

Debenham web site report for Sep 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						
	29K	27K	28K	31K	31K	35K	41K	49K	60K	63K	48K	150K
Ave session time (secs)	342	290	293	255	280	263						
	73	82	145	178	229	212	214	172	139	214	241	304
Visitors > 1 min	1846	1774	2232	2256	2022	2067						
	1620	1829	2554	2832	2882	2420	3615	4912	4187	5476	4057	2601
Updates	31	30	40	26	16	25						
	28	16	19	11	9	43	24	19	18	32	28	38
Advertisers	21	21	21	21	20	20						
	22	22	24	26	22	22	23	23	23	22	22	22
Revenue (£)												
YTD received	0	0	185	210	210	210	0	0	0	0	0	0
YTD gained	0	0	40	50	50	50	0	0	0	0	0	0
YTD lost	0	0	15	15	15	15	0	0	0	0	0	0
09/10 forecast	557	557	595	605	570	570	0	0	0	0	0	0

Highlights this period

1. BAU invoicing and content update.
2. Spamming issue – still ongoing – no solution in sight. UK Hosts response is far from satisfactory – to be followed up. No progress to date. Spam is being removed as fast as possible (it's a laborious manual task) – but some instances may just slip through.
3. Proactively looking for new advertisers – but so far with no success.
4. **To note that that there is a proposal to persuade PCC to make a PDF copy of the Parish Magazine available on the Debenham web site. I fully support the idea of making the text available – but they propose to include their adverts as well. There is an overlap between magazine and web site advertisers – publishing the ads would compromise our revenue stream which could lead to a rise in the Parish precept. Lynne has been informed and will probably raise it as an issue at the next PC meeting**
5. **Polling question expired 31 Jul – new one required**

Outlook for next period

1. BAU invoicing, content update and monitoring (spam removal)
2. Send out a further tranche of invitations to advertise – not been very successful so far

Barry Woods, Editor