



Debenham web site report for Jun 13

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

Key Indicators (Greyed out cells are 12/13 stats for comparison)

| Item | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
|------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Pageviews - Total | 50,914 | 52,667 | 54,274 | | | | | | | | | |
| | 28,436 | 30,482 | 32,266 | 33,913 | 35,383 | 36,940 | 38,491 | 40,107 | 41,447 | 43,326 | 46,257 | 48,979 |
| Pageviews - Month | 1,982 | 1,753 | 1,654 | | | | | | | | | |
| | 1,602 | 2,046 | 1,784 | 1,647 | 1,469 | 1,606 | 1,551 | 1,616 | 1,340 | 1,879 | 3,195 | 2,722 |
| Pageviews - Daily ave | 66 | 57 | 55 | | | | | | | | | |
| | 53 | 66 | 59 | 53 | 47 | 54 | 50 | 54 | 43 | 61 | 114 | 88 |
| Visitors - Total | 26,025 | 26,869 | 27,627 | | | | | | | | | |
| | 13,745 | 14,873 | 15,911 | 16,923 | 17,855 | 18,795 | 19,730 | 20,699 | 21,563 | 22,697 | 23,985 | 25,144 |
| Visitors - Month | 908 | 844 | 782 | | | | | | | | | |
| | 940 | 1,128 | 1,038 | 1,012 | 932 | 975 | 935 | 969 | 864 | 1,134 | 1,434 | 1,159 |
| Visitors - Daily ave | 30 | 27 | 26 | | | | | | | | | |
| | 31 | 36 | 35 | 33 | 30 | 33 | 30 | 32 | 28 | 37 | 51 | 37 |
| Total countries | 94 | 96 | 97 | | | | | | | | | |
| | 74 | 75 | 77 | 81 | 82 | 84 | 87 | 88 | 90 | 92 | 92 | 94 |
| Website updates | 28 | 61 | 26 | | | | | | | | | |
| | 32 | 55 | 51 | 31 | 34 | 28 | 24 | 51 | 22 | 57 | 45 | 50 |
| Email Alert Service | 113 | 113 | 114 | | | | | | | | | |
| | 101 | 102 | 103 | 104 | 104 | 106 | 105 | 105 | 107 | 109 | 111 | 112 |
| YTD Advertiser revenue | £0 | £0 | £0 | | | | | | | | | |
| | £0 | £0 | £120 | £120 | £120 | £120 | £120 | £120 | £120 | £120 | £120 | £219 |
| YTD Amazon revenue | £0 | £2.15 | £2.15 | | | | | | | | | |
| | £1 | £5 | £7 | £7 | £7 | £7 | £16 | £16 | £17 | £28 | £29 | £30 |
| Google ranking – 1 | 1 | 1 | 1 | | | | | | | | | |
| | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Google ranking – 2 | 2 | 6 | 6 | | | | | | | | | |
| | 2 | 2 | 2 | 7 | 4 | 2 | 6 | 5 | 4 | 6 | 4 | 3 |
| Business Advertisers | 106 | 109 | 109 | | | | | | | | | |
| | 87 | 89 | 88 | 89 | 91 | 91 | 98 | 99 | 101 | 102 | 105 | 106 |
| Twitter followers | 94 | 102 | 105 | | | | | | | | | |
| | 50 | 54 | 62 | 65 | 65 | 68 | 70 | 74 | 80 | 85 | 88 | 91 |

Highlights this period

1. I have prepared a web page that outlines the benefits of Survey Monkey – the intention being to run surveys on behalf of others to generate some additional revenue. Currently, I suggest limiting this to community and non-profit making groups at a cost of £10 per question. This page has been submitted to Parish Council for approval before I launch it since I will be undertaking the role of implementing any such survey on behalf of PC. The web page is currently 'hidden' but can be viewed at: <http://debenham.onesuffolk.net/local-services/survey-design-service/>. I believe this item was held over until the July meeting. If PC agrees, I can start advertising it. In addition, all Councillors are urged to use their own contacts with local community groups to publicise this facility – it is, after all, a revenue generating opportunity for PC!
2. Annual reports from local organisations have been added - only 11 received so far out of a possible 50! I've also published the text of the Community Awards but am still awaiting photographs.
3. The 'Submit, Change or Modify an Event' facility has been restored. This was 'lost' some months ago when we had a major system failure.
4. I have been liaising with various people re the Debenham Community Association which Eddy Alcock has proposed. So far, we have identified that the existing Events Calendar meets one of the objectives and I will also be hosting the master copy of the organisation details and email distribution list. I will also be emailing the various organisations to explain how the existing website features can assist them.

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