



Debenham web site report for Mar 16 www.debenham.onesuffolk.net

Key Indicators (Greyed out cells are 14/15 stats for comparison)

Item	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Pageviews - Total	91,386	92,965	94,564	96,337	98,028	99,396	101,128	102,761	104,047	105,928	107,615	109,286
	70,878	72,906	74,768	76,404	77,744	79,179	81,220	82,857	84,306	86,267	87,903	89,733
Pageviews - Month	1,653	1,579	1,599	1,773	1,691	1,368	1,732	1,633	1,286	1,881	1,687	1,671
	1,541	1,963	1,862	1,583	1,281	1,435	1,978	1,637	1,391	1,961	1,636	1,830
Pageviews - Daily ave	55	51	53	57	55	46	56	54	41	61	58	54
	51	63	62	51	43	48	64	55	45	63	58	59
Visitors - Total	47,578	48,661	49,746	50,894	51,919	52,828	53,859	54,869	55,801	56,976	58,144	59,230
	35,334	36,426	37,533	38,547	39,403	40,264	41,337	42,328	43,294	44,432	45,425	46,533
Visitors - Month	1,045	1,083	1,085	1,148	1,025	909	1,031	1,010	932	1,175	1,168	1,086
	970	1,052	1,107	982	820	861	1,040	991	931	1,138	993	1,108
Visitors - Daily ave	35	35	36	37	33	30	33	34	30	38	40	35
	32	34	37	32	27	29	34	33	30	37	35	36
Total countries	122	124	124	125	127	128	129	129	129	130	130	132
	107	108	109	110	111	113	114	115	117	119	121	122
Website updates	27	18	21	28	32	19	30	27	18	37	20	34
	27	30	35	35	25	37	28	34	15	27	27	19
Email Alert Service	140	140	140	115	114	114	114	114	114	114	114	114
	135	136	136	137	137	137	137	137	137	139	139	140
Google ranking	1	1	1	1	1	1	1	1	1	1	4	3
	3	4	3	2	2	4	2	1	1	N/A	4	1
Business Advertisers	123	124	125	122	123	123	122	122	125	126	126	120
	117	117	118	120	121	121	121	121	121	121	121	123
Twitter followers	222	226	230	228	231	233	233	230	231	234	235	243
	163	172	177	182	186	192	196	201	204	211	218	220

Highlights this period

1. I have put together a small Website Satisfaction Survey which I would like to launch in order to get some feedback as to how the website might be improved. This was circulated to Councillors a couple of weeks ago as an Alpha Trial and an opportunity to provide feedback. The survey can be accessed at <https://www.surveymonkey.co.uk/r/DebenhamWebsite>. To date, 5 councillors have filled it in but I have received only one comment that says it needs reviewing by DPC – which was the purpose of circulating it. I would like to launch on 1 April albeit this is not critical if DPC decides it needs further review.
2. The website contains a Search (Advanced) facility since the built in Search on each page is very poor and basically only finds keywords in page titles. This facility is provided FREE by a third party supplier and each week I receive a report on keywords that people are searching for – not only across all the web pages but also within downloadable documents. This report indicates that it is hardly ever used. I propose to make it more visible by including it on every page as a highlighted option in the left hand column. I am currently testing this on another website that I edit (www.felixstowefhs.onesuffolk.net) and propose to move it to Debenham website in the near future.
3. You may notice that the number of business advertisers has gone down. This is because I periodically run a link check across the website which finds 'broken links' as part of day-to-day housekeeping. These are either fixed or, as in many cases with advertisers, their advert is removed. I do also include a Village News item to say which links are broken and invite the link owner to re-submit.
4. As the result of a family crisis, I briefly returned to the UK but am now back in Switzerland. However, I expect to be able to continue managing the website and emails with no problems. So it's just a heads-up that things may not always work perfectly!

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 level off.
- **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 level off – 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 Latest Website 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
- **Google ranking** – 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'.
- **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