

Debenham web site report for Jul 09

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								
	29K	27K	28K	31K	31K	35K	41K	49K	60K	63K	48K	150K
Ave session time (secs)	342	290	293	255								
	73	82	145	178	229	212	214	172	139	214	241	304
Visitors > 1 min	1846	1774	2232	2256								
	1620	1829	2554	2832	2882	2420	3615	4912	4187	5476	4057	2601
Updates	31	30	40	26								
	28	16	19	11	9	43	24	19	18	32	28	38
Advertisers	21	21	21	21								
	22	22	24	26	22	22	23	23	23	22	22	22
Revenue (£)												
YTD received	0	0	185	210	0	0	0	0	0	0	0	0
YTD gained	0	0	40	50	0	0	0	0	0	0	0	0
YTD lost	0	0	15	15	0	0	0	0	0	0	0	0
09/10 forecast	557	557	595	605	557	557	557	557	557	557	557	557

Highlights this period

1. BAU invoicing and content update.
2. Spamming issue – still ongoing – no solution in sight. Spam is being removed as fast as possible (it's a laborious manual task) – but some instances may just slip through. No progress
3. No new advertisers attracted this month. Another tranche of prospects will be sent out in Sep (avoided Aug as the holiday month)
4. Away on holiday for 10 days
5. **Polling question expired 31 Jul – new one required**

Outlook for next period

1. BAU invoicing, content update and monitoring (spam removal)
2. Test new News Item application from UK Hosts and decide on go/nogo – ongoing but not looking good. Poor response from UK Hosts
3. Send out an additional tranche of invitations to advertise

Barry Woods, Editor