



Debenham web site report for Jan 15

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		
	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		
	1,541	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		
	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		
	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		
	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		
	32	34	37	32	27	29	34	33	30	37	35	36
Total countries	122	124	124	125	127	128	129	129	129	130		
	107	108	109	110	111	113	114	115	117	119	121	122
Website updates	27	18	21	28	32	19	30	27	18	37		
	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		
	135	136	136	137	137	137	137	137	137	139	139	140
YTD Advertiser revenue	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0		
	£0	£0	£0	£0	£0	£0	£0	£0	£0	£40	£40	£40
Google ranking	1	1	1	1	1	1	1	1	1	1		
	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		
	117	117	118	120	121	121	121	121	121	121	121	123
Twitter followers	222	226	230	228	231	233	233	230	231	234		
	163	172	177	182	186	192	196	201	204	211	218	220

Highlights this period

1. BAU website updates – slightly up this month as a result of catching up after Christmas.
2. Key indicators shows a fairly steep rise in visitors mainly since mid-Jan. I've given up trying to explain the rise and falls but I will retain this indicator in order to detect any prolonged decline.
3. As explained in a previous report, there are now no longer any past business advertisers who we were obliged to maintain after the website moved to 'onesuffolk'. Hence, the revenue from these advertisers is zero; the key indicator has been removed.
4. I've also removed one of the Google ranking indicators since it hasn't moved from being No 1 for the past 5 years (search on 'Debenham, Suffolk'). I've retained the Google ranking for searching on 'Debenham' in order to detect any decline.
5. The Neighbourhood Plan surveys were closed on 7 Feb. I continue to update the responses as additional ones are being added from paper copies. To date, online responses are Residents Survey 233 (6 offline), Business Survey 13 (0 offline) and Youth Survey 66 (29 offline – seems a bit high given most youngsters have smartphones, pads and other gadgets for online responses?).
6. As mentioned in a previous report, I would like to conduct a small survey (using Survey Monkey) to establish what people think of the website and whether there are any areas for improvement. I did also suggest PC might want to consider whether there are any specific issues that they would like to explore. I think the best option is I put together a draft survey and let PC review it – this might stimulate other suggestions!
7. Following my recommendation in last month's report, the domain 'debenhamsuffolk.org.uk' has not been renewed at a saving of £22pa.

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