

The Slingsby Website and Newsletter Group AGM

Webmaster's Report: November 2017

General information

The Slingsby website went live online on March 1st 2011 and has had over 266,000 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.

A unplanned move to a new hosting server occurred in the middle part of the year due to increasing problems with the QiQ hosting. Improvements to the site include the addition of a new events calendar through to the implementation of a secured https domain address.

2017 saw the daily page views go to a record high of 1008 on 30th April during the May Day bank holiday weekend.

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 4.9 with a new update (5.0) due in first half of 2018.

The Slingsby Village website currently uses 36 plugins (Nov 2016 – 35 plugins) that power the recent posts, events calendar, comments, security, link checking and other systems.

The website currently has 1139 posts and 72 pages. (Nov 2016 - 916 posts and 66 pages)

Website Usage

The website has had over 266,500 page views (22/11/17) since the launch. The average number of daily page views is currently 114. (Total 2016: 114) Current figure for 2017 usage is 37,180 page views (2016 total – 41,647) Estimated end usage for 2017 is approx 41,000. Highest ever figure was 2015: 46,421.

The new record high number of page views in a day occurred 1008 on April 30th 2017 (previous record - 870: May 2015) . The highest month was April this year with 6462 (2016 high point - 5540). The monthly page view figure remains above 3500 from March through to September. The remaining months are expected to be approx 2000+ views.

Visitors to the website continue to be mainly UK based but the site receives views from 94 countries. United States, Russia and Australia follow the UK for most visits.

Website Email subscribers: 69

Slingsby Website RSS feed subscribers: 81

Website Hosting

Bandwidth usage is now irrelevant as bandwidth is not measured or restricted on the new server. 2016 - 24% each month (40Gb capacity)

Amount of server space used - 0.5% (935M / 200Gb) | 2016 - 44% (874M / 2Gb)

Server Up time is 99.99% (new server figure only)

Search Engines

The website ranks high on the major 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 (86%), Bing (9%), Yahoo (2%) Others (3%). No significant change from 2016 though improvements in Search engine ranking have occurred due to new encrypted https (green padlock) domain.

The website's regular news 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 two 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 1035 (991 - 2016). Current number of tweets: 7156 (November 2016: 6042).

Facebook.com/slingsbyvillage – The village Facebook page launched in March 2013, currently has 292 fans/likes (231 – 2016) and provides news from the linked main website as well as other news updates, photos and links.

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

The website encountered an increasing number of serious issues with the QiQ web hosting during the first six months of the year. After investigation, it was found to be due to the hosting company placing website limits on an under resourced server. A move to a new 1&1 server took place in the late summer and resolved all the issues.

The domain name was switched to using a secure encrypted https system (green padlock) providing a safer and more private experience for visitors and website editors.

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 2017**

