

Pageant Website Report for 2008

Pageant Website size and structure

The overall structure of the site has remained the same since 2004. The number of pages is about the same as last year, with new pages balanced by a cull of old and no longer relevant news pages. We still aim to comply as closely as possible with the W3C specifications on accessibility.

Date	Real* web pages	PDF and Word docs	Video clips
31 December 2004	67	4	12
31 December 2005	98	8	12
31 December 2006	154	9	12
31 December 2007	195	9	12
31 December 2008	198	10	12

*pages available to general public through public links

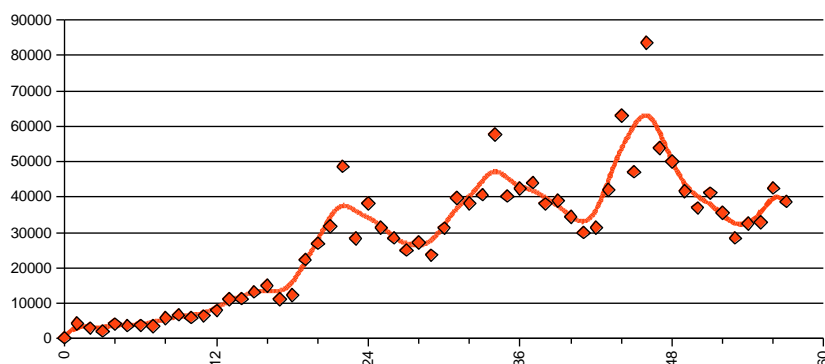
Search results and site ranking

In November 2008, Google had a 63% share of all searches in the USA, with Yahoo next at 20%. From past data, Google usually has a bigger share in the UK. So only Google needs to be considered when looking at search results etc. During 2008, the Pageant home page dropped its Google PageRank to 3, but is currently back up at 4. (See note at the end of this report) Our home page is still listed at No 1 using search terms 'gambia' 'education' and 'charity'. Our links page is the next one listed, now at 23rd place. This may reflect a change in the way Google ranks subsidiary pages.

Traffic to the site

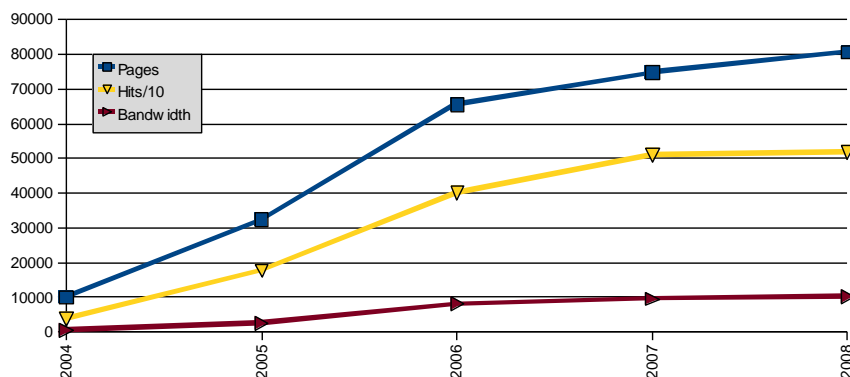
The cumulative graph below clearly shows the annual cycles of fluctuations in 'hits' on our website. The points are actual monthly figures and the solid line is a fitted polynomial spline curve.

Pageant website hits starting March 2004



Annual totals give a clearer view of the long term trends, with traffic still increasing, but the rate slowing. Perhaps we are approaching a plateau with no further significant increase in traffic. You can follow trends month by month from a link on the members page.

Pageant website - annual totals



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Page Statistics

Below is a list of the top 20 pages viewed during 2008. At the bottom end of the complete list are some 50 pages which were only viewed once. 20 of these have already been culled, and the remainder are likely to disappear during 2009.

Page Title	File name	Viewed
Home Page	index.html	12068
Sponsorship enquiry form	sponsor_enquiry.htm	3370
News	news.htm	2557
Links	links.htm	2418
Transplant Titans (PBC 2008)	plyban08.htm	1865
Pageant projects	story.htm	1518
How to contact Pageant	contact.htm	1260
Sponsorship information	sponsorship.htm	1201
Ethical gifts	gifts.htm	1032
Transplant Titans (PBC 2008 daily reports)	plyban08b.htm	865
Site search	search.htm	826
Sitemap	sitemap.htm	784
News archive	newsarc.htm	716
News of sponsored children	sponsor_update.htm	676
Schools index	schools.htm	575
Fund raising summary	fundraising.htm	555
Members page	members.htm	533
Shap Ahoy 4Ts challenge (2008)	shapahoy4Ts.htm	530
Ethical gifts in action	giftsinaction01.htm	505
Map of The Gambia	map.htm	472

Feedback

Our website has now been substantially unchanged in its appearance and structure for about five years. Although it is much easier to just keep adding and updating, there comes a time when a complete rebuild is needed. I don't think we have got to this point yet, but please let me know if there is anything about the website you don't like, or would like to change.

Pageant News Blog

The Pageant News Blog (pageant-news.blogspot.com) was launched in July 2006. As well as Pageant members, we have a team of contributors in The Gambia; Bakary Gitteh (Bakalarr headmaster), Lamin Jammeh, and Alhassan & Sainey Darboe. Alhassan and Sainey make regular postings, and keep us up to date with happenings in The Gambia. The blog is now the second most important link into our main site, and probably brings in a lot of new users. The Pageant News Blog has a Google PageRank of 3 (The majority of blogs are not ranked), and occurs unexpectedly frequently when searching for information about The Gambia.

The Pageant News Blog is there for all our members. If you are organising an event in the UK, or are visiting The Gambia, why not join the team and post live reports. It really is very simple to do. Just ask Dave Gray for more information and an invitation to join.

Note on PageRank

Google PageRank is a rating system used by Google to show how important they think a page is. The minimum is 0 and maximum 10. The precise algorithm is a secret, but the PR scale is believed to be logarithmic, so moving up one rank means that the page is x times more important.

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