

### Debenham web site report for Nov 08

**Key Indicators** Greyed out rows are 07/08 figures for year-on-year comparison

Item	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Traffic	29K	27K	28K	31K	31K	35K	41K	49K				
	18K	19K	21K	26K	20K	21K	24K	25K	26K	23K	21K	22K
Ave session time (secs)	73	82	145	178	229	212	214	172				
	35	35	NA	NA	44	57	42	52	57	67	69	50
Visitors > 1 min	1620	1829	2554	2832	2882	2420	3615	4912				
	1098	1104	1253	1422	1108	1351	1366	1459	1690	1660	1362	1383
Email subscribers	91	91	92	92	91	91	91	91				
	88	89	89	90	91	91	91	91	91	91	91	91
Advertisers	22	22	24	26	22	22	23	23				
	23	25	24	22	20	21	21	22	23	23	23	23
Last monthly poll	14	28	10	8	10	10	13	13				
	N/A	144	25	28	n/a	n/a	84	n/a	39	n/a	n/a	23
<b>Revenue</b>												
YTD received	45	45	165	325	325	395	462	462				
YTD gained	0	0	0	60	60	130	165	165				
YTD lost	3	7	12	18	38	47	47	47				
08/09 forecast	1081	1077	1072	1126	1106	1161	1161	1161				

#### Highlights this period

1. Key indicators show another big rise in the visitors staying more than 1 minute
2. BAU invoicing and content update. The increase in number of content providers is increasing the time spent on this activity.
3. Web site monitoring continues to be a BAU activity but we are currently experiencing an epidemic of spamming. I am working with UK Hosts to find a way to block the code hackers and am also removing the spam as fast as its appearing. However, this has been a time consuming activity for November and has left little except to handle the daily updates.
4. The Phase 3 Action Plan - increase revenue from advertisers - is currently on hold given the above issue.
5. Polling question on Village Plan extended to 30 Nov. **Does the Parish Council have another question waiting to go?**

#### Outlook for next period

1. BAU invoicing, content update and monitoring (spam removal)
2. Generate user friendly blurb extolling the new advertising options and the above. Also, distribute this blurb to Parish Councillors who may be able to seek local contacts – see above – unlikely to re-commence until the spamming issues are resolved.
3. Blitz the News Items (currently >350) and remove those which are out of date

**Barry Woods**  
Editor