

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

Highlights this period

1. BAU invoicing and content update.
2. UK Hosts have released a new application which the Editor has tested. Currently, it does not resolve the problem as there is no comment facility available. UK Hosts are looking at the possibility of designing a news/blog type application – so this and the associated spamming remains a major issue.
3. New polling question added and associated News Item inviting comment
4. The issues around the green area near Lock Close have been brought together under a single Topic heading. The level of abusive and personal comments being made (whilst indicating the strength of local feeling) has been deemed inappropriate so the facility has been removed. In addition, attempts to publish an event deemed by me as 'an incitement to riot' has NOT been published – and has also been referred to the police
5. Efforts to find one or more new web site sponsors has so far failed – any personal contacts that could be translated into sponsorship would be welcome!!

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. Produce document describing new advertising options, build list of potential prospects and mail shot

Barry Woods, Editor