



Debenham web site report for **Sep 17** www.debenham.onesuffolk.net

Key Indicators (Greyed out cells are 16/17 stats for comparison)

Item	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Pageviews - Total	127K	128K	129K		131K	132K						
	110K	112K	113K	115K	117K	118K	119K	121K	122K	123K	124K	126K
Pageviews - Month	1,121	1,084	1,013		1,050	998						
	1,465	1,612	1,518	1,587	1,505	1,171	1,276	1,321	1,174	1,218	1,280	1,218
Pageviews - Daily ave	37	35	34		34	33						
	49	52	51	51	49	39	41	44	38	39	46	39
Visitors - Total	71K	72K	73K		75K	76K						
	60K	61K	62K	63K	64K	65K	66K	67K	68K	69K	70K	71K
Visitors - Month	820	831	745		809	730						
	969	1,103	1,101	1,029	1,049	882	895	882	823	888	904	880
Visitors - Daily ave	27	27	25		26	24						
	32	36	37	33	34	29	29	29	27	29	32	28
Total countries	136	137	137		137	138						
	132	132	132	132	134	135	135	135	135	136	136	136
Website updates	20	15	10		20	14						
	26	25	10	22	23	18	22	18	13	13	23	17
Email Alert Service	116	116	116		116	116						
	115	115	115	115	116	116	116	116	116	116	116	116
Google ranking	3	1	5		9	5						
	4	4	5	5	5	6	10	6	6	6	7	N/A
Business Advertisers	129	123	123		123	123						
	120	121	122	122	122	125	127	128	130	131	131	129
Twitter followers	300	300	307		314	314						
	246	255	256	259	259	264	274	276	285	287	292	292
Facebook members	103	108	109		131	140						
	n/a	n/a	n/a	n/a	32	40	50	60	69	79	86	86

Highlights this period

1. BAU updates.
2. There appears to be a slow downward trend in visitors to the website over the past 12-18 months. The only explanation I can offer is that more and more people are using social media as their primary source of news.
3. Just a reminder that I have been Editor for over 10 years and been thinking that it may be time to look for a new Editor who could bring fresh ideas to this important facility.

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.