

## Debenham web site report for Jan 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		
	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		
	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		
	1620	1829	2554	2832	2882	2420	3615	4912	4187	5476	4057	2601
Updates	31	30	40	26	16	25	32	34	22	41		
	28	16	19	11	9	43	24	19	18	32	28	38
Advertisers	21	21	21	21	20	20	20	23	23	23		
	22	22	24	26	22	22	23	23	23	22	22	22
Email Subscribers	na	na	na	na	na	na	72	77	78	79		
	na	na	na	na	na	na	na	na	na	na	na	na
<b>Revenue (£)</b>												
YTD received	0	0	185	210	210	210	280	310	365	365	0	0
YTD gained	0	0	40	50	50	50	70	145	160	160	0	0
YTD lost	0	0	15	15	15	15	85	85	120	120	0	0
09/10 forecast	557	557	595	605	570	570	555	630	605	605	0	0

### Highlights this period

1. BAU invoicing and content update
2. Increasing revenue through advertising remains a problem. The recession seems to have had two effects
  - a. Advertising budgets have been slashed and less advertisers are either taking out an advert or not renewing
  - b. Skilled craftsmen (plumbers, electricians, carpenters etc) are cancelling their adverts as they have too much work to do!
3. I will continue to seek further advertising – but this is a 'heads up' that the signs are not good and forecast outturn for 09/10 is the best I can foresee – but could be less
4. There has been no progress on the continuing problem of 'spamming'. Suggestions to/from UK Hosts are not bearing fruit – their response remains poor.
5. New polling question and related news item added requesting feedback on public transport to/from Debenham. Very little response so far.
6. The previous polling question re Skatepark broke three web site records – highest number of votes in the shortest time with the highest number of feedback comments. It is nice to see that this facility has been used to trigger positive activity. DPC should regard this activity as a 'job well done'!
7. Monthly updates have hit a record high – and the front page is running out of space for all the events being publicised! The web site is getting more and more useage and I believe it to be providing a valuable communications resource to the community
8. A previous issue around publishing the Parish Mag (including advertisers) on the web site appears to have dropped off the PC radar. Has this been resolved?? A similar request has been received to distribute TOGETHER magazine – currently ongoing
9. I am also Editor of the Occold web site and, for some time now, I have been cross-promoting events – hopefully to the benefit of both communities

### Outlook for next period

1. BAU invoicing, content update and monitoring (spam removal)
2. Identify web site improvements for a 6<sup>th</sup> form sub-editor - ongoing
3. Continue to seek additional prospects for further advertising

**Barry Woods, Editor**