



Debenham web site report for Mar 13

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

Key Indicators (Greyed out cells are 11/12 stats for comparison)

Item	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Pageviews - Total	28,436	30,482	32,266	33,913	35,383	36,940	38,491	40,107	41,447	43,326	46,257	48,979
	4,288	6,325	9,893	11,170	13,390	15,413	17,279	19,253	20,893	22,881	24,921	26,834
Pageviews - Month	1,602	2,046	1,784	1,647	1,469	1,606	1,551	1,616	1,340	1,879	3,195	2,722
	2,123	2,823	2,323	2,522	2,220	2,023	1,866	1,974	1,640	1,988	2,040	1,913
Pageviews - Daily ave	53	66	59	53	47	54	50	54	43	61	114	88
	71	91	77	81	72	67	60	66	53	64	70	62
Visitors - Total	13,745	14,873	15,911	16,923	17,855	18,795	19,730	20,699	21,563	22,697	23,985	25,144
	1,312	2,407	4,261	4,920	6,128	7,182	8,136	9,102	9,901	10,872	11,834	12,805
Visitors - Month	940	1,128	1,038	1,012	932	975	935	969	864	1,134	1,434	1,159
	834	1,496	1,277	1,236	1,208	1,054	954	966	799	971	962	971
Visitors - Daily ave	31	36	35	33	30	33	30	32	28	37	51	37
	28	48	43	40	39	35	31	32	26	31	33	31
Total countries	74	75	77	81	82	84	87	88	90	92	92	94
	36	46	49	54	57	58	62	63	64	67	70	71
Website updates	32	55	51	31	34	28	24	51	22	57	45	50
	47	51	38	73	99	49	44	38	41	41	41	39
Email Alert Service	101	102	103	104	104	106	105	105	107	109	111	112
	92	93	94	94	95	96	97	97	98	98	101	101
YTD Advertiser revenue	£0	£0	£120	£120	£120	£120	£120	£120	£120	£120	£120	£219
	£130	140	£140	£140	£140	£140	£150	£160	£160	£259	£259	£259
YTD Amazon revenue	£1	£5	£7	£7	£7	£7	£16	£16	£17	£28	£29	£30
	£0	£0	£0	£0	£5	£6	£6	£11	£13	£16	£17	£17
Google ranking – 1	1	1	1	1	1	1	1	1	1	1	1	1
	1	1	1	1	1	1	1	1	1	1	1	1
Google ranking – 2	2	2	2	7	4	2	6	5	4	6	4	3
	5	2	2	2	2	2	4	3	3	4	2	2
Business Advertisers	87	89	88	89	91	91	98	99	101	102	105	106
	23	36	62	64	70	73	76	76	79	87	87	88
Twitter followers	50	54	62	65	65	68	70	74	80	85	88	91
	n/a	n/a	n/a	n/a	n/a	n/a	n/a	9	24	29	30	38

Highlights this period

1. Parish Surgery attended on 10 Apr. Discussion on advertising Coop donation of de-fibrillator through website, email alert service and Twitter amongst other channels
2. Advertising revenue from a company that only requires us to provide 3 links renewed at £99. Hence, total revenue for 12/13 fiscal amounts to £249.
3. Front page publicity given to girl from Debenham seeking sponsorship for Red Nose Day
4. New feature launched on front page advertising latest pet seeking a home. In conjunction with Suffolk Animal Rescue and will feature a different pet and a roughly monthly basis
5. New Hot Topic started on Growing Local Food
6. I'll prepare a summary of website activity over the past year for the Annual Parish Meeting
7. Just a reminder that Survey Monkey is available for Parish Council and local organisations albeit I haven't widely publicised it as yet.

Barry Woods, Editor

ANNEX A – Explanation of Key Indicators

The current Key Indicators replace the ones on the old website but it is difficult to make like-for-like comparisons. But the new CMS does support a feature called Google Analytics which I propose to investigate in the near future to maybe provide more refined statistics. However, since we are not a commercial website, I have not placed any high priority on this.

The current Key Indicators are explained as follows:

- **Pageviews** – The number of times that the Debenham home page has been visited by all visitors. Initial indications are that these are a close match to the previous Key Indicator which measured the number of Visitors who spent more than 1 min on the website – in an effort to discount all the different robots that trawl websites.
- **Visitors** – The number of 'unique' visitors to the website i.e. visitors who have never visited before. Over time, I would expect this number to reduce.
- **Total countries** – The number of different countries that have visited the website – gives an indication of the global spread of interest albeit one might be tempted to ask why anyone in China would have any interest in Debenham!! Again over time, I would expect this number to reduce – there are only a finite number of countries in the world.
- **Website updates** – The number of updates that have been made to the website – these are determined on a monthly basis from the update number on the News & Updates page. Generally speaking, every website update gets a mention on this page
- **Email Alert Service** – The number of people who have signed up with their email address in order to receive notification of important updates. Currently, this includes the email addresses to the old website which have been transferred across
- **YTD Advertiser revenue** – Although we can no longer charge for business advertising which is free – but limited – entry on the website, we can host 'mini' websites on other web space. Currently I am using my own web space for this purpose. I have set the charge for this service to be £40pa and we currently have three advertisers that would like us to continue with their mini websites. I am also charging £10 for a 'one month' special event advert
- **YTD Amazon revenue** – I have signed up as an Amazon Affiliate. This means everyone that visits Amazon through the Debenham website and spends anything, we get 5% of their spend
- **Google ranking 1** – Since we are not a commercial organisation, SEO (Search Engine Optimisation) is not a major concern – but it is nice to know that our website does come up near the top of search engines – as research shows that visitors rarely move on to page 2 of a search. This indicator shows our position if you Google 'Debenham Suffolk'.
- **Google ranking 2** - As above but this shows our position if you Google just 'Debenham'.
- **Business Advertisers** – The number of local businesses advertising their services – excludes clubs, organisations and other charitable bodies
- **Twitter followers** – Number of people following #DebenhamVillage on Twitter