

## **The Slingsby Website and Newsletter Group AGM**

### **Webmaster's Report: November 2016**

#### **General information**

The Slingsby website went live online on March 1<sup>st</sup> 2011 and has had over 225,500 page views since the launch. The homepage, with a recent posts display feature, acts as an introductory page with information about the village, the role and features of the website, and admin contact details.

2015 was a record year for the village website with the largest number of visitors visiting the website. 2016 has seen a drop in figures of 11% so far, however, compared with a more standard viewing year (2013/2014) the viewing decrease stands at 5%.

#### **WordPress**

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

The website continues to receive important technical upgrades to the WordPress and server software adding new and improved functionality to the website. It is currently running WordPress 4.6.1 with a new update (4.7) due in early December.

The Slingsby Village website currently uses 35 plugins (Nov 2015 – 35 plugins) that power the recent posts, comments, security, link checking and other systems.

The website currently has 916 posts and 66 pages. (Nov 2015 - 699 posts and 59 pages)

#### **Website Usage**

The website has had over 225,500 page views (22/11/16) since the launch. The average number of daily page views is currently 117. (Total 2015: 127) Current figure for 2016 usage is 38,038 page views (2015 total – 46,421) Estimated end usage for 2016 is approx 41,000+. Previous highest figure was 2015: 46,421. Over a 10 month period from January to November 2016 web traffic has decreased by 11%.

The highest number of page views in a day remains 870 on May 5<sup>th</sup> 2015 (previous record - 646: 2013) . The highest month was May this year with 5540 (2015 high point - 6432) . The monthly page view figure remained above 3500 from March through to September. The remaining months are expected to be approx 2500-3000 views.

Visitors to the website continue to be mainly UK based but the site receives views from over 90 countries. The website is viewed on a broad range of devices with a growing number of visitors viewing the site on tablet computers and mobile phones.

Website Email subscribers: 65.

Slingsby Website RSS feed subscribers: 14

#### **Website Hosting**

Bandwidth usage is approximately 24% each month (40Gb capacity)  
Amount of server space used - 44% (874M / 2000M)  
Server Up time is 99.71%

## **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 (85.6%), Bing (8.3%), Yahoo (2.8%) Others (3.3%). No significant change from 2015.

No significant changes to Search engine ranking which remains excellent.

The website's regular new 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 991 (2015 - 895). Current number of tweets: 4544 (November 2015: 4544 ).

**Facebook.com/slingsbyvillage** – The village Facebook page launched in March 2013, currently has 231 fans/likes ( 166 – 2015) and provides news from the linked main website as well as other news updates, photos and links.

**flickr.com/photos/slingsby\_village** – The Flickr website is an superb online digital archive system for photography, video etc from around the Parish. Of all the sites we have, this one is the most underused by far with 1 terabyte of storage available.

## **Email Systems**

The Googlemail (Gmail) E-mail system continues to function well, providing village website e-mail communication access to all website staff.

## **Technical Issues**

No serious technical issues were encountered in 2016.

The events calendar was removed due to problems with the system. A new system is being developed using Google Calendar.

The WordPress.com based admin training/support website continues to be an excellent asset for support, testing and training. A number of functions on the village website are directly powered by the training site account via the Jetpack plugin (stats, comments, login security and social media sharing to name just a few), however, the core purpose of the training website is to familiarize users with publishing using the content management system (CMS). It also provides a preview of future developments to the software.

**Richard Flint – Webmaster  
22nd November 2016**