



Debenham web site report for Oct 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	110K	112K	113K	115K	117K	118K	119K					
	91K	92K	94K	96K	98K	99K	101K	102K	104K	105K	107K	109K
Pageviews - Month	1,465	1,612	1,518	1,587	1,505	1,171	1,276					
	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	52	51	51	49	39	41					
	55	51	53	57	55	46	56	54	41	61	58	54
Visitors - Total	60K	61K	62K	63K	64K	65K	66K					
	47K	48K	49K	50K	51K	52K	53K	54K	55K	56K	58K	59K
Visitors - Month	969	1,103	1,101	1,029	1,049	882	895					
	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	36	37	33	34	29	29					
	35	35	36	37	33	30	33	34	30	38	40	35
Total countries	132	132	132	132	134	135	135					
	122	124	124	125	127	128	129	129	129	130	130	132
Website updates	26	25	10	22	23	18	22					
	27	18	21	28	32	19	30	27	18	37	20	34
Email Alert Service	115	115	115	115	116	116	116					
	140	140	140	115	114	114	114	114	114	114	114	114
Google ranking	4	4	5	5	5	6	10					
	1	1	1	1	1	1	1	1	1	1	4	3
Business Advertisers	120	121	122	122	122	125	127					
	123	124	125	122	123	123	122	122	125	126	126	120
Twitter followers	246	255	256	259	259	264	274					
	222	226	230	228	231	233	233	230	231	234	235	243
Facebook members	n/a	n/a	n/a	n/a	32	40	50					
	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Highlights this period

1. Updates business as usual.
2. Debenham Stores are flooding the Internet with lots of different advertising and have pushed us down to No 10!
3. Following the introduction of a DebenhamVillage Facebook page, I've noticed a bit of a trend towards publishing on FB but not as a news item on the website e.g. the move of the Library. FB is OK for 'immediate' communication but news items drop out of sight quite quickly whereas the website retains it as an instantly accessible archive. Where appropriate, I will 'lift' items off FB onto the website or persuade the author to submit a news item. Repeated from last month to see if it makes any difference.
4. Agenda item – Survey Monkey renewal is due on 11 Dec – currently, it is not set to auto-renew.
5. New item: I've added a Local Business Christmas Events section to the front page – the idea being to give local businesses a bit more visibility over the festive season and also as a service to parishioners to advise them on opening times. However, based on past years, almost none of the local businesses will use it - but thought I'd give it a try! It will be removed after Christmas.
6. On a similar theme, according to the website, Debenham has NO pubs, NO takeaways, NO Post Office, NO taxi or car hire, NO newsagents, grocers and only a couple of other retailers – in other words, very little to attract visitors and their cash! That is in spite of repeated pleas, emails and door drops. You'd think most businesses offered FREE advertising would bite your arm off – but not so. It would be nice to have an advertising sub-editor who lived locally and could maybe spend a bit more time extolling the virtues of advertising on the website – answers on a postcard please!

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'. Googling 'debenham Suffolk' always ranks us as No 1.
- **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
- **Facebook members** – Number of people who have asked to join DebenhamVillage.