

Debenham web site report for Dec 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 | 182K | 194K | 232K | 296K | 319K | | | |
| | 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 | | | |
| | 73 | 82 | 145 | 178 | 229 | 212 | 214 | 172 | 139 | 214 | 241 | 304 |
| Visitors > 1 min | 1846 | 1774 | 2232 | 2256 | 2022 | 2067 | 2434 | 2214 | 2069 | | | |
| | 1620 | 1829 | 2554 | 2832 | 2882 | 2420 | 3615 | 4912 | 4187 | 5476 | 4057 | 2601 |
| Updates | 31 | 30 | 40 | 26 | 16 | 25 | 32 | 34 | 22 | | | |
| | 28 | 16 | 19 | 11 | 9 | 43 | 24 | 19 | 18 | 32 | 28 | 38 |
| Advertisers | 21 | 21 | 21 | 21 | 20 | 20 | 20 | 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 | | | |
| | na | na | na | na | na | na | na | na | na | na | na | na |
| Revenue (£) | | | | | | | | | | | | |
| YTD received | 0 | 0 | 185 | 210 | 210 | 210 | 280 | 310 | 365 | 0 | 0 | 0 |
| YTD gained | 0 | 0 | 40 | 50 | 50 | 50 | 70 | 145 | 160 | 0 | 0 | 0 |
| YTD lost | 0 | 0 | 15 | 15 | 15 | 15 | 85 | 85 | 120 | 0 | 0 | 0 |
| 09/10 forecast | 557 | 557 | 595 | 605 | 570 | 570 | 555 | 630 | 605 | 0 | 0 | 0 |

Highlights this period

1. BAU invoicing and content update
2. Three new advertisers have gone 'live'
3. The ongoing saga of spammers continues with no response from UK Hosts as to how it can be resolved. I am still spending time removing unwanted spam – but have deleted a lot of the News Items which invite comment – hence the problem has been reduced – albeit not eliminated.
4. My recent '1 mon' advert sponsorship on the front page has led to ONE advertiser taking out a 1 mon sponsorship – albeit development effort was required to finalise the ad.
5. Also, a potential sponsor for 6 months at a reduced rate of £15pm. Development is in progress and will be reported next month
6. New polling question added – Does Debenham need a new or improved skate park? This was extended to 31 Jan 10 – terrific response received but is now dropping off – so a new question might be in order.
7. I have had an offer of web site design assistance from a 6th form student keen to get involved in community activity. Currently in discussion with him as to where his talents might best be used to improve the web site
8. The Debenham web site has attracted the interest of a nearby parish council – who would like to emulate what we are doing. I have been in discussion with them – but most likely outcome is all I can offer is technical advice.
9. The web site has been used to publicise SCC and MSDC advice etc during the recent freeze – updates have been made in a timely manner
10. The Growing Greener and Home Grown updates have been pulled together into a single Hot Topic
11. 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??

Outlook for next period

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

Barry Woods, Editor