

Debenham web site report for Jun 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									
	29K	27K	28K	31K	31K	35K	41K	49K	60K	63K	48K	150K
Ave session time (secs)	342	290	293									
	73	82	145	178	229	212	214	172	139	214	241	304
Visitors > 1 min	1846	1774	2232									
	1620	1829	2554	2832	2882	2420	3615	4912	4187	5476	4057	2601
Updates	31	30	40									
	28	16	19	11	9	43	24	19	18	32	28	38
Advertisers	21	21	21									
	22	22	24	26	22	22	23	23	23	22	22	22
Revenue (£)												
YTD received	0	0	185	0	0	0	0	0	0	0	0	0
YTD gained	0	0	40		0	0	0	0	0	0	0	0
YTD lost	0	0	15	0	0	0	0	0	0	0	0	0
09/10 forecast	557	557	595	557	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
3. Advertiser renewals sent out – slow coming back – some companies are obviously cutting back on their advertising budgets in times of recession
4. Invitations to advertise have been sent out – so far with not very much response. In all, 100 will be sent but in small batches to avoid overload if new adverts have to be designed. A copy of the document describing the new advertising options is attached for interest – and may be useable if you know of any potential advertiser
5. There has been a bigger response to the Polling Question than is normally the case

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
3. Continue to actively target potential sponsors
4. Send out an additional tranche of invitations to advertise

Barry Woods, Editor

Note: I will be out of the country from 21-29 Jul with only limited access to email. I will deal with any issues on my return.