



Debenham web site report for **Sep 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						
	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						
	1,653	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						
	55	51	53	57	55	46	56	54	41	61	58	54
Visitors - Total	60K	61K	62K	63K	64K	65K						
	47K	48K	49K	50K	51K	52K	53K	54K	55K	56K	58K	59K
Visitors - Month	969	1,103	1,101	1,029	1,049	882						
	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						
	35	35	36	37	33	30	33	34	30	38	40	35
Total countries	132	132	132	132	134	135						
	122	124	124	125	127	128	129	129	129	130	130	132
Website updates	26	25	10	22	23	18						
	27	18	21	28	32	19	30	27	18	37	20	34
Email Alert Service	115	115	115	115	116	116						
	140	140	140	115	114	114	114	114	114	114	114	114
Google ranking	4	4	5	5	5	6						
	1	1	1	1	1	1	1	1	1	1	4	3
Business Advertisers	120	121	122	122	122	125						
	123	124	125	122	123	123	122	122	125	126	126	120
Twitter followers	246	255	256	259	259	264						
	222	226	230	228	231	233	233	230	231	234	235	243
Facebook members	n/a	n/a	n/a	n/a	32	40						
	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 – sort of business as usual.
2. I have to apologise to DPC for not being a 100% Editor but, due to family crises and holiday, I've been away 12 weeks this year so far in Switzerland, Italy, Corfu and Spain and over the next few weeks will be in Barbados, Spain and Switzerland again. I usually manage to respond to emails but routine website updates are normally delayed by at least a week.
3. Key Indicators are showing a bit of a downward trend but I cannot see any specific underlying cause.
4. Due to funding cuts, Suffolk County Council have decided they will no longer support 'onesuffolk' which is what we use to host Debenham and Neighbourhood Plan websites. They have handed over control to Community Action Suffolk (CAS) who will provide the hosting and support. In accordance with the DPC decision, I have moved 'debenham' to CAS. Am still unsure about 'debenhamnp'. The deadline is 1 Nov unless I request otherwise.
5. 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.

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.