the homepage.

#### 4. **Lowlights**

Regretfully, repeated from last year and the year before as virtually no responses have been received despite mail shots and advertising. 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 Indian takeaway!
- There is no Post Office!
- There is no newsagent or grocery shop!
- There are no taxi services!
- There is no garage!
- You can't find out when you can get a flu jab!

This does not give a good impression of Debenham as a tourist centre. We all know the above to be untrue – but tourists 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 300+ followers.

#### 6. **Conclusion**

In my 10<sup>th</sup> year as website Editor, I believe that Debenham continues to have a world class website and meets the needs of the community for rapid communications. But I am always keen to hear the views of visitors with suggestions for improvements or new features.