

Debenham web site report for Feb 09

Key Indicators Greyed out rows are 07/08 figures for year-on-year comparison

Item	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Traffic	29K	27K	28K	31K	31K	35K	41K	49K	60K	63K	48K	
	18K	19K	21K	26K	20K	21K	24K	25K	26K	23K	21K	22K
Ave session time (secs)	73	82	145	178	229	212	214	172	139	214	241	
	35	35	NA	NA	44	57	42	52	57	67	69	50
Visitors > 1 min	1620	1829	2554	2832	2882	2420	3615	4912	4187	5476	4057	
	1098	1104	1253	1422	1108	1351	1366	1459	1690	1660	1362	1383
Updates	28	16	19	11	9	43	24	19	18	32	28	
	n/a	n/a	n/a	n/a	35	25	24	21	9	10	18	22
Advertisers	22	22	24	26	22	22	23	23	23	22	22	
	23	25	24	22	20	21	21	22	23	23	23	23
Last monthly poll	14	28	10	8	10	10	13	13	31	66	109	
	N/A	144	25	28	n/a	n/a	84	n/a	39	n/a	n/a	23
Revenue (£)												
YTD received	45	45	165	325	325	395	462	462	462	482	482	
YTD gained	0	0	0	60	60	130	130	134	134	134	134	
YTD lost	3	7	12	18	38	47	47	47	52	319	319	
08/09 forecast	1081	1077	1072	1126	1106	1161	1161	1161	1165	898	898	

Changes to Key Indicators

I have introduced a change to the Key Indicators which better reflects the web site activity as it is today – I hope you all agree

1. The number of **Notification Email** subscribers has been removed. No new ones have subscribed in the past 12 months – I believe because the web site is being updated on an almost daily basis so there is no further value being added by retaining this facility.
2. It has been replaced by **Updates**. Each time the web site is updated, it is nearly (but not always) accompanied by a related Latest News item since this feature was introduced in Aug 08. Thus, this indicator provides a measure of how many updates are being made on a monthly basis and provides a measure of the amount of content updates being made. Previously, this would have been 1 or 2 per month, hence the past need for the email notification.

Highlights this period

1. BAU invoicing and content update.
2. Still an ongoing technical problem with spamming – various solutions are still being discussed with UK Hosts but removal of this spam is proving very time consuming
3. **Outturn warning** – This remains in force since last month. Worse still, the only remaining sponsor has not responded since January in spite of repeated contacts being made. Thus, it is highly likely we will lose an additional £300 – not yet reflected in the forecast outturn. Attempts to find new sponsors are ongoing but it is looking increasingly unlikely that this will materialise before end fiscal 08/09. I'm not sure what happens then – does the Parish Council put the Editor in ye olde stocks and furnish ye parishioners with rotten tomatoes!!!! Next PC surgery might be a jolly good opportunity – charge £1 per tomato and raise some dosh. I'm up for it!!

Outlook for next period

1. BAU invoicing, content update and monitoring (spam removal)
2. Actively target potential sponsors and new advertisers
3. **New polling question required** as the existing one expired 28 Feb. Any ideas?