



**Debenham web site report for Apr 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											
	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											
	1,602	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											
	53	66	59	53	47	54	50	54	43	61	114	88
Visitors - Total	26,025											
	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											
	940	1,128	1,038	1,012	932	975	935	969	864	1,134	1,434	1,159
Visitors - Daily ave	30											
	31	36	35	33	30	33	30	32	28	37	51	37
Total countries	94											
	74	75	77	81	82	84	87	88	90	92	92	94
Website updates	28											
	32	55	51	31	34	28	24	51	22	57	45	50
Email Alert Service	113											
	101	102	103	104	104	106	105	105	107	109	111	112
YTD Advertiser revenue	£0											
	£0	£0	£120	£120	£120	£120	£120	£120	£120	£120	£120	£219
YTD Amazon revenue	£0											
	£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
Google ranking – 2	2											
	2	2	2	7	4	2	6	5	4	6	4	3
Business Advertisers	106											
	87	89	88	89	91	91	98	99	101	102	105	106
Twitter followers	94											
	50	54	62	65	65	68	70	74	80	85	88	91

**Highlights this period**

1. New feature launched 'Village News'. This is similar to Hot Topics but is for news items that have a relatively short shelf life. Main advantage is that they appear on the front page, and other pages, under the What's New heading.
2. A slight drop in visitor numbers compared to the last two months but these months were very high so this month is about average. Again, explaining variations in visitor numbers is an almost impossible task!! One of my fellow webmasters at Thorndon uses Google Analytics to look at different page hits etc so I may give it a bash – purely out of interest since the website itself doesn't generate any significant revenue.
3. I'll summarise the year's performance in a report to the Annual Parish Meeting

**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