

Debenham web site report for May 10

Key Indicators Greyed out rows are 09/10 figures for year-on-year comparison

| Item | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
|-------------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| Traffic | 223K | 262K | | | | | | | | | | |
| | 78K | 79K | 141K | 199K | 182K | 194K | 232K | 296K | 319K | 228K | 197K | 257K |
| Ave session time (secs) | 273 | 323 | | | | | | | | | | |
| | 342 | 290 | 293 | 255 | 280 | 263 | 298 | 247 | 194 | 292 | 322 | 260 |
| Visitors > 1 min | 1974 | 2439 | | | | | | | | | | |
| | 1846 | 1774 | 2232 | 2256 | 2022 | 2067 | 2434 | 2214 | 2069 | 1880 | 1721 | 2086 |
| Updates | 30 | 26 | | | | | | | | | | |
| | 31 | 30 | 40 | 26 | 16 | 25 | 32 | 34 | 22 | 41 | 39 | 42 |
| Advertisers | 25 | 27 | | | | | | | | | | |
| | 21 | 21 | 21 | 21 | 20 | 20 | 20 | 23 | 23 | 23 | 25 | 25 |
| Email Subscribers | 83 | 84 | | | | | | | | | | |
| | na | na | na | na | na | na | 72 | 77 | 78 | 79 | 79 | 79 |
| Revenue (£) | | | | | | | | | | | | |
| YTD received | 0 | 35 | | | | | | | | | | |
| YTD gained | 0 | 35 | | | | | | | | | | |
| YTD lost | 0 | 0 | | | | | | | | | | |
| 10/11 forecast | 703 | 738 | | | | | | | | | | |

Highlights this period

1. BAU invoicing and content update
2. One new advertiser obtained - £20 for a one month front page sponsorship plus £15 for annual text insert
3. Key indicators generally show a continuing upward trend
4. Some emails received do not lead to web site updates but are requesting information. These are either answered or forwarded to someone who can possibly respond. Most relate to events which are not advertised – hence I will put out an appeal for all event organisers to publicise their events. The others relate to Debenhams Dept Store – so I cheekily sent them a request for £300 sponsorship!! They didn't say no as yet – but said I had to draft up a proposal in writing – which I will do.
5. Spam updates continue to be received and time is spent removing them. Suggestions to alleviate the problem to UK Hosts is receiving little response
6. I was out of the country for 1 week – updates were done the day after my return

Outlook for next period

1. BAU invoicing, content update and monitoring (spam removal)
2. Continue to seek additional advertising. In particular, front page sponsorship from Debenham Stores
3. Launch a new page for Mid Suffolk Video Camera Club (if still required) – no progress as yet

Barry Woods, Editor