

Pageant Website Report for 2011

Pageant Website Size and Structure

The website structure is unchanged since 2004, but its size has increased steadily. About 30 pages are kept constantly up-to-date, and other pages updated as discrepancies are noticed. Older pages are retained as an archive of Pageant's activities

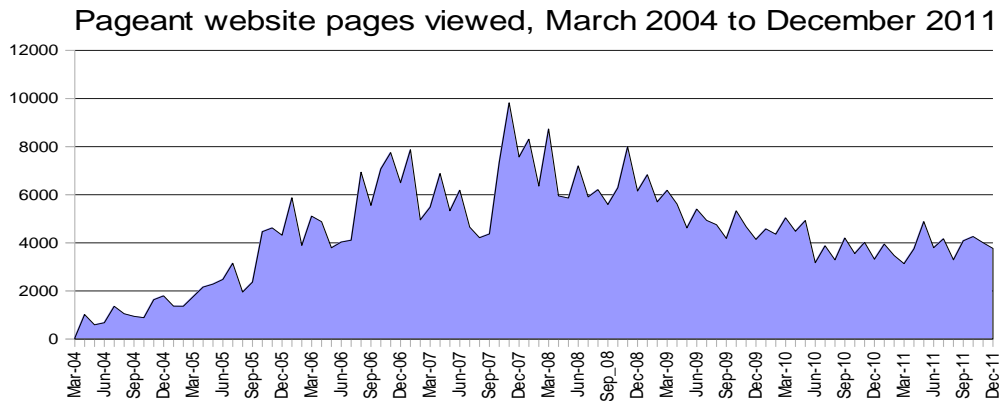
Date	Real* web pages	PDF and Word docs	Video clips
31 December 2004	67	4	12
31 December 2005	98	8	12
31 December 2006	154	9	12
31 December 2007	195	9	12
31 December 2008	198	10	12
31 December 2009	221	12	12
31 December 2010	256	13	12
31 December 2011	280	15	12

*pages available to the general public through public links

Search results and Page Rank

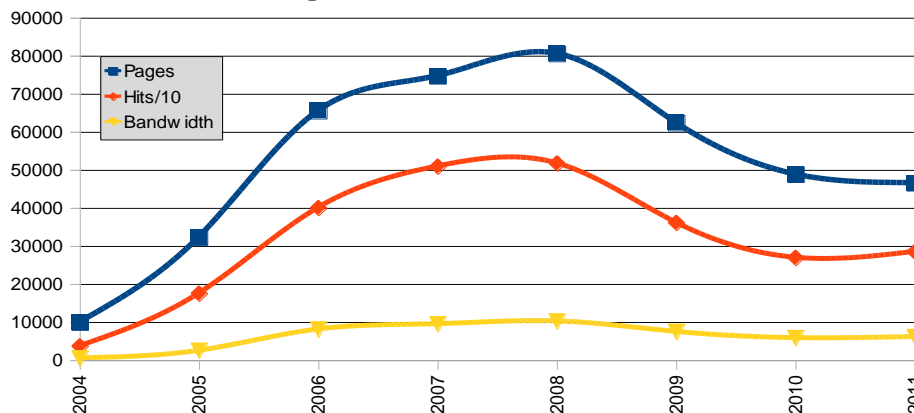
Google is the acknowledged leader amongst search engines, so we don't now check other search engines. In searches using 'gambia' 'education' and 'charity', our home page has maintained a high placing, currently third, with our next page 'links' at 18th place in the list. The Google PageRank* of our home page has remained at 4 for about four years. (* a rating system used by Google to show how important they think a page is. The minimum is 0 and maximum 10, with a logarithmic scale.)

Traffic to the Website



The graph above shows that there is a lot of month-to-month variation in traffic to our website. The graph of annual totals below shows an underlying downward trend from 2008. This now seems to have leveled out, and could be starting to increase again. Our theory is that website hits mirror economic conditions in the UK, with fewer people having spare cash for charities, and therefore less interest in charity websites. However, we are confident that our core support remains firm, even though reduced casual viewing of our website may reflect the difficult times.

Pageant website - annual totals



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Top 20 Pages Viewed

The following is a list of the top 20 pages viewed during 2011 compared with the number of views during 2010. The huge increase in views of Sarah Hayes' page reflected the tremendous interest in her achievement of running the Chester Marathon dressed as a bottle of beer, and setting a new Guinness World Record. There was a slight drop in views of pages dealing with sponsorship. Views of our ethical gifts pages were also down. We have split the original gifts page into two parts, with a separate, more user friendly list of gifts. This could mean that some users are now going straight to the list of gifts, so the drop may not be as bad as it seems. Views of the IceCold Banjul Challenge page are still increasing. In most cases users didn't go on to other pages on our site, so these could be people searching for something else.

Top 20 Pages	Viewed 2011	Viewed 2010	% change
Home Page	8346	7620	+9.5%
News	1739	1728	+0.6%
Links	1644	1408	+16.8%
Sarah Hayes' Page	1263	186	+579%
Pageant projects	1157	1165	+0.7%
How to contact Pageant	1150	938	+22.6%
Sponsorship information	806	962	-16.2%
Schools index	793	853	-7.0%
Information page	782	709	+10.3%
Site Search	650	588	+10.5%
Sponsorship enquiry	610	717	-14.9%
Ethical Gifts (Info) – see also Gifts List at end	550	1229	-55.2%
Plymouth-Banjul 2007 – Ice Cold	520	304	+71.1%
Sitemap	480	527	-8.9%
Membership enquiries	406	368	+10.3%
Fundraising summary	396	437	-9.4%
News archive	387	528	-26.7%
Microscopy	364	215	+69.3%
Members page	354	379	-6.6%
Ethical Gifts List	346	NEW	

Online Donation & Fundraising We have started to use BT's MyDonate for online donations, as they charge us less than Virgin Money Giving, but existing appeals will remain on VMG. If you are thinking about a fundraising event for Pageant, please see our fundraisers' page (<http://pageant.org.uk/fundraisers.htm>) for more details.

Pageant Blog The Pageant News Blog (<http://pageant-news.blogspot.com>) was launched in July 2006, and is there for all our members to use. Our blog team consists of Pageant members and contributors in The Gambia. If you are organising a Pageant event in the UK, why not use the blog to publicise it. If you are going to The Gambia, what about using the blog to post news during your visit. Ask Dave Gray for more information and an invitation to join the blog team.

Facebook We now have a Facebook page (<http://www.facebook.com/pageant.uk>) to help us publicise Pageant's activities. We invite members to post news or comments relevant to Pageant on our wall.

Easyfundraising If you shop online, you can now earn a small donation for Pageant, without your purchases costing you a penny more. See <http://pageant.org.uk/ef.htm> for more details.

Website Feedback Please contact me if you have any thoughts or questions about any aspect of the website.

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