

The Slingsby Website and Newsletter Group AGM

Webmaster's Report: November 2018

General information

The Slingsby website went live online on March 1st 2011 and has received over 310,000 page views since the launch. Total visitor numbers since launch comes to 107,739.

This year has been one of the busiest for the village website with page view numbers remaining high throughout 2018. Security and the changes to a new post and page editor have been the key areas focused upon this year. Social media growth has also remained consistent in 2018 with follower engagement increasing noticeably - especially on topics such as local village events, crime and new housing. A dedicated social media editor, to monitor the social media pages, could really help encourage further growth.

2018 saw the monthly page view record go to 6479 during May 2018 helped by the large website traffic increase the site receives over 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 4.9.8 with version 5.0 arriving on or around the 27th November.

The Slingsby Village website currently uses 42 plugins (Nov 2017 – 36 plugins) that power the recent posts, events calendar, comments, security, link checking and other systems. 2018 saw increased plugin usage as the website added Gutenberg, General Data Protection Regulation (GDPR), anti spam and other extra security systems.

The website currently has 1308 posts and 74 pages. (Nov 2017 - 1139 posts and 72 pages). Website comments currently number 111

Website Usage

The website has had over 310,000 page views (22/11/18) since the launch in March 2011. The average number of daily page views is currently 127. (Total 2017: 109) Current figure for 2018 usage is 41,208 page views (2017 total – 37,180) Estimated end usage for 2018 is approximately 42,000 – 44,000. Revised due to visitor numbers slowing over November. Highest ever yearly total was 2015: 46,421.

The record high number of page views in a day remains 1008 on April 30th 2017 (previous record - 870: May 2015) . The highest month was May this year with 6479 (2015 high point - 6462). 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 95 countries. United States, Australia, Hong Kong, Spain, Canada, France, New Zealand and South Korea are the top eight countries for slingsbyvillage.co.uk non-UK based visitors.

Website Email subscribers: 72 | Slingsby Website RSS feed subscribers: 87

Website Hosting

The website continues to be hosted with 1&1. The main server is located in Berlin. The hosting service is maintained to a high standard providing excellent website speed, reliability and regular server maintenance updates. No issues encountered with the server during 2018. Up time is 99.92%

Bandwidth remains unlimited. Server load has been significantly reduced (39%) recently using Cloudflare data centres to deliver cached image files, PDFs etc.

Search Engines

The website ranks high on the major search engines and is firmly established online. Search engines provide the bulk of the visits. The percent of traffic from the big search engines is as follows - Google (92%), Bing (4%), Ask (1%) Others (3%). Improvements in search engine ranking have continued due to Google looking favourably on the secured https (green padlock) domain added in 2017.

The website also benefits from being mentioned and linked locally on several websites including:- *northyorkmoors.org.uk*, *howardianhills.org.uk*, *ryedale.co.uk*, *visitthirsk.org.uk*

Additional websites

Alongside *slingsbyvillage.co.uk* there are two other main social media websites:-

twitter.com/slingsbyvillage - the Twitter page launched in November 2010 and continues to provide an excellent promotional and distribution network for the website. The current number of followers comes to 1058 (1035 - 2017).

Current number of tweets: 8279 (November 2017: 7156).

[Facebook.com/slingsbyvillage](https://www.facebook.com/slingsbyvillage) – The village Facebook page launched in March 2013, currently has 344 total follows (292 – 2017) and provides news from the linked main website as well as other news updates, photos and links. Increasingly Facebook is becoming a focal point for discussion about specific village issues – new housing etc

Email Systems

The Googlemail (Gmail) E-mail system continues to function well, providing village website e-mail communication access to all website team members. The Gmail user interface was updated by Google over the summer. No problems encountered with the Email servers.

Technical Report

GUTENBERG

2018 has seen WordPress commence one of the biggest (and most controversial) changes in its fifteen year history. The introduction of a new block editor for WordPress – called Gutenberg – completes the first phase of changes starting with WordPress 5.0.

The WordPress 5.0 release will see the new editor become part of core (built into the software with the old editor removed) on November 27th after two years of development. The few years will see further refinement and expansion of Gutenberg into many other areas of WordPress such as page text layouts, navigation and widgets.

A test plugin version of Gutenberg was added to the village website over the summer to

start the transition process and make the move as easy as possible for the website team. Gutenberg has been the default editor on the village website since July 7th, however, the old editor will remain available (via a plugin) until the spring of 2019.

TRAINING

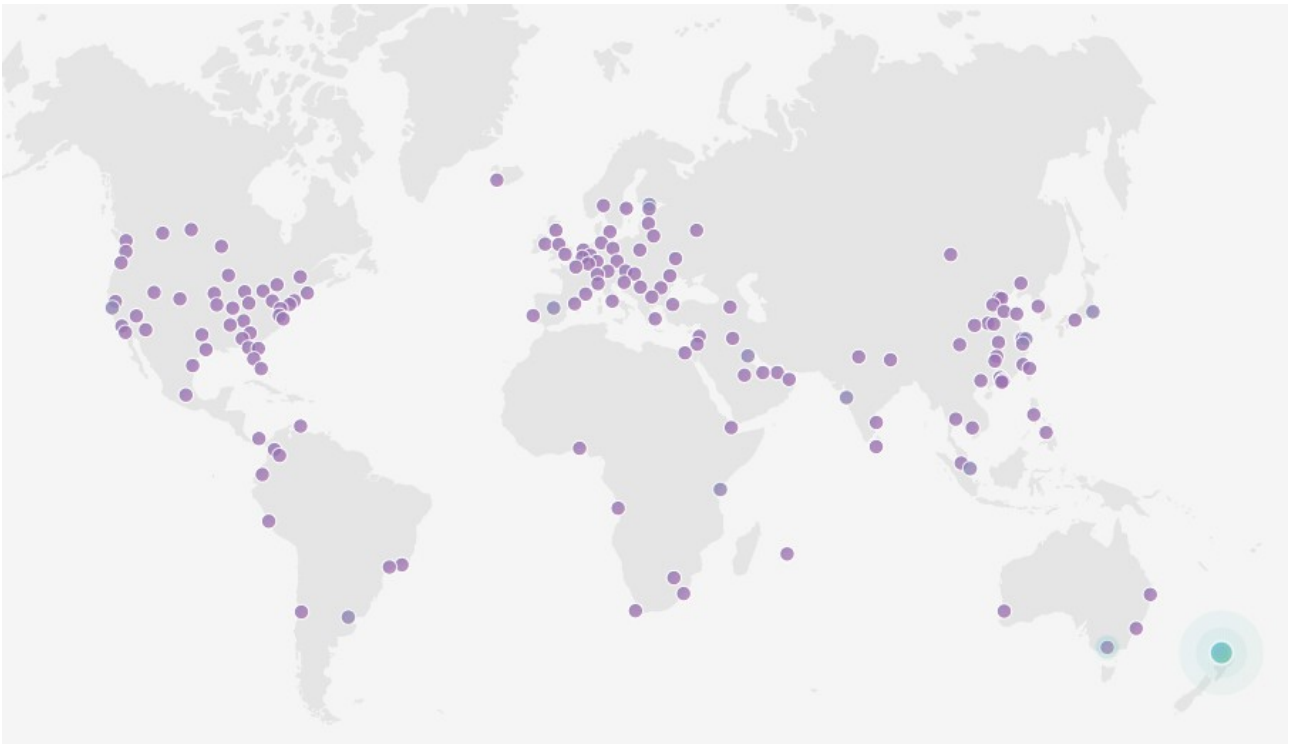
The WordPress.com based admin training/support website continues to be an excellent asset for support, testing and training. A number of functions on the village website are directly powered by the training site account via the Jetpack plugin (stats, comments, login security and social media sharing to name just a few.

A second testing website (thetestflight.co.uk) was established in April 2018 to run Gutenberg dev builds, beta versions of upcoming WordPress releases and also provide a platform to test posting layouts, plugins etc before they are applied to the village website.

SECURITY AND DISTRIBUTION

The website is now back under the protective umbrella of Cloudflare again after an eighteen month gap caused by a technical restriction on the new servers. The village website first started using the Cloudflare security and CDN service in 2012.

With 155 data centres located around the world, Cloudflare places the village website in a content distribution network (CDN) that delivers the website from servers located near the viewer rather than directly from the main server located in Berlin. This provides a big boost in delivery speeds - especially for image files and PDFs - to viewers wherever they live.



Random website fact – Most popular day and hour for viewing the village website is...

Monday at 3pm

**Richard Flint – Webmaster
22nd November 2018**