



Debenham web site report for **Apr 16** www.debenham.onesuffolk.net

Key Indicators (Greyed out cells are 15/16 stats for comparison)

Item	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Pageviews - Total	110,751											
	91,386	92,965	94,564	96,337	98,028	99,396	101,128	102,761	104,047	105,928	107,615	109,286
Pageviews - Month	1,465											
	1,653	1,579	1,599	1,773	1,691	1,368	1,732	1,633	1,286	1,881	1,687	1,671
Pageviews - Daily ave	49											
	55	51	53	57	55	46	56	54	41	61	58	54
Visitors - Total	60,199											
	47,578	48,661	49,746	50,894	51,919	52,828	53,859	54,869	55,801	56,976	58,144	59,230
Visitors - Month	969											
	1,045	1,083	1,085	1,148	1,025	909	1,031	1,010	932	1,175	1,168	1,086
Visitors - Daily ave	32											
	35	35	36	37	33	30	33	34	30	38	40	35
Total countries	132	124	124	125	127	128	129	129	129	130	130	132
	122	124	124	125	127	128	129	129	129	130	130	132
Website updates	26											
	27	18	21	28	32	19	30	27	18	37	20	34
Email Alert Service	115											
	140	140	140	115	114	114	114	114	114	114	114	114
Google ranking	4											
	1	1	1	1	1	1	1	1	1	1	4	3
Business Advertisers	120											
	123	124	125	122	123	123	122	122	125	126	126	120
Twitter followers	246											
	222	226	230	228	231	233	233	230	231	234	235	243

Highlights this period

- 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. I have not had any indication from PC as to whether they are happy with this albeit 6 of you have tried it out. The survey can be accessed at <https://www.surveymonkey.co.uk/r/DebenhamWebsite>.
- 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 have now made it more visible across most of the website pages and included a link to search tips.
- The following are the latest stats provided by the Advanced Search provider which I think illustrates why we need a more powerful search facility:

No of pages	224
No of downloadable documents	626
Pages of downloadable documents	1,662
Website size	72Mb

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