

Pageant Website Report for 2012

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

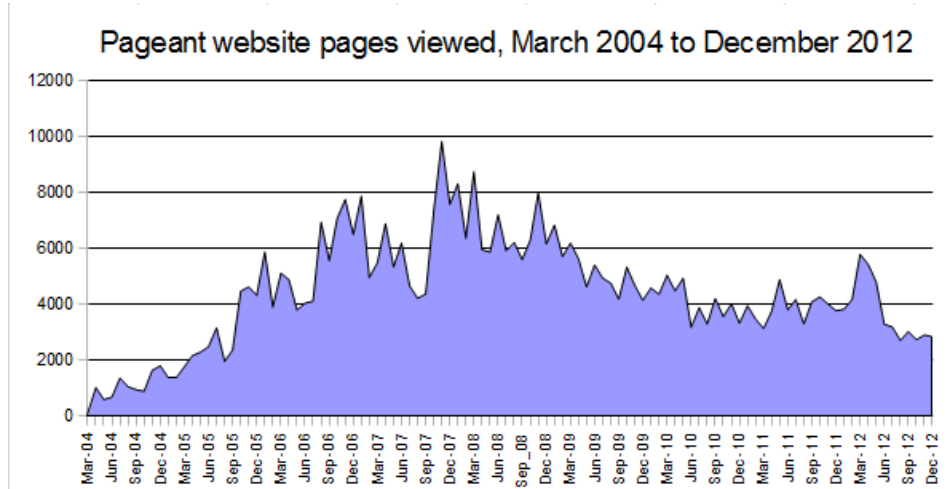
Date	Real* web pages	PDF and Word docs	Video clips
31 December 2004	67	4	12
31 December 2005	98	8	12
31 December 2006	154	9	12
31 December 2007	195	9	12
31 December 2008	198	10	12
31 December 2009	221	12	12
31 December 2010	256	13	12
31 December 2011	280	15	12
31 December 2012	312	22	12

*pages available to the general public through public links and links within website

Search results and Page Rank

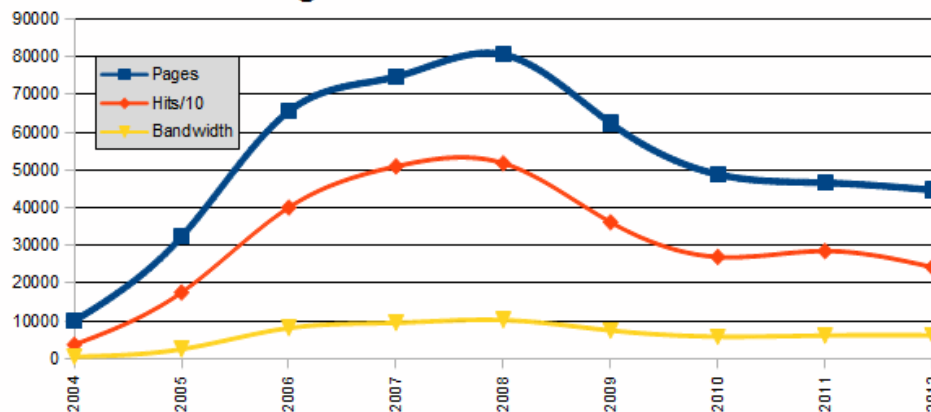
Google is the acknowledged leader amongst search engines, so we don't now check other search engines. In searches using 'gambia' 'education' and 'charity', our home page has maintained a high placing. It is currently at No. 5. The Google PageRank* of our home page has remained at 4 for about five years. (* 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 a peak in 2008. This is possibly a mirror of 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 continuing difficult economic times.

Pageant website - annual totals



Pageant Website Report for 2012

Top 20 Pages Viewed

The following is a list of the top 20 pages viewed during 2012 compared with the number of views during 2011. There are winners and losers. Obviously older pages lose relevance and are looked at less. However, there are some surprises. Sarah Hayes' page is still attracting significant views, and even more surprising, the Ice Cold page from the 2007 Banjul Challenge is increasing its views. We are slightly troubled by decreased views of 'main' pages such as 'news', 'projects', 'contact', 'information' and 'sponsorship', but other 'main' pages have maintained or increased their views. It is significant that 17 of these top pages were in the top 20 last year, so really, not much has changed.

Top 20 Pages	Viewed 2012	Viewed 2011	% change
Home Page	8895	8346	+6.6
Links	2287	1644	+39.1
News	1503	1739	-13.6
Schools index	1005	793	+26.7
Pageant projects	914	1157	-21.0
How to contact Pageant	931	1150	-19.0
Site Search	698	650	+7.4
News archive	675	387	+74.4
Plymouth-Banjul 2007 – Ice Cold	651	520	+25.2
Microscopy workshops – general page	648	364	+78.0
Sponsorship information	644	806	-20.0
Sarah Hayes' Page	554	1263	-56.1
Information page	545	782	-30.3
Sponsorship enquiry	441	610	-27.7
Ethical Gifts List	377	346	+9.0
Pageant Blog info page	344	295	+16.6
Sitemap	338	480	-29.6
Fundraising summary	329	396	-16.9
2012 Microscopy & Physics Workshops	327	NEW	
Micro loans	307	309	-0.6

Online Donation & Fundraising We now use BT's MyDonate for all new online donation appeals because of their minimal charges, though those which started with Virgin Money Giving continue to use that online donation service. If you are thinking about a fundraising event for Pageant, please see our fundraisers' page (<http://pageant.org.uk/fr>) for more details.

Easyfundraising Shop online and earn a small donation for Pageant, without your purchases costing you a penny more. See details on <http://pageant.org.uk/ef> So far we have raised £62 just buying things we were going to buy anyway.

Pageant Blog The Pageant News Blog (<http://pageant-news.blogspot.com>) was launched in July 2006, and is for all our members to use. Our blog team consists of Pageant members and contributors in The Gambia, though contributions from The Gambia are now a bit sparse. 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

Facebook Our Facebook page (<http://www.facebook.com/pageant.uk>) helps us to publicise Pageant's activities. It is now mainly looked after by Frances Boswell.

Twitter Pageant now has a Twitter account (<https://twitter.com/pageantuk>) to announce website updates and other news.

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

Dave Gray – webmaster@pageant.org.uk