

Debenham web site report for Mar 10

Key Indicators Greyed out rows are 08/09 figures for year-on-year comparison

Item	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Traffic	78K	79K	141K	199K	182K	194K	232K	296K	319K	228K	197K	257K
	29K	27K	28K	31K	31K	35K	41K	49K	60K	63K	48K	150K
Ave session time (secs)	342	290	293	255	280	263	298	247	194	292	322	260
	73	82	145	178	229	212	214	172	139	214	241	304
Visitors > 1 min	1846	1774	2232	2256	2022	2067	2434	2214	2069	1880	1721	2086
	1620	1829	2554	2832	2882	2420	3615	4912	4187	5476	4057	2601
Updates	31	30	40	26	16	25	32	34	22	41	39	42
	28	16	19	11	9	43	24	19	18	32	28	38
Advertisers	21	21	21	21	20	20	20	23	23	23	25	25
	22	22	24	26	22	22	23	23	23	22	22	22
Email Subscribers	na	na	na	na	na	na	72	77	78	79	79	79
	na	na	na	na	na	na	na	na	na	na	na	na
Revenue (£)												
YTD received	0	0	185	210	210	210	280	310	365	365	693	693
YTD gained	0	0	40	50	50	50	70	145	160	160	278	278
YTD lost	0	0	15	15	15	15	85	85	120	120	120	120
09/10 forecast	557	557	595	605	570	570	555	630	605	605	723	723

Highlights this period

1. BAU invoicing and content update
2. Revenue generation for end fiscal 09/10 out turned at **£723** – a net gain of **£158** over the previous year. But it remains lower than some previous years mainly due to the lack of 'big' sponsors who would each be worth £300pa. The new advertising options launched last year seem to be working well – in particular, the short term front page sponsorship. During the year, about 120 companies were targeted with literature inviting them to advertise but overall response was disappointing – there being only a net gain of 3 advertisers.
3. Two new features have been launched this month. A web page containing details of meeting venues with contact details – this was in response to a request from a web site visitor.
4. Also in response to a request, I have launched a web page enabling Jobs Wanted and Offered to be listed. So far, one Job Wanted ad has been received. I will continue to launch new features in response to suggestions in order to make the web site as comprehensive as possible too meet community needs.
5. In response to another request, Debenham LC FC (The Hornets) now has a short cut icon on the front page to help in their fund raising efforts. Doubtless others will follow
6. It should be noted that, although the Skatepark web site is hosted on the same site, I have undertaken to provide them with technical support and updates as an individual – not as the Debenham web site Editor.
7. I have continued to use the web site to publicise 'public notices' – e.g. virus alerts, MSDC and SCC initiatives etc but only as transient News Items. I believe we should possibly have a permanent 'public notices' page and shortcut icon where these can be retained until their sell-by date.
8. Polling question extended to 30 April – another one required??

Outlook for next period

1. BAU invoicing, content update and monitoring (spam removal)
2. Launch a 'public notices' page
3. Continue to seek additional advertising
4. Launch a new page for Mid Suffolk Video Camera Club
5. Produce a report for the Annual Parish Meeting

Barry Woods, Editor