The Slingsby Website and Newsletter Group AGM

Webmaster's Report: January 2023

General information

The Slingsby website went live online on March 1st 2011 and has received over 473,723 page views since the launch. Total visitor numbers since launch comes to 161,841.

An average year for the website with regard to viewing results over the year. A number of technical issues caused problems with Facebook, Twitter and email subscribers not receiving new post updates. This issue is currently resolved.

Otherwise no serious problems for the website or social media sites this year. Growth on all accounts though there have been no comments added to the website since June 2021.

WordPress

A PHP/MySQL powered, open source content management system (CMS) called WordPress continues to power the website and performs 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 6.1.1 that released in mid November 2022.

The Slingsby Village website currently uses 37 plugins (2022 – 38 plugins) that power the recent posts, events calendar, comments, security, link checking and other systems. A number of plugins were replaced or removed in 2022 after being abandoned by their developers.

The website currently has 1914 posts and 80 pages. (2022 - 1806 posts and 80 pages). Website comments currently number 144 (2021 -144)

Website Usage Stats

The website has had over 473,749 page views (18/2/23) since the launch in March 2011. The average number of daily page views was 113. (Total 2021: 123)

The total page views for 2022 were 41,391.
The highest ever yearly total remains 2015 with 46,421.

The record high number of page views in a day was 1972 on June 26th 2021 (previous record - 1008: April 2017) . The highest month was May 2022 with 7524.

Website Email subscribers: 101 (2021: 92)

Visitors to the website continue to be mainly UK based but the site received views from 70 countries.

Website Hosting

The website continues to be hosted with IONOS. The website's server is located in Berlin. Up time is 99.99%.

The servers continue to be maintained to a high standard with regular software updates to

the PHP engine. A move up to PHP 8.1 did occur early in 2022 with the website benefiting from the upgrade with improved speed and security.

Bandwidth remains unlimited. Server load has been significantly reduced by around 35% by using Cloudflare data centres to deliver cached static files such as PDFs, images etc.

Search Engines and Links

The website ranks high on the major search engines and is firmly established online.

The website continues to benefit from being mentioned and linked locally on several websites including:- *northyorkmoors.org.uk, howardianhills.org.uk, ryedale.co.uk, visitthirsk.org.uk, coneysthorpevillagehall.uk, oxfordshakespeare.co*

Additional websites

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

twitter.com/slingsbyvillage - the Twitter page launched on 30th November 2010 and continues to provide an excellent resource for local news information as well as providing a promotional and distribution network for the website. The current number of followers comes to 1129 (2021 - 1123). Current number of tweets: 11,200.

Facebook.com/slingsbyvillage – The village Facebook page launched in March 2013, currently has 708 followers (525: 2021) and provides news from the linked main website as well as other news updates, photos and links.

The Facebook page has suffered from account connection issues during 2022. Posts from the website were not automatically posted onto the village Facebook page. This issue appeared to be server based but has been resolved.

instagram.com/slingsbyvillage – The village Instagram following has continued to grow over 2021. Currently the Instagram page has 30 images with 430 followers (2021 - 373).

Technical Report

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.

Many aspects of the website are powered by Jetpack including the website stats, visitor comments, login security, image loading optimizations and social media sharing.

Webmaster Role

Over the next year the plan is to move more of the day to day running of the website over to the website team. Support for serious or tricky technical issues will be available after 2023 should it be required.

Richard Flint – Webmaster
January 2023