

### Debenham web site report for Sep 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						
	18K	19K	21K	26K	20K	21K	24K	25K	26K	23K	21K	22K
Ave session time (secs)	73	82	145	178	229	212						
	35	35	NA	NA	44	57	42	52	57	67	69	50
Visitors > 1 min	1620	1829	2554	2832	2882	2420						
	1098	1104	1253	1422	1108	1351	1366	1459	1690	1660	1362	1383
Email subscribers	91	91	92	92	91	91						
	88	89	89	90	91	91	91	91	91	91	91	91
Advertisers	22	22	24	26	22							
	23	25	24	22	20	21	21	22	23	23	23	23
Last monthly poll	14	28	10	8	10	10						
	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						
YTD gained	0	0	0	60	60	130						
YTD lost	3	7	12	18	38	47						
08/09 forecast	1081	1077	1072	1126	1106	1161						

#### Highlights this period

1. BAU invoicing and content update. The increase in number of content providers is increasing the time spent on this activity. Albeit worthwhile and meets the original objectives, it is reducing the amount of time available for eg. Phase 3 activity
2. Web site monitoring continues to be a BAU activity but I am currently getting around 50 spam updates per day to News Items. These spams advertise 'dodgy' web sites so I aim to remove them asap – but again, this takes time. I'm loathe to remove the News Item feature as it has proven very useful in advising visitors of the latest updates.
3. Activities 1 and 2 above are impacting on Phase 3 Action Plan (increase revenue from advertisers). As advised last month, this is about 2 months in delay. However, I still aim to complete by end Nov.
4. Generate web pages for new advertisers
5. New content provider pages launched for Mid Suffolk Video Club, St Mary's Church and Young Farmers.
6. Google revenue is falling off – from ~£10pm to ~£5pm – people are not using the Google search and selecting Google advertisers.

#### 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 – forecast end Oct.
3. Generate list of potential prospects – aiming for ~100 with 25% +ve return – forecast mid-Nov
4. Distribute blurb on new advertising options – forecast end Nov

**Barry Woods**  
Editor