

Debenham web site report for Mar 09

Key Indicators Greyed out rows are 07/08 figures for year-on-year comparison

Item	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Traffic	29K	27K	28K	31K	31K	35K	41K	49K	60K	63K	48K	150K
	18K	19K	21K	26K	20K	21K	24K	25K	26K	23K	21K	22K
Ave session time (secs)	73	82	145	178	229	212	214	172	139	214	241	304
	35	35	NA	NA	44	57	42	52	57	67	69	50
Visitors > 1 min	1620	1829	2554	2832	2882	2420	3615	4912	4187	5476	4057	2601
	1098	1104	1253	1422	1108	1351	1366	1459	1690	1660	1362	1383
Updates	28	16	19	11	9	43	24	19	18	32	28	38
	n/a	n/a	n/a	n/a	35	25	24	21	9	10	18	22
Advertisers	22	22	24	26	22	22	23	23	23	22	22	22
	23	25	24	22	20	21	21	22	23	23	23	23
Last monthly poll	14	28	10	8	10	10	13	13	31	66	109	122
	N/A	144	25	28	n/a	n/a	84	n/a	39	n/a	n/a	23
Revenue (£)												
YTD received	45	45	165	325	325	395	462	462	462	482	482	552
YTD gained	0	0	0	60	60	130	130	134	134	134	134	149
YTD lost	3	7	12	18	38	47	47	47	52	319	319	640
08/09 forecast	1081	1077	1072	1126	1106	1161	1161	1161	1165	898	898	583

Note: The small difference between Revenue Forecast and Revenue Received is down to awaiting cheque from Google which only gets sent when revenue since last cheque exceeds \$100.

Highlights this period

1. BAU invoicing and content update.
2. Still an ongoing technical problem with spamming – various solutions are still being discussed with UK Hosts but removal of this spam is proving very time consuming. This has been ongoing for a long time – however, in my judgement, handling the pain of removing the spam is better than removing the facility which is proving very useful
3. I regret to announce that, at end fiscal 08/09, my target revenue of **£1,100** has not been met. Outturn is confirmed at just **£583**. Primary cause was the loss of the two main sponsors (amounting to **£550**) who have only recently pulled out leaving insufficient time to find replacement sponsors before year end. However, 10 invitations to sponsor have so far been sent out albeit the silence is deafening. I can offset this against exceeding the target forecast in 07/08 by **£289** but the fact remains that I have failed to achieve the target set by the Parish Council. I will, of course, offer the Chairman my resignation.
4. Google revenue has also been in slow decline from an average £12pm down to around £5pm, albeit some of this is offset as we are paid in US \$ so recent currency fluctuations work in our favour
5. A broader set of advertising options have been published this month – this seeks to offer different packages to meet different needs.
6. We have also seen a bit of an upsurge in the placing of free Local Ads – no particular reason detectable.

I would like to pay tribute to **Suzie Morley**, sub-editor of the Family History site. This has grown from strength to strength. More and more Surname Interests are being added so researchers around the world with an interest in Debenham can now contact others with a similar interest. Suzie has also launched an online shop for the purchase of family history related publications. WELL DONE.

Outlook for next period

1. BAU invoicing, content update and monitoring (spam removal)
2. Actively target potential sponsors
3. As part of the original Phase 3 Action Plan, send out advertising invitations to ~100 local businesses offering them the broader set of options now available.
4. **New polling question required** as the existing one expired 28 Feb. Any ideas – and getting more urgent?

Barry Woods, Editor