The Slingsby Website and Newsletter Group AGM

Webmaster's Report: November 2013

General information

The Slingsby website went live online on March 1ˢᵗ 2011, and has had over 94,000 page views since the launch. This year has seen the website become firmly established online. A homepage, with a dynamic recent post feature, acts as an introductory page with information about the village, the role and features of the website, and admin contact details. Other areas of the website are accessible via the website drop-down menu.

WordPress

A PHP/MySQL powered, open source content management system (CMS) called WordPress continues to power the website and continues to perform exceptionally well.

The website has had a number of important technical upgrades over the past twelve months which had added new and improved functionality to the site. Additions have included better revisions/auto saving of posts/pages, an improved media uploader and the most recent update in 3.7 allows auto updating of the WordPress software itself.

The Slingsby Village website currently uses 32 plugins (Nov 2012 -28 plugins) that power the events calendar, recent posts, site security, link checking and photo gallery systems.

The website currently has 399 posts and 48 pages. (Nov 2012 - 262 posts and 43 pages)

The website is currently running WordPress 3.7.1 with a new update (3.8) due on December 12ᵗʰ that will include various changes to the dashboard user interface (UI).

Website Usage

The website has had a total of 94,618 page views (21/11/13) since the launch.
The average number of daily page views is currently 127. (Nov 2012: 99)
Current figure for 2013 usage is 41,108 page views (Nov 2012 - 32,172)
Over a 10 month period from January to November 2013 web traffic has increased by 21%
Increases in traffic due to regular posting, good content and high ranking on Google etc..

The highest number of page views in a day was 646 on May 5th .
The monthly page view figure remained above 4000 from May (2013 high point - 5474) through to September, with the figure going down to over around 3500 for all other months except December and January (3000 or less).

Visitors to the website continue to be mainly from the UK but we also have many visitors from over 90 countries. The website is viewed on a variety of devices with a growing number of visitors viewing the site on tablet computers (10%) and mobile phones (6%)

Website Hosting

Bandwidth usage is around 36% each month - Up 12% on 2012
Amount of server space used - 30% - Up 8% on 2012
Server Up time is 99.72% - 0.24% drop - server maintenance impacted on this figure
Site response time | Average: 663ms | Slowest 1337 ms | Fastest 321ms

Search Engines

The website ranks high on the major and smaller search engines and is now firmly established online. Search engines provide the bulk of the visits. The percent of traffic from the big search engines is as follows - Google (87%), Bing (6%), Yahoo (4%) Others (3%)

The website is ranked third in Google when the search term 'slingsby' is used and first with the term 'slingsby village'. Search engine ranking is excellent.

The website's regular updates and diverse range of content, plus a good range of links to and from the website, continue to help us rank high in the search engine results.

Additional websites

Alongside slingsbyvillage.co.uk there are three other main satellite websites:-

twitter.com/slingsbyvillage - the Twitter page continues to provide excellent promotional and syndication services to the website. The current number of followers comes to 643 (2012 - 415). Current number of tweets: 2347 (November 2012: 1413). Summary cards that provide extra details about linked posts from the website have been added recently.

Facebook.com/slingsbyvillage – A new addition to Slingsby's social media, the village Facebook page launched in March 2013, currently has 61 fans/likes and provides news from the linked website as well as other news updates, photos and links.

flickr.com/photos/slingsby_village - This website is an online archive for photography from around the Parish. This site hasn't been used as much as it should over the past year, however, Colin Douthwaite has kindly volunteered to shoot and add some of his images, shot around the parish, to the Flickr site over the coming year.

A Wikipedia entry for Slingsby continues to bring viewers to the website. This web page has been extensively developed during 2013 by a separate Wikipedia based group (the Yorkshire Wiki project) needing no further input from the website team.

Email Systems

The Googlemail (Gmail) E-mail system continues to perform well, giving website e-mail communication access to all website staff. E-mail upgrades were made over the year.

Technical Issues

No serious or critical technical issues have been encountered over the last year.

The website theme/design will be upgraded in the next couple of months.

The WordPress.com based admin training/support website continues to be a great asset for support, testing and training. A number of functions on the village website are powered by the training site account (stats, comments and more), however, the core purpose of the training website is to familiarize users with publishing and using the content management system (CMS). It also provides a preview of future developments to the software.

Richard Flint – Webmaster
21st November 2013