



Debenham web site report for Jan 17 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 | 121K | 122K | 123K | | |
| | 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 | 1,321 | 1,174 | 1,218 | | |
| | 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 | 44 | 38 | 39 | | |
| | 55 | 51 | 53 | 57 | 55 | 46 | 56 | 54 | 41 | 61 | 58 | 54 |
| Visitors - Total | 60K | 61K | 62K | 63K | 64K | 65K | 66K | 67K | 68K | 69K | | |
| | 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 | 882 | 823 | 888 | | |
| | 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 | 29 | 27 | 29 | | |
| | 35 | 35 | 36 | 37 | 33 | 30 | 33 | 34 | 30 | 38 | 40 | 35 |
| Total countries | 132 | 132 | 132 | 132 | 134 | 135 | 135 | 135 | 135 | 136 | | |
| | 122 | 124 | 124 | 125 | 127 | 128 | 129 | 129 | 129 | 130 | 130 | 132 |
| Website updates | 26 | 25 | 10 | 22 | 23 | 18 | 22 | 18 | 13 | 13 | | |
| | 27 | 18 | 21 | 28 | 32 | 19 | 30 | 27 | 18 | 37 | 20 | 34 |
| Email Alert Service | 115 | 115 | 115 | 115 | 116 | 116 | 116 | 116 | 116 | 116 | | |
| | 140 | 140 | 140 | 115 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| Google ranking | 4 | 4 | 5 | 5 | 5 | 6 | 10 | 6 | 6 | 6 | | |
| | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 4 | 3 |
| Business Advertisers | 120 | 121 | 122 | 122 | 122 | 125 | 127 | 128 | 130 | 131 | | |
| | 123 | 124 | 125 | 122 | 123 | 123 | 122 | 122 | 125 | 126 | 126 | 120 |
| Twitter followers | 246 | 255 | 256 | 259 | 259 | 264 | 274 | 276 | 285 | 287 | | |
| | 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 | 60 | 69 | 79 | | |
| | 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. Not too many recently but no obvious reason.
2. My thanks to Kathie Guthrie who tried valiantly to sort out the mess that is MSDC website. Alas, I can't update Debenham residents with the new brown bin collection dates. And all District Councillor details are still missing by virtue of a missing page which still hasn't been fixed.

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.